Custom Proposals

A Virginia based IT service company realized more wins and cost savings.

The client

A mid-size firm into B2B IT services for the government and enterprises.

The client has grown from 100 people to 300 people in last 3 years, it's a Virginia based IT firm dealing into service like app development, cloud computing, Service Now, Salesforce implementation. The client help governments and enterprises to get digital.

The Situation

Spending 40% of their time on large proposals which reduces focus on their core operations.

When we started the engagement with the client the senior leadership was in in charge in their proposals or presales. The challenge was increasing volume of large and complex proposals, it sucked a lot of their leadership time to respond to such large public RFPs.

The client was looking for an expert team who can bring efficient proposal manager to the team to add value as full fledge proposal team who can take over the proposal shop and takes more control to save their time and improve win rate.

The Solution

Setup the proposal team with 3 FTEs to drive strategic proposals.

1. **Team Setup –**We were an integral part of the senior leadership managing proposals and help them offload almost all proposal activities**.**

2. **Process Setup–** Enhanced existing processes to include proposal lifecycle, capture planning, knowledge management.

3. **Drive Proposals–** Independently ran the proposal job and trained their internal proposal team as well**.**

- ✎ Deployed seasoned Proposal Managers to take complete ownership of proposals including sub contractor and vendor management.

- ✎ Supported capture planning activities

- ✎ Facilitated Win Theme sessions

- ✎ Revamped the whole graphics ecosystem with new concepts and visualization

Key Wins

Technical Support Services BPA
Win: $25M

Contract Type: Government, US, RFP
Client will provide support services across multiple technical platforms like Salesforce.com, ServiceNow, SharePoint, SAP, and BizFlow to a government health department.

Agile Application Development Support
Win: $43M, 5 years award

Contract Type: Government, US, RFP
Client has been awarded by a large executive government dept executive department for Application Support. Client will provide Application Architecture, AWS Migration Support, Agile App Support and O&M Services.

Salesforce Center of Excellence (COE) Implementation
Win

Contract Type: Government, US, RFP
Scope of the project is to improve citizen experience, employee productivity, and digitization of legacy process for reputed executive organization.

Key Wins

Grant/Loan Management, RPA and Data Analytics

Win: **$30M, 5 years award**

Contract Type: Government, US, RFP

Client will assist the reputed department to implement next generation of awards/loans management system on the Salesforce Lightning platform and Analytics Cloud.

INFORMATION TECHNOLOGY APPLICATION SERVICES (ITAS) NEXT GENERATION (NG)

Result Awaited

Contract Type: Government, US, RFP

Client will assist in application lifecycle including creation, configuration, integration, migration, enhancement, support, maintenance, operations, decommissioning, and deploying emerging technology solutions for all reputed agency owned applications incorporating industry best practices.

Win Themes and Bid Schedule

Compelling Reasons to Choose ABC Team as a Preferred	
Key Differentiator	**Benefit to the Client**
Subject Matter Expertise in Logistics Domain	• High confidence in our ability to perform the PWS tasks • Proven low risk contractor with insight into many programs that can be leveraged for client's success

Evidence to Establish our Team's Capability

ABC brings over 50 years of demonstrated experience in providing logistics support services to   agencies. ABC's broad range of operational logistics capabilities include, research, analysis, and program assessments for strategic responsiveness programs.

ABC also supported XYZ's Biometrics with their logistics operations requirements. ABC provided full spectrum Program Management, SDLC, acquisition and ERP   support for PM AESIP and PdM and discrete functional capabilities to other departments.

