

## case study

Partnering for success: delivering an enduring capture platform for rapid business growth.

# insourcing partner for business winning

## the challenge

A large American multi-national company was seeking to double its UK turnover from \$500m to \$1billion per annum by the end of the decade. They recognised that a key component in that ambition was the need to win more tenders and manage them more effectively. They recognised that a business capture facility similar to that currently used in the US was required. However they also understood that they had neither the capability nor capacity in the UK to tailor the facility to the UK market and to operate it efficiently.

## the Harmonic impact

Harmonic was selected as their business winning partner because of our 10 year track record of working with them successfully on a broad range of assignments. We are working jointly with the company to deliver and operate the facility to achieve the following business objectives:

- Establish a business winning function that was capable of delivering up to 6 large, concurrent, qualified bids to the required time and quality
- Increase the win rate to more than 30% in year one, 50% in year two and 75% in year three
- Achieve 100% success rate at pre-qualification questionnaire stage (PQQ)
- Cut cost per bid against the increasing win rate

*"Thank you for Harmonic's support in setting up the Business Winning Centre in the UK. It is a major milestone on the road to developing an in-country business capture capability and continuing development of our capability in the UK. The working relationship between ourselves and Harmonic has been excellent and I look forward to strengthening and deepening the relationship in future".*

*- VP Business Development*

## the outcome

The business winning centre is now fully tested, meeting all of the operational standards set. Now the business winning centre is in the process of scaling up to meet the six concurrent bids and 75% win rate targets by year three.