



**General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List for ProOrbis, LLC**

On-line access to contract ordering information, terms and conditions, up-to-date pricing and the option to create an electronic delivery order are available through GSA Advantage!™, a menu-driven database system. The Internet address for GSA Advantage!™ is: <https://www.gsaadvantage.gov>.

Schedule for Mission Oriented Business Integrated Services (MOBIS)
Federal Supply Group: 874, Class: R499
Contract Number: GS-10F-0310N
Contract Period: April 1, 2003 - March 31, 2018

For more information on ordering from Federal Supply Schedules, go to the GSA Schedule homepage <http://www.gsa.gov>

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Small, Woman-Owned Business

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Date Last Updated: 5/05/14

CUSTOMER INFORMATION

- 1a. Awarded special item number(s):
SIN: 874-1, Consulting Services
- 1b. Identification of Lowest Unit Price: See price list
- 1c. Labor Category Descriptions: See labor category descriptions
2. Maximum order: \$1,000,000
3. Minimum order: \$100.00
4. Geographic coverage: Domestic Only
5. Point of production: Same as company address
6. Discount from list prices or statement of net price: Government net prices (discounts already reduced)
7. Quantity discounts: None offered
8. Prompt payment terms: Net 30 days
- 9a. Notification that Government Purchase Cards are accepted at or below the micro-purchase threshold: Yes
- 9b. Notification that Government Purchase Cards are accepted or not accepted above the micro-purchase threshold: Accept over \$2500
10. Foreign items: None
- 11a. Time of delivery: Specified on Task Order
- 11b. Expedited Delivery: None
- 11c. Overnight and 2-day Delivery: Not available
- 11d. Urgent Requirements: N/A
12. F.O.B. Point(s): Destination
- 13a. Ordering Address: Same as company

- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA Schedule homepage (www.gsa.gov/schedules).
14. Payment address: Same as company
15. Warranty provision: Contractor's standard commercial warranty
16. Export packing charges, if applicable: N/A
17. Terms and conditions of Government purchase card acceptance: Contact contractor
18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A
19. Terms and conditions of installation: N/A
20. Terms and conditions of repair parts indicating date of parts price lists and any list from list prices: N/A
- 20a. Terms and conditions for any other services: N/A
21. List of services and distribution points: N/A
22. List of participating dealers: N/A
23. Preventive maintenance: N/A
24. Special attributes such as environmental attributes: None
25. DUNS number: 11-1570490
26. Registered in System for Award Management (SAM) database/Central Contractor Registration (CCR):
 - Cage Code: 3EC19
 - Registration Expiration Date: 12/11/2013
27. Uncompensated Overtime: N/A

COMPANY OVERVIEW

ProOrbis, LLC is a leading innovator of management theory and applications that set the standard for managing the value of investments in an enterprise and maximizing returns. The ProOrbis® Framework is a unique combination of paradigm shifting theories, and analytic techniques, applied to real-world business challenges with project management, change facilitation, and executive development that produce transformational results. Although this approach addresses the performance of all tangible and intangible organizational assets, it is particularly deep in managing Human Capital, the most misunderstood and “under-worked” asset, creating significant productivity improvement opportunities for organizations, industries, and countries.

ProOrbis clients are generally leaders in their categories, often with a long track record of success. They range in size and nature, but are often complex, global businesses with a wealth of expertise. ProOrbis maintains a high degree of confidentiality with its specific client projects and data. Parent companies include: ITT Exelis, Johnson & Johnson, Morgan Stanley, MetLife, Mellon Financial, Rohm & Haas, DuPont, Motorola, and the US Federal Government. ProOrbis brings a new perspective to help them meet the next challenge – dramatic growth, productivity improvement, or migration to a new market by uncovering opportunities and a path to seize them. A ProOrbis project is ideal for senior executives who are new to their positions and need a fresh, comprehensive perspective as well as established executives who are staging for a major shift in the organization’s growth or profitability.

ProOrbis collaborates with universities, trade groups, publishers, think tanks, and government institutions to advance the recognition, accounting, valuation, and management of the world’s tangible and intangible assets. Our goal is to help design companies and economies that create a more productive, sustainable world.

Since its founding in 1998, ProOrbis has enjoyed tremendous growth and opportunity while working with the world’s most elite firms. ProOrbis has been listed on MOBIS since 2003 and was recently certified as a Women’s Business Enterprise (WBE) by the Women’s Business Enterprise National Council (WBENC) in 2006.

The ProOrbis® Method *Defined*

The foundation for all ProOrbis work is the breakthrough strategic Framework and analytic techniques that redefine management science. The ProOrbis® Method focuses on the return on the investments (ROI) an organization makes in its own capabilities. This evolution of the concept of productivity can dramatically improve performance for publicly traded, private, non-profit, and governmental organizations. The ProOrbis® Method is comprised of the comprehensive Framework (ProOrbis® Framework) and real-world Applications (ProOrbis® Applications).

