

DEAMS DASI Recompete

Live Capture Teardown Using AI

WinMoreBD

David Huff & Olessia Smotrova

April 2026

Partnered exclusively with



OST GLOBAL SOLUTIONS

“I don't procrastinate. I just prefer to do all my work in a deadline-induced panic because apparently nothing motivates me like sheer terror.”

*-Dave Huff
Probably*

CenTAM

Census Bureau Transformation &
Application Modernization
Capture Planning Using AI

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OST GLOBAL SOLUTIONS

WinMoreBD Automates Capture

Competitor mindset: "What do we have as a company to bid?"

Winning mindset: *"What does the government need to see to award the contract to us?"*

AI capture strategy engine produces strategic deliverables **in hours** that take capture teams **months** to create



2x

Win Probability



75%

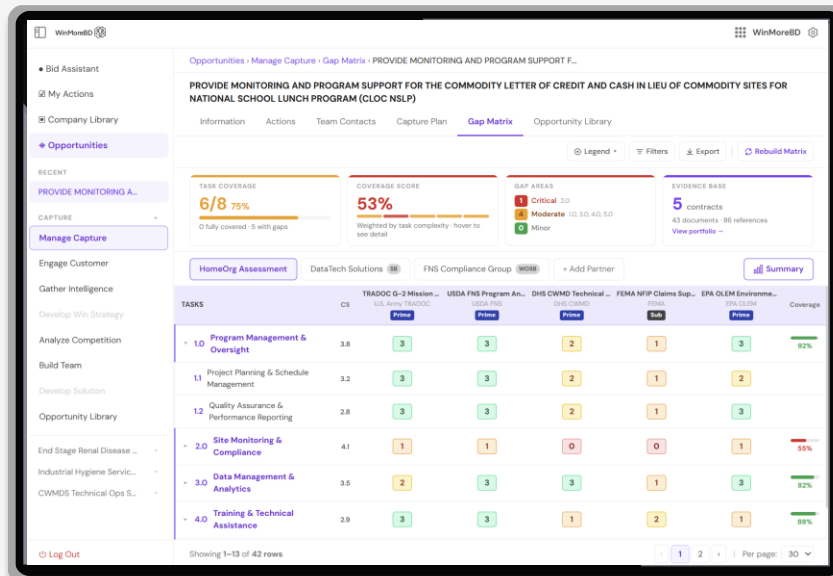
Less Strategy Time



50%

Lower Capture Cost

Projected numbers based on the Deltek Clarity Report and APMP Benchmarking Study



A win strategy engine, not a writing tool

The WHY drives all capture efforts

We need to understand the WHY behind CenTAM.

Every structural choice in this solicitation is a response to a documented institutional failure. The 2020 Census cost overruns, GAO audit findings, OIG cybersecurity failures, and workforce instability shaped every evaluation criterion and requirement you'll read in the RFQ.











Understanding WHY Census structured CenTAM this way is the foundation of your capture strategy.


THE 2020 CENSUS SCAR TISSUE

WHAT HAPPENED

-  **GAO High-Risk Designation**
IT management flagged for governance gaps, inadequate oversight, cost estimation weaknesses
-  **Cost Overruns & Integration Failures**
2020 Census experienced significant IT cost growth and system integration breakdowns
-  **OIG Cybersecurity Findings**
Unauthorized admin access, PII exposure risks — documented security failures
-  **Contractor Staffing Failures**
Bait-and-switch: senior talent proposed, junior staff delivered post-award
-  **Siloed Contractor Execution**
Multiple vendors optimizing for their own contracts, not the enterprise outcome

HOW CenTAM RESPONDS

-   **Confidence Ratings + Oral Presentations**
Tests genuine capability, not proposal writing. HTRO ensures best technical team wins.
-   **Iterative Delivery with Named Milestones**
Phased approach: 2026 Test → 2028 Dress Rehearsal → 2030 Census Day. No big-bang risk.
-   **DevSecOps-First + GFE Tooling**
All dev tools government-furnished (GitLab, JIRA). Title 13 data protection as existential requirement.
-   **Key Personnel Gov't Approval + Orals**
Personnel substitution requires government approval. 5-person oral team must demonstrate real depth.
-   **4-BPA Structure with Participation Rules**
One team only. Cross-BPA collaboration required. Mutual exclusivity forces commitment.

