

DHS - ESO

Background: In response to the 9/11 attacks, the Department of Homeland Security was formed, combining twenty two unique components into a single agency, and thus making it far more difficult for component procurement offices to achieve their goals. To address the procurement challenge that the new entity created, DHS developed the Enterprise Solutions Office (ESO), to provide procurement offices with the necessary resources to maximize productivity.

In support of this goal, ESO created EAGLE (Enterprise Acquisition Gateway for Leading Edge Solutions) a department-wide contract vehicle to facilitate the purchase of IT support services.

Challenge: As a newly created entity (ESO), with a newly developed contract vehicle (EAGLE), DHS hoped to achieve the following goals:

- Build awareness of ESO and its services, including the EAGLE contract vehicle
- Encourage the use of ESO for procurement support, as well as the use of the EAGLE contract vehicle
- Educate and train DHS agencies on how to use ESO as well as the EAGLE contract vehicle

ENC Solution: To achieve DHS's objectives, we developed an awareness campaign which included multiple elements:

- Briefing in a Box – An “off the shelf” toolkit to aide ESO representatives in promoting the ESO office as well as the EAGLE contracting vehicle. This re-usable kit included marketing materials, which reinforced a consistent message as to the value of ESO and EAGLE. The “Briefing in a Box” included a speaker presentation (with speaker notes), a vendor list (highlighting the vendors included on the EAGLE contract), FAQ, speaker bios, and marketing collateral.
- Trade Show Booth – Design and purchase of a variety of booth properties used by ESO to promote the ESO office and the EAGLE contract vehicle. The graphics were used at agency specific events as well as trade shows.
- Vendor Fair – Event allowing vendors to present their products and services to DHS program managers and/or other interested DHS personnel. The event provided great exposure for the ESO program as well as the EAGLE contract vehicle.
- New Collateral – Posters, signs and giveaway items used to build awareness.

Results: The marketing support provided by ENC helped to arm the program office with the necessary tools to build awareness around ESO as well as the EAGLE contract vehicle. The trade show materials and the collateral helped build the foundation of the EAGLE brand. The vendor fair was well attended by industry and government personnel, many of whom commented on the eye-catching displays and materials. The Briefing in a Box helped the very busy ESO program office representatives save time in preparing for briefing meetings, while ensuring the delivery of a consistent and effective message about the value of using the EAGLE contract vehicle.



G2G: Launching and building awareness for a newly created department-wide contract vehicle

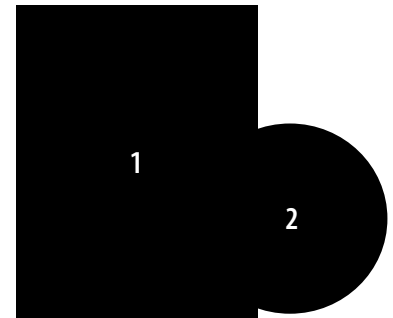
Services Employed



Strategic Planning and Consulting



DHS - ESO



- 1) DHS Brochure
- 2) DHS CD