The ProOrbis® Framework is a strategic paradigm that defines the value-oriented architecture for an enterprise, including business strategy (positioning), operations design (capabilities), asset portfolios (including tangible assets such as physical capital and intangibles such as human capital and technology) and asset management. The Framework classifies and connects all the activities of a firm into a fully integrated system that links to value with analytical analyses for returns on investment that describe, explain, and predict performance. The ProOrbis® Framework is a combination of strategic and analytic concepts with a project approach that offers a comprehensive, integrated, and value-oriented paradigm for managing ROI of the tangible and intangible assets of an enterprise. To learn more about the ProOrbis® Framework go to www.ProOrbis.com.

ProOrbis® Applications are the tools and techniques configured to real business situations and designed for the individual client's need. These Applications transform segments of businesses, individual businesses, portfolios of businesses, and extended enterprises by taking a systematic and comprehensive approach that links to value. Using the best of what a client currently has, strategies are created that leverage the strengths and identify gaps for a fast, high-ROI transformation. Projects are architected from strategy through execution – designed to build the client's capability throughout their transformation to sustain improvements. These Applications produce strategies, plans, and change facilitation that are executed — to dramatically improve results.

ProOrbis® Applications include:

- Enterprise Structuring: A project to structure an enterprise's (including a Portfolio or Extended Enterprises) current business information using the strategic frameworks and analytics of ProOrbis including positioning, capabilities, asset portfolios, asset management, and measures to determine strengths, weaknesses, integration, and constraints. These are used to identify opportunities for improved performance.
- Enterprise Transformation: A project to transform an enterprise's market position, capabilities, asset portfolios, asset management, and measures with a fused combination of executive education, data collection, synthesis techniques and change management.
- Product Development: Applying the ProOrbis® Method to improve a business' offerings by classifying, integrating and linking their methods, tools, and practices to value. This includes framing the offerings and market messaging that they deliver to their customers.
- Analytic Tools: Comparative analytic tools that utilize signature analytics to describe, explain, and predict returns that organizations achieve in their asset investments (Ex. ProTrender™ and ProCompass™ Series for Self, Industry, and a Portfolio in all three asset management categories (HC, PC, TC).)

Learn more at: www.ProOrbis.com.

ProOrbis MOBIS Service Offerings – Consulting Services, SIN: 874-1

General Overview

Senior executives rely on ProOrbis to provide consulting services for their key strategic, organizational, and operational challenges and is best known for its world class market positioning and strategy work. What makes ProOrbis different is that every project is truly customized and tailored to the customer's need. Strategies are developed and supported all the way through execution with a combination of expert consult support, change facilitation, and a true executive development experience – thus building the capability *within* the organization to maintain the change. Because projects are highly customized, we offer category services in the ProOrbis® Framework, rather than a list of standard consulting products and services. Applications include: Enterprise Structuring and Enterprise Transformation projects.

Enterprise Structuring uses the ProOrbis® Framework to recast a client's existing Positioning, Capabilities, Asset Management, and analytics into a comprehensive view of the Enterprise that shows how it creates value. Using readily available company artifacts (business plans, organization charts, process maps, etc) and very limited client resources, ProOrbis is able to create a view of the company that offers insight into the causes of perplexing issues and opportunities for dramatic improvement. Structuring focuses on distillation of relevant information resulting in a fact-based, comprehensive, and executable approach to improving productivity.

An Enterprise Transformation generally follows Enterprise Structuring, which has provided the core information to move on to the decision-making phases of the project. A Transformation is undertaken when the client understands where their business stands today — its strength and opportunity areas — and is prepared to move forward in making productivity improvements identified. ProOrbis projects pay careful attention to the change management issues involved in transforming and are designed to maintain the organization's performance through the transition.

All consulting services are conducted under contractual agreement between ProOrbis and the client that licenses ProOrbis' intellectual property (IP) for the duration of the services. This permits ProOrbis to get at the very heart of our client's specific business situation, and allows for the delivery of customized Applications. At the completion of the consulting services, clients own the final deliverables while ProOrbis retains the proprietary methods (IP) that have been applied.

Consulting Services include but are not limited to the following:

Strategy Development

- Structuring of market maps to display competitive profiles, key trends, and unmet needs for various segments.
- Articulation of the positioning (market or mission), business strategies, and new offerings including their migration over time and selection of targets for mergers and acquisitions.

- Creation of the human capital, physical capital, and/or technology capital asset strategies to maximize the returns on investments in the assets of an enterprise.

