

General Services Administration

Federal Supply Service *Authorized Federal Supply Schedule Price List*

Online 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: www.GSAAdvantage.gov

Schedule for – Mission Oriented Business Integrated Services (MOBIS)

Federal Supply Group: 874 **Class:** R499
Contract Number: GS-10F-0062R

For more information on ordering from Federal Supply Schedules
Click on the FSS Schedules button at <http://www.fss.gsa.gov>

Contract Period: November 01, 2004 through October 31, 2009

Contractor: ASR Analytics, LLC
1389 Canterbury Way
Potomac, MD 20854-6103

Business Size: Small Business

Telephone: 301-738-9502
Fax: 301-738-9503
Web Site: www.asranalytics.com

Contract Administrator: Michael P. Stavrianos
E-mail Address: michael.stavrianos@asranalytics.com

Customer Information

1a. **Awarded Special Item Numbers(s):** 874-1 (Consulting Services), 874-3 (Survey Services), 874-7 (Program Integration and Project Management Services)

1b. **Pricing**

Labor Category (SINs 874-1 and 874-3)	Price per Hour (approved prices, as of 11/12/2008)
Subject Matter Expert	\$237.32
Director	\$184.05
Principal	\$166.81
Managing Consultant	\$150.60
Senior Consultant	\$119.25
Consultant II	\$96.94
Consultant I	\$74.14
Professional Assistant	\$51.41

1c. **Labor Category Descriptions**

Subject Matter Expert

Functional Responsibility. Provides expertise in a particular functional area, such as science, technology, management, public policy, public administration, etc. Offers guidance, consultation, facilitation, thought leadership, and education to the client and/or project team based on his/her specialized expertise.

Education and Experience. Typically has substantial graduate or professional education, and depending on the subject area, extensive specialized experience and a deep understanding of and expertise in his/her subject area. Typically has published in professional journals and has been invited to speak professionally on area of expertise. Has 10 or more years of work experience, including at least 5 in a specialized, relevant field.

Director

Functional Responsibility. Provides leadership and overall direction for concurrent multiple small projects within a single large organization, or serves as the project manager of a single large project containing multiple tasks. Applies industry expertise, as well as functional and project management knowledge. Works with senior executives in the client organization.

Education and Experience. Typically has an advanced degree in public administration, management science, or a related field. Has at least 10 years of relevant work experience.

Principal

Functional Responsibility. Responsible for day-to-day management and leadership of large or mid-sized projects. Coordinates and directs the activities of other consultants and provides consulting support and expertise to clients, including: (1) resolving project issues, (2) managing quality control for deliverables, and (3) presenting project findings and results to client management.

Education and Experience. Typically has an advanced degree in public policy, public administration, management science, or related field (or equivalent years of experience). Has at least 7 years of relevant work experience.

Managing Consultant

Functional Responsibility. Responsible for day-to-day management and leadership of smaller projects, or for team-leadership on large projects. Coordinates and directs the activities of junior consultants and provides consulting support and expertise to clients, including: (1) identifying project issues, (2) reviewing deliverables developed by others, and presenting project findings and results to lower levels of client management.

Education and Experience. Typically has an advanced degree in public policy, public administration, management science, or related field. Has at least 5 years of relevant work experience.

Senior Consultant

Functional Responsibility. Leads information gathering, conducts research, develops databases and spreadsheets, analyzes data, creates process diagrams, drafts project reports, training materials, and other deliverables.

Education and Experience. Undergraduate degree and at least three years of relevant work experience.

Consultant II

Functional Responsibility. Gathers information for more senior team members, conducts research, manages databases and spreadsheets, analyzes data, takes notes during meetings and interviews, drafts process

diagrams, contributes to project reports, training materials, and other deliverables.

Education and Experience. Undergraduate degree and at least 1 year of relevant work experience.

Consultant I

Functional Responsibility. Assists project team members with information gathering and research, organizes data and project documents, cleans and analyzes data, assists project manager in the development of deliverables.

Education and Experience. Undergraduate degree or equivalent experience.

Professional Assistant

Functional Responsibility. Assists project staff in organizing and managing project documents; assists project management with professional and administrative activities.

Education and Experience. Associate degree, some college level courses or technical training, or equivalent experience.

