

## Custom Proposals

**A Colorado based IT service company streamlined the bid process and improved win rate up to 30%.**





# The client

## A mid-size IT firm providing Oracle implementation services in the US

A Colorado, US based IT firm, with 100 people, dealing into service like Oracle ERP, Cloud, App., Business Intelligence, Salesforce implementation. The client has 2 offices across the US and helps Commercial organizations, Federal, State, and Local Governments integrate to automate their processes across any system.



# The Situation



**Limited bandwidth to cater to volume of proposals and unstructured bid process resulted in increased cost & diminishing win rate.**

The client had only two members in their proposals team and those were also from the technical team. The challenge was two-fold; one was increasing volume of proposals and second the un-structured process.

The proposal process lacked of a bid plan, go-no-go analysis, story-building, and visual impact of proposals. The proposals did not stand out from the pack and wow the prospects as they were not a customized, persuasive RFP response.

# The Solution

**Revamp the entire process, brought technical SMEs to add value in solutioning, took more control to save their time and improve the win rate.**

## **Team Setup and knowledge transition**

Took transition of the client capabilities in one week and setup a team of 2 Proposal Writers, 1 Proposal Manager, 0.5 Technology SME and 1 Graphic Designer.

## **Process Re-structuring**

Streamlined the process how the team would selectively bid upon high PWin RFPs only. Created process templates like pipeline tracking, go-no analysis, compliance matrix, proposal outlines etc.

## **Strong Insights**

Our team built strong insights on the ground for end client and its competitors. We had collated sector-based insights what end client needs, what is their current infrastructure and process, who are the incumbents and its strengths and weakness.

## **Creative writing and win strategies**

Team of proposal writers and managers put together compelling solution content and ensured compliance against the RFPs. Our Proposal Managers drafted unique win-themes to sprinkle in the proposals, that helped the client stand-out. Not just content, concept graphics helped the client in articulating value proposition very well.

# Key Deals



## **Program Management, Administrative, and Clerical Support**

**\$50m**, 5 years agreement period

**Contract Type:** Government, US, RFP

The scope is that contractor to provide a wide range of program management, administrative, and clerical support services.

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## **ERP Replacement Project**

**10 years award**

**Contract Type:** State-Local, US, RFP

The scope is that vendors propose a complete ERP solution, including software, hardware specifications, project management, and other technology services.

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## **Oracle Cloud Implementation Services**

**3 years award**

**Contract Type:** State-Local, US, RFP

Implement Oracle Cloud-based software products, namely Enterprise Resource Planning (ERP) and Supply Chain Management (SCM), along with the required support and maintenance.



# Bid-No Bid Template Sample

## Bid No Bid Analysis



## Bid

Opportunity ID	12345	Proposal Due Date	3/20/2021
Client Name	Department of Interior	Period of Performance	-
Type of Opportunity	Presolicitation	NAIC Code	541611
Type of Market	Public	Total Page Limit	50
Opportunity Title	Small Business Innovation Research, Small Business	Place of Performance	Virginia
Scope of Work	This serves as notification to all small businesses there will be an upcoming solicitation for non–personal advisory and assistance services (A&AS),in Oracle implemetation services.	Evaluation Criteria	High value proposal - Technically acceptable, demonstrated solution effectiveness
Past Performance Requirements	5 PPs required	Key Personnel Requirements	5 profiles for Java developer required