Integrated Master Bid Plan

ENTERPRISE COMPUTER AND INFORMATION TECHNOLOGY SERVICES

Start Date: 7/3/2019
Submission Date: 7/22/2019

RFP Section #	Proposal Section #	Section/Scope	Company	Owner	Status
		Phase 1- Bid Analysis , Planning & Strategy			
NA	NA	Bid Planning & Strategy Pack		Nupur/Maha	Completed
NA	NA	Kick-Off Call		Paresh/Maha/Nupur	Completed
NA	NA	Bid Outlining		Nupur	Completed
NA	NA	Compliance matrix - Capability marking		Jamuna/Manoj/Nupur	Completed
NA	NA	CPARS		Jamuna/Manoj/Nupur	Pending
		Phase 2 - Content Writing			
		Cover Page		Vaibhav	Completed
		Technical Proposal			
		Factor 1- Technical Approach		Jamuna/Manoj/Nupur	Pending
		Factor 2- Management Plan		Nupur/Maha	In-Progress
		Factor 3- Safety		Nupur	In-Progress
		Factor 4- Past Performance		Nupur	In-Progress
		Price Proposal		Paresh/Manoj/Balaji	Pending
		Phase 3 - Graphics Packaging			
NA	NA	Graphic Concepting Call		Nupur/Maha/Vaibhav	Completed
NA	NA	Info-Graphics Designing		Vaibhav	In-Progress
NA	NA	Document Formatting & Packaging		Nupur	In-Progress
		Phase 4 - Bid Audit			
NA	NA	White Team		Team	Completed
NA	NA	Feedback Recovery		Nupur	Completed
NA	NA	WIP-Grey		NA	In-Progress
NA	NA	Pink Team		Team	Pending
NA	NA	Feedback Recovery		Nupur/Maha	Pending
NA	NA	Red Team		Team	Pending
NA	NA	Feedback Recovery		Nupur/Maha	Pending
NA	NA	Gold Team		Team	Pending
NA	NA	**Phase 7- Print, Package and Submit**		Nupur	Pending
NA	NA	Client Submission		Srini	Pending

