

General Services Administration

Federal Supply Services

Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*, a menu-driven database system. The INTERNET address for *GSA Advantage!* is: GSAAdvantage.gov

MOBIS Mission Oriented Business Integrated Services

Federal Supply Group: 874
Federal Supply Class: 8742
Contract Number: GS-10F-0058J

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov

Contract Period: April 1, 2009 through March 31, 2014

Runzheimer International Ltd.

1 Runzheimer Parkway
Waterford, WI 53185-3599
Telephone: 800-558-1702
Fax: 262-971-2373
Web Site: www.runzheimer.com

Contractor's Representative
Kraig R. Rodenbeck CMC, NPDP
262-971-2312
krr@runzheimer.com
Business Size: Large

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Customer Information

- 1a. Special Item Numbers (SINs):
- SIN 874-1 Consulting Services
 - SIN 874-3 Survey Services
 - SIN 874-7 Program and Project Management Services
- 1b. Model Number - Not Applicable
- 1c. Labor Categories:

Executive Manager

This is a member of the executive management team at Runzheimer, typically in the capacity of vice-president. The Executive Manager has direct responsibility over a division or business unit. He/she sets strategic direction, manages project staffing, has fiscal accountability, and is ultimately responsible for contract fulfillment and client relations. The Executive Manager ensures from a high-level that our products and services meet the client's project/program goals.

Minimum training, experience, education, and certifications:

- Ph.D. and/or Master's Degree (or equivalent experience) from an accredited college or university
- Over 15 years experience in business disciplines (sales, budgeting, strategic planning, public speaking, etc.)
- Excellent oral and written communication skills. Proficient use of MS Office suite

Senior Management Consultant

These personnel maintain leading-edge knowledge within their field of expertise. The Senior Management Consultant has worked in the industry for 10+ years. He/she typically has given presentations to industry peers and published in their respective area. The Senior Management Consultant is the true subject matter expert and may assume the role of Project Director for projects that demand this level of experience and expertise.

Minimum training, experience, education, and certifications:

- Master's Degree and/or Bachelor's degree (or equivalent experience) from an accredited college or university
- Over 10 years experience in consulting and business arena (sales, budgeting, client support, etc)
- Certified Relocation Professional (CRP), as designated by the Employee Relocation Council
- Excellent oral and written communication skills. Proficient use of MS Office suite

Management Consultant

Having accumulated 5+ years' of subject matter experience, he/she provides industry knowledge and expertise. He/she works directly with the client throughout the project/program to assess and fulfill their needs. In a consultative role, he/she makes

recommendations based on the day-to-day activities, tapping the expertise of the Senior Management Consultant as appropriate.

Minimum training, experience, education, and certifications:

- Bachelor's degree from an accredited college or university
- Over 5 years experience in consulting arena (sales, budgeting, client support, etc)
- Excellent oral and written communication skills
- Proficient use of MS Office suite

Consultant

A staff person who has developed a working knowledge in the subject area yet has not acquired a wide range of experience (typically 1 to 3 years). The Junior Consultant is typically teamed with senior personnel and may take on activities that do not require extensive industry-specific expertise. The Junior Consultant provides both daily and peak demand project support and consultation.

Minimum training, experience, education, and certifications:

- Bachelor's degree from an accredited college or university
- 1 to 3 years experience in consulting or related areas of business (sales, budgeting, client support, etc)
- Excellent oral and written communication skills
- Proficient use of MS Office suite

Project Director

This person oversees all project activities and has ultimate responsibility for the success of the project. He/she ensures projects meet both client and internal expectations in terms of time, budget and quality. He/she provides direction to the Project Manager and reports project status internally. The Project Director constantly assesses status and guides the project to ensure complete client satisfaction.

Minimum training, experience, education, and certifications:

- Bachelor's degree from an accredited college or university
- 5 + years experience in managing large-scale projects
- Excellent communication, organizational, and planning skills
- Proficient use of MS Office suite and project management software (e.g., MS Project)

Research Consultant

This person typically possesses skills in a specified area of expertise, typically in the technical and/or information systems area. The Research Consultant is likely teamed with senior consultants and may take on specific high-level technological activities such as system design, process development, and product-specific consultation.

