

# KNOWLEDGE CAPITAL ASSOCIATES, LLC

Applied Research, Knowledge Applications and Management Services



## Capability Brief



# Who we are?

Knowledge Capital Associates, LLC (KCA) is a Service-Disabled Veteran-Owned Small Business (SDVOSB) founded in 2009 to uncover, harness, and apply knowledge and expertise to help government agencies, private enterprises and non-profit organizations solve complex problems and achieve enduring impact.



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Main: 571-223-6106  
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# KCA Staff

- Technical Staff
  - Operational, Business and Technical Subject Matter Experts
  - Acquisition, Procurement & Program Management Professionals
  - Systems and Process Engineers
  - Programmers, Application and System Developers
  - Functional Analysts
    - Business
    - Logistics
    - Financial management
    - Requirements
- Lean professional staff at Corporate Headquarters in Springfield, VA
- Internship programs



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# Capabilities: Functional Areas

- Research & Development
- Systems and Process Engineering
- Modeling, Simulations and Analysis
- Reliability, Maintainability and Availability (RM&A)
- System Design Documentation and Technical Data
- Systems Safety
- Configuration Management (CM)
- Quality Assurance (QA)
- Supply and Provisioning
- Training
- Program Management
- Information System (IS) Development, Information Assurance (IA) and Information Technology (IT)
- Logistics
- Functional and Administrative
- Public Affairs and Multi-media



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# Areas of Expertise

- Strategic Planners
- Business & Operational Subject Matter Experts
- Program Management Professionals
- System & Process Engineers, Enterprise Architects
- Programmers, Application and System Developers
- Acquisition & Procurement Professionals
- Risk Analysts and Managers
- Instructional Systems Designers, Training Technologists
- Applied Researchers
- Functional Area Analysts
  - Acquisition
  - Logistics
  - Financial
  - Operations
  - Business
  - Information



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# KCA Corporate Headquarters Springfield, VA



- 3200 Sq. Ft. Technology Rich facility
- Two Conference Rooms
- Two Break-Out Rooms
- Multi-media Production Room
- Staff Tech Library
- Client-Partner Suite



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# Knowledge Capital

## **knowl·edge** (näl'ij) **capi·tal** (kap'ət 'l).

- The collective applied **knowledge** that can be generated by groups and organizations to span the gap between their operational and business problems and solutions. It is **knowledge** that *directly* creates measurable organizational, business and operational value.
- The single most valuable asset in any enterprise

*Knowledge becomes capital...when you see it.*



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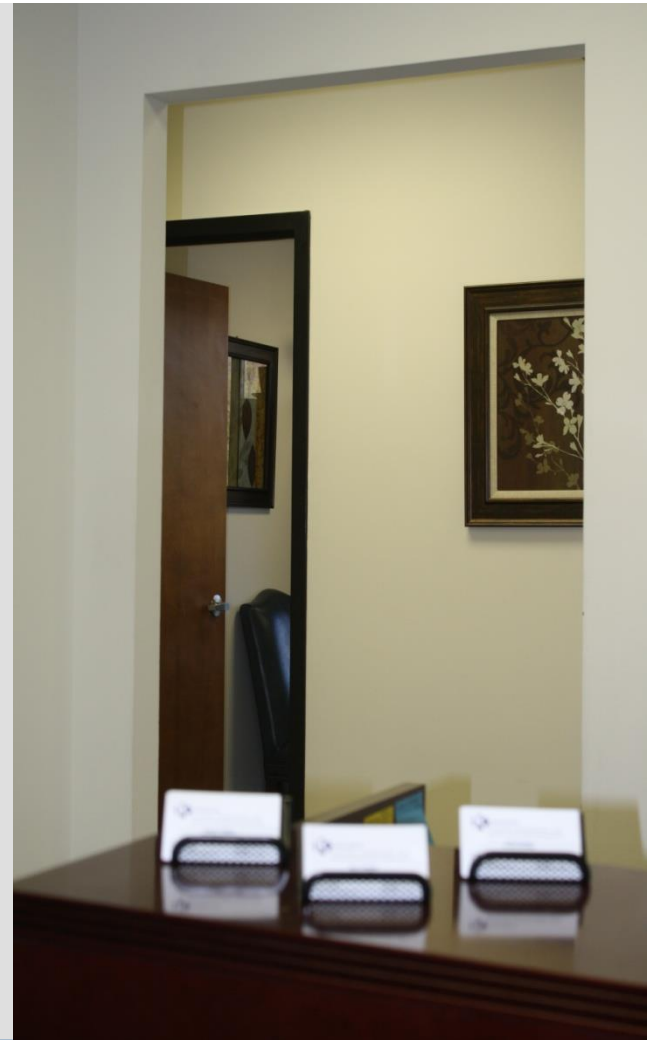
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# Our Mission