Organizational Capabilities Development

- Structuring of organizational capabilities to articulate the current configuration of assets (business processes, human capital, technology capital, and physical capital) being deployed by the organization.
- Assessment of the capabilities alignment to the business strategies, asset configuration, and level of integration that identifies the key strengths, weaknesses, and opportunities for improvement.
- Articulation of a future capabilities architecture and operating model that is designed to deliver on the future positioning, business strategies, and offerings migration.
- Design and reconfiguration of the capabilities architecture, including business modeling and simulation.
- The services described in this section address business modeling and simulation; program audits and evaluations; and process and productivity analysis and improvement.

Asset Portfolio and Systems Reconfiguration

- Structuring of human capital, technology capital (both product and process), and physical capital asset portfolios to profile and characterize the current organizational assets being deployed.
- Assessment of asset portfolio alignment to the organizational capabilities architecture and business strategies to determine opportunities for improvement (i.e. the assessment of organizational structures, IT infrastructure).
- Articulation of future asset configurations (i.e. organizational designs and IT systems architectures).
- Asset management system reconfiguration to meet asset requirements of the future capabilities architecture.
 - Human capital asset management (HCAM®) system reconfiguration including transforming HR practices and programs into integrated asset management systems that will more effectively manage human capital assets to improve overall human capital productivity.
 - Technology capital asset management (TCAM®) system reconfiguration including transforming IT practices and programs to more effectively acquire, manage, and divest of technology assets.

- Physical capital asset management (PCAM®) system reconfiguration including transforming operational maintenance practices and programs to more effectively deploy physical capital.
- The services described in this section address leadership systems, workforce, and succession planning processes.

Measures and Analytics Development

- Structuring of current business objectives and measures of effectiveness, efficiency, cycle time, resource use, return, and individual performance that are currently being tracked and monitored throughout the organization.
- Articulation of an enterprise dashboard that arrays and integrates all measures - cascading from strategic level to capability performance, and finally broken down by individual performance.
- Development of analytic tools for tracking the value and the investments of all assets (tangible and intangible) to put the investment in the context of value that creates the ROI business case for decision making in both the short term and long term.

Customized Training

- Customized training in the ProOrbis® Framework and Applications.

Collaborative R&D

- Collaborative R&D to imbed ProOrbis® Framework techniques into partner's consulting methods, software, and courses.

Labor Categories

All of our labor classes are degreed professionals with the combination of education and experience to accomplish our work. All staff has entered in to a 2 year non-compete agreement and cannot perform work of this nature for a competitor. Staff members are trained in aspects of the proprietary methodology in keeping with their assignments, including analytical techniques and tools. Descriptions of the labor categories are as follows:

Principal:

- Owner: ProOrbis is a woman-owned and controlled small business
- Thought leader and architect of the methodology
- Wharton MBA, 20 years of experience
- Published author and speaker on the topic
- Primary business development for the strategy consulting
- Architects projects, coaches and facilitates senior leadership
- Trains staff and clients on methodology
- Advances the science in the private and public sector

Managing Director:

- MBA, 20 years of experience in HR consulting
- Consults with clients on methodology
- Manages the HCPro® operation
- Manages projects and staff
- HCAM® expert
- Manages product development, oversees project deliverables, and facilitates meetings

Consultant:

- 10 years of experience
- Degree and advanced degree optional
- Subject matters expert
- Consults on work products
- Facilitates meetings
- Conducts interpretation and presentation of data
- Manages projects or parts of projects

Analyst:

- 3-5 years of experience
- Degree (usually finance or operations research)
- Conducts analysis and array of data for decision-making
- Manages complex analysis projects
- Supports client analytics when resources are not available

Schedule of Prices

The following are ProOrbis' GSA approved hourly rates per labor category. The same rates apply for on-site and off-site performance in compliance with Public Law 99-234 and Federal Acquisition Regulation (FAR) 31.205-46, Transportation and Per Diem.

SIN: 874-1 and 874-1RC, Consulting Services (quoted hourly rates)

Labor Category *

Principal	\$793.41
Managing Director	\$528.94
Project Manager/Consultant	\$396.70
Analyst	\$264.47

* (Travel fees are additional and in accordance with ProOrbis/GSA travel guidelines)

Go to www.ProOrbis.com for remaining pricing options and for additional information.

Legal Notes

In the course of performing consulting services for a Contracting Party, ProOrbis may disclose trade secret, confidential and/or proprietary information regarding the ProOrbis® Method, ProOrbis® Framework and ProOrbis® Applications. ProOrbis' agreement to render services is contingent upon the Contracting Party agreeing to undertake certain obligations to protect the confidential nature of ProOrbis' proprietary intellectual property. These obligations include a duty to maintain the confidentiality of ProOrbis' proprietary intellectual property, a duty not to use or disclose information regarding such intellectual property other than for purposes of the services ProOrbis is hired to provide, and an undertaking by the Contracting Party to ensure that its employees do not breach these duties during or after their employment with the Contracting Party.

Service Contract Act (SCA) Information

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire **874: MOBIS** Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when ProOrbis adds SCA labor categories/employees to the contract through the modification process, ProOrbis will inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number.