 ***The evaluators lived through 2020. They will be looking for proof you understand what went wrong — and that your approach prevents it from happening again.***

KEY CUSTOMER PERSONNEL

Understanding Who Decides — And What They Care About



Barbara LoPresti

Chief, Design Innovation & Technology
Division | 25+ years at Census

Most consequential individual for CenTAM. Industry Day keynote speaker. Repeated emphasis on "Right People at the Right Time" — a deeply held conviction from lived experience with contractor staffing failures. Focus on system-of-systems architecture and holistic design.



John Studds

Chief Information Officer

30+ years at Census. Technical authority for all IT decisions. Deep institutional memory. Prefers evolutionary, not revolutionary approaches.



Deborah Stempowski

AD, Decennial Census Programs

Appointed 2022. Owns 2030 Census timeline. Decision authority for Decennial BPA. Focused on 2028 Dress Rehearsal readiness.



Christopher Henshaw

Chief, Acquisitions Division

Procurement integrity gatekeeper. Evaluation process oversight. Contract structure decisions.



Ron Jarmin

Chief Operating Officer

Former Acting Director. Senior executive oversight. Budget discipline and 2020 Census lessons learned drive his priorities.

THE CENSUS BUREAU'S CHALLENGE

100+ Legacy Applications | Constitutional Deadline | \$1B+ Modernization

✘ 2020 Census Cost Overruns

Significant IT cost growth and integration failures created institutional scar tissue that drives every CenTAM requirement

✘ GAO High-Risk Designation

IT management flagged for governance gaps, inadequate oversight, cost estimation weaknesses, and cybersecurity vulnerabilities

✘ OIG Security Findings

Unauthorized admin access to Census systems, PII exposure risks — documented failures, not theoretical threats

✘ Workforce Scarcity

Cloud, AI/ML, DevSecOps talent shortages compounded by Census BI clearance processing delays

THE IMMOVABLE DEADLINES

April 1, 2030

Census Day — Constitutionally Mandated

2028 Dress Rehearsal

Full-scale rehearsal. No schedule slip possible.

2026 Census Test

First operational milestone. Transition must support this.

THE CenTAM FRAMEWORK

\$1B+, 10-Year IT Modernization | Four BPAs | Total Small Business Set-Aside

GSA MAS SIN 54151S Required | NAICS 541511 (\$34M) | Small Business Only

ENTERPRISE

Multiple Award

Census-wide programs. Broadest scope — all 5 task areas. Lowest risk, highest flexibility.

DECENNIAL

Single Award

2030 Census only. Winner-take-all. Highest ceiling, highest risk/reward. Data architecture required.

GEOSPATIAL

Single Award

GIS/mapping initiatives. Niche domain requiring specialized geospatial expertise.

SPS

Multiple Award

Smaller-scale, narrow scope. MUTUALLY EXCLUSIVE with Enterprise/Decennial/Geo.

THE PARTICIPATION PUZZLE

One Team Only | Choose Your Path Before You Build Your Team

Can be on ONE team ONLY

Enterprise

Decennial

Geospatial

Any combination: Enterprise only, Decennial only, Geospatial only, or any mix of these three. Prime or sub — you pick ONE team.

**MUTUALLY
EXCLUSIVE**

SPS BPA

Standalone only.

Cannot participate in Enterprise, Decennial, or Geospatial in ANY capacity — not even as a subcontractor.



This decision is binding and irreversible.

If a proposed subcontractor violates these restrictions, they are removed from your team and any experience or key personnel they provided is removed from your evaluation.

EVALUATION: WHAT MAKES THIS DIFFERENT

272 Companies Attended Industry Day | This Is Not a Normal BPA Competition

PHASE 1: Written Prior Experience

Up to 9 distinct experience examples with advisory down-select. Confidence Ratings (High / Some / Low) replace traditional adjectival ratings. This rewards demonstrated capability over proposal writing quality.

