



NYSAC
NEW YORK STATE
ASSOCIATION OF COUNTIES



ADVANCING SUPPLIER DIVERSITY AND INCLUSION TO SUPPORT POST COVID-19 RECOVERY

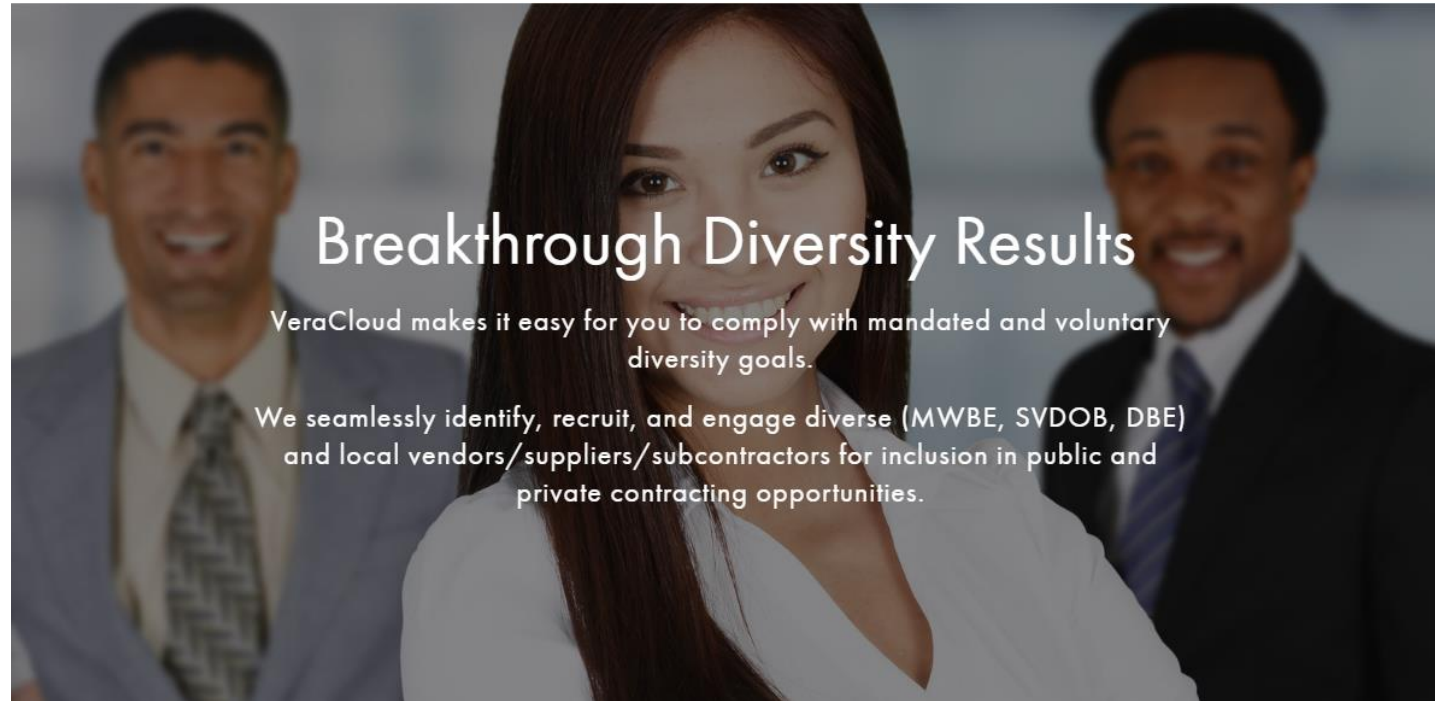
June 2020

Stephen J. Acquario
NYSAC
Executive Director



WHO WE ARE

VeraCloud identifies, recruits, and engages Diverse (MWBE, SDVOB, DBE) and/or Local vendors for inclusion in public contracting opportunities, to meet and exceed diversity goals. We are a US company with offices in Albany, NY and Boston, MA.



WHY NYSAC BELIEVES WE CAN HELP

ENABLING THE IDENTIFICATION AND UTILIZATION OF DIVERSE VENDORS TO SUPPORT POST COVID 19 RECOVERIES

VeraCloud identifies, activates, and engages diverse and/or local vendor marketplaces on behalf of our clients for participation in contracting opportunities: creating access to opportunities for everyone.