Provide high quality research, analysis, applications and services to our clients that help them solve complex problems, exploit fleeting opportunities, take care of people, and produce meaningful, measurable results.

Help individuals, teams and organizations consistently make better decisions faster, with greater effect, and to thoughtfully apply people and technology to best drive business and operational results with enduring impact.



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# Our Team



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# Our Core Values

- **Demonstrate Integrity.**

Our word means something...maybe everything. Build your reputation for integrity and dependability. This translates to doing the right thing, at the right time, for the right reason....when no one is looking.

- **Align Interests and Build Lasting Relationships.**

Continuously look for opportunities to align the interests of individuals, groups and organizations. Take the long view of relationships development, rather than business development. Look for the intersection of your interests with those of our clients and the firm.

- **Solve Problems and Produce Results.**

Working hard is a *great* thing, but making an impact is what is valuable to our clients and our team. Harvest and apply expertise to produce real value to others.

- **Implement Innovation.**

Be the engine of creativity and the engineer for shaping and driving innovation for our teams and clients. Rather than talking about it, let's play a role in *creating* the future.

- **Display Respect and Embrace Stewardship.**

Respect breeds trust. Trust breeds impact. And loyalty is always a two-way street. We need to look beyond our differences to proudly celebrate our commonalities and collective ability to make real difference in the lives of others



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# Markets

## Current:

- Public Sector
  - Civil
  - Defense

## Emergent:

- Commercial
- Not-for-Profit



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# Lines of Business & Core Competencies (Offerings)

		KCA Competencies (Offerings)		
		Applied Research	Knowledge Applications	Management Services
KCA Lines of Business	Decision Support	✓	✓	✓
	Organizational Performance	✓	✓	✓
	Technology Integration	✓	✓	✓



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# Lines of Business

## Decision Support

We seek to provide our clients with decision superiority--the ability to consistently make and implement better decisions faster than the competition or threat. Our support helps to ensure that our clients are viewing the best information, at the right time, from the right perspectives to make good decisions in time to make real difference.

## Organizational Performance

We focus our efforts on optimizing the skilled performance and applied expertise of people to accomplish critical goals and objectives. To us, this is the bottom line—the skilled performance that results in the achievement of specific, measurable business and operational outcomes.

## Technology Integration

We think technology should be developed, adapted and implemented in ways that allow us all to better exploit how we naturally understand situations, make decisions, solve problems, and anticipate results. By teaming with KCA, our clients are able to harness the decisive value of cognitive systems engineering and discovery-based development.



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# Bridging the gap (with offerings)



In the “space between” opportunity and advantage is **knowledge**.

**Let us help you bridge the gap.**



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## Core Competency: Applied Research

We provide applied research for one reason—to help our clients solve their most complex, critical problems. Organizations seek our services when they want to quickly harness global knowledge, uncover sources of complexities, or discover pioneering solutions to their emergent challenges. Our researchers apply their collective expertise to aggressively grapple with problems so our clients can quickly take their teams where they need to go. We focus on providing just the right analysis at the right time to make the greatest impact. Our goal is to provide results-based research that allows our clients to gain and maintain competitive advantage, operational agility, and enduring impact.



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# Core Competency: Application Development

We believe knowledge is only valuable to the degree that it is applied to achieve desired results. The most successful organizations effectively apply individual and collective knowledge, experience, and expertise in ways that directly allow them to achieve their goals and objectives. To accomplish this, organizations must first effectively harvest their knowledge capital to better “know what they know.” Second, they must develop and implement efficient methods for harnessing and applying this knowledge with precision to consistently deliver both customer and employee satisfaction and loyalty. We specialize in soliciting the tacit knowledge of experts to reduce the time-to-transfer and the time-to-impact of expert knowledge within client organizations.