Minimum training, experience, education, and certifications:

- Bachelor's degree from an accredited college or university, preferably with a focus on Management of Information Systems (MIS)
- 3 to 5 years experience in technical/systems consulting and programming

- Proven track record in managing and programming client/server applications and/or web development projects
- Possess a working knowledge of RDBMS (e.g., SQL Server) and have developed in current business languages (e.g., JAVA, HTML, ACTIVE X, .NET)

Project Manager

He/she provides day-to-day leadership of a specific project, program, or set of tasks. In concert with the client, he/she establishes project milestones, defines all subtasks, allocates and assigns resources, and removes any foreseen barriers to project completion. The Project Manager is the “hands-on” leader, immersed in the project, who maintains daily contact with Contracting Officer’s Technical Representative.

Minimum training, experience, education, and certifications:

- Bachelor’s degree from an accredited college or university
- 3 to 5 years experience in managing complex projects
- Excellent communication, organizational, and planning skills
- Proficient use of MS Office suite and project management software (e.g., MS Project)

Senior Analyst

This position provides high-level oversight and management of data analysis techniques and methods. They are responsible for development and maintenance of all econometric models, database systems and analytical tools used to analyze data. Other tasks include survey design and administration.

Minimum training, experience, education, and certifications:

- Bachelor’s degree from an accredited college or university
- 5 + years experience in technical analysis fields (statistics, mathematics, econometrics, etc)
- Ability to design and apply advanced analytical methods to resolve business problems
- Proficient use of MS Office suite and advanced analytical software (e.g., SPSS, SAS, etc)

Junior Analyst

An entry-level position, the Junior Analyst assists the advanced Analysts with data review and analysis. Tasks include preparing, reviewing, and editing data. This staff person assists with the flow of information throughout Runzheimer’s extensive databases. The Junior Analyst begins the process of turning data into information.

Minimum training, experience, education, and certifications:

- Associate’s degree or equivalent business experience
- 1 to 3 years experience in technical analysis fields (statistics, mathematics, econometrics, etc)
- Ability to apply advanced analytical methods to resolve business problems
- Proficient use of MS Office suite, especially MS Excel

Administrative Assistant

He/she provides administrative support to the client and to internal project team members. Typical tasks include report production, preparation of marketing materials, logistics support, and general clerical activities.

Minimum training, experience, education, and certifications:

- Associate’s degree or equivalent business experience
- 1 to 3 years experience in administrative and/or business role
- Attention to detail and excellent organizational skills
- Proficient use of MS Office suite, especially MS PowerPoint

Data Gatherer

This person is responsible for the collection of primary research data. Collection methods mostly include telephone and/or Internet surveys, but may include other methods such as extracting data feeds from publicly available sources. As the title suggests, this person collects Runzheimer’s primary data.

Minimum training, experience, education, and certifications:

- Previously related business experience, preferably with telephone interviewing
- 1 to 3 years experience in a business role or with business techniques
- Attention to detail and ability to work independently
- Past experience using computer hardware and software, and telephone systems

Clerical / Data Entry

Although more and more data is available electronically from our many data sources, some information must still be entered manually. This staff person enters data from physical sources into Runzheimer databases.

Minimum training, experience, education, and certifications:

- Previously related business experience, preferably with data entry
- 1 to 3 years experience in a business role or with business techniques
- Attention to detail and ability to work independently
- Past experience using computer hardware and software

- 2. Maximum order: \$1,000,000.00
- 3. Minimum order: \$50.00
- 4. Geographic coverage: Worldwide
- 5. Points of production: Waterford, WI, (Racine County) U.S.A.
- 6. Discount from list: Prices shown herein are net (discount deducted)
- 7. Quantity discounts: None
- 8. Prompt payment terms: Net 30 calendar days
- 9a. Government purchase card is accepted at or below the micro-purchase level
- 9b. Government purchase card is accepted above the micro-purchase level