IT Small Business Incubator Recipient

- VeraCloud was accepted into the Commonwealth of Massachusetts, Office of Supplier Diversity (OSD) IT Small Business Incubator Pilot, an initiative launched by OSD with the goal of making Statewide Contracting more streamlined and accessible to Massachusetts small and diverse businesses.

Currently Working with Public Entities

- The Commonwealth of Massachusetts since 2017 to help ensure that the state's expanded gaming industry is inclusive and provides contracting opportunities that reflect the diversity of the Commonwealth.
- The City of Albany since 2019 to ensure inclusion and facilitate outreach on municipal projects.
- Williams College since 2019 to identify diverse vendor marketplaces for inclusion in operational and Capital Projects.

WHAT WE DO

DIVERSE AND LOCAL VENDOR INCLUSION EXPERTS

VeraCloud identifies, recruits, and engages Diverse and/or Local vendors for inclusion in public procurement.

- ✓ **REAL TIME:** During open period of selected procurements, VeraCloud ensures that every diverse vendor capable of participating is made aware, included, and supported throughout the procurement lifecycle.
- ✓ **DOCUMENTED EFFORTS:** VeraCloud's detailed Marketplace Assessment specifies the diverse and local vendor marketplaces for each selected procurement.
- ✓ **POSITIVE IMPACT:** VeraCloud delivers increased diverse and local vendor awareness, stronger participation, more bids, lower costs, better value, and more effectively addressed inclusion requirements for each selected procurement.

WHY IT WORKS

VERACLOUD'S SEAMLESS SERVICE ENABLES COUNTY PERSONNEL TO MAINTAIN FOCUS ON OPERATIONAL RESPONSIBILITIES

VeraCloud streamlines, accelerates, and optimizes the Massachusetts Gaming Commission's performance on its diversity and inclusion goals with:

- No Incremental Demands On Personnel
- No Changes To Existing Technology
- No Changes To Processes



“VeraCloud removes barriers to enable 100% inclusion.”

“VeraCloud ensures every vendor capable of participating is included and supported in public procurement opportunities.”

CASE STUDY: Optimizing Procurements for State Government

MASSACHUSETTS COMMITMENT TO DIVERSITY IS UNLOCKING \$MILLIONS IN VALUE FOR DIVERSE VENDORS AND THEIR COMMUNITIES

VeraCloud delivers success one procurement at a time.

Public RFR for Travel Services for MassGaming, VeraCloud increased:

1. **Awareness:** Increased by 12X the number of certified diverse firms aware of and evaluating the opportunity
2. **Participation:** Increased by 9X the number of certified diverse firms who participated in the RFR
3. **Bids:** Increased by 4X the number of diverse firms who submitted bids
4. **New COMMBUYS Accounts:** Added 5 new COMMBUYS account holders, opening the door to their involvement in future opportunities
5. **Inclusion:** Enabled Travel Leaders Framingham, a WBE (MA certified since 2009) to create a COMMBUYS account, submit their first bid, and win their first-ever contract with the Commonwealth
6. **Feedback:** Direct feedback channel with diverse vendors to inform future public procurement opportunities



CASE STUDY: Optimizing Procurements for Private Sector

VERACLOUD EXPANDS ACCESS TO CONTRACTING OPPORTUNITIES FOR VETERAN VENDORS

VeraCloud identifies, recruits, and engages diverse vendors.

