



## **SOLUTIONS DELIVERY & TECHNICAL CAPABILITIES**

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“ *INCAtech only hires the highest quality of personnel. This has made a difference on the quality of the deliverables. Hired personnel are professional, resourceful, and problem solvers. The overall progress of the project is due to the quality of the work being produced by the personnel hired.*

– **Melissa DiTomaso, CO for PRIDS, GSA FA**

# OUR ORIGIN STORY



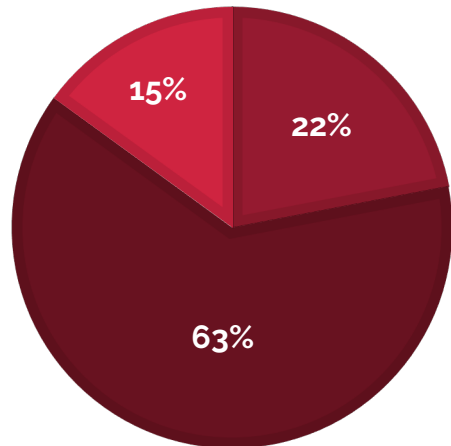
INCATech was founded by Lilia Freedman in 2007. Lilia was inspired by the ancient Incan civilization not only because it relates to her Peruvian ethnic heritage, but because the Incan civilization was on the bleeding edge of advanced technology in stonecutting, agriculture, astronomy, mathematics, medicine, hydraulics, and military tactics. This civilization was known for the masterful engineering advancements and for pushing the envelope of innovation beyond the scope of their time-period. Thus Innovative Computing and Applied Technology.

## WHO WE ARE

INCA Tech provides solutions to missions that matter. Our dedicated staff make our customer's goals our own. We listen and learn to co-create the right-sized technical solution for today and ensure a maturity path to keep pace with the problems of tomorrow. With 85% of INCA Tech Solutions Delivery staff possessing security clearances, we are equipped to tackle the most complex challenges from the position of trusted privilege with a diverse multidimensional workforce.

### SECURITY CLEARANCES

■ Top Secret ■ Secret ■ Uncleared



- Maintaining the U.S. Military's history
- Facilitating the creation of open geographic data to support humanitarian relief
- Supporting armed services prevent, prepare for, and respond to personnel recovery events
- Helping manage hazardous land zones
- Providing Travel Advisory alerts to the public
- Supporting safe & secure postal operations for the 2020 US Election
- Providing real-time operational support to our nation's civil authorities
- Authoring Departmental strategies for advancing data management, governance, and compliance

# LEADERSHIP TEAM

Liliana Freedman, President & CEO



Liliana Freedman is the President and CEO of INCATech, a 100% Woman Owned Small Business, which she established in 2007. Prior to forming INCATech, Liliana earned a Bachelor's Degree in Computer Science from the University of Maryland University College, then embarked on a 16-year career in information technology and software development with Computer Sciences Corporation (CSC). During this time, she honed her skills in the craft of delivering value added IT and software solutions for Government customers while at the same time nurturing a dream of owning an IT consulting business.

After leaving CSC and working as an independent consultant for 6 years for several government contractors, Liliana at last brought her long held dream into reality with the formation of Innovative Computing and Applied Technology (INCATech). Liliana established INCATech with a culture based on Integrity, Performance, and delivering Value. This culture extends to our employees, customers, and partners and is the foundation of everything the company does.

Liliana oversees INCATech's daily operations and is responsible for guiding the strategic direction of the company, developing the leadership team, and empowering the staff to rise to their greatest potential in achieving their own goals and simultaneously fulfilling INCATech's vision and mission. Liliana is a member of the U.S. Women's Chamber of Commerce, Women Impacting Public Policy, DC Web Women, and AFCEA International.

**Liliana Freedman**  
*President & CEO*

Bruce Freedman  
*VP of Corporate Development*

Wayne Staub  
*VP of Financial Operations*



# LEADERSHIP TEAM

## Bruce Freedman, VP of Corporate Development



Bruce Freedman serves as INCATech's Vice President of Corporate Development. In this role he is responsible for all business development, capture, and program execution - resulting in a delighted portfolio of customers and past performance references. Additionally, he leads numerous initiatives to expand and mature INCATech's infrastructure, qualifications, contract vehicles, and business processes to provide a robust platform to sustain the company's growth.

Prior to joining INCATech as the Vice President of Corporate Development, Mr. Freedman led the Federal Department of Transportation and Treasury accounts for SRA International. His division generated ~\$50M in annual revenue from 49 separate task and delivery orders executing in seven locations across the country.

Prior to SRA, Mr. Freedman was the Vice President of Systems Development at AlphaInsight, a small business where he grew program revenue and participated in the successful sale of the company to CACI in 2006. Before joining AlphaInsight in 2002, Mr. Freedman ran numerous national and international programs for large companies such as Allied Signal Aerospace, Honeywell, Alliant Techsystems, and HRB singer. Mr. Freedman holds Master's Degrees in Program Management and Organizational Management from Johns Hopkins University, as well as a Bachelor of Science degree in Electrical Engineering from University of Maryland.