Self Evaluation	Description	Score
Opportunity Information		
How long is the response time?	-76	5
Does the solicitation appear to be written for another organization?	No	5
Does the format, complexity and volume of proposal aligns to our response capabilities?	Enter answer here.	5
How many past performances are required? Can we fulfill all?	Enter answer here.	5
How many client references are required, if any? Can we fulfill all?	Enter answer here.	5
How many resumes are required? Can we supply all?	Enter answer here.	5
How strongly we meet the evaluations factors mentioned?	Enter answer here.	5
Do we fulfill the required certifications, if any?	Enter answer here.	5
Is this opportunity an LPTA? Are we able to offer best price?	Enter answer here.	5
Are we registered with the state vendor, if required?	Enter answer here.	5
SUBTOTAL		50
Our Capabilities		
Do we have capability and experience in the past for similar scope?	Enter answer here.	5
Do we have experience working with the solicitor/client?	Enter answer here.	5
Do we have inside information about our chances of winning?	Enter answer here.	5
SUBTOTAL		15
The Competition		
Is there an incumbent? How strong do we see us against incumbents?	Enter answer here.	5
Has the competition worked with the solicitor in the past?	Yes, IBM	5
SUBTOTAL		10
Our Bid Plan		
Would we respond as prime or sub?	Enter answer here.	5
Do we have the resources available to respond and implement the solution?	Enter answer here.	5
Have we already identified the partner, who is ready to assist us?	Enter answer here.	5
SUBTOTAL		15
Strategic Alignment		
Is the solution within our area(s) of expertise and fits the requirements?	Enter answer here.	5
Is the location of performance a good fit for us?	Enter answer here.	5
Does this opportunity align with our strategic objectives or provide access to new markets?	Enter answer here.	5
SUBTOTAL		15
The Risks		
What risks are associated with winning?	Enter answer here.	5
If the risks are not acceptable, can they be mitigated or shifted?	Enter answer here.	5

# Graphics Sample



## REASONS TO CHOOSE US AS YOUR PARTNER

A stylized illustration of a grey faucet with a cross-shaped handle. A hand in a blue sleeve is shown turning the handle. Water is depicted as a series of blue and purple liquid-like shapes flowing from the spout of the faucet into five separate columns below.

icon

Feature 1

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Feature 2

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Feature 5

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# Graphics Sample


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### Heading

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# Writing Sample – Agile Methodology



## OUR UNDERSTANDING

We understand that the CLIENT is planning to develop online portals to support administrative and academic functions. In today's information-driven society, the CLIENT's ability to manage Web content efficiently to meet its users' needs is essential. To fulfill the CLIENT's business needs, the chosen partner not only needs to be technically sound in application development, mobility, and an array of web services but also need to comprehend the CLIENT business processes and requirements and configure the necessary digital features that align with the critical business issues.



## OUR SOLUTION APPROACH

To achieve the CLIENT's objectives, we propose a full-service holistic strategy as the best way to address user experience and get the online portals right the first time. Team ABC uses Scrum as an agile practice that brings cost optimization, transparency, shorter turnaround time, and effectiveness to the CLIENT' applications. Our team ensures we achieve the key performance indicators during this strategic initiative for the CLIENT, including Velocity, Burndown chart, and Product Backlogs.

Our agile processes align development activities with the program and portfolio mission objectives of the CLIENT. Each release is composed of several features created during multiple parallel sprint iterations. These releases are organized into a synchronized release train, a continuous delivery of larger-scale system functionality to users following the overall Release Plan and roadmap. Our agile methodologies are augmented by automation. This automation supports frequent software releases by accelerating testing, managing rapidly-changing code, an tracking traceability to requirements and change requests, giving the teams a complete view of the project's health and progress. Automated test cases provide the capability to test software extensively and frequently, and ensure that every Sprint and release is of high quality.





# What client has to say



The proposal team furnished to us has become pillars of our Bid Management. The diligence in everything the team does is commendable.



I wanted to let you know that you have provided me two rock stars in Harsha and Akshi. We successfully submitted another great proposal today and thanks to them and the team behind the scene for all the due diligence.



Thank you Mohit and team for streamlining the process; the new process and templates for go-no go analysis and compliance matrix looks great.

# The Impact



Saved leadership time as we took full control on proposals



Reduced **25%** cost by selective bidding after due diligence of each RFP through new process



PWin rate improved up to **30%** in just 4 months



Streamlined process & managed multiple sub-contractors effectively



Serving **2nd year** of relationship





## About Bidsand Beyond

BidsandBeyond is a five-year old and nimble business consulting firm, helping global businesses win more bids and drive digital growth. Broad capabilities include winning more bids for our clients, ideating & designing new products, transforming the entire sales & marketing journey through GTM strategy, sales automation, content writing and digital campaigns.



Capability Summary



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