



Cogent People

Corporate Overview



Cogent People

Data Innovation



Software Engineering



System Integration



Company Overview

- Experienced government contractor providing expert IT and business solutions since 2009
- Centrally located in Columbia, MD, to serve the DC and Baltimore metro areas
- Talented and diverse workforce comprised of 25 personnel
- Excellent reputation for consistently delivering superior work products and value to customers
- Consistently exceed customer expectations by meeting timelines and budget
- Sought after for our ability to go above and beyond to ensure success
- Recognized and respected in the industry as trustworthy partners
- Long-term relationships with large, medium and small businesses
- Employee-rated as great place to work with highest confidence in management



Values | Vision | Mission

Values

Operate with Integrity

Be respectful, take responsibility, and always choose to do the right thing.

Embody Trustworthiness

Be reliable, keep our word, and focus on fostering relationships that go the distance.

Commit to Excellence

Focus on delivering value by going beyond the obvious in every engagement.

Mission

To **empower citizens** through innovative technology that:

- Allows for efficient, intuitive **collaboration** with government
- Ensures secure **governance** of information
- Grows with the **needs** of government and constituents in an ever-changing world

Vision

To be the **government's partner of choice** on projects that require exceptional vision, breadth of expertise, and the highest levels of performance.

Core Capabilities



Data Innovation

- ✓ Develop Enterprise Data Strategy, Data Principles and Practices, and Data Governance frameworks
- ✓ Streamline data collection, storage, processing, and consumption
- ✓ Empower business users to self-serve information needs using robust analytics and reporting frameworks
- ✓ Implement predictive and prescriptive analytics leveraging the power of Machine Learning and Artificial Intelligence



Software Engineering

- ✓ Provide comprehensive services in traditional and cloud technologies
 - ✓ *Software Design*
 - ✓ *Software Development*
 - ✓ *Software Testing*
 - ✓ *System Design*
 - ✓ *Project Management*
 - ✓ *Requirements Management*
 - ✓ *IV&V*
 - ✓ *Production Support*
 - ✓ *Corrective & Adaptive Maintenance*



System Integration

- ✓ Assess business goals and objectives
- ✓ Conduct process analysis, refinement, and design
- ✓ Plan systems development, manage systems design, and coordinate systems integration
- ✓ Align projects to implementation goals and guide them through SDLC

Past Performance

Project experience across a range of federal engagements



Provided data innovation services in support of the Healthcare.gov Marketplace's Integrated Data Collaboration & Analytics Platform to consolidate and streamline data operations.

Notable Outcomes

- **Centrally Located Data:** Improved data operations for streamlined creation, enrichment, and curation by data operators and users.
- **Formal Data Governance:** Developed and implemented data strategy.
- **Infrastructure Cost Savings:** Reduced data and processing redundancy, data scattering, and operations and maintenance costs.
- **Data Lake Insights:** Informed the CMS Enterprise Data Lake (EDL) implementation with analysis and recommendations.

Key Objectives

- Determine the feasibility of CCIIO's long-term data strategy vision.
- Provide a comprehensive view of all Marketplace data domains.
- Promote data reuse, collaboration, synchronization, and integration between stakeholders.
- Minimize unnecessary data redundancies and point-to-point transfers.
- Enable natural language processing for easy and quick data discovery.
- Provide shared data service capabilities (Data as a Service).

Key Accomplishments

- Performed a comprehensive alternatives analysis of modern technology platforms and recommended solutions to streamline the Marketplace's data operations.
- Developed a proof of concept using the highest-rated alternative and demonstrated its capabilities, key features, anticipated performance, and feasibility.
- Enabled on-demand compute for periodic data processes.
- Commended by CMS Marketplace IT Group (MITG) for proactive delivery of complete, accurate, and high-quality work products.

Provided data innovation services for the central data warehouse and reporting system supporting all Healthcare.gov Marketplace systems.

Notable Outcomes

- **CCIO Confidence in Solution:** Determined data catalog solution meets needs of Marketplace.
- **Data Cataloging Insights:** Provided analysis and recommendations used to drive other CMS enterprise initiatives.
- **Analyst Productivity:** Improved due to shortened data discovery process.
- **Business User Productivity:** Improved by self-service capabilities.
- **Business User Collaboration:** Enhanced collaboration and crowdsourcing of data knowledge and intelligence.

Key Objectives

- Improve data documentation and organization.
- Improve how users discover, access, understand, and consume data.
- Improve the data profile through data quality assessment.
- Establish data lineage and implement a formal data governance framework.
- Aid in reducing existing technical debt by allowing stakeholders to evaluate data fitness.

Key Accomplishments

- Performed comprehensive technical analysis of 22 commercial and open-source solutions, including Collibra, Apache Atlas, Amundsen, and Alation.
- Submitted a comprehensive written report to CMS, fully explaining the tradeoffs between license cost, time to market, customization of features, and more.
- Evaluated Data Catalog in record time, demonstrating the use of repeatable processes and techniques to evaluate technology products and solutions.
- Enriched over 21,000 data objects from 920 tables using a mix of automated metadata ingestion and business owner input in less than 3 months (record time).
- Streamlined and redesigned data pipelines to minimize complexity, ensure data quality, and improve performance.