# LEADERSHIP TEAM

## Wayne Staub, VP of Financial Operations



Wayne Staub is the Vice President of Financial Operations for INCATech and is responsible for managing all financial aspects of the enterprise to include financial planning and analysis, cash management, budgeting, contract management and accounting.

Mr. Staub is a results-oriented, visionary leader with a strong track record of developing and maintaining corporate budgets, directing corporate agreements, and overseeing contracts. He serves on the executive leadership team and ensures the financial health of the firm.

Prior to joining INCATech, Mr. Staub served as Vice President of Contracts and Accounting for a government contracting company in the Washington, DC metropolitan area. He remains professionally active and has served on various financial systems implementation panels. He also led several Request for Proposal initiatives that led to successful contract wins.

Mr. Staub received his Bachelor of Science degree in Accounting from George Mason University. He is a frequent presenter at a local institution where he serves as Treasurer of the Board of Directors.

# MISSIONS

## Single Point Search - JPRA

### Enabling Single Point Search to Help DoD Bring Isolated

**Personnel Home Safely** ♦ Every second counts when service members or civilians are in danger abroad. Whether a service member was separated from their unit, a civilian was kidnapped, or an American needs to get back home safely, JPRA coordinates military, diplomatic, and civil efforts to rescue Americans from being captured and exploited by U.S. adversaries.

JPRA stakeholders need data from disparate systems, computer networks, and security domains across several U.S. agencies and international partners. Without a unified system, getting this data could cost time that a person in danger may not have. Thus, JPRA needed a system to provide a single point of access to everyone that needs the information.

INCATech collaborated with JPRA to understand their data search challenge and develop the Personnel Recovery Information Data System (PRIDS). PRIDS is a globally accessible, collaborative data management service to process, store, retrieve, and manage all information and data associated with a Personnel Recovery event.

Our team combined expertise across geospatial solutions, cloud-native design, data science, data management, and user-centered design.

We applied our user-centered methodology to research user needs, develop personas, and conduct usability testing. These proactive efforts helped our development and design teams offer improved workflows. We used data science techniques like Natural Language Processing (NLP) to process terabytes of disorganized, unstructured data. Our geospatial experts ensured end-users can visualize geographic locations associated with documents.

We used an Agile process to deliver value incrementally to JPRA, conducting demonstrations and gathering frequent user and stakeholder feedback to ensure PRIDS was on the right track. Further, we trained Beta Users on PRIDS functions and capabilities using practical exercises, demonstrations, and reference materials. ♦





# MISSIONS

## Expanding Broadband Access - NTIA

### **Providing Reliable Data, Analysis, and Visualization Tools to Expand Broadband Access** ◆

Consider how often you use the internet each day—connecting with colleagues, assisting children with homework, emailing a healthcare provider, etc. Access to reliable, high-speed broadband is increasingly necessary to participate in society, run a business, and maintain our physical and mental health. NTIA's National Broadband Availability Map provides data and analysis to Federal, State, Tribal, and Local officials working to ensure equal access to broadband.

Through this tool, officials can understand the current state of broadband and work to ensure that all citizens can access the resources they need to participate in an increasingly digital society. The complexities of broadband data make it challenging for decision-makers at the Local, State, Tribal, and Federal levels to determine the locations of unserved and underserved populations.

INCATech provides NTIA with data analysis, cartography, and outreach to ensure officials at all levels have reliable, clear data and visualizations. We provide a multi-disciplinary team with expertise from across our practice areas, ensuring that our geospatial solutions are infused with best practices in data management and user-centered design. Our Data Scientists identify new datasets that complement existing data and provide the needed granularity to make informed funding decisions. Our applications streamline common National Broadband Availability Map (NBAM) tasks and guide novice users through sophisticated map analyses, even if they have limited knowledge of geospatial technologies. We further provide outreach and training to onboard users and ensure they can use the data to visualize where unserved and underserved populations are, identify the factors affecting broadband access, and seek needed funding to expand broadband for their jurisdiction. ◆

# MISSIONS

## Travel.State.Gov - DoS

### Modernizing One of the Most Visited Federal Websites

◆ In the time of COVID, we are now, more than ever, aware that traveling can be complicated. When you embark on international travel, having access to reliable information is key. Travelers rely on the State Department for information about travel advisories, passports, visas, international adoptions, and more. And the Department provides this information through Travel.State.Gov, one of the federal government's most highly viewed sites (800+ million views per year).

Travel.State.Gov was plagued by an outdated site and legacy infrastructure that was slow and difficult to keep updated, depriving travelers of crucial real-time information. Further, information was disorganized and hard to navigate—for both visitors of the website, as well as those responsible for developing and maintaining the website.

Our team engaged with all stakeholders to build trust and restore hope that the site could be modernized. We facilitated conversations to understand

disparate requirements from across six stakeholder groups, developed an Analysis of Alternatives, and advised on the tradeoffs of each option.

