



**Empowering Excellence.
Driving Impact.**

The Simple VUE delivers innovative solutions and strategic insights to elevate performance and advance public sector initiatives.

CAPABILITY STATEMENT

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Corporate Overview:

At The Simple VUE, we are dedicated to advancing the missions of public sector agencies through tailored, innovative solutions. Our expertise spans a wide array of services, including strategic technology implementation, management consulting, administrative support, and IT solutions designed to address the unique challenges of government organizations. With a focus on transformative outcomes, we provide professional, scientific, and technical support to drive efficiency and achieve measurable results.

As an SBA-certified 8(a), HUBZone, and WOSB business, TSV offers specialized services in program management, advanced IT systems, cloud modernization, and cutting-edge technologies such as Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP). Our core offerings include IT solutions, subject matter expertise, risk analysis, AWS cloud services, and comprehensive software development lifecycle management.

The Simple VUE's capabilities are designed to equip government agencies with the tools needed to meet both current and future challenges. We deliver mission-driven strategies that seamlessly integrate IT infrastructure, staffing, and environmental initiatives for optimal outcomes. Through a unified and cost-effective approach, we ensure mission success while adapting to evolving public sector needs. Our Core Competencies include:

Information Technology Services:

- Data Analytics, Data Science, Data Visualization
- Artificial Intelligence Machine Learning / Natural Language Processing
- Large Language Model application Integration
- Computer Vision Machine Learning
- Data Strategy, Data Governance
- Data Management, Data Security
- Cloud Services & Development, Cloud Strategy, Cloud Migration
- DevOps, Agile Ops
- Business Intelligence, Data Warehousing

Management Consulting

- Technical Assistance and Consulting
- Systems Re-engineering/Integration
- Strategic Planning & Governance
- Technical Program/Project Management

Strategic Sourcing

- Human Resources
- Executive Support
- Advisory and Assistance Services:
- Policy & Surveillance
- Requirement Develop & Management
- Policy Development/Technical Writing

Corporate Snapshot:

- SBA 8(a) Certified
- HUBZone
- WOSB/EDWOSB
- MBE
- DBE
- **UEI:** [GNL8DHLJZIF2](#)
- **DUNS:** [08-019-0745](#)
- **CAGE Code:** [7LK72](#)

GSA Schedule:

- MAS Contract #47QTCA22D0021
- OASIS+ (8a) #: 47QRC25DA073

NAICS Codes & PSC Codes:

Primary NAICS

541611 Administrative and General Management Consulting

Primary PSC

R408 Program Management /Support Services

Secondary NAICS

5518210 | 541511 | 541612
541613 | 541519 | 541512
541614 | 541618 | 541690
541990 | 541711 | 541720
561110 | 561320 | 561410
611420 | 611430 | 621999

Secondary PSC

R431 | R402 | R602 | R617
R699 | R701 | R706 | R707
S201 | U008 | 1615 | 1620 4110
| 6508 | 6510 | 6525 6530 |
7910 | 7520 | 7920 7930 |

Partnerships:



Our Government Clients:



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RELEVANT PAST PERFORMANCE

Digital Tools Against Misinformation

National Institute of Allergy and Infectious Diseases (NIAID) at the National Institutes of Health (NIH)



We developed a SaaS platform for the National Institutes of Health (NIH) to combat misinformation, particularly about COVID-19 vaccines. Leveraging Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP), the platform identifies and analyzes misinformation across digital platforms like Twitter and podcasts. It detects sentiment, evaluates social influence, and flags Twitter bot accounts spreading false claims, empowering researchers and public health professionals with powerful tools, including data visualizations and intuitive dashboards, to analyze trends and combat misinformation effectively. Built with Agile methodology and AWS infrastructure, the platform ensures scalability and security. With an 82% accuracy rate, its data visualizations and intuitive dashboards empower public health professionals to analyze trends and prioritize interventions effectively.

