Bid Intelligence Report

Propivix · PIID 70T03024F7667N076 · Department of Homeland Security · NAICS 541611 (ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES)

GUIDEHOUSE INC.

Obligated	Current end date	Recommendation
$26.76M	**February 28, 2027**	**PURSUE WITH CONDITIONS**

PURSUE WITH CONDITIONS

Defend $26.8M TSA TITANS call order ending February 28, 2027 against fragmented competition.

What this report covers

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Grounded in public USAspending, SAM.gov, GAO and GSA CALC+ records. US data residency.

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This report references a disclosed end date of February 28, 2027, a possible upcoming recompete; renewal or reprocurement has not been confirmed.

Executive Decision Brief

PURSUE WITH CONDITIONS

Defend $26.8M TSA TITANS call order ending February 28, 2027 against fragmented competition.

Attractiveness: high

Award value sits above the 75th percentile of 793 comparable awards at this buyer; no options remain, forcing a recompete or bridge action.

Readiness: unknown

Guidehouse holds incumbent position with five years of performance history at this agency and NAICS; internal capability and past performance ratings must be confirmed.

Key facts

- Contract 70T03024F7667N076 obligates $26,758,669 for TITANS support under TSA PASS BPA, ending February 28, 2027, with no option periods remaining.
- Original competition was full and open with number of offers not disclosed; set-aside type was none.
- Guidehouse has won 87 awards totaling $224,393,798 at DHS, with 98 percent competed across 42 awards with disclosed competition type.

Case for pursuit

- Incumbent advantage: five years of institutional knowledge at this agency and NAICS, with $230,191,052 in cumulative performance providing continuity and relationship depth.
- Market position is strong with 87 awards at DHS versus nearest competitor Fluor at 22 awards; fragmented field of 209 vendors dilutes competitive threat.
- Award size exceeds the 75th percentile of comparable procurements, signaling a strategically significant requirement that justifies capture investment and senior leadership focus.
- Median comparable award is $1,095,993; this $26.8M opportunity represents 24 times the median, indicating a high-value, complex scope favoring experienced incumbents.

Counter case

- Fluor Federal Services and LMI Consulting each hold over $250M in obligations at this buyer, demonstrating formidable competitive capacity and agency acceptance.
- Deloitte Consulting operates across 31 agencies with 100 percent competition success rate on 29 disclosed awards, signaling sophisticated capture capability and likely aggressive pursuit.
- Protest rate at this agency is 31 percent sustained over three years with 36 total protests, elevating post-award risk and potential transition costs.

Conditions

- Confirm that no adverse past performance ratings, contract disputes, or outstanding corrective actions exist on the parent BPA or this call order.
- Validate that key personnel remain available and that technical solution updates address any known gaps or agency feedback from the current period.
- Establish that the agency has not issued a sources-sought, draft RFP, or forecast entry signaling a change in scope, contract type, or set-aside strategy.

Immediate actions

- Schedule agency debrief by October 15, 2026 to surface unstated requirements, performance gaps, and recompete timeline; document all technical and programmatic feedback.
- Map incumbent subcontractors and key personnel retention risk by October 31, 2026; identify flight risk and develop retention or replacement strategies.
- Conduct competitive intelligence on Fluor, LMI, Deloitte, ADC, and Capgemini by November 15, 2026; assess teaming posture, past TSA wins, and likely discriminators.

Decision Quality

Decision confidence: moderate

Known

- Award 70T03024F7667N076 at Department of Homeland Security is obligated at $26,758,669.
- Award 70T03024F7667N076 has a disclosed current end date of 2027-02-28.
- Original competition: FULL AND OPEN COMPETITION; offers received: unknown; set-aside: none recorded.

Inferred

- No options remain; a recompete or bridge is likely at the current end date.
- Comparable awards at this agency/NAICS cluster around $1,095,993 (median of 793, robust).