Within 6 months, we rescued the stalled modernization efforts by implementing Adobe Experience Manager, a content management system, as the backend of the site. We further integrated an Esri Geographic Information System (GIS) to transform static maps into interactive web maps and applications. These dynamic tools allow users to filter and display data that is most relevant to them.

Our integrated team includes experts in cloud-native design, user-centered design, systems integration, and geospatial technologies. They instill cloud-native techniques to allow back-end users to quickly add features, publish new data, and integrate new tools. And because our team is grounded in designing for the user, content managers can perform complex functions regardless of their technical prowess. ◆

# MISSIONS

## Building Geospatial Capacity - GGI

### **Building Geospatial Capacity in Cities across the Globe**

◆ Today, 56% of the world's population lives in cities, and this trend is expected to continue. However, most people do not live in the big cities whose names we know (think Mumbai, London, Cairo), but rather in what are known as "secondary cities." While definitions for this term vary, what is clear is they are the fastest growing urban areas in developing countries. These cities are unique environments that experience unplanned and informal growth patterns, making it difficult to secure and sustain themselves. Given that most people live in these cities, improving the resilience of these cities is critical. See the story map for more info.

Secondary cities have generally been poorly mapped, with limited data and information on infrastructure, land tenure, and planning.

We provided a Principal Investigator and a Humanitarian Research Analyst to create and facilitate the Secondary Cities (2C) initiative of the Office of the Geographer and Global Issues. Our Principal Investigator traveled to each regional hub, listening to regional stakeholders to understand unique challenges that geospatial analysis and technologies could help resolve. She helped build community capacity, training participants on data collection and open-source geospatial technologies. Our team's support included translation services, collecting feedback, coordinating networking opportunities, and facilitating a collaborative knowledge base. With local geospatial capacity, secondary cities can develop the data needed for urban planning and resource management, building greater resilience and emergency preparedness. ◆

# SOLUTION DELIVERY

Across INCATech's Solutions Delivery line of business, our deep expertise in the following Technical Practice Areas offer customers cross-cutting capabilities to overcome their mission challenges.



## Geographic Information Systems (GIS)

Award winning end-to-end geospatial services and quality geospatial technology, data, and products by specializing in geospatial engineering, analytics, and consultative services.

[READ MORE](#)



## Enterprise Data Management (EDM)

Builds business automation processes and right-sized information architecture for customers to understand meaningful insight from their data.

[READ MORE](#)



## Cloud & Platform Services (CPS)

Delivers cross-functional teams to design and deliver turnkey cloud solutions and support the operation, maintenance, migration, and modernization of existing systems, applications, and data.

[READ MORE](#)



## User-Centered Design (UCD)

Drives and supports the specialized development of innovative products and services throughout their lifecycles. Focuses customers and users as the designs progress to ensure effective and intuitive solutions.

[READ MORE](#)

# GIS PRACTICE CORE CAPABILITIES

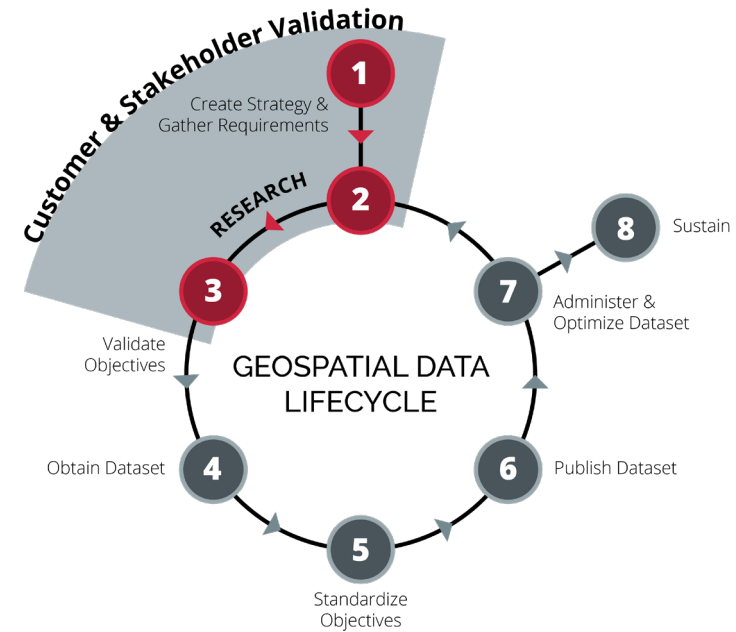
## Geospatial Data Lifecycle Management

### Enterprise Data Management

- Manage the Geospatial Data Lifecycle for hundreds of geospatial datasets and ensure their availability, quality, and accessibility for various large Federal customers across security domains.
- Provide geospatial database and server administration capabilities to support developing, maintaining, and optimizing data services from a variety of sources (e.g., Esri enterprise data store, geodatabases, GeoServer, and GeoNode, etc.).
- Assess and enrich datasets for application to specific use-cases (i.e., spatial analysis, spatiotemporal modeling) and determine suitability of government/academic/commercial data sources for incorporation into your business processes.

