



Medicaid BlackBook

Vendor Review

Avolution

What they do (self-reported)

We help our clients understand and plan their organizations using enterprise modeling, visualization and analysis. Established in 2001, Avolution has operations in the Americas, Asia-Pacific, Europe, the Middle East

Year founded	2001	Annual Revenue	\$4M
# of Employees	60	Category	Technology
Website	https://www.linkedin.com/company/avolution/		

OVERALL EVALUATION



2.2

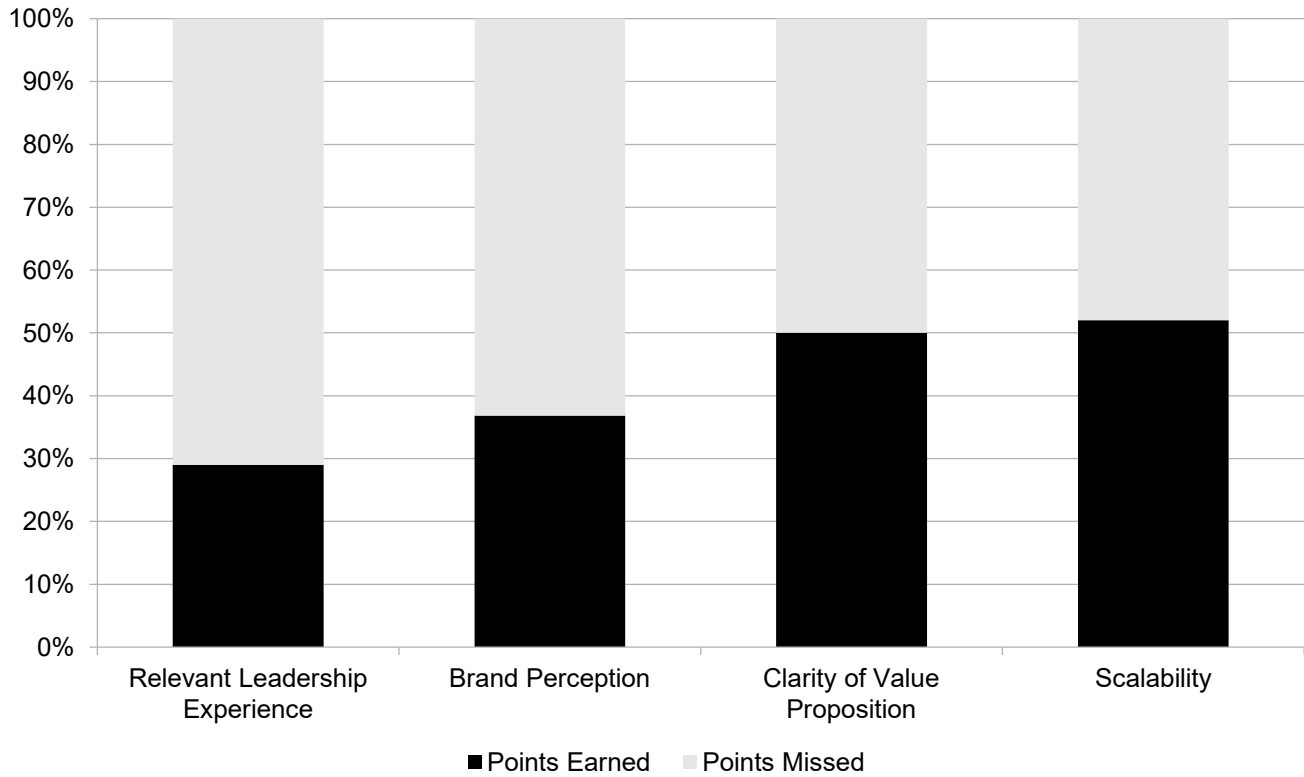
Recommended use of ratings

1 or 2 stars: Request client references before beginning discussions. If no references are available, request follow up in 6 months if there is an expected need for solution / servicesHave junior staff review available collateral

3 or 4 stars: Have small team of mid-level staff conduct limited introductory meeting

