

SOLUTIONS FOR A HIGHLY COMPETITIVE WORLD



The Value of Art

Cost/Benefit of Using SM&A for Proposals Artwork



Why Should Proposals Contain Art?

- Technical people are graphics oriented and art intuitively speaks to them
- Information transfer for a given image area of art is 10 times that of than text
- Art is easier to evaluate and increases your chances of communicating key messages
- Art creates a more interesting proposal to flip through, increasing evaluator retention
- Art gives a “data rich” look which increases the credibility of your proposal
- Art provides an easy point of reference – easier to locate than text in a proposal



Good Art Is An Investment – Each Piece Requires:

- Author time
(approximately 8 hours per art piece)
- Volume Lead time
(approximately 4 hours per art piece)
- Production time
(approximately 2 hours per art piece)
- Management Review time
(approximately 1 hour per art piece)
- Estimated investment per art piece ~ \$2,500



Art Wastage Is A Bottom-Line Key Metric

- Definition – Art Wastage is producing a piece of art and not using it in the final proposal because the key message has changed, or the art piece did not clearly express the key message
- Each piece of art produced and not used is an absolute waste of resources – no recovery of investment
- Art wastage is an effective determination of the cost efficiency and effectiveness of competing proposal processes



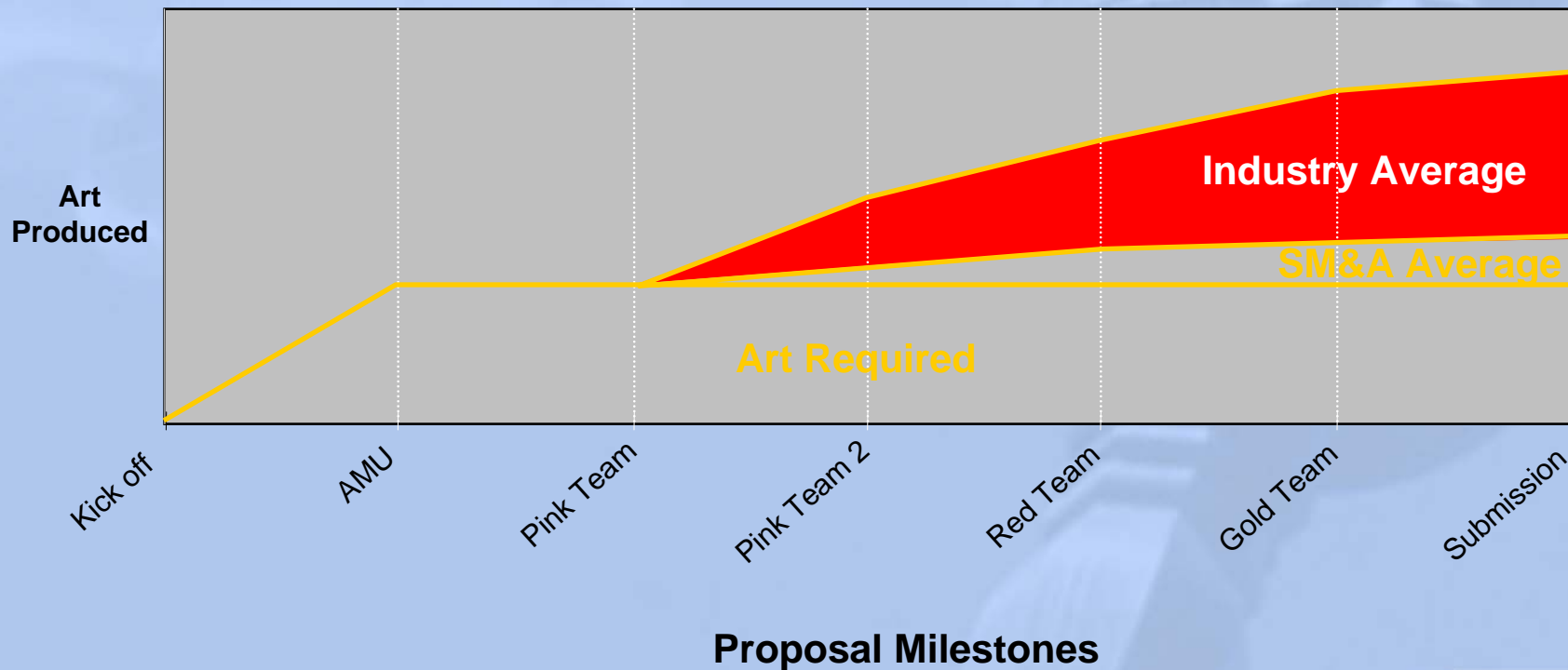
SM&A Proposal Process Minimizes Art Wastage