### Extract/Transform/Load (ETL) Capabilities

- Leverage both COTS and GOTS solutions, to transform unstructured and unprocessed source datasets into refined geospatial datasets to meet standard specifications.
- Deliver your data in the format you need faster, cheaper, and more reliably by developing reusable ETL pipelines to eliminate unnecessary labor costs, promote automated quality assurance procedures, and optimize processing routines.



INCATech uses the Geospatial Data Life Cycle (above) as a guide to produce and release the Department of State’s Large Scale International Boundaries (LSIB) dataset. The LSIB is the authoritative international boundary dataset reflecting U.S. foreign policy defining the legal basis for dividing sovereignty between states.



# GIS PRACTICE CORE CAPABILITIES

## GIS Enterprise Engineering

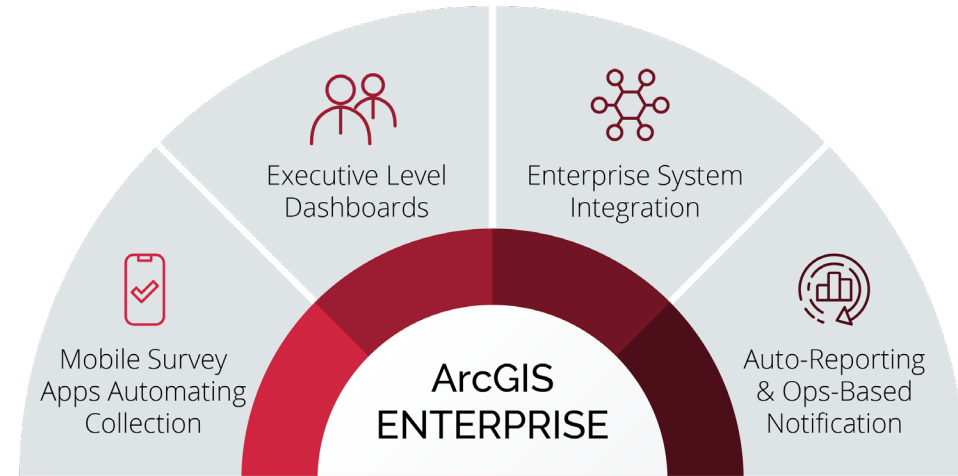
Recognized by Esri as 'Release-ready' and included in Beta Testing Groups for emerging products (e.g., ArcGIS Enterprise on Kubernetes, and Survey123 machine-learning, etc.).

### Cloud, On-premise, or Hybrid Environments

- Deploy ArcGIS Enterprise and federate to trusted systems that incorporate Esri and non-Esri software and server components.
- Provide 'just-in-time' resources to elastically manage short, medium, and long-term project needs.

### Scalable and Secure

- Move towards zero-trust architectures by setting granular security policies and specialized defense mechanisms on each instance of ArcGIS Enterprise and its server components.
- Ensure customer security, compliance, regulatory, governance, and transparency requirements are met. INCATech has demonstrated success across our support for various DOD, IC, DHS, and other Federal civilian agency customers.



Integrate and organize your data, systems, and applications so that they function at the enterprise level across your organization. INCATech drives mission success by administering and engineering ArcGIS Enterprise to host and manage mission operations across applications.



# GIS PRACTICE CORE CAPABILITIES

## GIS App Development

### Desktop, Web, and Mobile app development

- Proven experience with geospatial APIs including Esri SDKs and Open-Source libraries (e.g., OpenLayers, Leaflet, etc.).
- Responsive UX-friendly apps for desktop, laptop or mobile use.
- Specialized geospatial staff work alongside software engineers to ensure delivery of highly performant applications with scalable + cost-effective architectures.
- Experience synchronizing the deployment of geospatial applications across security classification domains.

### Fully integrate your Desktop/Web/Mobile GIS solutions

- Synchronize mobile/field data collection efforts with back-office monitoring, event-based triggers, dashboards, and web-based quality assurance workflows.
- Develop location-aware workflows to ensure your userbase is notified when features of interest or conditions on the ground change; integrate your messaging systems with your geospatial products to improve communication, reduce waste, and improve organizational efficiency.



For a variety of customers, INCATech extends Esri configurable apps with custom features and fusion of multiple datasets. INCATech develops apps so they responsively render across mobile or desktop devices for shared real-time situational awareness in the office or out in the field.



# GIS PRACTICE CORE CAPABILITIES

## Spatial Analytics

### Advanced Spatial Statistics

- Use spatial data science to investigate, detect and quantify spatial patterns to power predictive models.
- Discover hotspots and focus your attention on the areas that matter.
- Detect time-series patterns through layers of complex context and find meaningful insight to drive decision-making.
- Promote repeatability/reusability and optimize your processing time by taking advantage of cloud-native data processing pipelines to parallelize and streamline statistical modeling efforts.
- Visualize and communicate profound results to your end-users in web-accessible map-centric products using platforms such as AGOL, ArcGIS Enterprise, Tableau.

### Modeling Domain Tradecraft

- Defense & Intelligence Community
- Law Enforcement Community
- Scientific Community
- Homeland Security & Public Safety Communities



INCATech uses analytical techniques (e.g., Local Bivariate Relationships, etc.) to discover multiple correlations between physical and socioeconomic variables impacting the reach of broadband availability for the National Telecommunications Infrastructure Administration (NTIA).





