

ARDAK CORPORATION

Minnetonka, MN • Englewood, CO
Colorado Springs, CO • San Diego, CA

Consolidated competitors; decreasing budgets; increasing scrutiny; reduction in sole source awards; all these things and more combine to make the current US Federal Government contracting environment the most competitive ever. Companies that partner with ARDAK are afforded a competitive advantage. ARDAK's competitive intelligence provides US Federal Government contractor's with the actionable information necessary to significantly increase their probability of winning (PWIN).

For over 25 years ARDAK has provided superior expertise in providing competitive intelligence with unmatched consistency and accuracy.

Our areas of expertise include Wrap Rates, High Level Decompositions, Low Level Decompositions, Should Cost Analysis, Price to Win (PTW), Rate to Win (RTW), Labor Category Analysis and US Government Agency Budget Analysis.

400 Inverness Parkway
Suite 200
Englewood, CO 80112
(720) 279-6350 Office
(720) 279-6349 Fax
bradslack@ardak.com



When You Must Win

PRICE TO WIN

Your competitors are as smart as you and they produce technical solutions as innovative as yours. So how do you beat them?

You have to beat them on price.

Price to Win (PTW) is the critical competitive intelligence you need to pursue and capture the market opportunities and contract awards and produce the answer to the specific question "What will it take to win"?

ARDAK uses parametric modeling to determine a competitor's "Win Only" rates. Using historical PTW data, ARDAK can estimate both the monetary thresholds and percentage discounts that competitors are likely to use in specific bidding situations.

Pursuit Category Thresholds

Company Name	Pursuit Category		
	Priority Threshold (\$M)	Must Win Threshold (\$M)	Strategic Threshold (\$M)
ABC Company	30	55	75

Pursuit Category Summary Table

Company Name	Plant Rate	Site Rate	Plant Delta	Site Delta
ABC Company				
Low Level Decomposition	2.725	1.980		
Priority Pursuit	2.605	1.913	4.40%	3.38%
Must Win Pursuit	2.510	1.836	7.89%	7.27%
Strategic Pursuit	2.442	1.817	10.39%	8.23%