



## SOLUTION ENGINEERING FOR RELIABLE AND VIABLE ENTERPRISES (SERVE)

SERVE ADVISORY GROUP IS A MANAGEMENT CONSULTANCY THAT PROVIDES COMPREHENSIVE CONSULTATION TO HELP IDENTIFY GAPS AND OPPORTUNITIES WITHIN ENTERPRISES. THROUGH THOROUGH ANALYSIS OF SOCIAL, POLITICAL, OR ENVIRONMENTAL CHANGES, SERVE ASSESSES THE IMPACT TO THE OPERATIONS OF ENTERPRISES, AND HELPS THEM IMPLEMENT MARKET LEADING BEST PRACTICES TO OPTIMIZE PERFORMANCE. IT DOES SO THROUGH DRIVING STRATEGY SUPPORT, ACCOUNTABILITY, AND PROVIDING GUIDANCE TO ALL LEVELS OF LEADERSHIP.



### PROGRAM MANAGEMENT

THESE ARE ESSENTIAL COMPONENTS OF THE TECHNOLOGY INDUSTRY. ITS DESIGN INVOLVES CREATING A BLUEPRINT FOR A SOFTWARE OR TECHNOLOGY PRODUCT THAT CONSIDERS USER NEEDS, FUNCTIONALITY REQUIREMENTS, TECHNICAL SPECIFICATIONS, AND AESTHETICS.

- CODING AND PROGRAMMING THE PRODUCT,
- PROGRAM MANAGEMENT
- DEVELOPMENT OVERSIGHT
- TIME, BUDGET, QUALITY ASSURANCE, AND COMPLIANCE

TECHNOLOGY DEPLOYMENT / IMPLEMENTATION



### CHANGE MANAGEMENT

THE PROCESS OF IMPLEMENTING NEW TECHNOLOGY OR SYSTEMS IN AN ORGANIZATIONAL SETTING, WITH THE GOAL OF IMPROVING TEAM MEMBER AND ORGANIZATIONAL OUTCOMES.

- MANAGING CHANGES & DISRUPTIONS FROM NEW TECHNOLOGY
- ANALYZING CHANGES IN WORKFLOWS, ROLES, AND RESPONSIBILITIES.
- EMPLOYING CHANGE MANAGEMENT STRATEGIES, INCLUDING STAKEHOLDER ENGAGEMENT, COMMUNICATION, AND TRAINING



### ISSUE RESOLUTION

THE PROCESS OF IDENTIFYING, MANAGING, AND RESOLVING ISSUES THAT ARISE DURING THE IMPLEMENTATION OF A NEW TECHNOLOGY OR SYSTEM.

- ESTABLISHING A SYSTEM FOR TRACKING AND PRIORITIZING ISSUES,
- DEVELOPING STRATEGIES FOR ADDRESSING ISSUES IN A TIMELY AND EFFECTIVE MANNER
- FACILITATING COLLABORATION AMONG STAKEHOLDERS TO ADDRESS ISSUES



### STRATEGIC COMMUNICATIONS

THE USE OF TARGETED COMMUNICATION STRATEGIES TO PROMOTE AND ADVANCE PROGRAMS AND INITIATIVES.

- CREATING A COMPREHENSIVE COMMUNICATIONS PLAN THAT IDENTIFIES KEY MESSAGES, TARGET AUDIENCES, AND COMMUNICATION CHANNELS
- EFFECTIVELY DISSEMINATING INFORMATION AND ENGAGING STAKEHOLDERS
- BUILDING SUPPORT, INCREASING AWARENESS, AND DRIVING PARTICIPATION

POLICY, COMPLIANCE, AND DEVELOPMENT SUPPORT



### FULL STACK TECHNOLOGY DEVELOPMENT

THE PROCESS OF DESIGNING, CREATING, TESTING, AND DEPLOYING A COMPLETE WEB APPLICATION FROM START TO FINISH.

- WORKING WITH VARIOUS TECHNOLOGIES AND TOOLS
- EXPERIENCE WORKING WITH FRONT-END WEB DEVELOPMENT, AND BACK-END WEB DEVELOPMENT
- PROFICIENCY IN DATABASE MANAGEMENT AND DEVELOPMENT



### ACTIVE AND PASSIVE TECHNOLOGY MONITORING

PROVIDING MANAGERS WITH THE TOOLS TO ANALYZE THE VAST AMOUNTS OF DATA, IDENTIFY PATTERNS AND TRENDS TO MAKE MORE INFORMED DECISIONS.

- PROCESS LARGE VOLUMES OF DATA AT A SPEED NOT POSSIBLE FOR HUMAN ANALYST
- INFUSING HUMAN ANALYST TO ASSESS FALSE POSITIVES INFUSED BY ARTIFICIAL INTELLIGENCE (AI)
- INFORMING MACHINE LEARNING AND THE DEVELOPMENT OF PASSIVE MONITORING TO REDUCE FALSE POSITIVES



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## HOW WE DRIVE SUCCESS

- Cross-pollination of marketing leading management consulting practices (SERVE Advisory Group) with an innovative digital services technology group (SERVESoft)
- Employing market leading principles of requirements gathering, development, and implementation to ensure system efficacy
- Navigating the nuances and uses of commercial off-the-shelf (COTS), government off-the-shelf (GOTS) and bespoke within cabinet level agencies, and subordinate offices
- Collaborating to leverage the full breadth of technology use within public and private partnerships, and interagency liaising to drive widespread initiative adoption
- Employing project management professionals with a proven track record of establishing management offices to lead organizations' people, processes and technologies at the highest levels

## OUR CLIENTS AND PRODUCTS WE'VE SUPPORTED

OUR CLIENTS INCLUDE SOME OF THE LARGEST AGENCIES AND ORGANIZATIONS TACKLING LARGE SCALE TRANSFORMATION EFFORTS. THEY INCLUDE, BUT ARE NOT LIMITED TO THOSE PICTURED BELOW:



## HOW YOU CAN ACCESS US (CONTRACT VEHICLES AND PARTNERS)

WHILE SERVE ADVISORY IS NOT YET A PRIME VENDOR, IT IS AN ACTIVE PARTNER ON SEVERAL LARGE IDIQS WITH SUCH. IT IS ALSO PENDING VARIOUS COMPANY DESIGNATION STATUSES THAT WILL IMPROVE ACCESSIBILITY.

- VA INTEGRATED HEALTHCARE TRANSFORMATION (IHT) IDIQ
- VA CUSTOMER EXPERIENCE DEV OPS AND AGILE REPOSE (CEDAR) IDIQ
- BUMED PERFORMANCE IMPROVEMENT IDIQ
- INTEGRATED CRITICAL STAFFING PROTOCOL (ICSP) IDIP (PENDING)
- SECURE, PERFORMANT, RELIABLE, AND USER-CENTERED EXPERIENCE (SPRUCE) IDIQ PENDING
- VA TRANSFORMATION TWENTY-ONE TOTAL TECH NEXT GEN (T4NG) (PENDING)
- GSA MULTIPLE AWARD SCHEDULE (PENDING)
- 8A BUSINESS DEVELOPMENT PROGRAM (PENDING)



## VALUES

**S**ERVICE-MINDED, BOTH INTERNAL, AND EXTERNAL  
**E**AGER TO LEARN ON, AND OFF CLIENT ENGAGEMENTS  
**R**ELIABLE, BUT NOT AT THE EXPENSE OF RESILIENCY  
**V**ITAL TO YOUR FELLOW TEAM MEMBERS, AND CLIENTS  
**E**XCELLING IN ALL THAT WE PRODUCE, AND IN OUR INTERACTIONS