Bid-No Bid Scorecard

Rank Your Capabilities

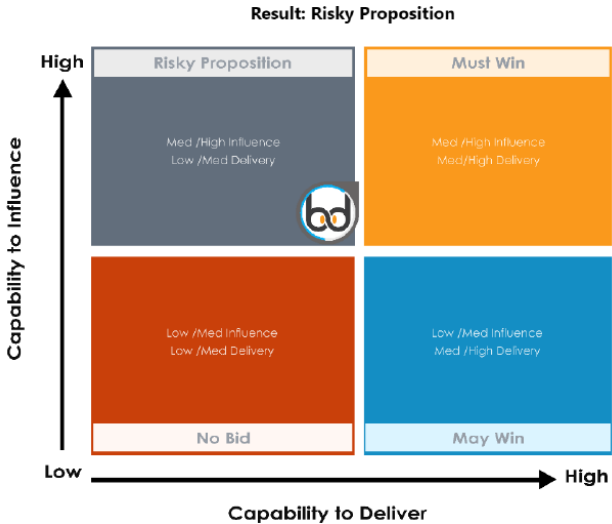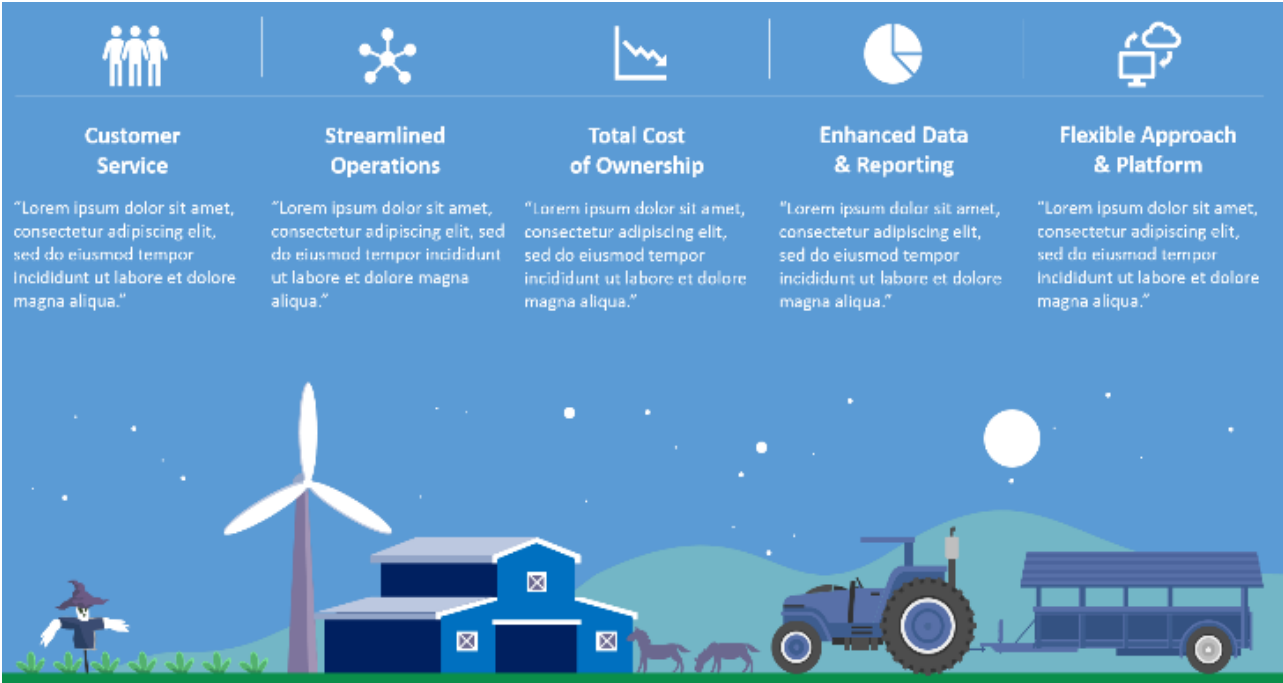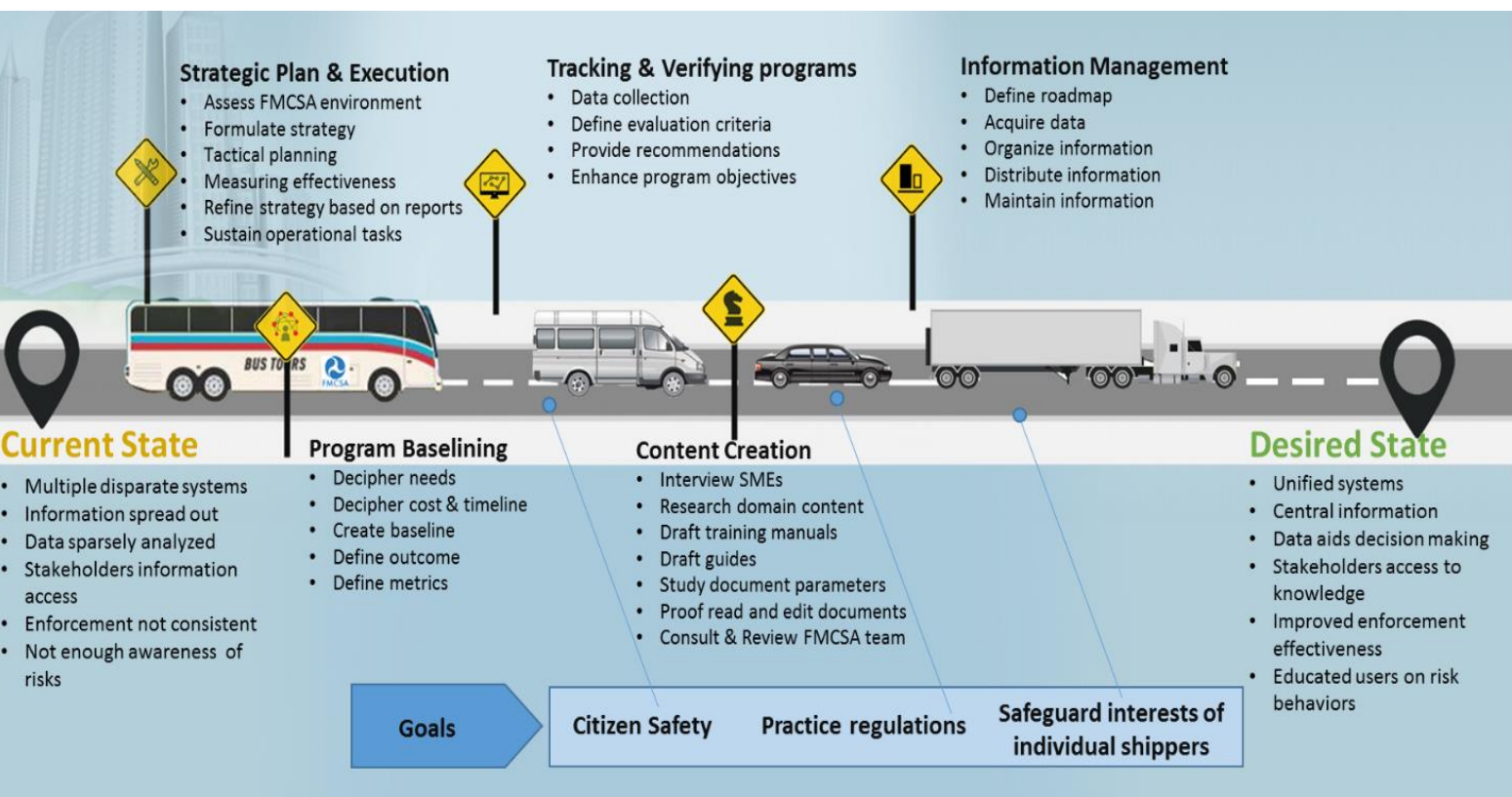| **Attractiveness***	Strategic Opportunity - Is this a strategic opportunity for us?	⊙
Influence*	Winning Probability - Can we win this opportunity?	⊙
Deliver*	Delivery Capabilities - Do we have technical competence and staff to deliver?	⊙