PHASE 2: Oral Presentations + Price

5-person teams. Topics provided 1 week before. Government asks probing questions during the oral. This tests real capability, not rehearsed scripts. Favors firms with genuine technical depth.

HTRO Evaluation

Enterprise & SPS: Only the top-rated technical proposal has its price opened. Technical excellence is the dominant win factor.

On-the-Spot Challenges

Oral presentations include real-time technical questioning. No reach-back allowed. Your 5 people must know their stuff.

Compressed Timeline

Final RFQ May 2026 → Orals June-July → Awards July-August. If you haven't started capture, you're already behind.

CUSTOMER HOT BUTTONS

WINMOREBD.AI'S HOPE / FEAR / BIAS FRAMEWORK
EXTRACTED FROM OSINT AND SOLICITATION SIGNALS

HOPES

What the customer wants to achieve.

HB-01: Modernized application portfolio with minimized technical debt

HB-04: Embedded data quality & real-time anomaly detection

FEARS

What keeps the customer up at night.

HB-02: Transformation disruption & cost overrun

HB-03: Workforce instability & loss of specialized skills

HB-05: Security breaches & Title 13 data exposure

HB-07: Collaboration breakdown & siloed contractors

BIASES

Institutional preferences that shape evaluation.

HB-06: Cloud-first & multi-cloud architecture (no vendor lock-in)

HB-08: SAFe/Agile & iterative delivery (not generic agile)

HOT BUTTONS & WIN STRATEGY



HB-01 | HOPE | CRITICAL

Modernized App Portfolio with Minimized Technical Debt

Census hopes to modernize 100+ legacy applications to cloud-native, microservices architecture optimized for AI/ML. This isn't boilerplate — the PWS specifies the target state and business outcome (cost reduction, agility). Section M evaluation criteria directly score modernization methodology.



HB-02 | FEAR | CRITICAL

Transformation Disruption & Cost Overrun

Census fears modernization will disrupt operations, miss delivery milestones (2026 Test, 2028 Dress Rehearsal), or repeat the 2020 Census cost overruns. The iterative delivery model with named phases and milestones in the PWS is a direct response to this institutional scar tissue.



WIN STRATEGY

Position application rationalization methodology (6R framework: Rehost, Replatform, Refactor, Rearchitect, Rebuild, Retire) with decision criteria per app. Demonstrate past performance with large-scale portfolio transformation (50+ apps). Show how you navigate legacy constraints while building modern foundations.



WIN STRATEGY

Develop detailed risk management emphasizing iterative delivery, transparent milestone tracking, and early course correction. Frame every delivery commitment around the immovable 2028 Dress Rehearsal and 2030 Census Day milestones. Demonstrate past experience managing large-scale migrations with concurrent operations.

HOT BUTTONS & WIN STRATEGY



HB-03 | FEAR | CRITICAL

Workforce Instability & Loss of Specialized Skills

Census fears contractor personnel in cloud, AI/ML, and DevSecOps will not be available during critical phases. LoPresti's repeated emphasis on "Right People at the Right Time" is a deeply held conviction from lived experience. Personnel substitution requires government approval — a classic anti-bait-and-switch mechanism.



WIN STRATEGY

Key personnel with multi-cloud certifications, AI/ML practitioners, and DevSecOps engineers. Retention strategy: equity, career paths, Census-dedicated assignments. Pre-cleared personnel where possible. Demonstrate past retention metrics on comparable 3+ year contracts.



HB-04 | HOPE | HIGH

Embedded Data Quality & Real-Time Anomaly Detection

Census hopes to embed data quality governance from inception — real-time anomaly identification rather than discovering quality problems in post-processing. Critical for an agency processing hundreds of millions of records with constitutional accuracy requirements.



WIN STRATEGY

Differentiation opportunity. Develop data quality architecture showing ingestion-time validation, ML-driven anomaly scoring, and data lineage tracking. Many competitors will offer generic "data quality monitoring" without the architectural sophistication Census seeks.

HOT BUTTONS & WIN STRATEGY



HB-05 | FEAR | CRITICAL

Security Breaches & Title 13 Data Exposure

Title 13 violation is a federal felony. OIG found unauthorized admin access and PII exposure. All dev tools are GFE (GitLab, JIRA) to prevent SaaS data exposure. Security is listed before quality and speed in the PWS — that ordering is deliberate.