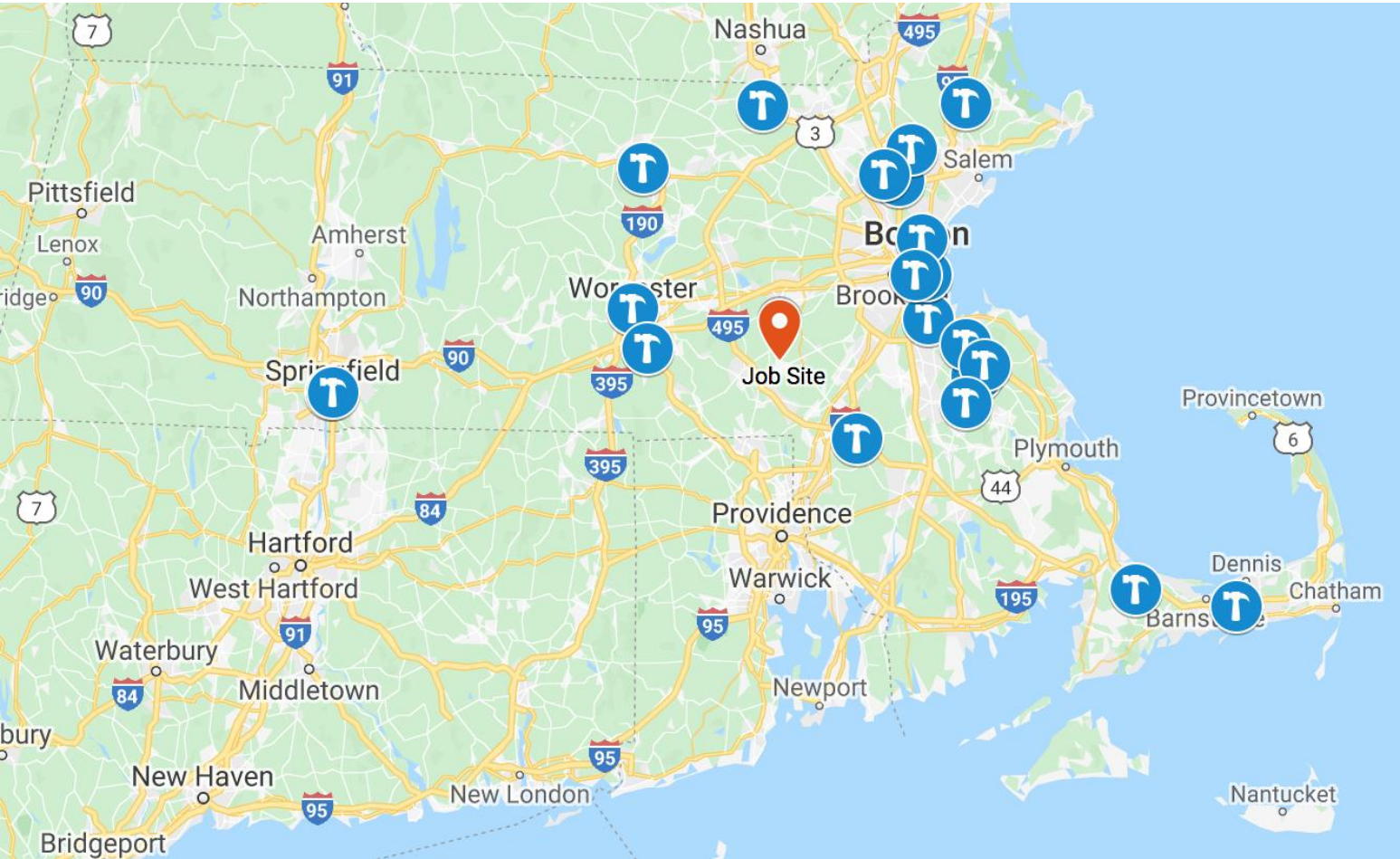
For a public RFP for General Contractors for Plainridge Park Casino in Massachusetts, VeraCloud:

- 1. Identified:** VeraCloud helped Plainridge address its veteran diversity goals by optimizing the Casino's efforts to identify, recruit, and engage veteran general contractors for a casino renovation project.
- 2. Recruited:** VeraCloud increased the number of veteran vendors aware of the opportunity from 0 to 20 through the VeraCloud outreach campaign.
- 3. Engaged:** As a result, 13 veteran general contractors submitted requests for project documents and scheduled site visits.



CASE STUDY: Optimizing Procurements for Private Sector

DATA VISUALIZATION OF MARKETPLACE TO INFORM DECISIONS



CASE STUDY: Vendor Marketplace Informs Future RFP's

VERACLOUD EXPANDS ACCESS TO CONTRACTING OPPORTUNITIES FOR MULTIPLE DIVERSE VENDORS

VeraCloud introduces MassGaming to new vendors.

Public RFP for Promotional Products for MassGaming, VeraCloud:

Identified, outreached, and engaged the Massachusetts marketplace of 78 Certified Diverse firms capable of participating. MassGaming selected a WBE already on a statewide contract.

- Minority Business Enterprise, MBE (17)
- Women Business Enterprise, WBE (58)
- Veteran Business Enterprises, VBE/SDVOBE (4)
- Disadvantaged Business Enterprise, DBE (16)
- Disability Business Enterprise, DOBE (3)



CASE STUDY: Capturing Feedback for Expanding Inclusion

VERACLOUD ENABLES MASSACHUSSETTS TO UNLOCK LARGE RFR'S FOR EXPANDED INCLUSION

VeraCloud informed a process evolution.