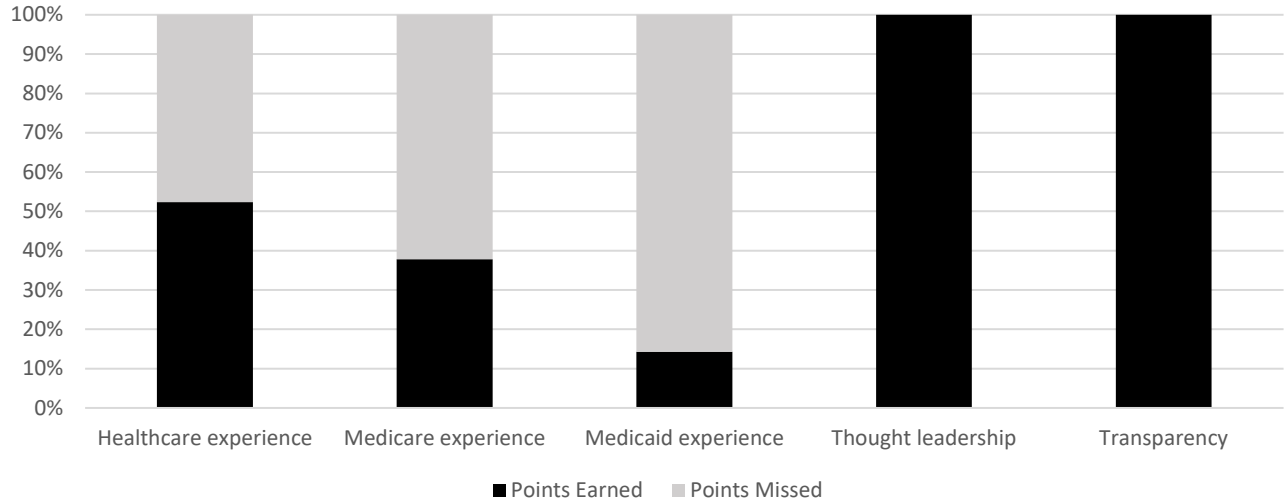
4 or 5 stars: Have mid-level staff conduct additional vettingInvite vendor for in depth discussion series, including senior staff

Overall Scoring



European general tech software company trying to make inroads into US via Medicaid contracts. Appears to be starting a U.S.-based sales campaign with hiring of a few U.S. based reseller consultants

