

case study

In for the long haul: helping an overseas client successfully construct a highly complex service proposal for the UK Armed Forces.

constructing a complex service offering

the challenge

An overseas client wished to pursue a UK tri-service flying training opportunity but had no UK footprint, partner or experience of bidding for major defence programmes in the UK.

The challenge was compounded by the nature of the procurement; a complex Private Finance Initiative (PFI) deal involving multiple parties (banks, lawyers & advisors) negotiated under Competitive Dialogue conditions with submissions evaluated using the AWARD methodology.

the Harmonic impact

We developed, mobilised and operated a turnkey business winning centre close to the customer our clients customer in the UK. This facility provided our client with the necessary environment to collaborate and develop the optimum commercial and technical solution, with increasing customer intimacy, as the 5 year long competition progressed.

As the capture activity progressed, Harmonic supported the newly formed a special purpose vehicle to deliver the programme of activity. Specifically we developed a flexible service to provide the following on an 'on-demand) basis:

- solution subject matter experts to supplement the core business capture team
- specialist proposal teams as needed
- specialist support to post down-select activities

the outcome

Our client is now on contract for MFTS. As a result of our engagement, they now have the confidence to pursue the UK market and with our help are also starting to work towards capturing other UK opportunities.