

The Value of Art

Cost / Benefit of Using SM&A for Proposals Artwork



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SM&A PROPRIETARY

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 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
 - Approximately \$2,500

Art Wastage is a Bottom-Line Key Metric

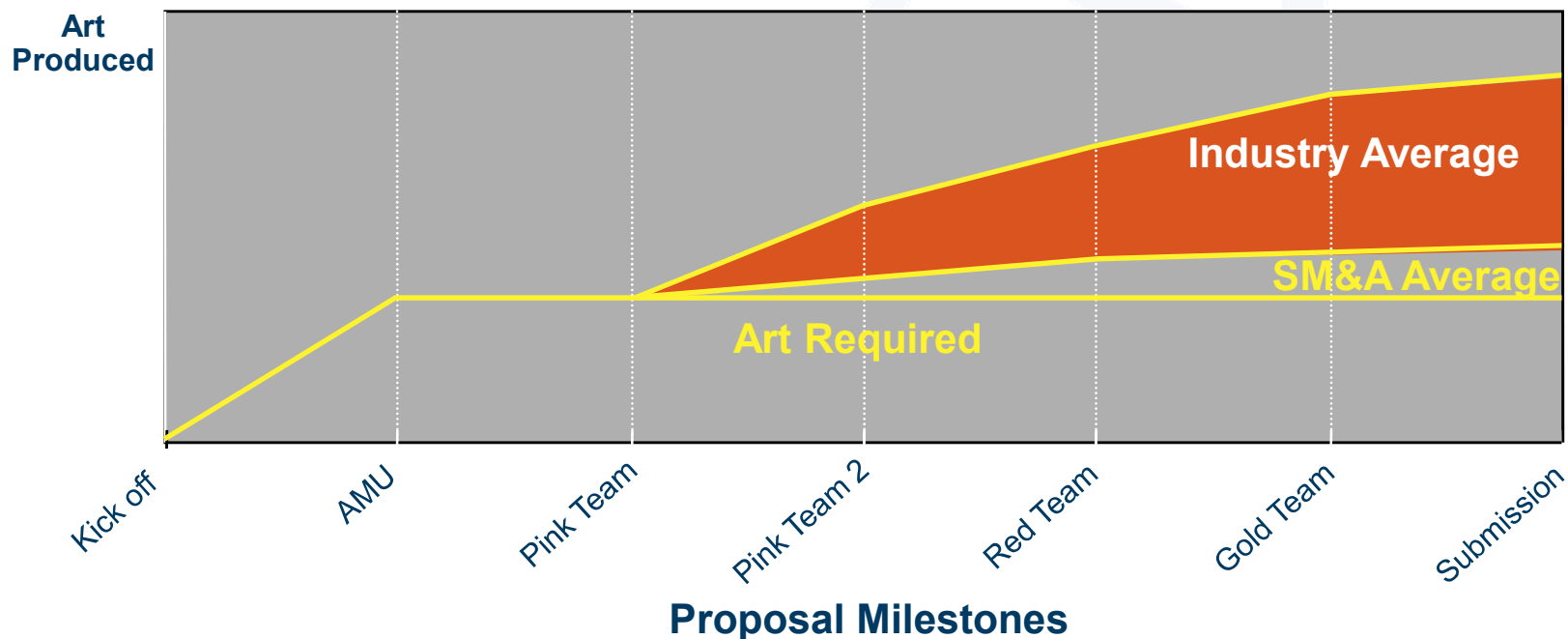
- **Definition:** Art wastage is producing a piece of art and not using it in the final proposal, because the key message has changed or the art piece did not clearly express the key message
- Each piece of art produced and not used is an absolute waste of resources – no recovery of investment
- Art 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 down-stream edits