Gunsmith Services for the US Marshall Service

Department of Justice
US Marshall Service



We provide comprehensive gunsmith services to the U.S. Marshals Service (USMS), ensuring firearm maintenance, repair, and inventory management align with OEM standards and USMS policies. Our team implements robust inventory control systems, conducts regular audits, and ensures accurate, accessible data to prevent asset mismanagement. We deliver formal firearms maintenance training and provide ongoing support to keep personnel informed of industry advancements. Prioritizing safety and compliance, we adhere to federal regulations and USMS protocols. With a focus on program management, quality control, and stakeholder collaboration, TSV ensures operational readiness and supports USMS in achieving its mission objectives.

OCS HEALTH COMMUNICATION SUPPORT

Immediate Office of the Director (IOD) at Centers for Disease Control and Prevention (CDC)



We support the CDC's Health Information Integrity Team (HIIT) by enhancing its ability to combat health misinformation and reinforce public trust. Leveraging program management, advanced social media monitoring tools integrated with CDC systems, we provide data collection, integration (ETL), analysis, and reporting, ensuring compliance with federal privacy standards. Our efforts enable the CDC to proactively address misinformation trends, sentiment, and public concerns. Despite challenges such as misinformation variability and integration complexities, our adaptive approach ensures timely insights. Through daily monitoring, tailored training, and actionable strategies, TSV has strengthened the CDC's capacity to address public health challenges and safeguard trust in its communications.

National Quitline Data Warehouse Automation

CDC Office on Smoking & Health (OSH).



We were subcontracted by TJFACT, and developed an automated data management solution for the Centers for Disease Control and Prevention's (CDC) Office on Smoking & Health (OSH). This project streamlined data collection and processing for over 55 Quitline programs, addressing inefficiencies caused by inconsistent state data formats.

Using Agile methodologies, TSV collaborated with TJFACT and CDC to design a scalable data pipeline that automated data cleaning, transformation, and standardization. Built with Alteryx and Python, the system securely stored data on Azure Cloud, ensuring compliance with CDC's Data Privacy and Analytics Model Security Practices.

The solution reduced manual processing time from 2,400 hours to 8 hours and automated 90% of tasks, resulting in a 300x productivity increase and 99% cost reduction. These efficiencies provided CDC with timely, accurate insights to enhance smoking cessation efforts nationwide.

1TEAM Surgical Web & Mobile Application

Aware Enterprises

We developed 1TEAM Surgical, a cloud-based suite of HIPAA and NIST-compliant web and mobile applications designed to optimize Operating Room (OR) efficiency and enhance surgical process monitoring. Built on Amazon Web Services (AWS), the platform incorporates advanced security, scalability, and compliance measures to support patient care while safeguarding sensitive health data.

Using Agile methodology, we employed rapid iteration cycles to tailor development to hospital needs. Comprehensive design and consulting services facilitated the deployment of a secure cloud architecture and ensured operational enhancements. Rigorous compliance audits achieved HIPAA adherence and an Authority to Operate (ATO).

The platform integrates Docker containerization and Amazon Elastic Container Service (ECS) for scalability, with REDOX enabling seamless interoperability with major Electronic Health Record (EHR) systems. Advanced security measures, including data encryption and disaster recovery protocols, ensure data protection. Deployed at Northside Hospital, 1TEAM Surgical streamlines communication, enhances workflow efficiency, and delivers predictive analytics, supported by comprehensive training and ongoing maintenance.

The Georgia Defense Exchange

Georgia Department of Economic Development



We provided strategic leadership and technical expertise for the Georgia Defense Exchange (GDx) project, part of the GUARD Initiative funded by the Department of Defense Office of Economic Adjustment. This year-long effort aimed to reduce Georgia's reliance on federal defense contracts by equipping regional businesses with tools and connections to diversify their customer base and enhance economic resilience.

Our team developed a strategic diversification plan, identifying market opportunities and mitigating risks tied to defense spending changes. Through detailed analysis of Georgia's Aerospace and Defense sectors, we mapped key business clusters and formalized findings into the Georgia DoD Procurement Economic Impact Model, providing actionable insights for state officials.

Using Agile methodology, we launched the GDx platform, a hub for businesses to access growth resources and DoD opportunities. Workshops and Supplier Opportunities & Aerospace Resources (SOAR) forums further connected businesses, fostering market diversification and strengthening Georgia's industrial base.