

## How G&A Fuels Competitive Bid and Contract Success for Government Contractor



The government contracting landscape is often defined by two primary challenges: **strict regulatory compliance requirements and constant pressure for cost efficiency.** When a government facilities services joint venture began its pursuit of a lucrative federal contract, the team recognized it needed a strategic advantage to manage these challenges.

Enter G&A Partners. The professional employer organization (PEO) had previously impressed members of the joint venture team, and they understood how G&A's full-service HR solution could provide cost and risk management throughout the contract lifecycle. In particular, G&A offered the specialized expertise the joint venture needed to ensure compliance and success in this highly regulated sector.

Engaging G&A during the bid process allowed the PEO's ingenuity to shine. G&A's creative assessment of the joint venture's medical risk prior to bidding led to an accurate benefits proposal that would save millions over the course of the contract. This critical advantage enabled the joint venture to construct a highly competitive, compliant bid that ultimately secured the lucrative, billion-dollar federal contract.



## The Value of a Local, Accessible HR Team

Within some government contracting sectors, a larger corporation often creates multiple subsidiaries that bid on, and service, federal contracts. That was the case for this joint venture, where the combined expertise of two corporations was ideal for this opportunity.

The decision to bring in G&A Partners was partially driven by the parent company's focus on optimizing its operational effectiveness and ensuring the joint venture's workforce had dedicated support.

For the joint venture team, that proved to be a valuable move. A former president and general manager for the team says the move was cost advantageous compared to keeping HR in-house. And it provided the joint venture with valuable local support.

**“It gave us local control over all of that HR work,” says the executive, who held leadership roles during five years of the contract. “When it’s being done by the home office, you don’t have control. You’re kind of the tail on the dog. ☺”**

This arrangement proved especially beneficial when the parent company faced a potential payroll delay. Because G&A Partners was processing the joint venture's payroll, they were able to pay their employees on time, avoiding payroll disruptions, union grievances, wage and hour penalties, and potential fines from wage claims.

To ensure the joint venture's large workforce had the support it deserved, G&A assigned an onsite HR specialist to each joint venture location. They handled new-hire onboarding, hosted benefits fairs, and managed open enrollment while tending to employee requests for benefits cards or assisting the in-house HR team.

**“The fact that we had people local that they could go have face-to-face meetings with was very beneficial,”** says the former joint venture executive. “When you’re talking about a huge union workforce like we had, they are much more comfortable having a face-to-face conversation as opposed to dealing with someone over the phone in corporate. That was probably one of the biggest benefits — that they just had someone they could talk to.”

In some cases, a parent company prefers to keep HR in-house and manage it at the corporate level. “If you’re staffed internally to support however many employees you have on your company rolls, then you’re fine,” says the former joint venture executive. “But if you’re not and you don’t have the wherewithal to staff up to the number you think is appropriate to manage the workforce, **contracting out that (HR) work makes a whole heck of a lot of sense.”**

## A One-Stop HR Shop

"There are many factors that affect an employer working on a government contract," says the former HR manager. "They have to finagle between the unions, between the customer — which is the government — and the employees. If you don't have the skillset or the knowledge base, it is very difficult."

By outsourcing HR to G&A Partners from the start, the joint venture had an HR infrastructure in place immediately. That is key when government contractors typically have four to six months to ramp up operations from winning a contract.

G&A's PEO solution provided the joint venture with a team of HR professionals spanning payroll, benefits, compliance, workers' compensation, and employee relations. The joint-venture management and employees could come to these experts for prompt, reliable answers on everything HR-related.

G&A's consistent presence also offered stability within the joint venture's human resources operations, especially amidst a revolving door of HR managers and general managers. The joint venture had five GMs over the nearly 10-year contract duration.

The former HR manager says that G&A's handling of day-to-day administrative tasks, including generating time-consuming mandated reports, allowed the "executive team and HR department to focus on succession planning, contracting, and the more complex issues."

**A notable benefit of using a PEO? Better employee retention.**

**With G&A handling its back-office admin tasks, the joint venture's in-house HR team focused on strategic human resources initiatives, such as improving retention, recruiting, and employee engagement.**

**Companies that use a PEO see a 12% lower turnover rate, the National Association of Professional Employer Organizations (NAPEO) reports.**

Through G&A's PEO solution, the joint venture also had access to HR technology that eliminated paper forms and streamlined processes, while G&A's tech team ensured that data within its platform flowed seamlessly into government systems.

## Cost-Effective Benefits From Bid to Contract

Estimating health plan costs when the workforce isn't in place hinders many government contractors as they prepare bids. Yet keeping healthcare costs low is critical to building a competitive bid.