# GIS PRACTICE CORE CAPABILITIES

## Geospatial Machine-Learning

### Natural Language Processing (NLP)

- Harvest spatiotemporal terms from unstructured documents, briefings, and other files to auto-generate geospatial data and plot their locations (i.e., geocode).
- Use deep learning architectures (i.e., neural networks, LSTMs, etc.) to enhance the recognition accuracy of poor-quality document scans in the Optical Character Recognition (OCR) digitization process.
- Provide users and developers easy access to deployed machine-learning models through REST service end-points and existing applications.

### Computer Vision (CV)

- Creating and training accurate machine-learning (ML) models for monitoring and predicting weather data.
- Using pattern-recognition to better detect features of interest from imagery or video.
- Detect changes in the environment with newly acquired imagery to better understand when action is needed.



INCATech supports the Federal Aviation Administration (FAA) with Research and Development (R&D) of a machine-learning model that provides the wind speed and direction using images of windsocks.



# GIS PRACTICE CORE CAPABILITIES

## GIS Training

### Tailored Training Curriculums

- User-centered training for web/mobile/desktop GIS products and workflows; Focused training efforts align with your needs to deliver immediate value that generalized training fails to deliver.
- Experienced staff help reduce wasted effort, error, and frustration.

### Classroom-based Training

- Role-specific course curriculum ensures industry tips-and-tricks, best practices, and software “gotchas” are shared across your entire team.
- Facilitation of exercises & guided practice scenarios.

### Online / Distance-based Learning

- Live & recorded video lectures
- Animations illustrating advanced geospatial analytical techniques
- Instructional video tutorials for software applications
- Help/reference documentation



INCAtech makes all training material easily accessible for users on the ‘Resources’ portal of the National Broadband Availability Map (NBAM). We develop Full-Service Training Videos, supporting Webinars and Workshops attended by state Broadband agencies, and standardized User Guides which describe the use of our applications, tools, and data.



# EDM PRACTICE CORE CAPABILITIES

## Institutionalizing Data

### Data Governance

INCATech provides direction and oversight for your data by establishing a system with governing standards, data access, and decision controls that account for the needs of the entire enterprise (i.e., security, privacy, and enforcement techniques).

### Data Quality Management

Low quality data, data of unknown quality, or data unfit for its purpose can be even more harmful than the absence of data. INCATech will plan and implement quality management methods to continually measure, evaluate, and enhance the quality of your organization's data.

### Full Lifecycle Metadata Management

INCATech designs and implements solutions that will enable you to find information about your data. These solutions include creating definitions, models, taxonomies, and other information critical to understanding (a) data and (b) the systems through which that data is made, maintained, and retrieved. Our solutions reduce waste and improve operational efficiency.



### Knowledge Management (KM)

INCATech implements the methodical management of knowledge assets that create value for your organization; this includes the initiatives, processes, strategies, and systems that sustain the organization's storage, assessment, sharing, refinement, and creation of knowledge.

# EDM PRACTICE CORE CAPABILITIES

## Designing Data

### Data Architecture

In order to design your data around the requirements of your enterprise today while anticipating the problems of tomorrow, INCATech will architect blueprints for comprehensively managing your data assets by aligning them with your organization's strategy.

### Data Design and Modeling

INCATech facilitates discovering, analyzing, representing, and communicating data requirements in precise data models. These activities represent your enterprise's data building blocks and determine how specific data may be affected by changes in your organization.



# EDM PRACTICE CORE CAPABILITIES

## Empowering Data

### Data Storage and Operations

Manage and monitor the operations of data assets and services to support you throughout the entire lifecycle of your data. This includes developing, versioning, and administering databases, data warehouses, data lakes, data markets, and data pipelines.

### Data Engineering Interoperability and Integration

Manage the processes related to the movement, pipelining, and fusion of data between data stores and applications within your organization's enterprise.



# EDM PRACTICE CORE CAPABILITIES

## Utilizing Data

### Data Analytics

INCATech can enrich your data with the necessary context, visualizations, and storytelling tools so you can draw on and communicate meaningful insight from your data.

### Content Management

INCATech applies business logic and controls to manage the lifecycle of data and information for a range of media and file types, especially documents in various content management systems and applications.

### Enterprise Search

INCATech combines User-Centered Design, Search Engine best practices, and future-leaning technologies like A.I. and Machine-Learning to improve your data's findability. We help empower your workforce to explore, understand, and discover new insights.



# CPS PRACTICE CORE CAPABILITIES

## Cloud-Native Software Engineering

### Refactor, or Build, and Run applications in Public, Private, and Hybrid Clouds

- Leverage containerization patterns and orchestrate your deployments with Kubernetes (K8).
- Use service meshes for securing the enterprise with organization-wide policies.
- Develop with microservices for architectural modularity (i.e., maintainability, testability, deployability, scalability, and availability).
- Use infrastructure-as-code and 'serverless' functions for scheduled or event-based processing.