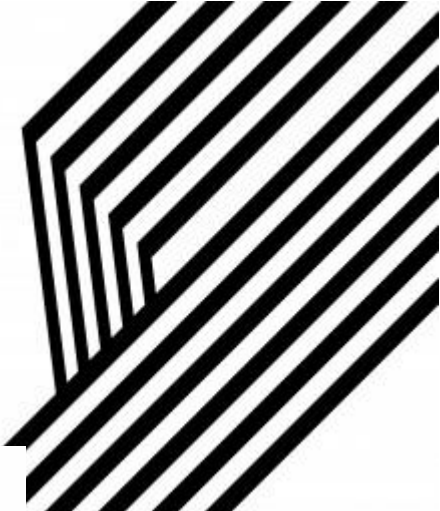| **Influence***	Winning Probability - Can we win this opportunity?			⊙

Questions	Weightage	Scale	Score	Remark
Do you have sufficient time to respond to the bid effectively? (7 days from today) 🗑	10% ⌄	30	3.0	💬
How do you score your relationship with the customer and key decision makers? 🗑	10% ⌄	60	6.0	💬
Do you have experience or past performance which is similar in size and scope? 🗑	10% ⌄	70	7.0	💬
How do you rate your ability to overcome competition on the opportunity Cloud Migration? 🗑	5% ⌄	0	0.0	💬
What has been the previous success rate with this client previously? 🗑	3% ⌄	0	0.0	💬

Result: Risky Proposition

Concept Graphics Sample

Strategic Plan & Execution
- Assess FMCSA environment
- Formulate strategy
- Tactical planning
- Measuring effectiveness
- Refine strategy based on reports
- Sustain operational tasks

Tracking & Verifying programs
- Data collection
- Define evaluation criteria
- Provide recommendations
- Enhance program objectives

Information Management
- Define roadmap
- Acquire data
- Organize information
- Distribute information
- Maintain information

Current State
- Multiple disparate systems
- Information spread out
- Data sparsely analyzed
- Stakeholders information access
- Enforcement not consistent
- Not enough awareness of risks

Program Baselining
- Decipher needs
- Decipher cost & timeline
- Create baseline
- Define outcome
- Define metrics