Confirm before pursuit

- Prospect SAM registration status and socioeconomic certifications (SAM entity data unavailable).
- Whether the agency has published an acquisition forecast entry or sources-sought for this requirement.
- Internal past performance, key personnel and pricing (client inputs not included in an outside-in report).

Incumbent Displacement Card

Incumbent	GUIDEHOUSE INC. (N9NJK877QJK9)
This contract's value	$26.76M
Years at this agency and NAICS	5
Footprint at this agency and NAICS (matched history)	$230.19M
Current end date	February 28, 2027
Ultimate end date	February 28, 2027
Options remaining	no
Original competition	FULL AND OPEN COMPETITION
Original offers	unknown
Original set-aside	none recorded
Vehicle	not disclosed
Exhibit 53 tell	unknown
Recompete level	unknown

Displacement angles

- No option periods remain; the agency must re-procure or extend via bridge.

Buyer Dossier

Awards (3y)	793
Total obligated	$2.93B
Vendors	209
Top 5 vendor share	
Sole source share	
Q4 share	

40.9%	10.4%	26.6%
Average award $3.7M	Median award $1.1M	Set-aside share 66.3%

Competitor Cards

Name	Incumbent	Awards	Total obligated	Competed	Last award	Agencies	Posture
FLUOR FEDERAL SERVICES INC	no	22	$314.35M	100%	August 26, 2026	2	Active competitor at this buyer.
LMI CONSULTING, LLC	no	2	$252.41M	not disclosed	May 20, 2026	9	Active competitor at this buyer.
GUIDEHOUSE INC.	yes	87	$224.39M	98%	September 1, 2026	27	Incumbent on the subject award.
DELOITTE CONSULTING LLP	no	64	$221.7M	100%	August 28, 2026	31	Large multi-agency prime; likely to bid and likely to team.
ADC LTD NM	no	16	$186.04M	100%	March 4, 2026	4	Active competitor at this buyer.
CAPGEMINI GOVERNMENT SOLUTIONS LLC	no	2	$84M	100%	January 13, 2026	11	Large multi-agency prime; likely to bid and likely to team.
SERCO INC	no	13	$78.15M	100%	March 27, 2026	14	Large multi-agency prime; likely to bid and likely to team.
RELI GROUP INC	no	9	$72.64M	100%	January 16, 2026	4	Active competitor at this buyer.
TRIPLE CANOPY INC	no	10	$68.29M	100%	May 29, 2026	3	Active competitor at this buyer.
IDEMIA IDENTITY & SECURITY USA LLC	no	5	$63.55M	100%	June 29, 2026	7	Active competitor at this buyer.

Pipeline Signals

Expiring awards, possible recompetes

Awards at this agency and NAICS ending 3 to 18 months after the generation date, largest first. Renewal or reprocurement has not been confirmed for any of these awards; a nearing end date is not itself a recompete.

PIID	Recipient	Dollars	End date
70RSAT23FR0000022	NOBLIS, INC.	$76.43M	February 2, 2027
70T02019F5NOIA009	IDEMIA IDENTITY & SECURITY USA LLC	$59.01M	July 8, 2027
70CMSD25FC0000008	ADC LTD NM	$31.21M	February 28, 2027
70B01C23C00000088	EAGLE HARBOR, LLC	$29.32M	April 30, 2027
70RCSJ24C00000006	JCS SOLUTIONS LLC	$22.01M	September 29, 2027
70T03025F7667N077	DELOITTE CONSULTING LLP	$19.77M	March 4, 2027
70B01C24C00000030	ONEIDA ENGINEERING SOLUTIONS LLC	$19.29M	March 24, 2027
70Z02323F92800003	JAVA PRODUCTIONS, INC.	$18.58M	August 22, 2027
70CMSW24FR0000037	DELOITTE CONSULTING LLP	$17.77M	December 6, 2026
70Z04022CSSDV0003	SKOOKUM EDUCATIONAL PROGRAMS	$17.02M	May 31, 2027
70B06C26F00000088	ADC LTD NM	$16.35M	January 31, 2027
70RCSA23FR0000003	TIER TECH INTERNATIONAL, INC.	$14.5M	December 29, 2026
70T04023F7573N003	TOTAL SYSTEMS TECHNOLOGIES CORPORATION	$14.27M	September 16, 2027
70FA5023F00000023	GUIDEHOUSE INC.	$14.23M	May 11, 2027
70T04026F7503N001	DELOITTE CONSULTING LLP	$13.89M	December 21, 2026
70FA5024F00000100	CACI, INC. - FEDERAL	$12.28M	January 22, 2027
70RSAT23FR0000140	STAFFORD CONSULTING COMPANY, INC.	$11.68M	September 26, 2027
70B06C26F00000393	CLEAR GLOBAL SOLUTIONS LLC	$10.59M	July 21, 2027
70RSAT23FR0000025	NOBLIS, INC.	$10.18M	February 2, 2027
70VT1526F00014	VANDER WEELE GROUP LLC	$9.63M	June 16, 2027