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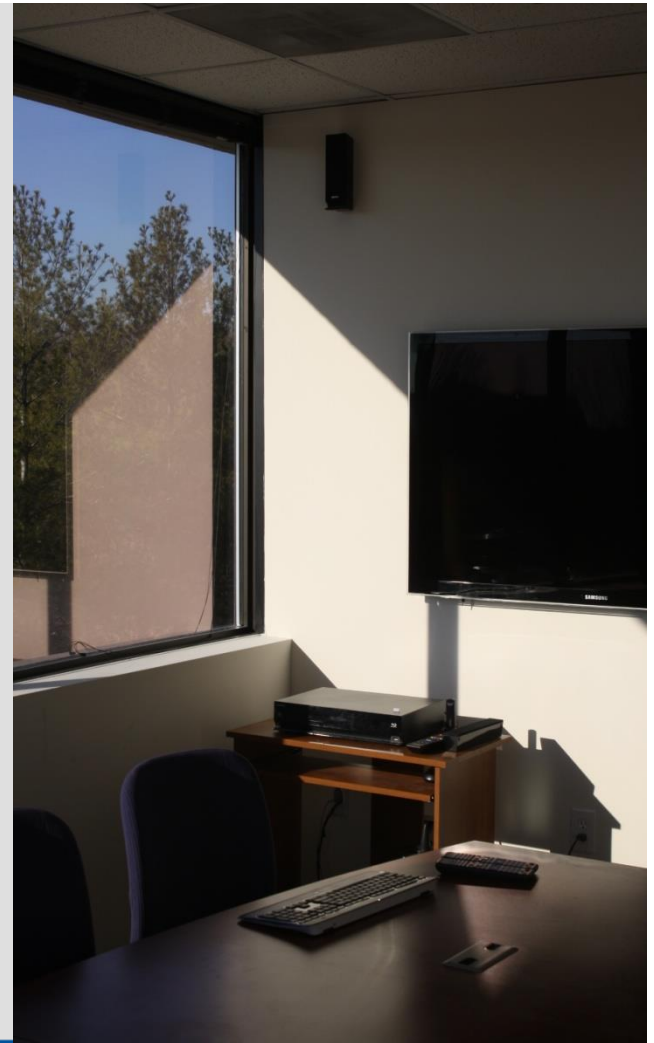
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## Core Competency: Management Services

Through our experience and industry research, we are convinced that data, management, process, and “best-practices” matter little if they don’t result in measurable outcomes. Consequently, KCA provides on and off-site consultants committed and proven in their ability to align interests and apply knowledge and resources to efficiently achieve desired results. For us, what really matters is the ability to accurately track, assess, and forecast outcomes. To do this, we provide a wide range of consulting and management services allowing clients to quantify their qualitative expertise and describe better the risk and uncertainty of critical management decisions and the associated impact to their project, program, and portfolio success.

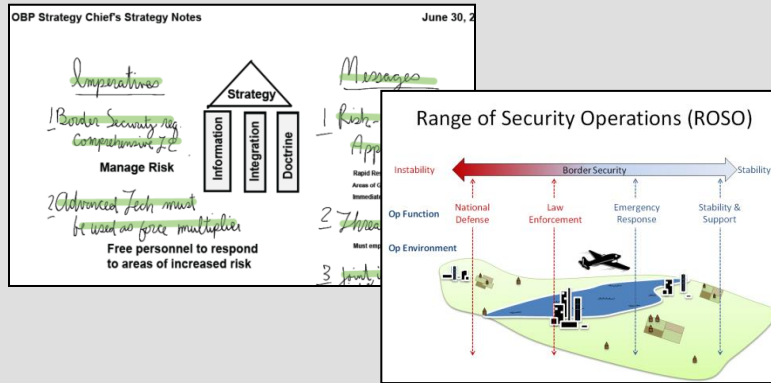


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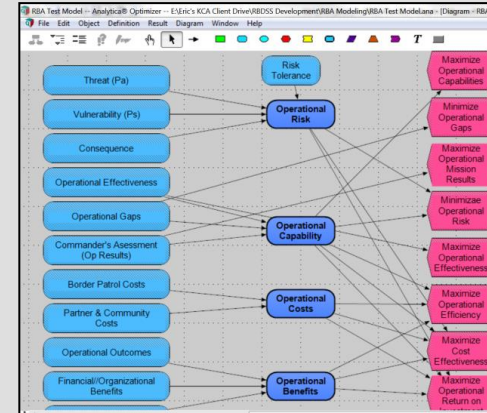
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# Rapid Solution Development (*Process*)