2. **Maximum Order:** \$1,000,000.00
3. **Minimum Order:** \$300.00
4. **Geographic Coverage (delivery area):** Domestic only
5. **Point(s) of production:** Same as company address
6. **Discount from list prices or statement of net prices:** Government net prices (discounts already deducted). See paragraph 1b.
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 whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** will accept over \$2,500

- 10. Foreign items:** None
- 11a. Time of Delivery:** As specified on Task Order.
- 11b. Expedited Delivery:** Negotiated by Task Order
- 11c. Overnight and 2-day Delivery:** Contact Contractor
- 12. F.O.B. Points:** Destination
- 13a. Ordering Address(es):** Same as company address
- 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/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14. Payment address(es):**
- By Check
ASR Analytics, LLC
1389 Canterbury Way
Potomac, MD 20854
- By Wire Transfer
Bank of America
10400 Old Georgetown Road
Bethesda, MD 20814
ABA routing number 026009593
ASR Analytics, LLC account number 003935911106
- 15. Warranty provision:** Contractor's standard commercial warranty
- 16. Export Packing Charges:** N/A
- 17. Terms and conditions of Government purchase card acceptance:** Contact contractor
- 18. Terms and conditions of rental, maintenance, and repair:** 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 discounts from list prices:** N/A
- 20a. Terms and conditions for any other services:** N/A

21. **List of service and distribution points:** N/A
22. **List of participating dealers:** N/A
23. **Preventive maintenance:** N/A
- 24a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. **Section 508 compliance:** N/A
25. **Data Universal Number System (DUNS) number:** 15-1083305
26. **Notification regarding registration in Central Contractor Registration (CCR) database:** Registered

Contractor will accept Labor Hour (LH) and Firm Fixed Price (FFP)

About ASR Analytics

ASR Analytics LLC (ASR) is a consulting firm that helps clients solve business problems through improved data collection, management, and analysis. Founded in 2004, ASR has quickly developed a reputation for thought leadership in the business intelligence community. Most recently, ASR has received attention for its groundbreaking views on analytic application development—with feature articles in DM Review magazine. ASR's staff includes PhD economists and statisticians, as well as experienced survey researchers and database analysts. ASR is also a member of the SAS Alliance, with deep expertise in the design, development, and maintenance of SAS-based software solutions.

Our Solution Offerings

Data Management & Integration

The value of business intelligence depends on the soundness of the underlying data. We design and implement powerful and automated extract-transform-load (ETL) processes that reduce operation and maintenance costs. ASR also follows proven methods to assess data quality and evaluate the impact of data quality on an organization's performance. ASR's approach includes an integrated metadata plan that centralizes information about data sources, business rules and user access authorization.

Applications: ETL Tools, Data Quality Assessments, Metadata Management

Predictive Modeling

Organizations need an accurate picture of the future as well as the ability to reliably identify and measure the key drivers of business outcomes. Strategic business planning requires the ability to model, predict, and simulate business processes and the internal and external factors that impact those processes. ASR offers a comprehensive suite of analytic solutions to help you reduce risk, utilize the power of prediction and optimize organizational performance.

Applications: Data & Text Mining, Customer Analytics, Strategic Enrollment Management, Forecasting, Operations Research, Statistical Support Services

Analytic Application Development

Analytic Applications should target a specific business function, facilitating both strategic and tactical decision making, and should be embedded within the business processes of an organization. ASR's solutions are designed with these principles in mind. We help our clients identify business functions that can benefit from the use of analytic applications, build customized solutions to meet those needs, and provide training to maximize the value of process improvements.

Applications: Simulation Models, User Alert & Early Warning Systems, Executive Dashboards, Optimization Models, Data Visualization & Reporting Tools

Data Collection Services

Many different approaches exist for collecting data – from in-depth interviews and focus groups to mail, telephone, and web-based surveys. Choosing the right methodology requires a careful examination of business objectives, data requirements, and target audience characteristics, as well as an informed assessment of the positive and negative attributes of each data collection method. ASR helps organizations evaluate these tradeoffs and carry out the appropriate data collection method.

Applications: Survey Research, Focus Groups, In-Depth Interviews, Data Capability Diagnostics

For more information on ASR's capabilities, experience, and key personnel, please visit our website at www.asranalytics.com. To request a fact sheet on any of the solution offerings listed above, send us an email us at info@asranalytics.com.