Pricing Benchmark

P25	Median	P75
$250K	$1.1M	$3.39M

Sample size 793, confidence robust.

The subject award is priced above the 75th percentile of comparable awards.

Labor Rate Table (CALC+)

Rates below are hourly, in dollars and cents -- do not read them against the contract-value figures elsewhere in this report.

Labor category	Sample size	P25 (hourly)	Median (hourly)	P75 (hourly)
Program Manager	2528	$149.11/hr	$183.40/hr	$235.63/hr
Project Manager	3527	$120.91/hr	$149.32/hr	$182.23/hr
Subject Matter Expert	3638	$177.90/hr	$231.05/hr	$323.46/hr

Protest Risk

Agency protests (3y)	Sustained	Incumbent as protester
36	9 (31%)	0

Case	Protester	Published	Outcome
Bode Cellmark Forensics, Inc. d/b/a Bode Technology	Bode Cellmark Forensics	November 21, 2025	Denied
Raven Investigations & Security Consulting, LLC	Raven Investigations & Security Consulting	May 7, 2025	Dismissed
NARCORPS Specialties, LLC	NARCORPS Specialties	March 28, 2025	Dismissed
VMD Systems Integrators, LLC dba VMD Corporation	VMD Systems Integrators	March 25, 2025	Sustained
National Vanguard Consortium, LLC	National Vanguard Consortium	March 19, 2025	Denied

Teaming Map

Other primes active at this buyer

These vendors have their own award history at this agency and NAICS; this list does not assert any teaming or shared-award relationship with the incumbent.

Name	Awards at this buyer
FLUOR FEDERAL SERVICES INC	22
LMI CONSULTING, LLC	2
DELOITTE CONSULTING LLP	64
ADC LTD NM	16
CAPGEMINI GOVERNMENT SOLUTIONS LLC	2

Strategic Win Themes

DRAFT LANGUAGE REQUIRING THE BIDDER'S VERIFICATION. These themes are AI-generated starting points, not verified facts about your company. Confirm every certification, metric, and commitment referenced below against your own records before using it in a proposal.

Proven TSA PASS and TITANS Delivery Experience (technical)

Guidehouse is the incumbent on contract 70T03024F7667N076, a call order under the TSA PASS BPA (parent award 70T04021A7672N001) for TITANS, with a disclosed obligation of $26,758,669 and a current end date of February 28, 2027. The firm has 87 awards totaling $224,393,798 at the Department of Homeland Security under NAICS 541611 (Administrative Management and General Management Consulting Services), with 98 percent of those awards competed and 42 awards with disclosed competition type. The firm's last award at this buyer was September 1, 2026. No options remain on the subject contract; a possible upcoming recompete is not yet confirmed. If Guidehouse can demonstrate continuity of key personnel, institutional knowledge of TSA operations, and a track record of meeting or exceeding technical performance metrics on this requirement, that experience should anchor the technical narrative. The draft theme must remain conditional because internal past-performance ratings, key-personnel retention, and specific technical metrics are not disclosed in the facts.

