

## LEO A DALY Aligns with the Best Small Business Partners through Repperio

### Background

**LEO A DALY** is an internationally-recognized, award-winning architecture, engineering, planning, interior design, and program management firm. Ranked among the top design firms in the world, the company's diverse portfolio includes world-class projects in more than 91 countries, all 50 US states, and the District of Columbia. The federal government comprises a significant portion of the company's revenue, with customers such as the DoD, DHS, GSA, Navy, Air Force, Department of Veteran's Affairs and many others.

### Challenge

LEO A DALY relies extensively on subcontracting niche services to small businesses that specialize in certain capabilities. The company also participates as a subcontractor to small businesses set aside contracts. For years, the federal team has juggled a variety of sources for business intelligence, including FedBizOpps, Bloomberg Gov and Deltek GovWin to obtain RFP and pre-RFP forecast information. "It's quite an onerous task to rely on the small business dynamic search engine to find small businesses with certain NAICS codes, geographies and experience working with specific agencies," said VP, Corporate Director of Federal Programs, Kurt Ubbelohde.

### Solution

In 2015, Ubbelohde discovered Repperio. "I became quite intrigued by the Repperio product and I absolutely recognized the importance and value of having access to info Repperio provides," said Ubbelohde. "I immediately recognized the value of seeing the entire federal competitive landscape, who's winning work, and which teaming partners to include in our proposals to give us a competitive advantage."

"Several people on my team use Repperio," said Ubbelohde. "My small business program manager uses it extensively to research backgrounds on companies and the strength of performance. It's very useful in that regard. We use it to track opportunities we're positioning for once they've come out with a pre-solicitation."

"Repperio gives me a good portrayal of a company's federal experience and performance, and that's not something I have found to be readily accessible anywhere else," he noted. "GovWin will tell me there were 15 proposals or submissions but not specifically who they are. But in Repperio, I can get that information quickly and easily."

### Greater Visibility into Federal Business Prospects

According to Ubbelohde, Repperio gives the LEO A DALY federal team access to information they simply can't obtain anywhere else. "Repperio is different from GovWin," he said. "What I like about Repperio is the ability to search geographically and by NAICS code, or by agency, for a company's past performance. When I want to know who is best positioned to go after a certain piece of federal business, I simply look at the competitive landscape on an opportunity in Repperio."

"Repperio gives me a much better sense of what I'm up against in a federal opportunity," Ubbelohde said. "In the past, I might have been blind. What I'm getting from Repperio is a better sense of our likelihood of winning a piece of federal government business, so we can decide whether to pursue each opportunity. I'm absolutely thrilled at having the information."

### Conclusion

In addition to the invaluable insights his team now enjoys, Ubbelohde is also very pleased with how quickly his team finds information in Repperio. "Repperio is a huge time saver, and it is a helpful tool in a way that I couldn't get the information before," said Ubbelohde. "It's a marked improvement not only in terms of time saving but also by allowing us to be surgical in choosing opportunities that will afford us the highest Pwin, and that's what's really unique about Repperio."

The LEO A DALY federal team has been extremely pleased with Repperio since they started using it in 2015. "I'd give Repperio a big thumbs up," said Ubbelohde. "It's a tool that gives valuable information that can be very useful to someone who's trying to put together a comprehensive picture of their competitive landscape across their federal business. I'd push it to anyone doing business with the federal government."