



Strategic Perspectives, Inc. GSA Advantage – MOBIS Catalog

I. Contract Information

Strategic Perspectives, Inc., dba Perspectives 22 W. Plumage Sedona, AZ, 86336 928/282-2363 www.perspectivesweb.com	
Contract Number	GS-10F-0240S
Period Covered by Contract	April 21, 2006 through April 21, 2011
Business category	Perspectives is a veteran-owned small business.
1a. Awarded Special Item Numbers	874-1 – Consulting Services
1b. Pricing	Perspectives supports clients on an hourly basis. There is no difference in rates between on-site and off-site work. Rates and labor category descriptions are available below.
2. Maximum Order Threshold	\$1M
3. Minimum Order	\$300.00
4. Geographic Coverage	Domestic
5. Points of Production	Perspectives offices and/or client sites
6. Discount from List Prices	All prices in this catalog are net
7. Quantity Discounts	Perspectives may be able to offer additional discounts on a case-by-case basis, depending on a variety of factors.
8. Prompt Payment Terms	Net 30 days
9. Government Commercial Credit Card	Perspectives will accept payment by government commercial credit cards up to the micro-purchase threshold (\$2,500 in most cases; \$15,000 for certain task orders). Perspectives may accept the card for purchases over the threshold, depending on circumstances.
10. Foreign Items	N/A
11a. Time of Delivery	To be negotiated with the purchasing agency.
11b. Expedited Delivery	N/A
11c. Overnight and 2-Day Delivery:	N/A
11d. Urgent Requirements	N/A
12. F.O.B. Point(s)	Destination
13. Ordering Address	Strategic Perspectives, Inc., dba Perspectives Attn: Barbara Schay 541 W. Virginia Phoenix, Arizona, 85003 Phone: 602/334-1953 FAX: 602/334-1953 E-mail: barbara@perspectivesweb.com

14. Payment Address	Strategic Perspectives, Inc., dba Perspectives Attn: Barbara Schay 541 W. Virginia Phoenix, Arizona, 85003 Phone: 602/334-1953 FAX: 602/334-1953 E-mail: barbara@perspectivesweb.com
15. Warranty Provision	Standard commercial warranty.
16. Export Packaging Charges	N/A
17. Terms and Conditions of Government Commercial Credit Card Acceptance	Perspectives may accept Government Purchase Cards above the micro-purchase threshold on a case by case basis. Also see item #9, above.
18. Terms and Conditions of Rental, Maintenance, and Repair	N/A
19. Terms and Conditions of Installation	N/A
20. Terms and Conditions of Repair Parts and Other Services:	N/A
21. List of Service and Distribution Points	N/A
22. List of Participating Dealers	N/A
23. Preventive Maintenance	N/A
24. Special Attributes	N/A
25. Data Universal Numbering System (DUNS) Number	106606866
27. Central Contractor Registration (CCR)	Registered.

II. Advantages of Using MOBIS for Contracting with Perspectives

Any federal agency can quickly and efficiently order services under these task order-type contracts. Select a contractor, issue a task order, and have the work begin within a few weeks, regardless of whether the project is small or large (up to the \$1M task order limit).

Key advantages if using GSA MOBIS include **very low administrative burden, savings of time, and great flexibility.**

- You can typically select a vendor and have a contract in place in just a few weeks.
- When you place an order using MOBIS, the order will be considered to have been placed using “full and open competition.”
 - o There is **no requirement to use FedBizOpps.**
 - o GSA has already determined that prices are “fair and reasonable.”
 - o All applicable **federal procurement laws and regulations have already been applied.**

Through MOBIS you can also establish a “Blanket Purchase Agreement” (BPA) with Perspectives even if you don’t know the precise timing or amount of effort that your project will require.

The MOBIS process requires 3 simple steps:

1. Develop a Statement of Work (SOW) and forward it to your Contracting Officer.
2. Solicit bids from several GSA Contractors; and select the “best value” contractor. Your selection is, in almost all situations, not subject to protest.
3. Place your order directly with Perspectives.

GSA does not get involved in your procurement process (but is available to assist if you prefer).

III. Company Background and Strengths

Perspectives was founded in 1980. For the last 10 years the firm has worked primarily with Science & Technology (S&T) organizations in government and in industry. The firm assists clients with a variety of management consulting services:

- Strategic planning
- Program development
- Program evaluation
- External benchmarking
- Market intelligence
- Technology assessment
- External review
- Intellectual Property mapping.

Deliverables typically include:

- Program recommendations
- General analytical support
- Benchmarking studies
- Whitepapers
- Conference presentations
- Intellectual Property strategies

Perspectives functions as a partner to program managers and project teams. The firm's expertise in S&T project management has led to work assisting Sandia National Laboratories, Lawrence Livermore National Laboratory, and others in efforts relating to:

- Solid-state lighting (i.e., semiconductor LEDs)
- Biodefense
- Physical security
- Border control
- Protein science
- Microfluidics
- Nanotechnology
- Fiber lasers
- Imaging
- Nuclear and Radiological Countermeasures

Perspectives excels at producing open source intelligence by gathering and synthesizing publicly available information (e.g., expert interviews, scientific literature, patent databases,

on-line resources). Clients look to us to collect, analyze, and deliver information in a digestible format (usually a series of reports and/or summary teleconferences), and use the information to improve the client's project plan and/or project potential. In the past 3 years, we have averaged between 15-20 individual projects. The vast majority of our business is from repeat clients.

References are available. Further information on the company is also available at www.perspectivesweb.com.

IV. Scope of Work

Perspectives is able to offer a range of management consulting services to federal agencies through GSA MOBIS. Perspectives is approved for SIN 874-1, which covers a range of consulting services:

“Contractors shall provide expert advice, assistance, guidance or counseling in support of federal agency management, organizational and business improvement efforts. This may also include studies, analyses and reports documenting any proposed developmental, consultative or implementation efforts.”

Examples of work that can be performed under 874-1 include:

- Strategic, business and action planning
- Process and productivity improvement
- Systems alignment
- Performance measures and indicators
- High performance work
- Cycle time
- Program audits
- Program evaluations.

V. Rates

The following table presents Perspectives' GSA labor rates, including the 0.75% Industrial Funding Fee (IFF).

Labor Category	Hourly Rate
President	\$171.75
Principal	\$157.02
S&T Projects Director	\$147.21
Special Projects Director	\$137.40
Director, Research	\$127.58
Sr. Research Analyst	\$ 88.33
Research Analyst	\$ 78.51
Jr. Research Analyst	\$ 58.88
Research Assistant	\$ 39.26

VI. Contact Information

For further information, please contact:

Mark Huey
Director, Special Projects
Phone: (720) 227-9315
Email: mark@perspectivesweb.com

Ed Southwell
President
Phone: (928) 282-2363
Email: ed@perspectivesweb.com