Draft, verify before use: "If you have delivered the TITANS requirement under the current TSA PASS BPA call order without performance issues, and if you retain the key personnel and institutional knowledge gained during that period of performance, lead your technical volume with that continuity. Describe how your familiarity with TSA's mission requirements, stakeholder relationships, and operational tempo will reduce transition risk and accelerate value delivery from day one. Provide evidence of technical performance outcomes achieved under the incumbent contract, if available, to demonstrate that your approach is proven rather than theoretical."

Pricing Discipline in a High-Value, Competitive Market (cost)

The subject award of $26,758,669 is positioned above the 75th percentile in a sample of 793 awards at this agency and NAICS, where the median award is $1,095,993, the 25th percentile is $249,961, and the 75th percentile is $3,391,745 (robust confidence). The original competition was full and open with no disclosed set-aside, and the number of offers received is not disclosed. The buyer's top-five-vendor share is 40.9 percent, and 66.3 percent of awards have a set-aside. Labor-category medians for Program Manager, Project Manager, and Subject Matter Expert are $183.40, $149.32, and $231.05 respectively (sample sizes 2528, 3527, and 3638). If Guidehouse can demonstrate cost efficiency, realistic labor-mix assumptions, and a credible basis of estimate that aligns with these market rates, the proposal should emphasize pricing discipline without sacrificing technical quality. The theme must remain conditional because the firm's internal cost structure, labor rates, and basis of estimate are not disclosed.

Draft, verify before use: "If your labor rates and cost structure are competitive with the disclosed market medians for this NAICS at the Department of Homeland Security, and if your basis of estimate reflects realistic labor-mix assumptions and efficient project execution, emphasize cost realism and pricing discipline in your cost volume. Demonstrate that your proposed rates align with the market data for Program Manager, Project Manager, and Subject Matter Expert roles, and that your cost approach balances affordability with the technical rigor required to meet TSA's mission needs. Avoid unsupported cost reductions that could raise realism concerns; instead, show how your approach delivers measurable value per dollar obligated."

Transition and Delivery Plan for a February 28, 2027 Start (schedule)

The subject contract has a current end date and ultimate end date of February 28, 2027, with no options remaining. The displacement angle notes that the agency must re-procure or extend via bridge. The effective date of the current award was September 30, 2024, and the signed date was September 27, 2024. If Guidehouse is bidding as the incumbent, the proposal must demonstrate a seamless transition plan that minimizes disruption; if a challenger is bidding, the proposal must show how the firm will stand up operations, transfer knowledge, and meet delivery milestones on or shortly after February 28, 2027. The pipeline shows five recompetes at this agency and NAICS with end dates ranging from February 2, 2027 to September 29, 2027, suggesting a busy procurement season. The theme must remain conditional because the solicitation release date, transition period, and agency timeline are not disclosed.

Draft, verify before use: "If the recompete solicitation is released in time to support a transition by February 28, 2027, or if a bridge extension is issued, structure your management volume around a credible transition and delivery plan that accounts for knowledge transfer, personnel onboarding, and rapid ramp-up. If you are the incumbent, emphasize continuity and minimal disruption; if you are a challenger, demonstrate how you will achieve operational readiness within the transition period without sacrificing quality or schedule. Provide a detailed schedule that aligns key milestones with the anticipated period of performance and shows how you will mitigate transition risk through early engagement, overlap with outgoing personnel (if applicable), and proactive stakeholder communication."

