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## MISSOURI TEAM QUALITY AWARD RECIPIENT

### RTCASS PROPOSAL TEAM at Boeing Support Systems, St. Louis



#### PROFILE

The RTCASS ( Reconfigurable Transportable Consolidated Automated Support System) Proposal Team is part of the Automatic Test Equipment group within Boeing Support Systems in St. Louis. Support Systems is a business unit within Boeing Aerospace Support responsible for producing both mechanical and electrical support equipment for military aircraft and weapons programs. Its capabilities represent the entire spectrum of what is needed to support various aircraft and weapons programs; from hand tools, to aircraft engine stands, to complex electronic test systems. The RTCASS Proposal Team captured a significant amount of new business work to develop and produce an electronic test system known as RTCASS.

#### OPPORTUNITY FOR IMPROVEMENT

Boeing Support Systems has traditionally enjoyed an Original Equipment Manufacturer position when bidding for support equipment for military aircraft and missiles. However, recent losses in competitive proposals for new fighter aircraft jeopardized this position. The Support Systems team realized that to continue to grow the business would require competing in a less advantageous environment. Because Boeing Aerospace Support's strategic planning process identified the RTCASS business as important, Support Systems had tracked the opportunity for over four years and had targeted Research and Development funds for new technology applications to pursue it if presented with the opportunity.

#### TEAM ACTIONS

The draft request for proposal (RFP) was received from the

U.S. Navy, and after reviewing it, Support Systems Management decided to pursue the business and began assembling the team. Team selection and composition was based on technical knowledge, experience, and roles based on functional assignment. The team was co-located in an office area with access to a common data server and the proposal work began. The formal RFP was received from the Navy in February 2003 and the team immediately received training as a group in Boeing's Integrated Business Acquisition Process or (IBAP), a disciplined process used to assure that, to the greatest extent possible, a winning proposal is delivered to the customer. Training included techniques on proposal writing, graphics, and storyboard development. Performance reviews measuring proposal completion to schedule, Bid & Proposal fund expenditures, and projected price of offering were conducted. The team collected data in accordance with steps within IBAP including: the 12-Step Process, Win Strategy Steering Committee, and Blue Team Review. Other data gathering techniques included public domain data research, and benchmarking. The data was analyzed, helping to form the basis of the proposal. Data included the desired system architecture and cost profile. Once the proposal was in development, a series of independent reviews were held to improve the proposal. These reviews involved external and internal stakeholders. The final proposal was reviewed for completeness and compliance with the IBAP process and submitted to the Navy in April 2003.

#### RESULTS

In September 2003 Boeing was awarded the competitive RTCASS Production contract (\$32M base contract, max with all options \$218M), a 33% increase in new orders for the business unit. Use of the IBAP was so successful that the Support Systems Director provided a debrief to the Aerospace Support Strategic Business Council. Lessons learned also extended to the Boeing Acquire Business Center team for the proposal's use of presentation techniques, the quality of its executive summary, and rigorous use of the IBAP.

#### FUTURE PLANS

The RTCASS Production contract's progress is monitored weekly via Boeing's Earned Value Measurement System. Deliveries begin in the 1st quarter of 2005. Growth opportunities in derivative products are also being planned for FY 05 and FY 06.

**For Further Information Contact:** Doug Engemann at [douglas.g.engemann@boeing.com](mailto:douglas.g.engemann@boeing.com)