- Strategy based – key messages and themes are established before art is produced
- Extensive author support – We provide art training, samples, templates, and collaborative hands-on interaction with authors to provide a head start to produce effective art
- Iterative management reviews ensure that art is on-message and presentation is clear before further investment is made
- Focusing on art before text emphasizes the centrality of art and increases its effectiveness, minimizing downstream edits



Our Process Beats Industry Averages

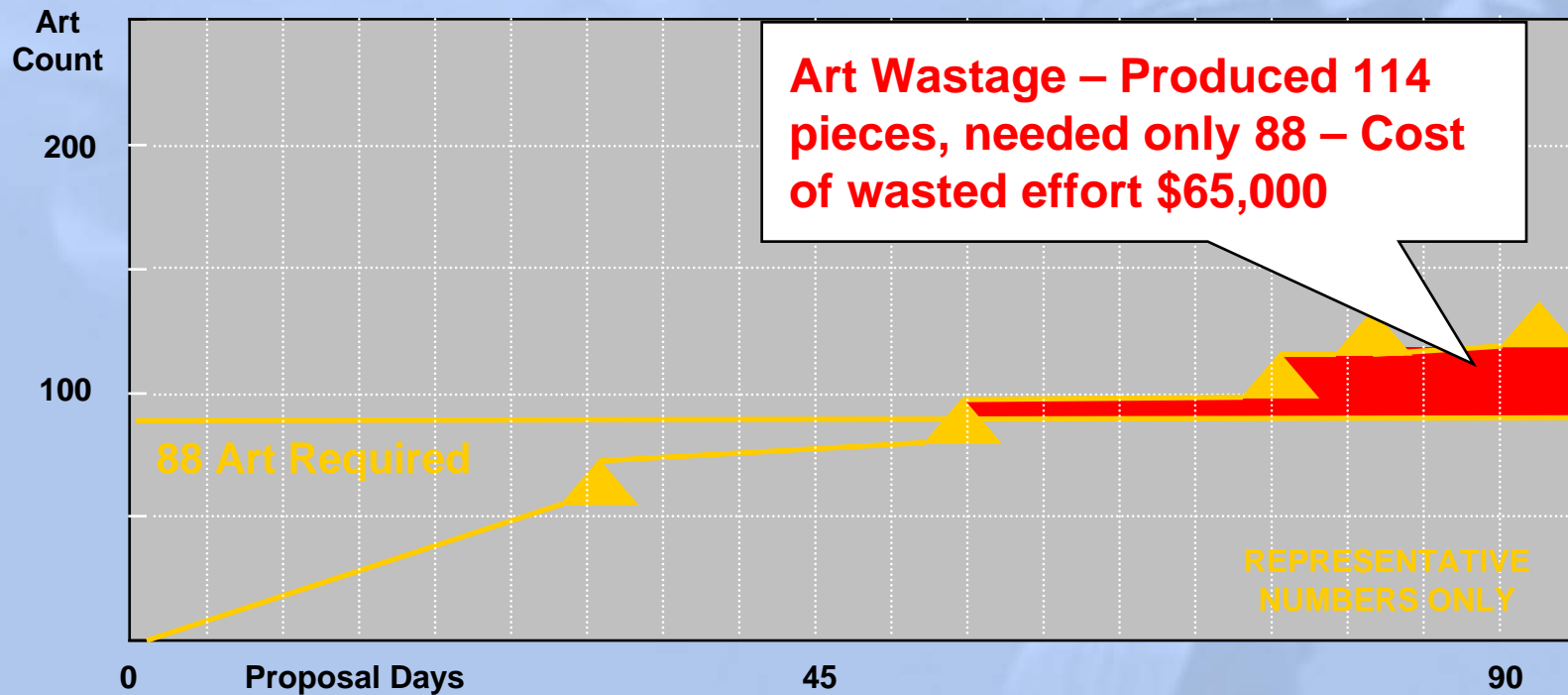
- Art produced above yellow art required line is art wastage
- SM&A estimated average – 20% plus art wastage
- Industry estimated average – 60% plus art wastage





