

PRE-AWARD SYNOPSIS
SOLE SOURCE AWARD FOR SUBJECT MATTER SERVICES:
LEAD IT ARCHITECT CONSULTING SERVICES

SYNOPSIS DATE: June 19, 2012

CONTRACTING OFFICE: United States Patent & Trademark Office, Office of Procurement, 600
Dulany Street, Alexandria, VA, 22313-1450

NAICS CODE: 541611, Administrative Management and General Management Consulting
Services

NOTICE CLOSING DATE: June 21, 2012

CONTRACTING OFFICER: Heather M. Bakos, 571.272.5351, Heather.Bakos@uspto.gov

ESTIMATED DOLLAR AWARD AMOUNT: \$175,000

ESTIMATED CONTRACT AWARD DATE: June 21, 2012

METHOD OF SOLICITATION: Request for Quote

DESCRIPTION: The Lead Consulting Architect for the Project shall provide advising and consulting services for a business-based analysis of the IT solution architecture (portfolio/program/project) and development efforts for a next-generation Trademark electronic processing capability as follows:

- a. Assess overall business and IT requirements;
- b. Review as-is business and IT architecture documentation;
- c. Assess IT plans and work in progress;
- d. Review target business and IT architecture views and options; and
- e. Examine trademark transformation plans from a business, data, application and technical architecture perspective with a focus on viability, risk, achieving early ROI and alignment with the current state of the practice and tools
- f. Evaluate and assist in the execution of the development efforts to deliver the TM NG systems.

The Lead Consulting Architect shall perform the following evaluation activities:

- a. Interview USPTO customers, contractors, System Development Leads (SDLs) and other
- b. Interview USPTO customers, contractors, System Development Leads (SDLs) and other USPTO staff as necessary to gather system related issues, interdependencies, user requirements, desired software architecture, and envisioned software coding standard;

- c. Evaluate best industry and government practices and recommend the practices that can be effectively implemented at the USPTO;
- d. Evaluate interdependent AISs and provide recommendations on how the systems can be decoupled;
- e. Participate in reviews with steering committees and senior management; and
- f. Review existing strategy, plans, work in progress, target options and transformation plans to date.
- g. Assess and recommend improvements in both the overall TM NG solution architecture/roadmap and project execution.
- h. Evaluate the technical direction and development efforts of the TM NG major development contractors.

The Lead Consulting Architect shall:

- a. Use advanced technical knowledge and communications skills to facilitate complex situations;
- b. Serve as an advisor for and provide direction with indirect reporting relationships; and
- c. Interact day-to-day with technologists, management, portfolio/program/project management, contract developers, government developers, and other architects.
- d. Working with the USPTO technologists and management, refine and document the current and future state architecture of the Trademark systems and propose a migration strategy from the current state to the future state.
- e. Assess implementation and development efforts to ensure conformity with TM NG strategy, architectures, plans and industry best practices.

PROPOSED CONTRACTOR: Tactical Strategy Group, Inc.

JUSTIFICATION FOR NON-COMPETITION:

The Patent and Trademark Acquisition Guidelines (PTAG) specifically exempts USPTO from the Competition in Contracting Act (CICA - 41 USC 253).

The supplies or services needed by the agency are available from only one responsible source and no other type of supplies or services will satisfy the agency requirements.

The purpose of this Justification for Sole Source is to obtain approval for negotiating solely with Tactical Strategy Group (TSG), Inc. for Subject Matter Expert services pertaining to the Trademarks Next Generation (TM NG) Portfolio, Program and Projects. Mr. William Ulrich of TSG possesses a unique set of qualifications to provide direction and guidance to the TM-NG Business and IT Architecture teams in the development of the TM-NG current and future state value streams, capability mapping, and IT solutions.

Mr. Ulrich has unique ability and expertise to deconstruct business architectures and IT architectures to deliver the cross-functional, cross disciplinary visibility required to enable complex business/IT transformations. Additionally, Mr. Ulrich possesses a unique ability to determine the viability of a given business/IT transformation strategy from a fully independent

perspective. Based on this unique ability and experience, the USPTO contracted with TSG for Mr. Ulrich to prepare and deliver an assessment of the proposed TM NG Program.

The resulting report, *Trademark Business / IT Transformation Strategy Assessment Report*, was submitted on December 16, 2010. There are numerous recommendations in the report that the TM NG Program has accepted and is currently implementing. One of the most significant findings in the report is that TM does not have a Business Architecture (BA). Without a Business Architecture to describe the current and future state of the TM business capability needs, the TM NG Program will not be able to plan and deliver business-driven IT solutions. The report recommendation based on the findings is to create a BA for TM and base the TM NG IT Architecture on the BA. USPTO, OCIO and TM senior leadership accepted this recommendation.

The TM organization did not have the in-house expertise or knowledge to develop a Business Architecture (BA). The decision was made to develop the internal capability and expertise to produce and maintain the TM BA. Mr. Ulrich is uniquely qualified to guide and advise this USPTO BA team through the process of creating the TM BA. With Mr. Ulrich's expertise and guidance, the TM BA was developed in 2012.

The TM BA consists of 17 values streams and identified approximately 170 unique business capabilities that require IT solutions. Seven programs each with multiple projects will be used to develop and deliver the IT solutions that meet the business capability needs expressed in the TM BA. Development contractors will be brought on-board in the fourth quarter of FY12 to begin building the new Trademark Next Generation systems and retire all of the legacy TM systems. The first year of development efforts are critically important to the TM NG portfolio success including the alignment of development efforts to the TM business architecture.

Mr. Ulrich's unique expertise and experience with the TM BA effort and team is required in order to help translate the TM BA into the TM NG IT Solution Architecture (portfolio/program/project) and ensure that project development efforts meet the TM business needs in a manner consistent with other accepted recommendations from the *Trademark Business / IT Transformation Strategy Assessment Report*.

PLACE OF CONTRACT PERFORMANCE: United States Patent & Trademark Office, 600 Dulany Street, Alexandria, VA 22313-1450

SET-ASIDE STATUS: This solicitation is intended for a small business.