Content Creation
- Interview SMEs
- Research domain content
- Draft training manuals
- Draft guides
- Study document parameters
- Proof read and edit documents
- Consult & Review FMCSA team

Desired State
- Unified systems
- Central information
- Data aids decision making
- Stakeholders access to knowledge
- Improved enforcement effectiveness
- Educated users on risk behaviors

Goals → Citizen Safety · Practice regulations · Safeguard interests of individual shippers

Customer Service	Streamlined Operations	Total Cost of Ownership	Enhanced Data & Reporting	Flexible Approach & Platform
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."	"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."	"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."	"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."	"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

Why us – Graphic Sample

Heading
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incidunt ut labore

Heading
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Cloud Migration Approach

6. Optimize and Innovate
Optimize workloads, Cloud automation and continuous deployment, Predict cloud storage, Innovation by tools and processes

5. Manage and Govern
Cloud monitoring, Service level agreements, Help desk support and Real time reporting

4. Migrate and Organize
Build the cloud, Migrate appropriate workloads, Migrate resources, Migrate Applications Testing and Validation

3. Design and Build
Define cloud architecture, define cloud sizing strategies, define data flow requirements, populate cloud migration plan with architecture design

2. Strategize and Plan
Lay the foundation to host workloads to be built in the cloud, perform organizational alignment planning, skill readiness planning and adoption planning, define cloud adoption plan and develop cloud adoption strategy

1. Assess and Discover
Evaluation of technical and business needs, perform Cloud suitability assessment test, propose cloud deployment models, and cloud delivery models, propose preliminary road map for cloud adoption, establish business case to validate the financial model

Figure 3: Cloud Solution Approach

Tech Writing Sample

1.1.1.1. Our Understanding of Database Development requirements

Team ABC understands that access to reliable, secure, and sustainable data is crucial as "data" is the foundation of an organization operations allows Agency to make informed decisions. High quality IT infrastructures are built and sustained with access to information as the fundamental objective. Incorporating subject matter expert (SME) database administrators as well as information experts to refine how data is interrelated are key concepts to establishing and enhancing robust relational database management systems (RDBMS).

With our vast experience in variety of databases design and management with several federal agencies, Team ABC applies data quality and data modeling best practices such as data tier APIs, entity-relationship and other data models, unified modeling language designs, and user interface design mockups. Our approach addresses future data growth and focuses on enhancing the user experience, system performance, and maintainability. Adequate database planning and design is crucial to minimize costs as future end-user functionality is added.

We recognize that the traditional Relational Database Management System (RDBMS) has significant limitations for meeting the growing needs of organizations as more unstructured data and data drawn from multiple sources become more prevalent and important. With our successful experience at <<agency>> in managing number of databases, we have tailored our approach to incorporate data and data security requirements into the functional requirement gathering phase of the system development and lifecycle (SDLC) process as described in our solution approach section in the later part of this proposal.

1.1.1.3. Our Experience in Database Development

A look at our work – Team ABC successfully translated the <<<confidential>>>>>> business needs into the relational database data model. The entity relationship model was created to efficiently design the database. The data normalization rules were applied during the refining process. Our development staff also engaged in the database performance tuning and Microsoft Reporting Services (SSRS) establishment. – *Agency Name*

What client has to say

Heard about this Salesforce win just today. The RFQ was released on a Thursday evening and Viral working with our proposal team of Maha and Priyanka turned this around for submission on Tuesday. It is an awesome win in a new agency and focused on establishing their enterprise-wide COE. It is an awesome win , with the help of awesome team.

Another stellar performance from your team. Appreciate all the support you are providing to us.

Thank you everyone for your assistance in developing a top-notch response for SCP Modernization. It was truly a great team effort

Time and again, Raving feedback for Rishi. I agree, very well done, Rishi - I'd be lying if I said I wasn't consistently impressed/jealous with your artistic abilities!

The Impact

- Saved **leadership time** as we took full control on proposals

- Significant **cost savings** with our optimal pricing

- **Win rate** improved up to 60% with key clients

- Program managed multiple **sub-contractors** effectively

- Serving 4th 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.

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