Smart Docs bid decision in ManCo case

Customer ManCo has already released a final RFP with invitations to potential vendors. So, we are at the “Bid Decision Validation” milestone.

Smart Docs should go for a bid.

Justification for this decision by means of Project Attractiveness Scorecard document:

* Strategic fit: rather poor, Smart Docs is more focusing on companies in EU market with sales offices in London. ManCo however is more global (office in Hong Kong!)
* Profit potential: god – very good!
* Aligned to current capabilities: fits very well to portfolio of Smart Docs
* Ability to deliver: very good, since it is Smart Docs core business
* Financial evaluation: ManCo as global operator promises high revenue growth for Smart Docs, and CAPEX demand is low
* Risk Evaluation: no risk in solution, but existing CRM from RFP Hero’s owner could be a problem. I rate it good at the end since Smart Docs solution is compatible with most of leading CRM modules.

In total: We want to win!!

* Smart Docs has demonstrable capability for similar services.
* Competitve Assessment: rather positive due to best fitting solution of Smart Docs  
  Customer is considering other alternatives. However, “Proposal Chimp” offers a olution with an integrated CRM module. ManCo has already implemented a CRM module by other vendor and needs investment protection. Their strength is their global presence , especially in Asia where ManCo has opened a new office in Hong Kong.   
  Other competitor “RFP Hero”s solution is not much convincing it has a good search and retrieval function but seems to lack an assembly function. They are rather focusing in governmental solutions. Their bigesst advantage is being part of ManCo’s CRM supplier.
* Clear Value is given
* Prospect budget is weak due to recent CRM investment. New investment needs good justification at management level.
* Customer facing team: No clear statements are given, but Smart Doc account manager was in contact with ManCo sales director.
* Delivery Team & Services: again, no clear statements but we can assume adequate resources are committed.
* Customer Relationship: rather neutral from my perspective – the account manager came to know about competitors’ contacts only by seeing the prospects in sales director’s office. In a closer relationship he/she should have known this earlier.
* Knowledge of customer’s Issues and Hot Buttons: good
* Customer Satisfaction: I rated this “satisfied” due to lack of further information justifying a “delighted” ranking.

In total: We can win!