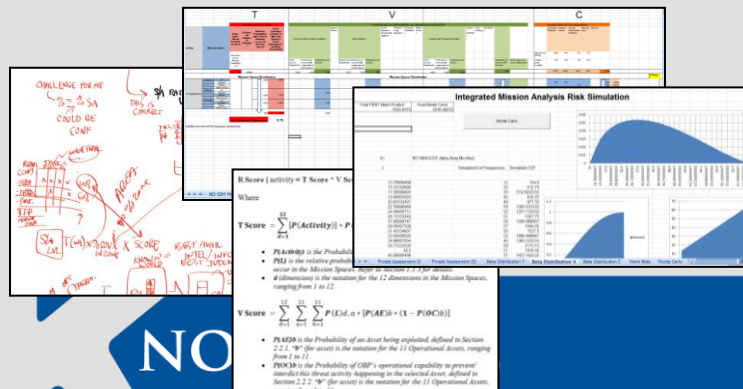
## 1 Op Concepts & Org Goals & Obj.s



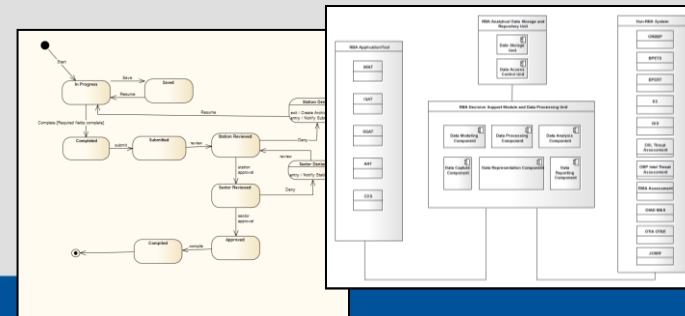
## 2 Qualitative Operational Models



## 3 Quantitative Mathematical Models



## 4 Process & System Models



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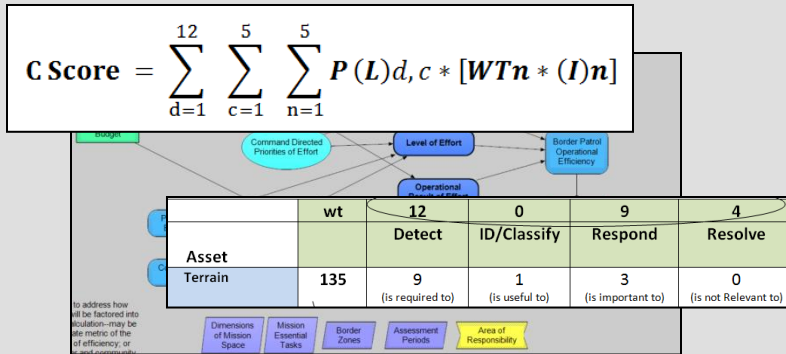
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# Rapid Solution Development (*Products*)

## 1 Metrics, Models & Methodologies



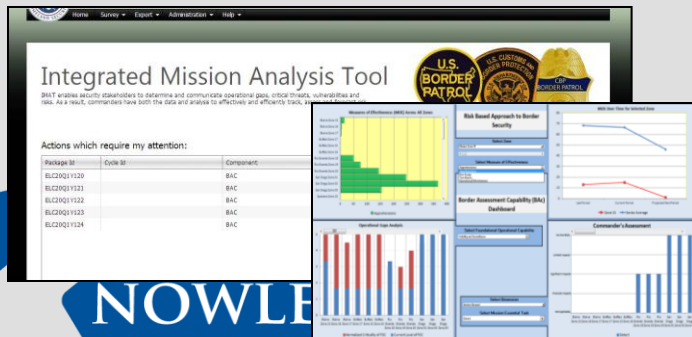
## 2 Policy, Process & Procedures

**2012: A Risk-Based Strategic Plan**  
 The 2012-2016 Strategic Plan supports national-level strategy, Transnational Organized Crime and the National Drug Control Administration Quadrennial Homeland Security Review; and CBP-wide planning and responding along the border. It involves a set of objectives, and Rapid Response to develop and deploy new and better tactics.