10. Foreign items: U.S. only
- 11a. Time of delivery: As negotiated on task order
- 11b. Expedited delivery: Items available for expedited delivery are noted in this price list
- 11c. Overnight delivery: Overnight and 2-day delivery is available based on task order
- 11d. Urgent requirements: Complies with “Urgent Requirements” clause
12. F.O.B. point: Destination
- 13a. Ordering Address: Runzheimer International Ltd.
1 Runzheimer Parkway
Waterford, WI 53185-3599
Tel: 800-558-1702
Fax: 262-971-2373
Web: www.runzheimer.com
- 13b. Ordering procedures: The ordering procedures, information on Blanket Purchase Agreements (BPA’s), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
14. Payment Address: Runzheimer International Ltd.
1 Runzheimer Parkway
Waterford, WI 53185-3599
Tel: 800-558-1702
Fax: 262-971-2373
Web: www.runzheimer.com
15. Warranty Provision: Runzheimer International warrants that the products and services we provide will satisfy the requirements of the task orders obtained through this schedule
16. Export packing charge: Not applicable
17. Purchasing card: As negotiated on task order
18. Maintenance & repair: Not applicable
19. Installation: Not applicable
20. Repair parts: Not applicable
- 20a. Other services: Not applicable
21. Distribution points: Not applicable
22. Participating dealers: Not applicable
23. Maintenance: Not applicable
- 24a. Special attributes: None
- 24b. 508 Compliance: Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at www.Section508.gov/.
25. DUNS Number: 06-350-6760
26. CCR registration: Runzheimer is registered in the CCR database

An Introduction to Runzheimer International

Founded in 1933, Runzheimer International Ltd. is a management consulting firm that provides a comprehensive range of management consulting services across a broad set of business disciplines, including strategic management of employee mobility services. Runzheimer International serves upwards of 2,000 businesses and government organizations worldwide, including more than 60 percent of Fortune 500 companies. Runzheimer's data and standard cost reimbursement systems are the basis for over \$18 billion in direct allowances or reimbursements, annually, to more than 1 million employees of clients.

For more than 75 years, we have been dedicated to research, analysis, and reporting of employee mobility programs, which provide a fact-based foundation for our consulting services. All Runzheimer research and information rests upon a foundation of standardized data-gathering processes, proven methodology, tested survey procedures, and sound statistical practices.

The majority of our information services and products consist of data supported and surrounded by state-of-the-art technology systems. These services include but are not limited to data collection, data entry (including development of computerized data entry screens featuring real-time data validation), methodology creation (developing, programming, and applying sophisticated data manipulation methods), and applications designed to resolve practical business issues.

We undertake specialized projects, surveys, and studies to meet specific requirements of individual organizations and government agencies. Our work incorporates client-provided parameters, and our databases are geographically sensitive. A fundamental strength that Runzheimer brings to its projects is a base of knowledge, expertise and data on both corporate and government policies, procedures, and costs that allow us to provide our clients with benchmarks and best practices.

Selected Client List

Private Sector

Runzheimer International has performed work for such major firms as IBM, Xerox, Exxon Mobil, and Microsoft, though we also count many small and medium-sized companies among our clients. Other Runzheimer clients include major service firms such as PriceWaterhouseCoopers (PWC) and Ernst & Young.

A partial listing of corporate clients for which we have provided travel and other mobility management consulting services includes AT&T, Bell South, Brown Forman, Chemical Bank, Chicago Cubs, Citizens Utilities, Coca-Cola, Cyprus Minerals, DuPont, Edison Learning, Fleming Companies, GE Capital, General Electric, General Motors, Hertz, Ingersoll-Rand, Leo Burnett, MacArthur Foundation, MCI, McGraw-Hill, Meldisco, Midwest Express, Minnesota Mutual, National Exchange Carrier Association, Octel, Porsche Cars of North America, Promus Hotel Corporation (Embassy Suites, Hampton Inn, etc. – now part of Hilton), Radian Group, Inc., R.R. Donnelley & Sons, SMH (US), State Farm, System One, Uniglobe Travel Agencies, Upjohn, Westinghouse, World Airways, and Young & Rubicam.