Data Innovation

Data Portfolio Initiative (DPI)



Provided strategic data innovation services to DPI – A CMS-wide data modernization initiative to align with the Office of the Administrator’s Modernize & Investment Strategy to inform and guide the broader Data 2025 initiative for future investment in workforce, processes and systems.

Notable Outcomes

- **Approach for Data Maturity:** Implemented holistic, full-spectrum approach that helped steer development of an actionable data management program for data accountability, interoperability, efficiency, and reuse.
- **Data and Analytics Improvements:** Proposal to maximize capabilities to improve outcomes for ~145 million beneficiaries.
- **Formal Data Governance:** Developed and implemented foundation for Enterprise Governance Program.

Key Objectives

- Analyze data landscape and explore ways to increase end user productivity, reduce data redundancy, and eliminate obsolete implementation patterns.
- Improve data visibility, data accessibility, understanding, and interoperability of data assets within extremely complex and highly fragmented data ecosystem.
- Develop a comprehensive Data Strategy and Implementation Roadmap to inform and guide the broader Data 2025 initiative.

Key Accomplishments

- Conducted a comprehensive review of similar efforts by CMS' peers in the federal space, including the Department of Defense.
- Collaborated with CMS visionaries to craft a comprehensive strategy for senior leadership.
- Performed baseline-setting surveys, collected objective and quantifiable data, and gathered feedback within CMS to guide future data innovations.
- Developed a Data Strategy, implementation plan and roadmap.
- Commended by CMS leadership for openness and willingness to listen and establish a new forum for collaboration.



Eligibility Support

Software Engineering



Provided software engineering services to the program supporting eligibility determinations for consumers to effectively and efficiently verify their eligibility to purchase health insurance through the Federal Health Insurance Exchanges.

Notable Outcomes

- **Visibility and Timely Decision-making:** Enabled a consistent and reliable view of data across all systems to allow for informed decisions based on the most current information.
- **Data Integrity:** Reduced the risk of data loss, corruption, and duplication.
- **Issue Detection and Resolution Improvements:** Allowed for faster and more accurate identification and solutioning of discrepancies, errors, and frauds.
- **Operational and Maintenance Cost-savings:** Replaced unnecessarily complex and expensive RedHat OpenShift Container Platform with AWS-native Elastic Container Service (ECS).

Key Objectives

- Reduce SLAs of 2-10 days so customers receive immediate eligibility response to their health care enrollment submissions.
- Improve consumer and system interactions and reduce operational inefficiencies and costs by eliminating the dependencies on file-based batch data exchanges.
- Design and implement a modern event-based processing framework extensible to other Healthcare.gov Marketplace systems and processes.
- Enable adoption of real-time data across all ES processes.

Key Accomplishments

- Performed comprehensive analysis of modern technology platforms and recommended the best solution for the event-based framework.
- Designed and implemented a modern cloud-based solution capable of processing thousands of real-time events concurrently.
- Implemented industry-recognized and proven architecture design patterns for high performance and high availability at lower cost.
- Established formal system integration services to coordinate the challenges and complexities of external-facing systems.



Data Services Hub

Software Engineering



Provided software engineering services to central data exchange service for all Healthcare.gov Marketplace data sources such as Federal and State Exchanges, insurance providers, federal and autonomous trusted data sources.

Notable Outcomes

- **Rare Success Story:** Recognized by the CMS Administrator for unprecedented accomplishment at the launch of the Health Insurance Marketplace.
- **First-of-its-kind:** Implemented pioneering, flexible system to mediate information exchange between 40+ federal agencies and systems.
- **Record Usage:** Processed 6.3 million applications during the first open enrollment period in fall 2013.
- **Operational Innovations:** Implemented transaction throttling to ensure data request fulfillment during peak usage.

Key Objectives

- Establish a central data access service to allow federal and state exchanges to verify consumer eligibility before enrolling in a health insurance plan.
- Implement a flexible design that adapts to diverse data access rules, policies, and restrictions
- Ensure utmost security of sensitive information transmitted through the hub.
- Develop and obtain consensus for data exchange standards between the various interfacing systems
- Implement central electronic data interchange (EDI) processing system to process X12 data.
- Service several hundred thousand data requests simultaneously during peak enrollment periods.

Key Accomplishments

- Provided enterprise and solution architecture, software testing, and operations support services.
- Designed the hub architecture, web services framework, and support frameworks.
- Defined Web Service Header and SLA guidelines for integration with trusted data sources.
- Designed and implemented the enterprise file transfer (EFT) solution to exchange files between the federal and state marketplaces and insurance companies.
- Modernized the EFT system using cloud-based serverless infrastructure and implemented new security protocols and authentication/authorization flows.



Software Engineering

Physical Assessment Subsystem (PASS)



Provided software engineering services to the application suite for the administration of periodic inspections and portfolio management of HUD insured/assisted properties.