### Designed for Robustness, Resiliency, Scalability, and Secure Management

- Leverage API-first principles
- Allow developers and engineers to make high-impact changes frequently and predictably.



Applications developed without taking advantage of the cloud's Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS) don't receive the full benefits of scalability/elasticity, security, and updatability to incorporate new cloud services and offerings. INCATech designs and engineers with the full suite of alternatives in mind and will give you the best of what CPS can offer.



# CPS PRACTICE CORE CAPABILITIES

## Cloud Security

### Ensure Security Through a Layered Approach of Preventative Measures

- Identity Access Management (IAM)
- Secure VPNs
- Secure application development
- Penetration testing, static & dynamic testing

### Rapid Accreditation Using Modern DevSecOps Practices

- Proven experience of government Authority to Operate (ATO) processes
- Leads Certificate to Field (CtF) to deploy applications on higher security classification domains

Using conformance packs to Cybersecurity Maturity Model Certification (CMMC) Level 3, INCATech monitors and sets comprehensive controls for assets and resources across the organization.





# CPS PRACTICE CORE CAPABILITIES

## Solution Architecture

### Design for Economy, Security, Scalability, and Operational Resilience

- Engage and facilitate a consensus with your key stakeholders.
- Consider all relevant enterprise architecture viewpoints.
- Design an optimal solution for today and set a maturity path to keep pace with the problems of tomorrow.

### Multiple Cloud-Service Provider (CSP) Expertise

- Amazon Web Services (AWS)
- Microsoft Azure

Avoid transferring your existing problems to the cloud by taking advantage of INCATech's expertise to architect a cloud-native solution. With our expert understanding of cloud services and modern patterns, we piece together a scalable, performant, and cost-effective solution tailored to your mission goals.



# CPS PRACTICE CORE CAPABILITIES

## DevOps

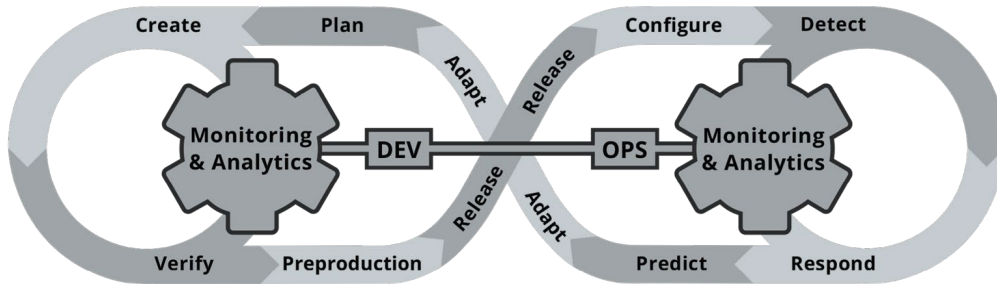


### Cloud Infrastructure Automation

- Execute predictable and repeatable asset management with scripts with infrastructure-as-code.
- Automatically provision capacity to scale-up to meet high demand during surges and scale-down to minimize operational costs.
- Codify your security policies and best practices for compliance within your infrastructure.

### Deploy Continuous Integration and Delivery (CI/CD) Pipelines for Rapid Application Deployment

- Leverage rigorous source code control
- Configure automated testing gates for QA/QC and hardening for security accreditation and assurance.
- INCATech is a GitLab Partner that offers the capability to kickstart a brand-new software development operation out-of-the-box.



INCATech uses the above DevOps framework to guide fluid product development and facilitate processes for the Department of State, Department of Defense, and the Department of Commerce.

# CPS PRACTICE CORE CAPABILITIES

## SysOps Administration

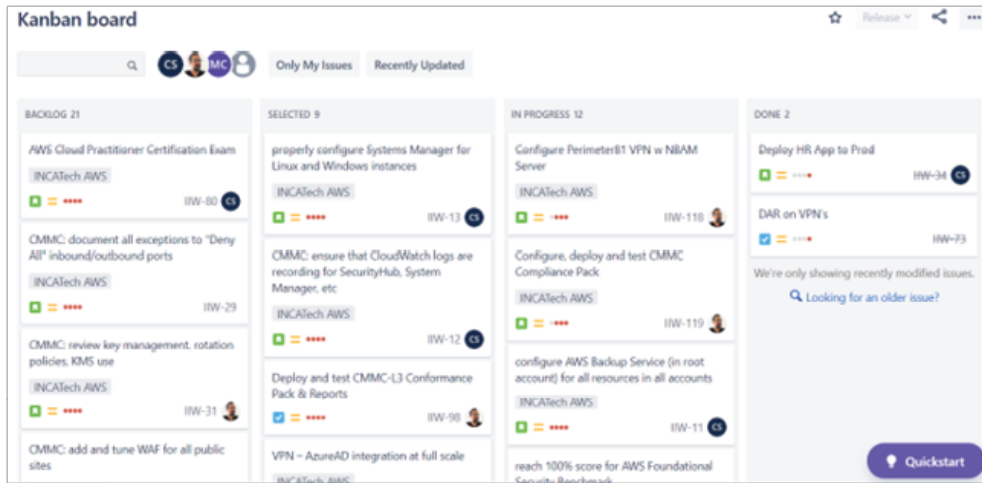


### Active System Monitoring for Systems & Applications in Production

- Continually monitor system performance feedback and take action on triggers.
- Maintain your infrastructure integrity.
- Rapidly respond and troubleshoot issues to sustain your mission or business operations.