Public Sector

Our public sector clients include: Federal Deposit Insurance Corporation (FDIC), General Services Administration (GSA), Department of Defense (DOD; Office of the Undersecretary of Defense, Acquisition, Transportation & Logistics; Office of the Undersecretary of Defense, Personnel & Readiness), Department of the Army, Department of the Navy, Federal Aviation Administration, Internal Revenue Service (IRS), Lawrence Livermore Laboratories, National Aeronautics and Space Administration (NASA), National Institutes of Health (NIH), Office of the Comptroller of the Currency (OCC), Office of Personnel Management (OPM), Office of Thrift Supervision (OTS), United States Coast Guard, United States Fish and Wildlife, United States Naval Academy, United States Postal Service, State of Colorado, Federal Government of Canada, unspecified intelligence organizations and many others. The Organization of the United Nations is among Runzheimer's largest international clients.

Specific Capabilities

SIN 874-1 Consulting Services

Runzheimer International has provided a broad array of management consulting services to the private sector since 1933 and to the Federal government since 1980. These include specialized data gathering and analysis, policy development, program evaluation, vendor selection, operational audits, benchmarking, and seminars/workshops/training. We specialize in Total Employee Mobility®, the strategic management of programs impacting mobile employees. Consequently, our consultants are a valuable resource to executives and managers already occupied full-time with other work, yet facing inescapable demands to reduce cost and increase efficiency, all the while sustaining a satisfied workforce. We are often agents of change within an organization, helping management and staff employees understand and adopt new policies and practices.

Runzheimer is uniquely qualified to assist organizations in meeting their management objectives for the following reasons:

- Runzheimer's consulting staff is experienced, authoritative and generally acknowledged to be experts in our areas of specialization.
- Runzheimer is privately held and not beholden to any industry supplier or operations intermediary; therefore clients can expect Runzheimer to produce objective, unbiased recommendations and observations.
- Runzheimer is compelled to produce a quality of work that will reinforce a hard-earned reputation for honesty, thoroughness, and expertise sustained for more than 75 years. Accuracy, fairness and defensibility are the hallmark of all our client deliverables.
- Runzheimer has established a unique position within the mobility management field. Public and private organizations regularly participate in our published surveys that analyze policies, trends, and issues.
- Runzheimer maintains current survey and benchmark databases on policies, costs and administration methods. The surveys provide a foundation for the most comprehensive policy and program resources in strategic mobile workforce management.

Although Runzheimer has not specified services under the facilitation SIN, our consultants apply facilitation expertise and quality-management skills and capabilities (for example, brainstorming and affinity grouping, force-field analysis, flowcharting and process analysis, meeting management, leading discussion groups), as needed, in conducting their projects. With every contract or Task Order completed, Runzheimer works with its clients to study what has been done in an effort to continuously improve service. The focus of these meetings (both internal and with clients) is to review current processes and identify opportunities for enhancement. In all our government contracts, we emphasize that continuous improvement is essential to long-term success and mutual achievement of goals and objectives.

Projects under each of the identified areas of consultation yield improved management with organizational benefits in both efficiency and effectiveness. Typical projects common to all areas of consultation include:

Specialized Data Gathering and Analysis: In all its areas of consultation, Runzheimer brings the capability to collect and analyze specialized data unique to the client situation. This encompasses program policy data, cost data, employee and vendor input from focus groups or one-on-one discussions, and similar data collected in the field or remotely. Our research yields benchmarks (see below) and can involve survey development and execution (also see SIN 874-3 Survey Services).

Policy Development: In all its areas of consultation, Runzheimer assists with policy development. Consultants assist clients with preparation of policies suitable to organizational goals, objectives, culture, and the changing industry or regulatory environment. In general, Runzheimer views policy development as reflecting not where an organization is but where it wants to go. Consequently, policy rewrites typically become an opportunity to implement organizational change.

Program Evaluation: Runzheimer has conducted various program evaluation studies for the Federal government. Such evaluations cover all facets of a program, including but not limited to an end-to end program review, an impact analysis, strategy development, and program management support.