Public RFR for Gaming Research for MassGaming:

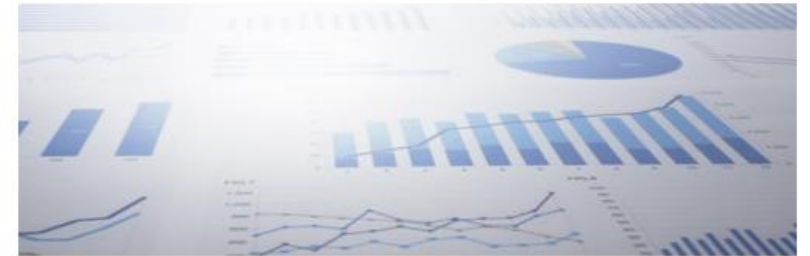
- 1. Feedback Captured:** VeraCloud optimization revealed 11 diverse vendors with an interest in Teaming on the RFR.
- 2. Recommendations:** Process improvements recommended so Leadership could react quickly and augment RFR with a Teaming provision.
- 3. Innovation:** Barriers to inclusion recognized and bridged with updated RFR. VeraCloud informs all 11 diverse vendors that the RFR had been updated to promote diverse vendor inclusion by enabling Teaming.

Impact and Results to pave the way: unlocked a new opportunity for diverse vendors to participate as part of a team to submit a comprehensive proposal.

Real-time Implementation: informed by real-time diverse vendor feedback, MGC identified, created, and unlocked an effective process for advancing inclusion in large RFR's.

MASSACHUSETTS GAMING COMMISSION » ABOUT »

RESEARCH AGENDA



What You Need to Know

The Expanded Gaming Act requires MGC to establish “an annual research agenda” to understand the social and economic effects of casino gambling in Massachusetts.

THE NYSAC VISION

EXPANDED DIVERSITY AND INCLUSION: PROGRAMS TO SUPPORT BUSINESSES MOST IMPACTED BY COVID-19

With VeraCloud, NYSAC is looking to help counties overcome the most significant barriers limiting diverse vendor participation and inclusion to deliver programs that actively focus resources into communities most adversely impacted by COVID-19.

VeraCloud will support counties by:


1. Activating diverse marketplaces to expose diverse vendors to County opportunities
2. Providing direct contact and ability to include, engage and support diverse vendors
3. Facilitating recovery in businesses and communities impacted by COVID-19

ADDRESSING RECOVERY NEEDS POST COVID-19



NYSAC understands:

- 1** Counties need support to aide the recovery of communities and businesses most negatively impacted by COVID-19.
- 2** Counties need cost effective sustainable programs that supports Diverse communities and Businesses to help counties keep spending local and diverse wherever feasible.
- 3** Counties need a vehicle for real time information/feedback from the Diverse and local business community to evolve procurement processes to be more inclusive.



How VeraCloud can help

- 1** **VeraCloud Audit** of recurring operational expenses and Marketplace Analyses to Identify the opportunities for Local and/or Diverse businesses enabling direct contracting.
- 2** **VeraCloud Optimization** for all County procurement opportunities to enable Local and/or Diverse participation.
- 3** **VeraCloud Feedback** and data visualizations to enable *informed decision making* and drive *process evolution* critical to expand inclusion and increase diverse vendor contracts.

HOW VERACLOUD CAN MAKE DIVERSITY WORK FOR YOU

WITH VERACLOUD, NYSAC IS OFFERING COUNTIES THE CATALYST THEY NEED TO RESTART AND SUPPORT BUSINESSES NEGATIVELY IMPACTED BY COVID-19

Three simple steps to get you started.

1

Audit your existing operational processes and supply chain

VeraCloud enables NYS Counties to match supply chain opportunity to the capabilities of the diverse and local businesses most impacted by the pandemic.

2

Identify diverse and local vendor marketplaces in your county

VeraCloud enables NYS Counties to understand the diverse vendor marketplace capabilities in their counties and surrounding areas through easy to understand Data Visualizations.

3

Implement VeraCloud Programs to direct spending where it can be most impactful

VeraCloud enables NYS Counties to better leverage their existing resources to support post COVID-19 recoveries.



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+



we make diversity work for you

Our mission is to enable public-sector and private-sector customers to streamline, accelerate, and optimize diversity performance — all without putting demands on your personnel or changing established processes.

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