**EXECUTIVE SUMMARY**  
 2004: A Resource-Based Strategy  
 The Border Patrol's 2004 Strategy focused on the mission to secure the Nation's borders. The 2004 Strategy achieved impressive results. For instance, it organized the Border Patrol into a more centralized and headquarters-driven organization. Furthermore, it facilitated the unprecedented deployment of personnel, technology, and infrastructure to secure the Nation's borders.

**2012: A Risk-Based Strategic Plan**  
 The 2011-2016 Strategic Plan supports national-level strategies, such as the President's Strategy to Combat Transnational Organized Crime and the National Drug Control Strategy; departmental strategies, in particular the Quadrennial Homeland Security Review; and CBP-wide planning and integration efforts. The Strategic Plan uses a risk-based approach to securing the border; focusing enhanced capabilities against the highest threats and rapidly responding along the border. It involves a set of objectives, strategies, and programs that use Information, Integration, and Innovation to secure the Nation's borders.

## 3 Decision Support Tools



## 4 Training & Support Documentation

**Risk Based Approach Training Program**

**Risk Based Approach: Framework Overview**

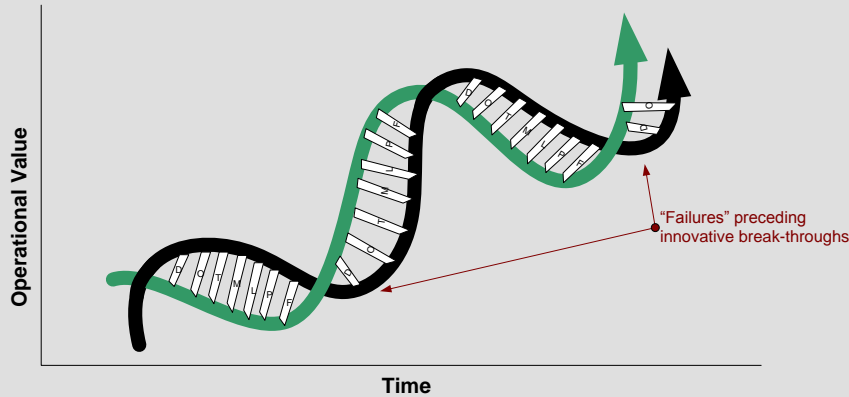
Risk Based Approach User Guide

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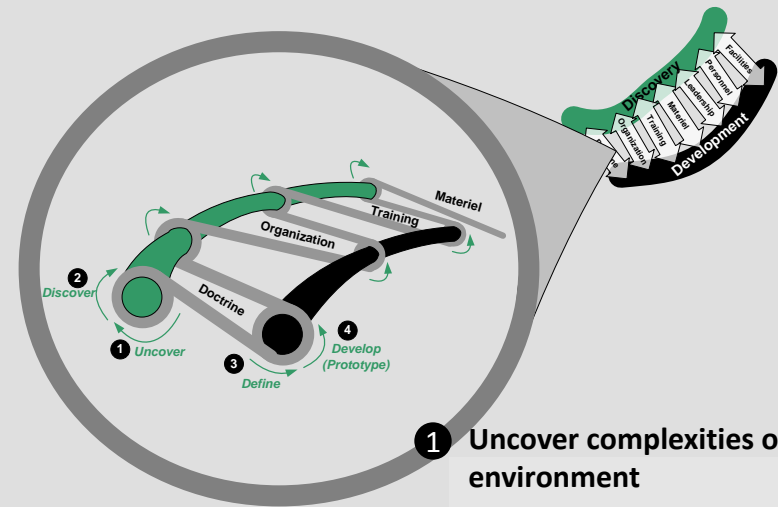
# Applied Research Offering: Discover-based Development (DBD)

Through experiments, development benefits from the freedom to fail on the road to discovery



Discovery   
 Development 

D=Doctrine  
 O=Organization  
 T=Training  
 M=Materiel  
 L=Leadership  
 P=Personnel  
 F=Facilities



- 1 Uncover complexities of the environment
- 2 Discover alternatives
- 3 Define requirements
- 4 Develop prototype solutions