Vendor Selection: Our consultants assist clients with evaluation and selection of products and services offered by third-party vendors for which the client wishes to utilize the analytical expertise of an unbiased industry expert. In today's privatization and outsourcing environment, these services relate directly to management, organizational, and business improvement.

Operational Audits: Central issues in most Federal departments are whether an organization (or its contracted representatives) does what policies stipulate, whether policies should change in response to the evolving industry or discipline, and what will be the impact of proposed changes. An audit should be viewed as a first step toward changes that improve the operation, not as a way to reach consensus on acceptance of the status quo. Many operational audits result in re-engineering efforts. The areas of study often include: policy compliance, achievement of best value, budgeting and management, purchasing processes, relevant information systems and reports, activity/productivity measurement and achievement of program objectives, and payment and reimbursement systems. A comprehensive study in any area can uncover significant opportunity for improvement.

Benchmarking: A common reason for conducting a study is to develop benchmarks (also see SIN 874-3 Survey Services). The first step in a benchmarking project led by Runzheimer is to work with the client to define the term as it relates to organizational goals. Once all parties agree on what is to be done and why it is being done, Runzheimer undertakes the necessary research. We work with clients to ensure they understand the challenge (and potential failure) of undertaking process changes when organizational systems of a benchmarking partner or best-practices company and a client's organization may be entirely different. Here are examples of tasks for such a project:

- Identify possible benchmarking partners
- Contact potential partners and gather essential information
- Prepare a benchmark or best-in-class presentation for the client
- Provide actionable recommendations for next steps

- Arrange on-site visits to understand processes and systems
- Assist client with implementing new processes and systems

Seminars, Workshops, Training: Runzheimer consultants regularly customize training programs for clients to accomplish new-process introduction, policy changes, and installation of new supplier partnerships. Runzheimer experts regularly provide informational seminars on costs, best practices and trends in strategic mobile employee management.

Runzheimer International staff has experience and credentials that demonstrate industry leadership, practical experience, and most importantly, success at achieving outcomes commensurate with client needs. We differentiate ourselves in that:

We practice what we preach. Runzheimer International's quality management model is based on Deming's PDSA cycle, which stands for Plan, Do, Study, Act. In addition, Runzheimer has adopted and internally deployed the Malcolm Baldrige criteria to impact our own business results. We have been recognized through the Wisconsin Forward Award at the Excellence Level in 2006, a program that is based on the Malcolm Baldrige National Quality Program Criteria for Performance Excellence. Numerous staff members have served and continue to serve as members of the Wisconsin Forward Award Board of Examiners. Runzheimer has also been recognized as one of the "Best Places to Work" by the Society of Human Resource Management four years running (2005-2008).

We possess notable, relevant experience. Our involvement with both the corporate and government sectors constantly exposes us to new ideas and best practices. We have assisted various clients meet their strategic goals using the development and deployment of quality approaches and performance activities.

We understand that a "one size fits all" approach is inappropriate due to organizational differences and complexity; therefore, we strive to find facilitation, leadership, and consultative methods best suited to each organization. We also know that management and organizational context will change, so the approach used must be robust enough to evolve accordingly.

We apply statistical and process mapping approaches in our consulting projects as appropriate. As expert advisors, we assist leaders and planners in shaping and measuring the performance of their programs. Because Runzheimer also works extensively with the corporate sector, we have first-hand experience building customer focused programs, which enables our experts to supply strategies, concepts, approaches and tools to the public sector that may not otherwise be accessible.

We take a practical, hands-on approach with each assignment. We involve our clients in each aspect of the engagement, focusing not on the latest consulting buzzwords, but on providing real-world solutions through well-rounded consulting expertise.

