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Why a Top 10 U.S. Aerospace Manufacturer Chose pWin.ai to Power its Proposal Strategy

Background

In 2025, the leadership team at one of the largest federal contractors in the country set a clear mandate: integrate generative AI into its core proposal and capture operations to establish operational efficiency, scale proposal capacity, and stay competitive in a rapidly changing contracting landscape.

The stakes were high. Competitors were already experimenting with AI in their proposal workflows, while the risk of 'shadow AI' use was rising as internal teams began feeling the pressure of legacy processes and increasingly aggressive bid timelines.

The Build vs. Buy Dilemma

Initially, the aerospace and defense company considered building an in-house AI solution. However, their engineering and proposal teams quickly realized the scope and magnitude of such an effort.

Internal Build Estimates:

- 9–12 months of timeline to build even a minimum viable product
- $2–$5 million in initial investment for model development and hosting infrastructure
- Dedicated teams for security compliance, integration, and maintenance

Critically, the internal approach lacked one key capability: deep domain expertise. The company needed a solution designed specifically to generate full, comprehensive, and compliant federal proposals.

Identifying the Right Solution

Recognizing that specialization was essential, the contractor defined clear selection criteria for their ideal solution:

- Enterprise-grade security, including CMMC-level compliance with built-in encryption and user access controls.
- Alignment with the Shipley methodology, which underpins their entire proposal process
- A measurable 25% reduction in proposal generation time
- A solution that drafted complete (often 100's of pages) proposal drafts, without the need for heavy manual prompting by team members
- Broad adoption across proposal teams during trial and testing phases
- A content store that made classifying and searching for relevant content easy, and that could be used to smartly infuse proposal information.
- Approval from the internal AI Board of Governance, ensuring compliance with responsible AI use and data governance standards.

For a deeper look at the evaluation criteria IT and Security leaders should consider when evaluating AI for federal proposal development, read our Buyer's Guide here.

RESULTS

90% Efficiency
Time to first draft cut by as much as 90%.

200 Hours Saved
Avg of 200 team hours saved per proposal.

Over 60 Users
60+ across 4 business units use pWin.ai

> "pWin.ai addressed our concerns and met our security requirements , and fundamentally changed how we approach proposals. It's not just faster; it's smarter, safer, and built for how we actually work. Our writers are Shipley trained, so a tool that utilizes Shipley best practices has been invaluable in our adoption journey."

Director,
Proposal Operations
U.S. Aerospace & Defense GovCon

Why pWin.ai

The turning point came when the contractor's proposal leadership team attended a Shipley-led webinar introducing pWin.ai. The team was immediately drawn to the platform's deep integration of Shipley best practices and its ability to generate complete first drafts, not fragmented answers.

For a team steeped in Shipley methodology, the alignment was immediate. pWin.ai didn't just promise automation; it promised structure, compliance, and completeness with the ability to deliver full, first-draft proposals, not fragmented responses stitched together by hand.

What followed was a highly personalized, white-glove experience from pWin.ai's team: one-on-one demos and sandbox trial environments to test functionality with access to the entire pWin.ai platform on their own data and with actual in-process RFPs. This hands-on experience allowed teams to validate the tool in real conditions, observe measurable time savings, and build confidence across internal users and stakeholders.

The Deciding Factors

Built with Shipley: Unlike general AI platforms, pWin.ai integrates Shipley best practices into every step, from the Content Plan and object-based authoring to its structured compliance checklist and section mapping features.

Whole Proposals, Not Snippets: pWin.ai generates complete, 40–60 page Shipley-quality proposals in a single go, cutting time to first draft and drastically improving review readiness.

No Prompt Engineering Required: Teams don't need to learn how to "talk to AI." pWin.ai automatically generates 40+ structured prompts per section behind the scenes, delivering consistent and high-quality outputs every time.

Secure, Enterprise-Ready Deployment: pWin.ai has completed its FedRAMP Moderate Equivalency assessment and meets CMMC Level 2 standards with strong data protection and access controls, helping it pass rigorous reviews by the contractor's AI Governance Board and Security teams.

Traceability and Transparency: Features like the Citation and Hallucination reports enable teams to verify and trace content to its source, enhancing accuracy in every proposal.

Responsible AI Principles: pWin.ai's approach to responsible AI, including its no authorship stance, content traceability, and strict data isolation, met the contractor's internal AI Board of Governance standards, clearing a major hurdle for enterprise-wide adoption.

Widespread Team Exposure: Trial access to the entire pWin.ai platform helped overcome internal adoption concerns by giving nearly all proposal teams direct, hands-on access to the tool in a real-world environment.

Meaningful Impact: During the evaluation period, participating teams saved on average 200 team hours per proposal, with some teams reducing time to first draft by as much as 90%.

Knowledge Repository: pWin.ai's Knowledge Repository allowed teams to upload, index, and reuse past content, capability statements, and performance data. This ensured that every generated draft drew from the contractor's own verified library of information, improving accuracy and drastically reducing content retrieval time.

Beyond the Product: What Else Made the Difference

What resonated most during the evaluation process wasn't just the technology; it was the partnership behind it. From the very beginning, pWin.ai operated as an ally focused on transparency, collaboration, and customer success.

Transparent sales process: pWin.ai's team led with clarity, not hype. There were no "black box" promises or unrealistic expectations. The contractor's proposal team saw exactly how the engine worked in a real-world setting, the areas where AI could empower humans, and where human judgment remained essential.

Collaboration In Innovation: Through pWin.ai's AI Champions Advisory Board, the contractor was given not just visibility into the product roadmap, but input into its development, alongside peers in the federal space.

Shipley Confidence: Because pWin.ai is built around Shipley methodology, the contractor's Shipley-trained teams experienced an almost frictionless transition. The tool's structure, tone, and outputs reflected their quality standards, creating trust and adoption across users from day one.

A New Standard for Proposal Generation

Today, over 60 users across 4 business units at this federal contractor use pWin.ai to cut proposal creation time from days to hours, reduce SME burden, and scale bid capacity, all without compromising compliance, quality, or control. The move to pWin.ai was more than a technology upgrade. It was a strategic shift to unite proposal, capture, and BD teams and processes under one platform to create efficiency and a competitive edge in a fast-moving federal marketplace.

pWin.ai empowers businesses of all sectors to win proposals faster and more easily. pWin.ai is built from the ground up on Shipley best practices to produce content that gives you a competitive edge.

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See pWin.ai in action

Contact us to learn more about pWin.ai or request a custom demo:

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