Strategic Teaming to Address Capability Gaps and Enhance Competitiveness (subs)

No subcontractors under Guidehouse are disclosed in the facts. The teaming section lists other primes at this buyer with their own award counts: Fluor Federal Services Inc. (22 awards), LMI Consulting, LLC (2 awards), Deloitte Consulting LLP (64 awards), ADC Ltd NM (16 awards), and Capgemini Government Solutions LLC (2 awards). These firms are not known partners of the incumbent and are not shared or joint awards; they are independent primes. The buyer vendor count is 209, and the set-aside percentage is 66.3 percent, suggesting that small-business teaming may enhance competitiveness if the recompete includes a set-aside. If Guidehouse has capability gaps in technical areas, geographic presence, or socioeconomic qualifications, the proposal should articulate a teaming strategy that fills those gaps and strengthens the overall solution. The theme must remain conditional because the firm's internal capabilities, teaming relationships, and the anticipated set-aside strategy for the recompete are not disclosed.

Draft, verify before use: "If you have identified capability gaps that a teaming partner can address, or if the recompete includes a set-aside that favors small-business participation, articulate a teaming strategy that enhances your technical solution and competitive positioning. Describe how your teaming approach will leverage complementary strengths, share risk, and demonstrate commitment to small-business utilization if applicable. Provide evidence of past successful teaming relationships, clear roles and responsibilities, and a management structure that ensures accountability and seamless collaboration. If no teaming is required, demonstrate that your firm possesses all necessary capabilities in-house and that your self-performance approach reduces coordination risk and accelerates decision-making."

Compliance Rigor and Risk Mitigation in a Homeland-Security Context (compliance)

The awarding agency is the Department of Homeland Security, and the awarding sub-agency is the Transportation Security Administration. The place of performance is Virginia. The contract description references TSA PASS BPA and TITANS. Homeland-security and TSA contracts typically impose stringent compliance requirements related to personnel security, data protection, and operational security. The facts do not disclose the prospect's SAM registration status, socioeconomic certifications, or specific compliance posture. The agency has experienced 36 protests over the past three years with a 31 percent sustain rate (9 sustained), and the incumbent has not been a protester in any disclosed case. If Guidehouse can demonstrate a track record of compliance with security, personnel-vetting, and data-protection requirements relevant to TSA missions, that posture should be emphasized. The theme must remain conditional because specific compliance certifications, security clearances, and internal compliance metrics are not disclosed.

Draft, verify before use: "If you hold relevant security and compliance credentials appropriate for homeland-security and TSA work, and if your personnel-vetting and data-protection processes meet or exceed the standards required for this mission, lead your compliance narrative with that rigor. Describe how your compliance framework addresses personnel security, information security, and operational security in a TSA context, and provide evidence of a track record without compliance incidents or corrective actions. If you have implemented proactive risk-mitigation measures such as regular audits, training programs, or continuous monitoring, highlight those capabilities to demonstrate that compliance is embedded in your culture rather than treated as a checklist exercise."

Risk Register

Risk	Severity	Description	Mitigation
Incumbent advantage and deep customer relationship	high	Guidehouse Inc. is the incumbent on award 70T03024F7667N076 and has delivered 87 awards totaling $224,393,798 at the Department of Homeland Security under NAICS 541611, with 98 percent of those 87 awards (where competition type is disclosed in 42 of them) competed. The incumbent has 5 years of tenure in this agency and NAICS combination, totaling $230,191,052. This deep relationship and performance history create significant switching costs for the Transportation Security Administration.	Conduct win-loss interviews with TSA program office stakeholders (if permissible under procurement integrity rules) to identify gaps in incumbent delivery or unmet needs. Highlight discriminators in past performance at TSA or peer DHS components (Immigration and Customs Enforcement, Customs and Border Protection, Federal Emergency Management Agency) where your firm has delivered measurable outcomes under comparable management consulting engagements. Emphasize any innovations or cost savings you achieved on similar TITANS-related or operational-excellence programs.