### Continuous Validation

- Conduct functional and security monitoring with enterprise analytics to continuously monitor availability of cloud services
- Leverage analytics and trend analysis to improve performance and mitigate risk of disruptions.
- Continuous security control monitoring to verify and validate safety of operations.

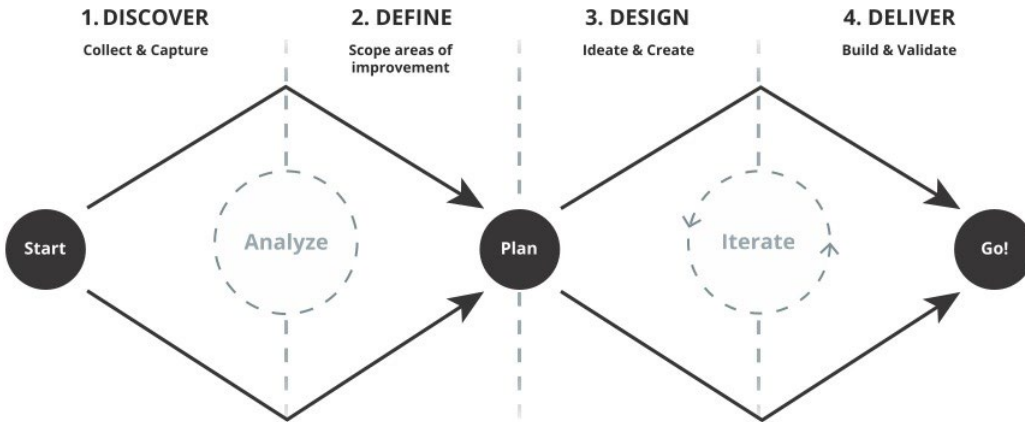


INCA Tech uses various techniques to actively resolve SysOps issues. For example, we use Agile Kanban, which allows the team to advance a discrete work item on a Kanban board like the one pictured above. The item moves from left to right until completed, with full transparency to the total team.

# UCD PRACTICE CORE CAPABILITIES

## Design Thinking

Dynamic challenges faced in today's modern world require multi-faceted, innovative solutions. Innovation transforms the way organizations develop products, services, processes, and strategy for success in the future.



Design Thinking process: Learn about a problem and the people it affects, explore solutions, experiment and build.

Design Thinking is a way of understanding complex problems and exploring possibilities with a mindset that embraces empathy, optimism, iteration, and ambiguity. Creative activities foster multi-disciplinary collaboration to help everyone think like a designer and solve problems in human-centered ways; this creativity is harnessed to work towards innovation.



# UCD PRACTICE CORE CAPABILITIES

## User Experience

User Experience (UX) encompasses all aspects of a person's involvement with a product, system, or service. Perception and responses are influenced by look and feel (on the surface), sound (content and voice), interaction (ease and efficiency), and user needs (at the core).

UX practices combine science and art to design solutions that connect user goals to business objectives. Decisions are informed by research studies and supported by design foundations. Information architecture, content strategy and copywriting, interactions, and visual styles are crafted together in compelling ways that are optimized for the problems they solve, quality, and satisfaction.



# UCD PRACTICE CORE CAPABILITIES

## User Research

User research is used to focus on and continually learn about users. In order to understand user behavior and attitudes, as well as stakeholder requirements and aims, a broad range of research methods are involved. Considering various types of information from multiple perspectives leads to a more complete and accurate comprehension of users' experiences.

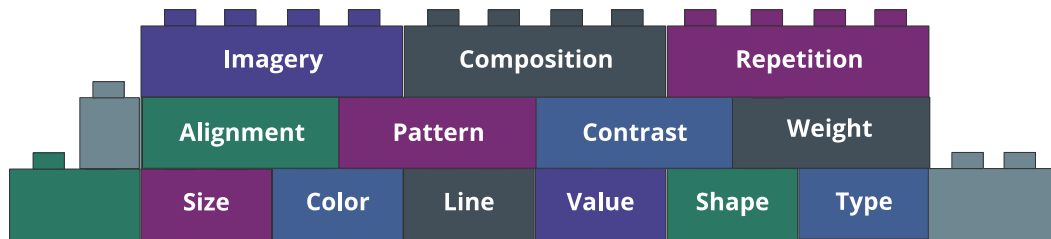
Research studies are planned to yield actionable insights that drive the design process, ensuring high-quality solutions that are useful and usable. Benchmarks also help evaluate the overall performance of a solution, measure impact, and calculate ROI, demonstrating the value provided to customers.