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# Applied Research Offerings: Outcomes-based Development

- **Outcomes-based development (OBD).** When you know what outcomes you want to affect by the development and deployment of some capability—e.g. training.
  - Multi-dimensional risk analysis
  - Return on investment analysis
  - Requirements analysis
  - Analysis of alternatives
  - Cognitive task analysis
  - Decision analysis
  - Performance analysis—the transfer of knowledge and expertise
  - Technology integration—cognitive systems engineering,
  - High stakes, time-pressured decision-making and technology integration applied research
  - Customer needs and employee satisfaction analysis



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# Knowledge Application Development (Offerings)

- To accomplish this, organizations must first effectively *harvest* their knowledge capital to better “know what they know.” Second, they must develop and implement efficient methods for harnessing and *applying* this knowledge with precision to consistently deliver both customer and employee satisfaction and loyalty.
  - Strategic planning and advanced concept development
  - Business policy, process, and procedure re-engineering and continuous improvement
  - Mining, applying, and transferring expertise and skilled performance
  - Education, training, leadership, development, and mentoring solution development
  - Enterprise knowledge and decision support solutions development
  - Collaboration, communication, and coordination solutions and performance measurement
  - Vertical and horizontal integration and collateral benefit generation
  - Decision applications
  - Performance applications
  - Technology applications



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# Management Services (Offerings)

- Our clients typically know where they are. Our job is to help them determine: 1) is this good; and 2) where are they going to land. Consequently, for us what really matters is the ability to accurately track, assess, and forecast results.
  - Strategy and Enterprise Concept Mapping--
  - Project, program and portfolio management
  - Business and operations management
  - Capability development and acquisitions
  - Integration, implementation and sustainment
  - Advanced technology operational assessment and field testing
  - Continuous threat and risk management
  - Decision services
  - Performance services
  - Technology services

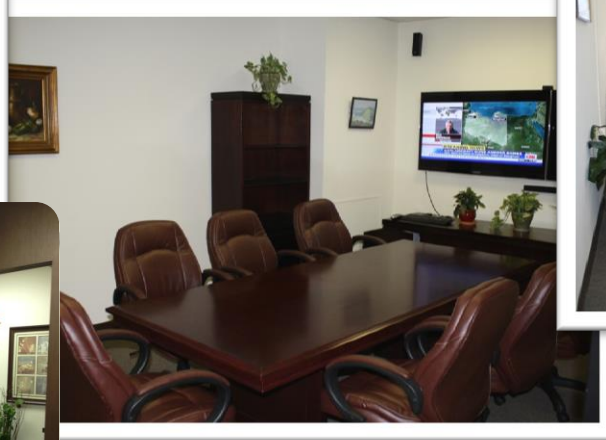


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# Executive Suite (B258)



