



Bid Team Leadership and Embedding of Business Winning Best Practice

A global security and information technology Prime, teamed with a US based Logistics Solutions provider, was competing to provide a Logistics Analysis Team into the UK Government. Following their Pre-Qualification Questionnaire submission, they were close to being removed from the competition, having come sixth out of six.

Following Contract Award, the customer stated that the proposal scored higher marks in all areas against the competition and demonstrated the best “efficiency, flexibility and use of best practice”

Harmonic provided the business winning capability necessary to lead the subsequent bid activities. Working closely with the Prime to develop a suitable commercial and programme management solution, and with the Logistics Solutions provider to develop a robust technical solution, the Harmonic business winning team:

- Developed the bid plan
- Developed the Winning Strategy, drawing out key discriminators and abilities
- Provided significant business winning mentoring of the Logistics Solutions technical team
- Mocked-up the entire proposal before beginning detailed work
- Provided business winning best practice to develop a compliant and compelling final proposal
- Governed the costing tasks, adding flexibility to the proposed solution with many simple but compelling options to enhance competitiveness
- Managed the final cost and proposal review and sign off processes
- Produced and delivered the bid
- Managed the responses to two rounds of customer clarification questions

The Result

With Harmonic’s leadership and application of best practice, the contract was won. Customer feedback stated that the proposal scored higher marks in all areas against the competition, and demonstrated:

- The best project delivery and portfolio management approach
- The greatest Value for Money
- The most experienced and qualified team
- The most efficient, flexible and compatible technical approach, with good use of best practice