Notable Outcomes

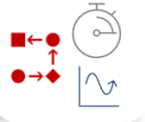
- **Value Realization:** Ensured recovery of lost investment on severely flawed partial system implementation by delivering exceptional results on a shoestring budget.
- **Objective Reporting:** Ensured consistent inspection results and eliminated inspector bias and subjectivity by using decision trees.
- **Rapid Response:** Empowered HUD to respond rapidly to key regulatory, legislative and business changes and deploy updates to field inspectors without reinstalling software.
- **Process Efficiencies:** Filtered out low-risk inspections to ensure proper focus on high risk.

Key Objectives

- Modernize PASS to transform it from a batch-based processing system to real-time.
- Implement systems that use automation and workflows to streamline business processes and eliminate manual tasks.
- Recoup business value lost due to previous contract vendor's project delivery failures.
- Allow for flexible and faster deployment of software updates to inspectors

Key Accomplishments

- Helped HUD recover from past contractors' missteps and failures.
- Delivered new RAPID/DCD 4.0 system comprising of over 50 modules ahead of schedule.
- Consistently outperformed expectations while simultaneously managing the maintenance of the legacy DCD 2.3 system.
- Designed and implemented a flexible, data-driven architecture to limit the number of software releases.
- Built real-time data exchange interfaces with source systems and used messaging to reduce the reliance on error-prone and long-running batch processes.



System Integration

Marketplace System Integration (MSI)



Provided post-launch system oversight and integration services for Healthcare.gov systems and components at White House's behest.

Notable Outcomes

- **Stabilization of Federal Health Exchange:** Met White House request to successfully roll out Healthcare.gov, handling surge from 29K enrollments in October 2013 to over 1M in December 2013.
- **Payment Processing Automation:** Improved accuracy and efficiency by moving from manual to policy-based automated payments.
- **System Optimization:** Reduced operational and data redundancies, as well as development, maintenance, and support costs.
- **Strategic Vision:** Commended by leadership for completeness of proposed data strategy.

Key Objectives

- Stabilize the Health Insurance Marketplace immediately after the disastrous rollout of the Affordable Care Act system in 2013 and modernize architecture platforms.
- Develop and communicate a unified vision for the Marketplace.
- Bring siloed teams together by establishing integrated project team.
- Establish processes to standardize software development life cycle (SDLC).

Key Accomplishments

- Enhanced system functionality and resolved issues in initial system rollout to handle surge in enrollments.
- Stabilized platform to ensure seamless processing of multiple open enrollments.
- Managed implementation of nine key systems, including Marketplace Lite, State-Based Marketplace Integration, Financial Management, Vendor Management.
- Led development of Marketplace Data Strategy through engagements with the Marketplace CTO, CCIIO Executive Leadership, and MITG leadership.

Customer and Employees Feedback

“It is rare to see a new IT project get completed at CMS, but you were able to not only deliver a finished product, but you did it in record time of less than one year. The product you delivered was exceptional because it was innovative and met all the business owner’s success criteria. Your effective project management, technical savviness, diligence, and adherence to CMS guidelines were vital, which allowed you to deliver a meaningful product.”

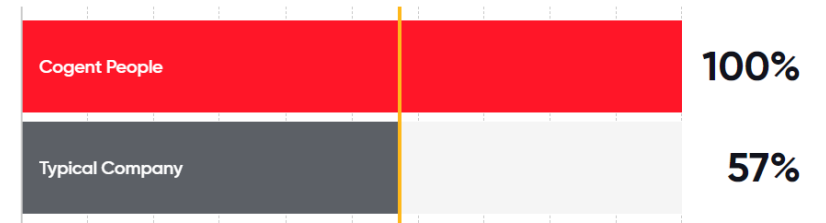
CMS CCIIO/MITG IT Project Manager



100% of employees at Cogent People say it is a great place to work compared to 57% of employees at a typical U.S.-based company.



Employees say this is a great place to work



Source: Great Place To Work® 2021 Global Employee Engagement Study.

100%

I can ask management any reasonable question and get a straight answer.

100%

Management is competent at running the business.

100%

Management hires people who fit in well here.

100%

Management trusts people to do a good job without watching over their shoulders.

100%

Management's actions match its words.

Customers and Partners

Customers



Business Partners



Booz | Allen | Hamilton®



Technology Partners



Contract Vehicles



8(a) Competitive (FAR 19.8)

8(a) Sole Source (FAR 19.8)

8(a) Valid through April 4, 2030



MAS Contract #47QTCA21D0041

- SIN 54151S – IT Professional Services
- SIN 54151HEAL – Health IT Professional Services
- SIN 541611 - Management Consulting, Business Program and Project Management Services

DUNS #: 957077980 | **UEI:** ZDLJGBDWKZX7 | **CAGE:** 761Y8

NAICS Codes We Service

- 541512 - Computer Systems Design Services
- 541511 - Customer Computer Program Services
- 541513 - Computer Facilities Management Services
- 541519 - Other Computer Related Services
- 518210 - Computer Infrastructure Providers, Data Processing, Web Hosting, and Related Services
- 541611 – Administrative Management and General Management Consulting Services

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