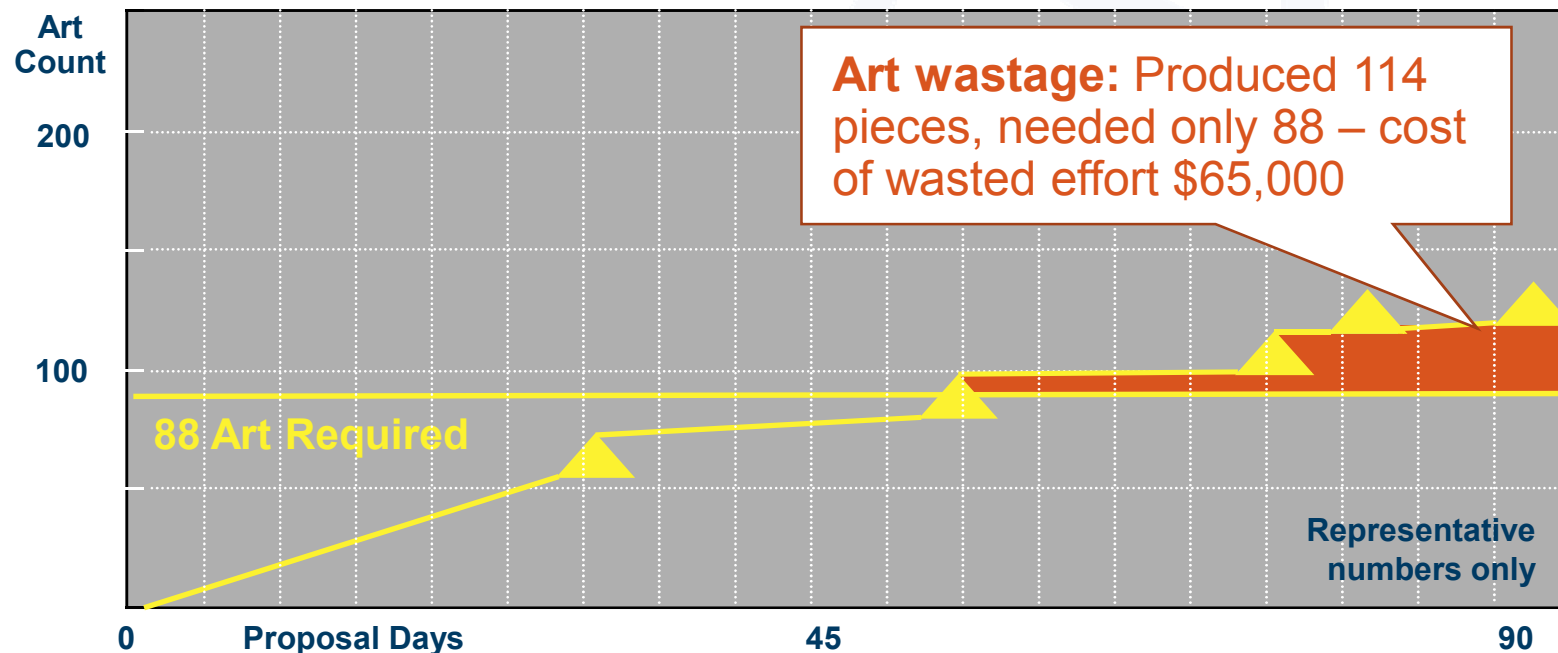
Our Process Beats Industry Averages

- Art produced above yellow “Art Required” line is art wastage
- SM&A estimated average – 20% art wastage
- Industry estimated average – 60% art wastage



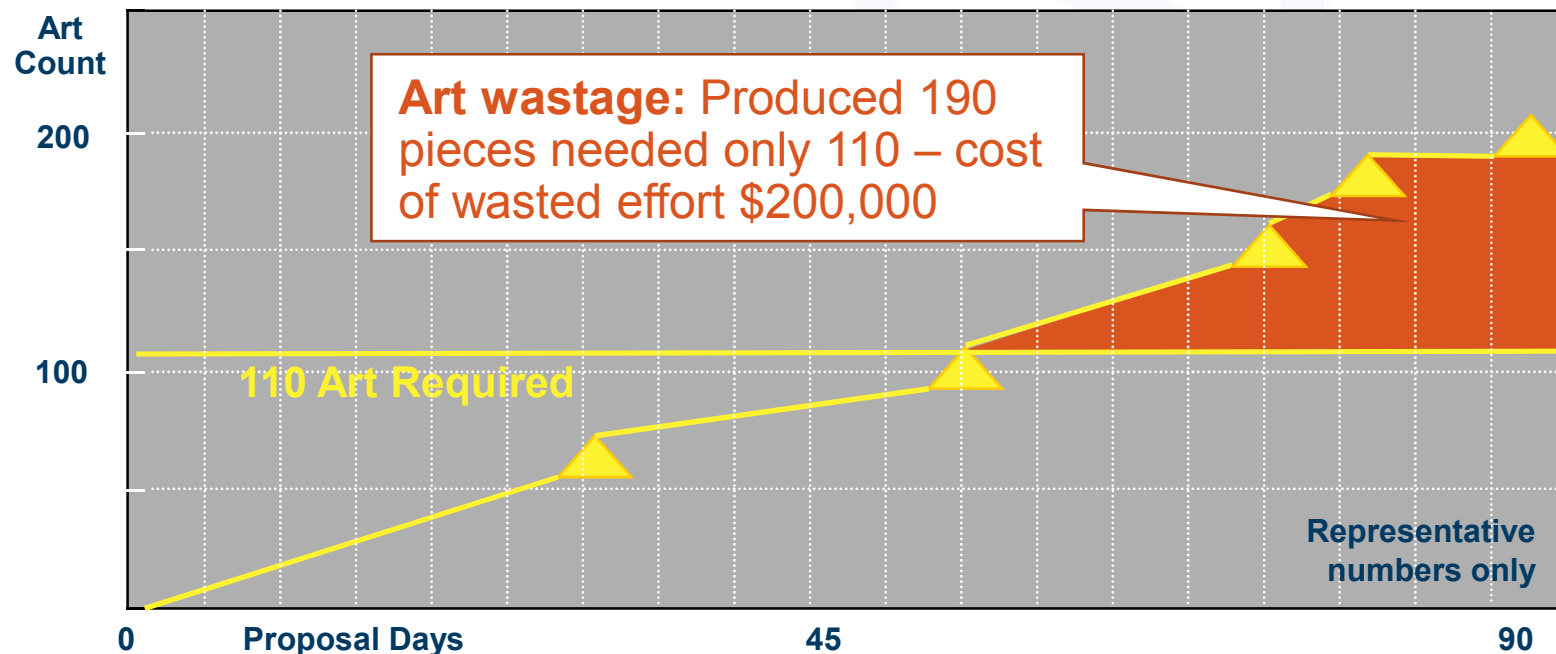
Case Study 1 – Large Mission Ops Project

- 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 \$2,500 then art wastage cost client \$65,000



Case Study 1 – Large Mission Ops Project (cont'd)

- 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