Relevant Leadership Experience



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

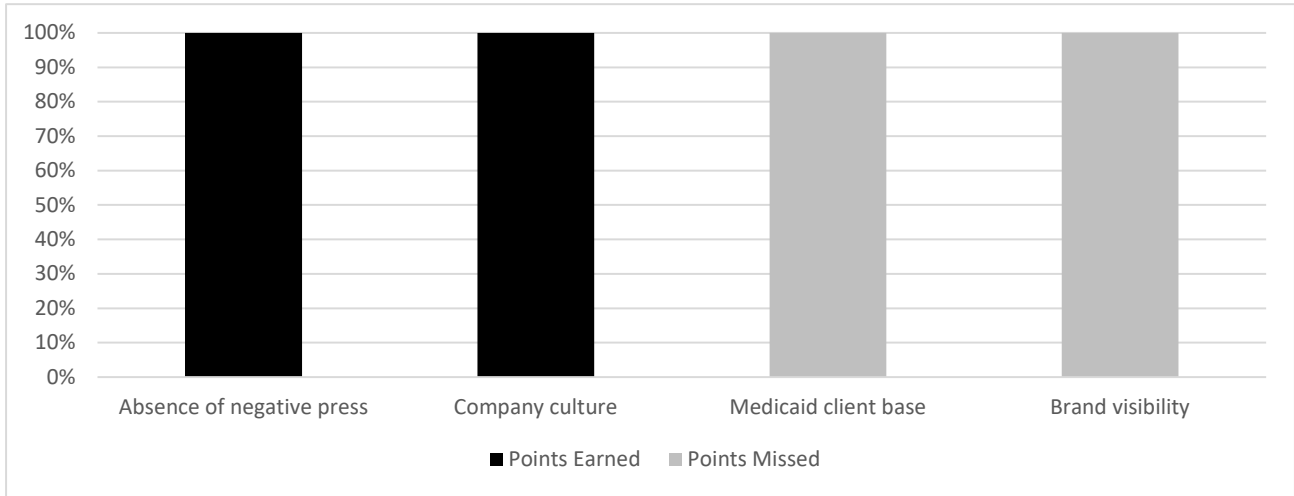
Analyst Notes

Most staff reviewed are in U.K. and have spent careers in U.K. Very little experience in U.S. healthcare delivery system.
 Key C-Suite roles not identified (ex:COO). May not be allocated at organizational level. Key roles hold multiple positions at other companies simultaneously.
 For those identified, limited to moderate healthcare experience.

Why this domain matters

- 1) All our clients tell us the number one failure point for new vendor partners is misunderstanding fundamentals of the Medicaid space.
- 2) Many firms misrepresent their understanding of the Medicaid space, usually due to an error of assuming a higher level of similarity to commercial and Medicare than is merited.

Brand Perception



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

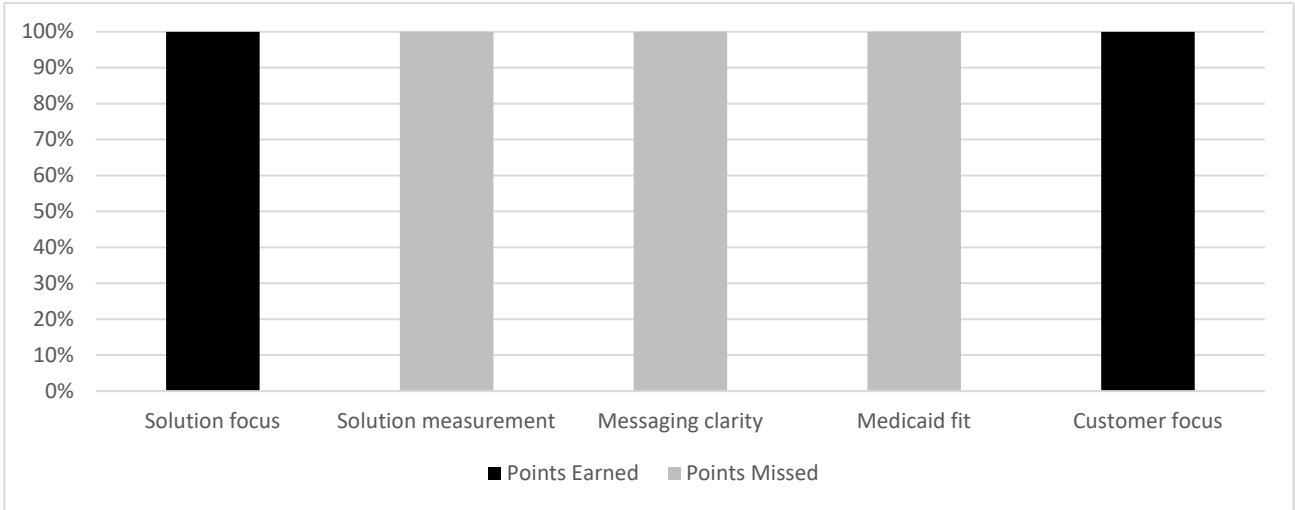
Analyst Notes

- No litigation identified
- Positive internal culture based on reviews
- No existing Medicaid client base identified
- Low brand visibility

Why this domain matters

- 1) Vendors must work to create a perception of their value. You need an independent assessment of what the marketplace thinks of the organization and its solutions/ services.
- 2) Many large partnering mistakes could have been avoided by simple screens for things like lawsuits and negative press.