Risk	Severity	Description	Mitigation
No option periods remain; bridge or lapse risk	high	Award 70T03024F7667N076 has a current end date of February 28, 2027, and no option periods remain. The agency must issue a new procurement or execute a bridge extension. If the recompete solicitation is delayed or a protest occurs, TSA may award a sole-source bridge to the incumbent to avoid a capability gap, foreclosing competition for an additional 6 to 12 months.	Monitor SAM.gov and the TSA acquisition forecast daily for a successor solicitation or sources-sought notice related to TITANS support or call order 70T03024F7667N076. If no notice appears by December 3, 2026 (90 days before the current end date of February 28, 2027), submit a capability statement to the TSA contracting officer and program office to signal your interest and readiness, reducing the likelihood of a sole-source bridge to the incumbent.
Pricing pressure in a competitive, fragmented market	medium	The subject award obligation of $26,758,669 is above the 75th percentile of 793 comparable awards at this agency and NAICS (median $1,095,993, 75th percentile $3,391,745). The buyer has 209 vendors competing for 793 awards, and the top 5 vendors capture only 40.9 percent of obligations, indicating a fragmented, price-sensitive market. Labor categories such as Program Manager (median $183.40) and Project Manager (median $149.32) set benchmarks that aggressive competitors will undercut.	Build your price-to-win model using the disclosed labor medians: Program Manager at $183.40, Project Manager at $149.32, and Subject Matter Expert at $231.05. If your incumbent pricing is above these medians, justify the premium with quantified past performance (e.g., schedule adherence, cost avoidance, or mission impact) in your technical volume. Alternatively, propose a blended labor mix that reduces senior FTE load in out-years while maintaining technical quality, targeting a total evaluated price near the sample median of $1,095,993 for comparable scopes.
Protest exposure from large, active competitors	medium	The Department of Homeland Security experienced 36 protests over the past 3 years, with 9 sustained (a 31 percent sustain rate). Deloitte Consulting LLP (64 awards, $221,703,484 at DHS in this NAICS, 100 percent competed in 29 disclosed competitions) and Fluor Federal Services Inc. (22 awards, $314,348,705, 100 percent competed in 7 disclosed competitions) are active at this buyer and have the resources to protest. A sustained protest would delay award by 90 to 180 days, increasing the likelihood of a bridge to the incumbent.	Ensure your proposal strictly complies with every solicitation requirement and evaluation factor. Document all assumptions, clarifications, and risk-mitigation strategies in writing. If you win, prepare a comprehensive pre-award debriefing response that addresses likely protest grounds (technical acceptability, price realism, past performance evaluation) with objective evidence from your proposal. Engage legal counsel experienced in GAO bid protests to review your proposal before submission and to respond within the 10-day window if a protest is filed.
Set-aside or small-business recertification uncertainty	low	The original award 70T03024F7667N076 was competed under full and open competition with no set-aside. However, 66.3 percent of the 793 awards at this agency and NAICS were set aside for small business. If TSA re-procures this requirement as a small-business set-aside or total small-business reserve, Guidehouse Inc. (a large business with no disclosed small-business certifications) would be ineligible to compete as a prime, forcing a subcontracting or teaming strategy.	Monitor the successor solicitation for any small-business set-aside designation. If a set-aside is announced, immediately identify and approach qualified small-business primes with complementary past performance at TSA or DHS. Offer to serve as a major subcontractor, proposing your incumbent program manager and key personnel to preserve customer continuity. Confirm that your proposed small-business prime's SAM registration and size certification are current and that the firm has not exceeded NAICS 541611 size standards

Risk	Severity	Description	Mitigation
			(which must be confirmed from SAM or the solicitation).

Methodology and Sources

This report is built entirely from public federal records: USAspending award detail, SAM.gov opportunities, GAO protest decisions via the public dataset, GSA CALC+ labor rate data, and the IT Dashboard. Recompete signals (option-period exhaustion, Exhibit 53 tells, competition history) are computed with deterministic heuristics against disclosed dates and prior actions; they are not predictions, and every date and figure above should be confirmed against the source system before use in a pursuit decision.

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