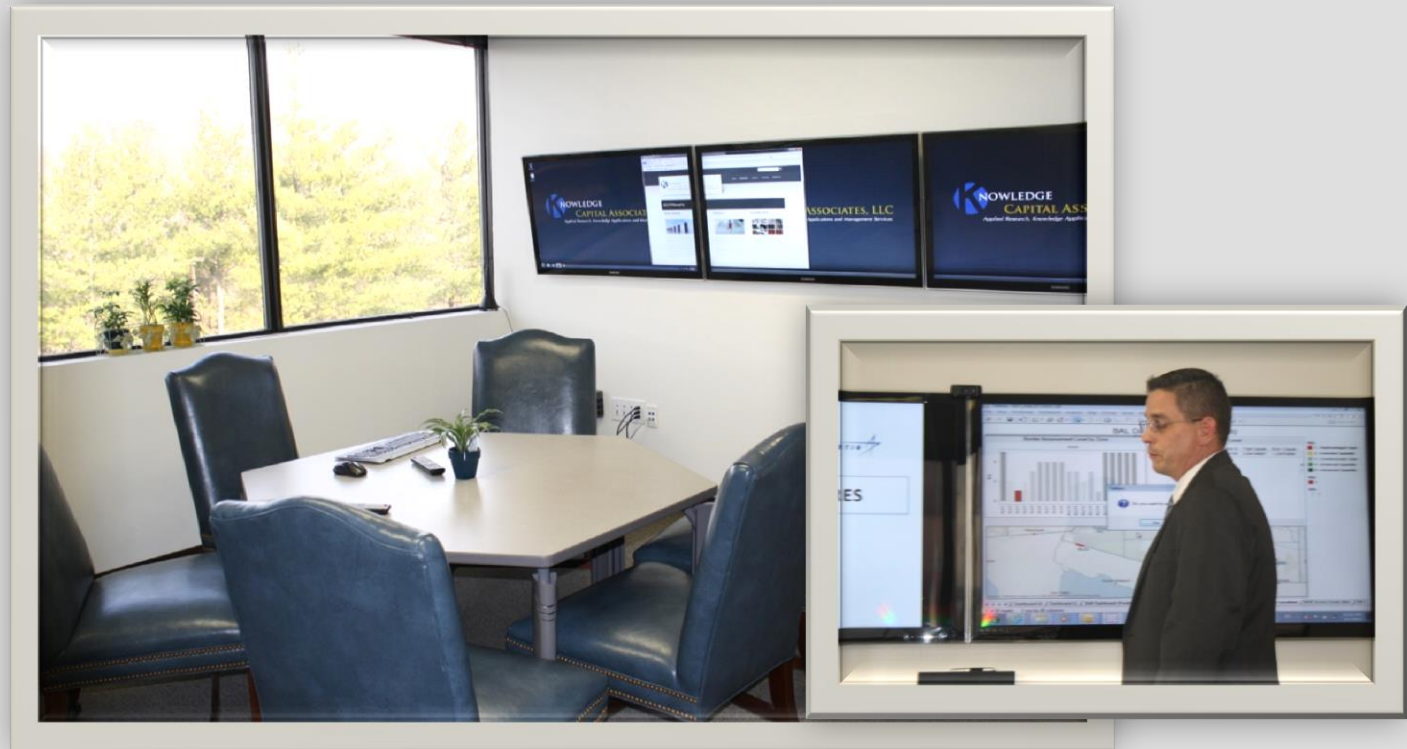
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# Collaboration Room

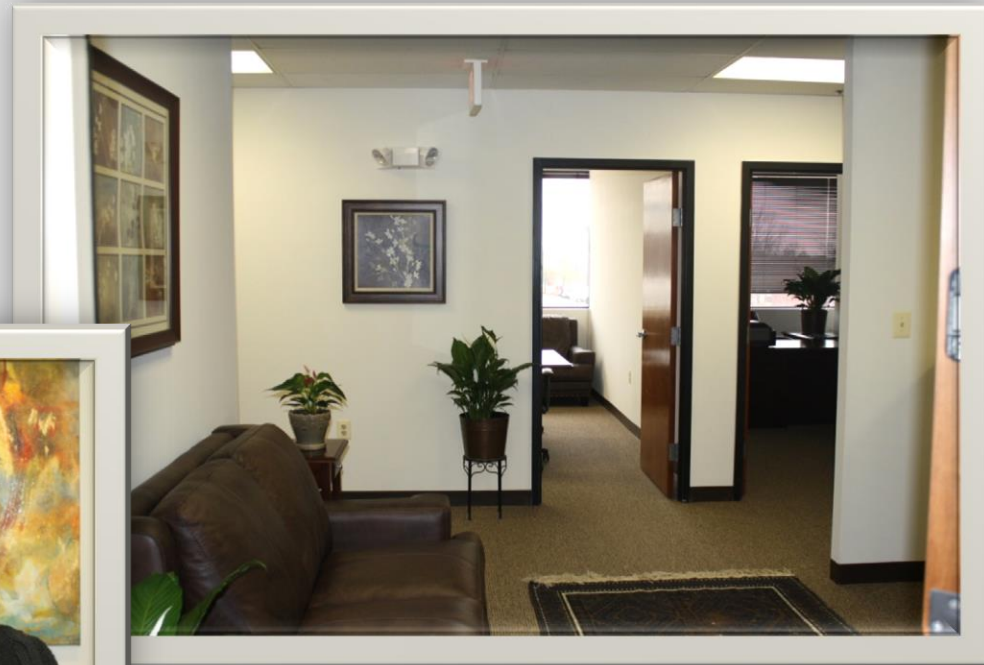


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# Technical Suite B252



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# KCA Facilities

Reference  
Library



Client Suite



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# Decision Room



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# Research Room



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# Questions?