To create the most accurate and aggressive bid, the joint venture team turned to G&A, whose unique approach included assessing medical risk during the bidding process and generating an accurate and affordable quote based on demographics from a workforce on a similar government contract.

Throughout the contract, G&A continued to advocate for the best medical plans possible for the joint venture's workforce and developed various affordable plans — all while keeping year-over-year increases as low as possible and ensuring the offerings met compliance and union requirements. **Ultimately, the joint venture saved millions on health insurance over the nearly 10-year contract.**

"One of my key action plans was to maintain and reduce medical expenses by creating benefit plans that served an aging population," says G&A client success manager Denise Macik, who estimates 75% of the workforce was over age 40.



**“We understand how to medically underwrite future contracts and the employees of future contracts without all the relevant data.”**

*John G. Allen  
Chief Revenue Officer  
G&A Partners*

## Risk Reduction Through Expert Guidance

Scorecards and ratings can impact a federal contractor's current job and even influence whether they receive future awards. Failing to meet regulatory requirements plays a significant role in those performance ratings and potentially exposes a contractor to costly penalties, lawsuits, broken contracts, and more.

In addition, compliance obligations for government contractors under laws such as the Davis-Bacon Act and Service Contract Act are strict, and navigating a labor union's collective bargaining agreement adds more complexity. Without accurate records and in-depth knowledge of requirements and deadlines, missteps are likely.

With its specialized expertise in federal contracting, G&A became an essential partner in the joint venture's compliance efforts, especially as its workforce scaled between 850 to 1,200 employees over the nearly 10-year contract. G&A's team ensured the joint venture had accurate, reliable data for records and audits, facilitated compliant hiring practices, and guided the joint venture through layoffs when the contract changed.

"Whenever the addition or change in contract would come, from the legal and compliance standpoint as well as the facilitation, Denise and G&A were fabulous at supporting us behind the scenes," says the former HR manager.

Intricate employee relations issues and union challenges were also common, but G&A's guidance helped the joint venture ease employee frustrations.

The PEO also handled workers' compensation claims and conducted manager training to address compliance concerns. Ultimately, the former HR manager says G&A helped mitigate the risk for the joint venture.

**Another benefit of having G&A as an HR partner? The PEO's role as a neutral party.**

**A PEO exists to support a company's HR needs and employees.**

**That neutral presence was beneficial for the joint venture, which was juggling union negotiations and requirements, a large workforce, corporate office demands, and customers' needs.**

While the corporate office could provide compliance expertise, the joint venture's former president and general manager says having an accessible and responsive team at their fingertips was invaluable.

"From a compliance perspective, (G&A) had a lot of expertise," says the former joint venture executive. "They clearly had that expertise at the corporate office, but again, just having those people available quickly and being responsive in a timely manner was a big deal."

## G&A: Robust HR for a More Competitive Bid

As an employer of record, G&A Partners acts as an administrative partner and frees a government contractor from tedious back-office work.

The contractor can focus on core functions, such as operations, performance management, and personnel decisions.

But misconceptions about cost and control can sometimes prevent companies from seriously considering a PEO. The joint venture's former president and general manager says those concerns often stem from a lack of experience with one.

"If you've never used one (PEO), I think that's where the fear is at," the former executive says. "I think once you've used them, then you understand how it works. My experience with G&A is they were very responsive, and I never had any real issues with control or anything like that."

The former executive says the benefits far outweigh any concerns, particularly when it comes to cost savings.

Almost three years into the government contract, the joint venture faced challenging times and a tight financial situation. Layoffs loomed.

"We worked with them to find ways to help the client overcome their struggle," says Denise Macik, who partnered with the team to identify additional savings. "What we realized is that the parent company was storing the same employee data that we already had in our systems. Tasks were being duplicated. We recommended they use all G&A resources currently available to them, which wouldn't cost them anything extra and would save them nearly \$1.7 million annually on their side."

**G&A's dedicated HR support also made a considerable difference for the joint venture.**

"The fact that we could have someone local and people could talk to them on a daily basis was a huge, huge benefit," says the former joint venture executive. "We had people there who could talk to employees and handle their issues. That was very, very helpful."

With over 35 years of experience with the federal government, the former president and general manager believes working with a PEO is a strong option that government contractors should consider.

"If you're trying to keep a small home office and trying to stay lean so that you can be competitive, if you're in a bidding environment," says the former joint venture executive, "then a PEO makes a lot of sense."

## Ready to gain a competitive edge?

In the highly competitive world of government contracting, you need stability and cost control not just to win, but to execute profitably. G&A Partners' specialized PEO services will strengthen your firm across the entire contract lifecycle.

 **Schedule a consultation**

to discover the comprehensive strategic advantage G&A Partners brings to every phase of your government work.