# UCD PRACTICE CORE CAPABILITIES

## Visual Design

Aesthetic presentation enhances messaging, reinforces brand perception, and evokes a favorable impression. Visual elements (e.g., imagery, typography) combine with color theory and design principles to create layouts that communicate hierarchy and relationships, guiding the audience to understand information and complete their tasks. Styles are defined based on purpose, intended to direct attention and facilitate efficient interaction. Together, these concepts interconnect to form a design language that uniquely communicates across a product family, enterprise, or organization.



# Acquisition & Financial Management Support

INCATech provides cradle-to-grave acquisition support and financial management support to ensure that our customers are able to navigate their challenges and achieve mission success. We have successfully assisted in managing complex acquisitions responsible for major systems, new technologies, and billion-dollar contingency contracts.

## Technological Integration

INCATech works to identify appropriate opportunities to leverage best-of-breed technologies to optimize our clients' performance. These initiatives include developing contract management systems and Robotic Process Automation (RPA). INCATech produces web-based solutions that enable our products to be available anywhere, anytime, and on any device.

**Technological  
Integration**

Acquisition  
Management

Financial  
Management





# Acquisition & Financial Management Support

## Acquisition Management

INCATech understands all aspects of Acquisitions and provides support services in accordance with the FAA's Acquisition Management System (AMS), Federal Acquisition Regulations (FAR), and Defense Federal Acquisition Regulation (DFAR).

### Support Services

- Acquisition Strategy
- Contract Administration
- Source Selection
- Contract Closeout

INCATech supports the full Contract Lifecycle, simultaneously meeting the demands of current contracts, while conducting Pre-Award activities for emerging procurements.



# Acquisition & Financial Management Support

## Financial Management

INCATech performs financial management support that benefits both Contracting Officers (COs) and Program Offices (POs). We thoroughly support budget execution and develop rigorous financial spend plans with funding projections. We utilize federal financial systems to monitor and analyze requirements, available funds, committed/obligated funds, and Undelivered Orders Amount (UDOs). At all times, INCATech will know the precise financial status of respective funding.

In support of budget formulation, we work with relevant stakeholders to properly identify, describe, and quantify out-year mission requirements. We conduct year-over-year analysis to identify where requirements are evolving and proactively capture why the requirements are different. Our supported formulation documents accurately reflect requirements and support client missions.



# Contract Vehicles

## GSA (GENERAL SERVICES ADMINISTRATION)

### 8(a) STARS III

Contract No. : 47QTCB22D0117

DUNS No. : 828342589

Scope: NAICS Codes: 541512, 541511, 541513, 541519, 518210

Scope Sub-Area: Sub-Area 1: Emerging Technology-Focused IT Services

Period of Performance: February 07, 2022 – July 01, 2026

### Multiple Award Schedules Schedule IT-70

Contract No. GS-35F-145CA

- Resources & Facilities Management
- Database Planning and Design
- Systems Analysis & Design
- Network Services
- Programming
- Data/Records Management

INCATech was awarded GSA Schedule IT-70 in January 2015

### Professional Services Schedule (PSS)

Contract No. 47QRAA20D0031

Expiration: December 11, 2024

Duration: 5-year base + two 5-year options

## ARMY ITES-3

Contract No. W52P1J-18-D-A050

Period of Performance: 9/24/2018 - 9/23/2027

Type: Subcontractor

- Business Process Re-engineering
- Information Technology Services
- Enterprise Design
- Integration and Consolidation
- Program/Project Management
- Systems Operation and Maintenance

## FAA EFAST

Contract No. DTFAWA13A-00230

Expiration: September 30, 2029

Duration: 5 year base + 2 five year options

Functional Areas:

- Business Administration & Management (BAM)
- Computer/Information Systems Development (CSD)
- Computer Systems Support (CSS)
- Documentation & Training (D&T)
- Engineering Services (ES)
- Research & Development (R&D)

\*Accessible to all Federal Agencies

## SEAPORT NxG

Contract No. N00178-19-D-7895

Period of Performance: 01/02/2019 – 12/31/2029

Type: Prime

- Engineering Services
- Program Management Services

## DHS GTSS 2.0

Contract No. 70RTAC19A00000015

Period of Performance: 9/30/2019 – 9/29/2024

Contract is BPA for Geospatial work.

Task Areas:

- Program/ Project Management
- Systems Engineering & Lifecycle Support
- Geospatial Information Management Support
- Enterprise & Technical Architecture Support
- Data Management Support
- Operations and Maintenance

## GRASP

Contract No. 75D301-23-A-15964

Period of Performance: Period of Performance

Contract Type: GSA MAS BPA

Type: Prime

GRASP fulfills its mission through five key objectives:

- Research and analyze geospatial trends and patterns relevant to public health, environmental health, and emergency preparedness.
- Geospatially enable Agency scientists and systems with data, consulting, technology, and training.
- Collaborate with scientists at the CDC/ATSDR and among our public health partners to address public health, environmental health, and emergency preparedness & response issues.
- Cultivate a vibrant geospatial community among public health professionals.
- Promote geospatial science & technology as applied to public health research and practice.

# Contact



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## PARTNERS



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## CERTIFICATIONS