SIN 874-3 Survey Services

Runzheimer consultants have expertise in all survey research methods, including:

- in person
- telephone
- mail
- internet-based

We understand all aspects of the survey process, including:

- sample selection and measures of statistical significance
- questionnaire design and testing
- data collection and interviewing respondents
- closed and open-ended response coding
- statistical analysis – frequency distribution, cross-tabulation, correlation, regression and other analytical techniques
- report writing
- presentation of results

Runzheimer undertakes specialized survey research in numerous content areas. We gather much of our product-related data locally and remotely using standardized survey processes. We offer this experience to our clients, undertaking customized surveys to meet their unique needs. Being specialists in data-gathering and human resource logistics, we have the skill sets of a top-flight marketing research company without the loss of focus and industry knowledge of a general-interest market-research firm. Typical types of surveys are:

- employee satisfaction surveys
- management surveys
- surveys to collect information at dispersed offices or work sites
- industry studies, such as benchmarking or market-research surveys, policy/procedure surveys
- policy and cost surveys
- customized mobility management surveys

In many cases, a survey is part of a consulting project. For example, Runzheimer may conduct employee surveys for clients to gather information to measure satisfaction, identify opportunities for cost savings, develop a basis for new programs, or other desired outcomes. These surveys generally document attitudes toward policy, preferred suppliers, processes, and change.

Runzheimer works with its clients to identify the best way to gather data (in person, telephone, mail, online) and to pinpoint the type of data needed to meet a need. When requested, we help clients implement use of the data, bringing our consulting expertise to bear on a project to ensure optimum results in meeting a client's need. For large, complex surveys, Runzheimer uses statistical analysis software for response analysis.

Runzheimer International maintains a staff of professional, experienced researchers at various levels who work on survey projects. Survey research is a corporate core competency that we use to meet ongoing and custom client needs in both the private and public sectors.

SIN 874-7 Program and Project Management Services

Runzheimer serves our Federal clients by providing program management, oversight, and integration. We are experts at policy formulation, project management and process/system integration.

Virtually all of Runzheimer's consulting, survey, and research projects require program integration and project management expertise. In fulfillment of an organization's program(s), Runzheimer develops a project plan (or several, integrated project plans) and associated budget(s), staffs appropriately, deploys human resources effectively, and achieves desired outcomes. We have undertaken work that integrates the efforts of unique organizations, including contractors and subcontractors; that drives the work and measurable performance of distinct offices at military installations and offices across the country; and that demands a high level of communication up and down hierarchies, across diverse organizations, and geographically across CONUS and OCONUS locations.

Runzheimer has the ability to perform numerous support functions, including database management, data analytics, website development and administration, performance metric development and tracking, to name a few. Within our practice areas, Runzheimer can provide expert contract management support and services, as evidenced by work previously performed for the Department of Defense and the General Services Administration, as well as for hundreds of private companies.



Pricing Schedule

Pricing for SIN 874-1, Consulting Services

SIN 874-3, Survey Services

SIN 874-7, Program and Project Management Services

Opt. Period 2 (Yr11-15)	Hourly Rates				
Labor Category	Base Year (2009)*	Option Year 1 (2010)	Option Year 2 (2011)	Option Year 3 (2012)	Option Year 4 (2013)
Executive Manager	\$228.12	\$237.25	\$246.74	\$256.61	\$266.88
Senior Mgmt. Consultant	\$182.50	\$189.80	\$197.39	\$205.29	\$213.50
Management Consultant	\$175.64	\$182.66	\$189.96	\$197.56	\$205.46
Consultant	\$156.98	\$163.26	\$169.79	\$176.58	\$183.64
Project Director	\$118.70	\$123.44	\$128.38	\$133.51	\$138.85
Research Consultant	\$114.89	\$119.49	\$124.27	\$129.24	\$134.41
Project Manager	\$109.68	\$114.07	\$118.63	\$123.38	\$128.31
Senior Analyst	\$93.79	\$97.54	\$101.44	\$105.50	\$109.72
Junior Analyst	\$78.60	\$81.74	\$85.01	\$88.41	\$91.95
Administrative Assistant	\$49.70	\$51.69	\$53.76	\$55.91	\$58.14
Data Gatherer	\$34.48	\$35.86	\$37.29	\$38.79	\$40.34
Clerical/Data Entry	\$19.31	\$20.08	\$20.89	\$21.72	\$22.59

*Base year prices effective April 1, 2009

Labor rates for future years assume a 4% annual increase.