Case Study 1 – Large Mission Ops Project

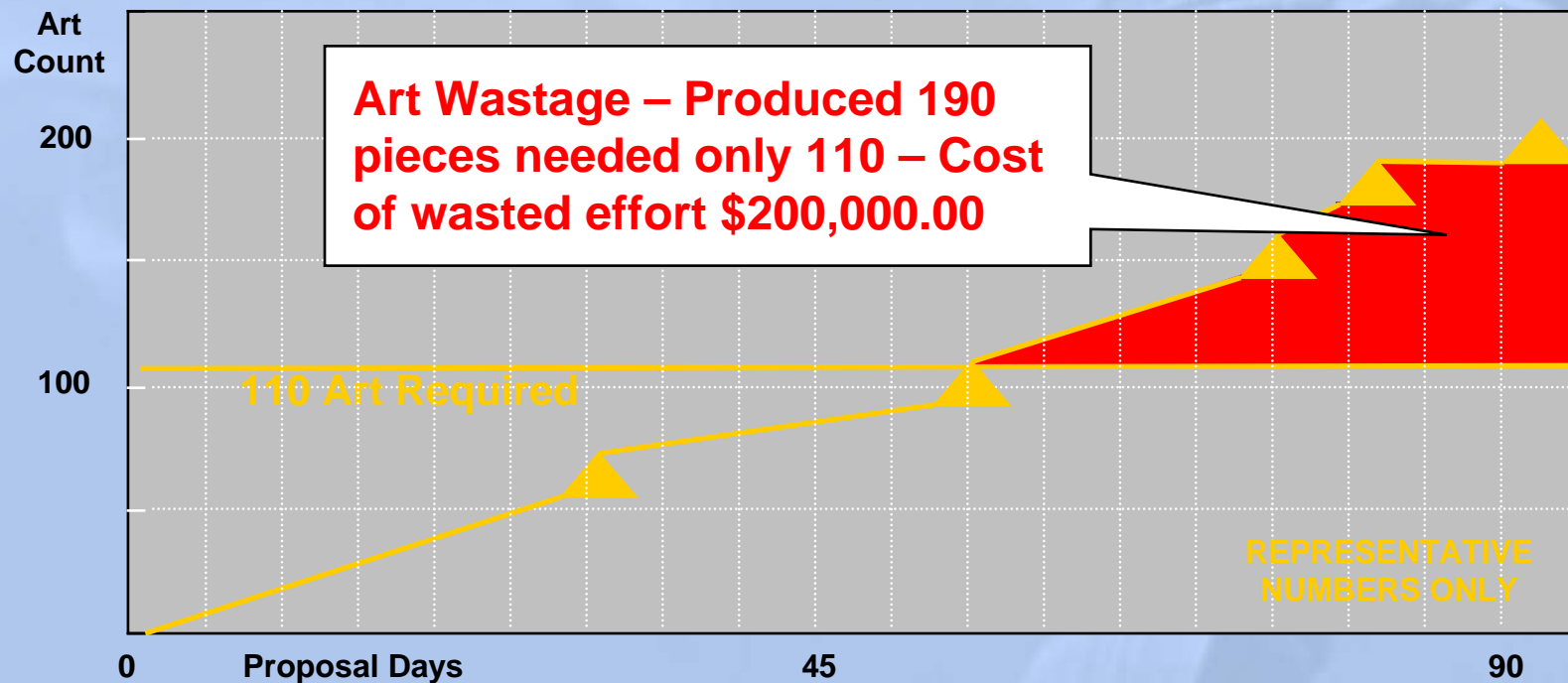
- Case History – Client bid multiple work packages: some using SM&A resources, some using internal corporate resources
- SM&A run proposal results – 88 art pieces required, 114 produced – art wastage **29%**
- If each art has a nominal cost of \$2500 then art wastage cost client **\$65,000.00**





Case Study 1 – Large Mission Ops Project, Cont.

- Client run proposal results – 110 art pieces required; 190 produced – art wastage **72%**
- If each art has a nominal cost of \$2,500, then art wastage cost client **\$200,000**
- Value to client of SM&A effort – **67.5%** cost savings from using SM&A vs. internal resources





Case Study 2 – Large IT Project

- Case History - PM required to brief but not involved early
- Seven helpers prepared charts for PM up to Day 21
 - Briefer finally got involved full time at day 22
 - 16 of 35 charts completely replaced (many others heavy changes)
 - Added 4 new charts (day 27) to accommodate Red Team comments
- Key Lesson – Bringing in SM&A early saves money in the long run and produces a better product