Clarity of Value Proposition



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

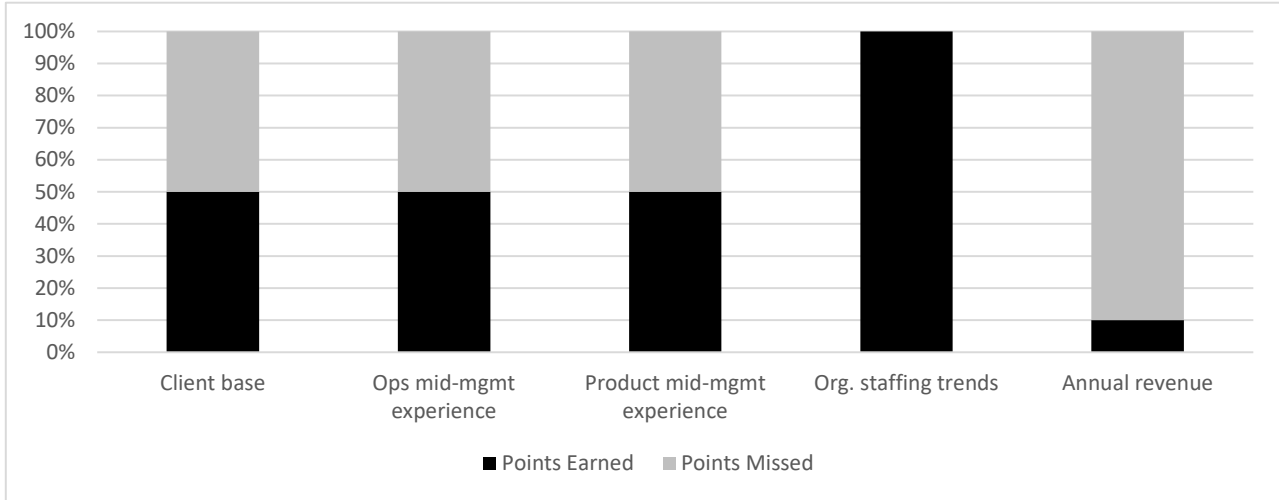
Analyst Notes

- Value prop focused on Medicaid HIT consulting
- Over-use of buzzwords in solution presentation (general Software as a Service- SAAS- language)

Why this domain matters

- 1) There are many non-unique solutions in the Medicaid space. It is important to quickly understand uniqueness so you can accurately evaluate your options.
- 2) The ability to tie solutions to specific outcome metrics is increasingly important in Medicaid payment systems. General calculations of "ROI" are insufficient.
- 3) Medicaid markets require solutions that are specific to the Medicaid space. Attempting to use a solution that was developed in another payer space without appropriate customization for Medicaid will create

Scalability



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

Analyst Notes

- Client base rated as moderate
- Mid-management experience rated as moderate (50% have 10+years experience)
- Organization staffing trends increasing previous 24 months (26% overall, with 43% incr in engineering roles)

Why this domain matters

1) Most of the vendors we review are in earlier stages of their journey. They may or may not be equipped to take on a much larger project or client.

Funding Model

Note: This domain is not scored and is provided for context only.

Model / Stage

Privately held, no funding rounds identified beyond 2014 seed round (amount undisclosed)

Why this domain matters

- 1) Many of our subscribers tell us that the type of funding model for the vendor plays a significant role in their strategy and the way they manage client accounts.
- 2) Our investor subscribers prefer a quick view of how the vendor is financed so that they can understand how this vendor compares to other portfolio companies.

Leadership Profiles

Tim O'Neill
CEO



LinkedIn Profile/Bio
<https://www.linkedin.com/in/drtimoneill/>

Experience



Research Fellow
University of Technology, Sydney
Jul 2002 – Present · 17 yrs 7 mos
Deputy Director of the Architecture-based Engineering Research Program



Founder and Principal
Avolution
Oct 2001 – Present · 18 yrs 4 mos

Consultant
CSC
Jan 1995 – Dec 1996 · 2 yrs
Sydney, Australia and Falls Church, Virginia
Various major defence programmes