HB-06 | BIAS | HIGH

Cloud-First & Multi-Cloud Architecture

Census has an explicit architectural principle: multi-cloud with no single preferred vendor. Q&A responses clarify this is a tenet, not a preference. The customer wants best practices across AWS, Azure, GCP without lock-in.



WIN STRATEGY

Comprehensive DevSecOps pipeline using GitLab-native security scanning (SAST, DAST, container scanning), Zero Trust architecture, SBOM governance, and AI safety framework. Address OIG findings directly — what prevents unauthorized admin access and PII exposure?



WIN STRATEGY

Differentiation opportunity vs. incumbents who may default to single-cloud. Position multi-cloud architecture with containerization (Kubernetes), infrastructure-as-code (Terraform), and cloud-agnostic data layers. Application FinOps using open-source tools per the PWS.

HOT BUTTONS & WIN STRATEGY

HB-07 | FEAR | HIGH

Collaboration Breakdown & Siloed Contractor Efforts

Census fears multiple contractors in the 4-BPA structure will operate in silos, duplicate work, or create integration seams. The participation constraints and emphasis on "maximize reuse" reveal concern about contractors optimizing for their own BPA rather than Census's enterprise outcome.

HB-08 | BIAS | HIGH

SAFe/Agile & Iterative Delivery Frameworks

Census expects SAFe specifically — not generic agile. The combination of SAFe requirement + PMI/PMBOK standards indicates Census expects a hybrid model: agile delivery cadences within disciplined project management governance. The iterative process model maps to SAFe, not waterfall.

WIN STRATEGY

Develop integration and collaboration plan for cross-BPA operations. Shared artifact repository, integration governance board, standardized APIs for cross-contractor interoperability. Highlight past multi-contractor experience.

WIN STRATEGY

Table stakes, not a differentiator — but a confidence builder. Show SAFe implementation mapped to Census milestones (2026 Test, 2028 Dress Rehearsal, 2030 Census Day). SAFe certifications (SPC, RTE) for key personnel are value-adds. Hybrid SAFe + PMBOK governance is what they want.

FROM CAPTURE TO A WINNING PROPOSAL

Every Submission Format Must Answer: Feature → Benefit → Proof

PHASE 1: PRIOR EXPERIENCE

- Don't just describe scope — show HOW you solved problems that mirror Census hot buttons
- Map each example to HB-01 through HB-08: modernization, risk mgmt, workforce, data quality, security, cloud, collaboration, SAFe
- Quantify everything: apps migrated, uptime during migration, retention rates, cost variance, schedule adherence
- 8 pages for Examples #1–4 means ~2 pages each. Every sentence must address real pain and show how you've solved these issues before

THE FRAMEWORK

FEATURE

What specific capability or approach do you bring? (e.g., 6R rationalization framework, multi-cloud Kubernetes architecture)



BENEFIT

What does Census GET from this? (e.g., zero-disruption migration hitting 2028 Dress Rehearsal, no vendor lock-in)



PROOF

Where have you done this before?
Quantified results. (e.g., migrated 67 apps to AWS/Azure with 99.97% uptime, \$12M cost savings)

PHASE 2: ORAL PRESENTATIONS

- Select 5 people who can answer probing questions on modernization, security, data science, cloud, and collaboration — LIVE
- Key personnel (Decennial/Geo): SAFe SPC, TOGAF, PMP, AWS/Azure/GCP certified. Pre-cleared where possible
- Topics provided 1 week before. No reach-back allowed. Your team practices under these exact conditions
- Under HTRO (Enterprise/SPS): only the top-rated technical team has their price opened. Win on technical excellence first

WHAT YOU NEED TO DO NOW

Capture Actions — The Clock Is Ticking

01 Confirm GSA MAS SIN 54151S

Threshold requirement. Without it, nothing else matters. If you don't have it, explore JV with a MAS-holder immediately.

02 Complete Capability Gap Matrix

Score yourself 0–4 on each task area. TA-4 (App Mgmt) and TA-3 (Systems Engineering) are the battleground — score ≥ 3 or team.

