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| **Volume I - Technical Proposal (80 Pages)****Evaluation Criteria 1**  |
| **Win Theme** | **Feature** | **Benefit** | **Hot Button/Customer Intel** | **Section C** |
| Company ABC understands the GSS program from both mission and operational perspectives. We currently employ a number of the key personnel with the required skills to accomplish the GSS objectives; including experience developing comprehensive program management methodologies that are adaptable to complex international contracts, such as sample and future GSS task orders.  | Company ABC is CMMI Level 4 appraised in Services, and has a proven history of adapting our repeatable processes to the requirements of U.S. Embassy contracts.  | Low-risk adaptation of repeatable processes for GSS task orders | Process improvement must transpire smoothly and quickly | Objectives 1 and 2 |
| Company ABC personnel have recent past performance with U.S. Embassy facilities operations and maintenance projects. | Personnel who understand embassy operations will provide high quality customer service | Contractor personnel must integrate well into U.S. Embassies  | Objectives 1-4 |

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| Volume I |
| **Win Theme** | **Risk** | **Mitigation / Benefit** |
| Company ABC understands the GSS program from both mission and operational perspectives. We currently employ a number of the key personnel with the required skills to accomplish the GSS objectives; including experience developing comprehensive program management methodologies that are adaptable to complex international contracts, such as sample and future GSS task orders.  | Incumbent XYZ also has recent past performance with U.S. Embassies doing work similar to GSS task orders - our win theme is not a differentiator | Incumbent XYZ’s personnel had a history of causing friction at Embassies, whereas our management personnel have never had a complaint - ghost Incumbent with discussion of customer service and our personnel’s ability to adapt to U.S. Embassy professional environment |