Leadership Profiles

Joe Bega
Enterprise Software Sales



LinkedIn Profile/Bio
<https://www.linkedin.com/in/joe-bega-90b3b510/>

Experience



Enterprise Software Sales Consultant

Avolution
Mar 2019 – Present · 11 mos
London, United Kingdom

Manage the Avolution ABACUS Enterprise Architecture sales process within EMEA region
Provide expertise to the company's solutions and how they can be applied to solve business needs
Conduct software demonstrations and presentations of the company's solutions (Enterprise and Solution Architecture and Modelling, Business Process Modelling and Analysis)
Communicate with prospects and manage opportunities
Work on tender preparation and RFI,RFP,RPQ submissions
Make accurate cost calculations and provide customers with quotations and pricing. [...see more](#)



ERP,CRM Business Development Manager / Consultant

Joe Bega the Contractor
Jun 2018 – Mar 2019 · 10 mos
London, United Kingdom

Responsibilities:
Research and source potential customers for clients.
Prospect and seek out business opportunities.
Conduct meetings with the directors and sales team. [...see more](#)



Business Development Executive | Oracle NetSuite ERP, CRM and e-Commerce

AVT - Absolute Vision Technologies
Mar 2016 – Mar 2017 · 1 yr 1 mo
Sydney, Australia

Responsibilities:
Identify opportunities, manage purchasing cycles and build positive relationships with customers, key decision makers and influencers
Introduce Oracle NetSuite cloud solutions to wholesale, distribution, manufacturing and [...see more](#)



Consultant/Project manager | Epicor ERP, CRM and Web Solutions

Apex Laboratories Pty Ltd (Australia) a subsidiary of UK Dechra Pharmaceuticals manufacture
Oct 2014 – Mar 2016 · 1 yr 6 mos
Somersby, Central Coast, NSW, Australia

Responsibilities:
Conducted needs analyses to find out the company needs.
Researched the market for the best ERP and business management systems.
Liaised with the GM, Sales Manager, and Financial Manager to find out their requirements [...see more](#)


Leadership Profiles

Paul Kim
Business Development Manager



LinkedIn Profile/Bio
<https://www.linkedin.com/in/paul-kim-7a610428/>


Experience

- 

Business Development Manager

Avolution


Oct 2019 – Present • 4 mos

Tyson, VA
- 

Sales Manager

Gomocho


Aug 2018 – Present • 1 yr 6 mos

Tysons, VA
- 

Business Development Executive

Gomocho

Apr 2017 – Present • 2 yrs 10 mos


Tysons Corner, VA
- 

Territory Account Executive

Software AG Government Solutions

Apr 2016 – Dec 2016 • 9 mos

Herndon, VA

Identify new opportunities to leverage Software AG world class product capabilities in defined accounts across the Federal marketplace. Coordinate with Software AG Government Solutions engineering resources to complete rapid deployment proof-of-concept activities. Work with Federal customers and Software AG management to complete purchases in a timely manner. Develop trusting relationships with our customers by working with Software AG subject matter experts to provide outstanding customer support and insure the success of all implementations.
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Sales Executive

Cooper Thomas

Apr 2014 – Feb 2016 • 1 yr 11 mos

Washington D.C. Metro Area

Contact customers, prospects and leads, generating interest and qualifying needs for Cooper Thomas products by means of outbound call and electronic communication efforts. Create and perform sales presentations to match company's products/services with identified needs. Manage a sales process to include need assessment, opportunity scope, product demonstration, product evaluation, business and legal approvals, as well as budgetary and procurement processes.


Leadership Profiles


Daniel Moon
Systems Engineer





LinkedIn Profile/ Bio
<https://www.linkedin.com/in/daniel-moon-494604ab/>


Experience

-  **Systems Engineer**
Avolution
Apr 2019 – Present · 10 mos
Mclean, VA

-  **Software Engineer**
Booz Allen Hamilton
Aug 2017 – Present · 2 yrs 6 mos
United States

-  **Sales/Operations intern**
Corporate Apartment Specialists
May 2016 – Jul 2016 · 3 mos

-  **Tutor**
InstaEDU
Apr 2014 – Jun 2016 · 2 yrs 3 mos
Charlottesville, Virginia Area
Tutoring kids on a variety of subjects including math, computer science, and statistics.

-  **Associate**
Penske Truck Leasing
May 2015 – Sep 2015 · 5 mos
Charlottesville, VA