03 Map Experience to the 9 Prior Experience Examples

Write your past performance as tech approach in disguise. Each example must address customer hot buttons, not just describe scope.

04 Lock Teaming Partners Now

Binding, signed agreements with exclusivity. If Census presence is weak, find a Census-familiar partner. Verbal commitments won't survive this timeline.

05 Identify & Commit Named Key Personnel

PM, Chief Architect, Data Science Lead, DevSecOps Lead, Transition Manager. Pre-cleared where possible. SAFe, TOGAF, PMP certified.

06 Start Oral Presentation Prep Immediately

5-person team practicing under simulated conditions. Topics 1 week before. On-the-spot questions. If you wait for the final RFQ, you lose.

RISK & READINESS

The Best Teams Who Prepare the Best Will Win | Start Now

- ✘ Do you hold GSA MAS SIN 54151S? If NO → Cannot Prime.
- ✘ Are you small under NAICS 541511 (\$34M)? If NO → Cannot prime.
- ✘ Can you field a 5-person oral team with genuine technical depth? If NO → Teaming is mandatory.

COMPETITIVE INTELLIGENCE

WinMoreBD.ai identified 8–12 credible small business primes in tiered threat analysis. Two firms hold embedded Census relationships creating incumbency-like advantage. Large primes (Accenture, Booz Allen, Deloitte) are eliminated from prime competition but will funnel capabilities through SB teaming arrangements. Full competitive landscape available in the CIR.

THE TIMELINE

May 2026

Final RFQ Release

May-Jun 2026

Phase 1 Due

Jun-Jul 2026

Oral Presentations

Jul-Aug 2026

BPA Awards

Get A Free Capture Intelligence Report

HOT BUTTONS AND GENERAL WIN STRATEGY

Customer Hopes, Fears & Biases with confidence scoring

COMPETITORS

Competitive landscape analysis

CUSTOMER

Key decision-makers & stakeholder map

SCOPE COMPLEXITY ANALYSIS

Analysis and ranking of the most complex work areas

OPEN SOURCE INTELLIGENCE LINKS

Sources of open source intelligence

TO RECEIVE YOUR

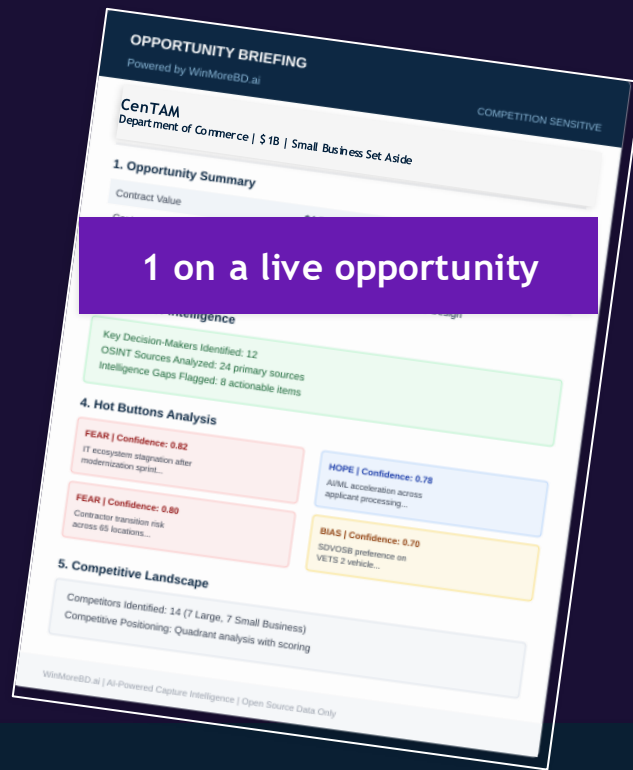
REPORTS: Schedule a demo and provide opportunity documents such as old/draft RFP, SOW, or PWS for the opportunity you're pursuing



TO SCHEDULE DEMO:

Scan the QR code or visit:

winmorebd.ai/meeting



Reach out for more info



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Book a demo, send your opportunity info, and get your reports!