HEXAWARE

Propel

What is Propel - Proposal Authoring Tool?

Imagine you're part of a team that needs to respond to customer requests with detailed documents called proposals. These proposals explain who your company is, what your strengths are, what the customer's problem is, and how your company plans to solve it. Creating these documents takes a lot of time, especially when you have to start from scratch every time.

The Proposal Authoring Tool is like your intelligent assistant that helps you write these proposals faster and better.

💡 How Does It Help?

1. Reuse What You Already Have
   Instead of starting fresh, you can bring in useful content from:
   - Past proposals you've written (in PDF or Word format)
   - Your company's website or blog
2. Pick and Choose the Good Stuff
   The tool lets you highlight and mark only the parts you want — like a copy-paste, but smarter.
3. Keep Everything in One Place
   It gathers all your selected content into a “Workspace” — a digital folder for your current proposal.
4. Get Help Writing
   With just a short instruction or question, the tool uses AI to draft sections of your proposal — such as company introduction, capabilities, or your proposed solution.
5. Export and Go
   Once your proposal is ready, you can export it as a professional Word document — ready to send to your customer.

🤖 Why Is It Smart?

- It saves time by reusing and summarizing past work.
- It helps maintain consistency and quality across all proposals.
- It ensures that the latest, most relevant content is used — automatically traced back to its original source.

🎯 Who Is It For?

This tool is built for sales teams, pre-sales consultants, solution architects, or anyone involved in preparing proposals. Even if you're not a great writer, the tool gives you a great starting point — so you can focus on fine-tuning the message, not formatting the document.

Features

1. Content Ingestion

- Sources:
  - Upload DOCX/PDF proposals.
  - Fetch web content from URLs (company site, blogs, case studies).
- Parsing:
  - Support for intelligent chunking by section headings or semantic breaks.
  - Manual marking: UI allows selection and tagging of useful sections.

2. Content Curation

- Workspace View:
  - All extracted content resides here.
  - Users can tag content (e.g., Capability: Cloud, Industry: Retail).
  - Maintain source metadata (e.g., file name, URL, section title, date).
- Tagging Engine:
  - Allow freeform and pre-configured tags.
  - Enable filters (e.g., show only GenAI-related extracts).

3. Prompt & Content Generation

- Prompt Window:
  - One per section (About Company, Capabilities, etc.).
  - MVP: Freeform prompting.
  - Future: Predefined prompt templates (e.g., “Summarize solution fit using this input”).
- Workspace Integration:
  - Prompts can pull content from tagged extracts or full workspace.
- LLM Integration:
  - Use Azure OpenAI / Bedrock, with future support for grounding (RAG-like behavior).

4. Versioning & Traceability

- Versioning:
  - Each export is saved with timestamp/version suffix.
  - Ability to list and restore older versions.
- Attribution:
  - Store source links for each reused/generated section.
  - Option to embed attribution in exported DOCX (e.g., footnotes or appendix).

5. Export

- Format:
  - DOCX file with structured sections (predefined or user-defined).
  - MVP: Use a base template with company logo, headers, footers.
  - Future: Client-specific templates.

6. User and Workspace Management

- Users: Single-role support in MVP (e.g., “Author”).

- Workspace: Tied to a specific proposal. All curated content, LLM-generated text, and metadata are scoped within this.
- Collaboration (Planned): Future versions may support multi-role, collaborative editing.

Frontend (React-based Web App)

- Upload Center: Upload docs, enter URLs.
- Content Extractor UI: Render parsed content, allow section marking & tagging.
- Workspace Dashboard: Tag, filter, view extracts.
- Prompt Section Editor: Interact with LLM per section.
- Export Center: Show generated proposal, version history, export options.

Backend (Python / FastAPI / Flask)

1. File Parser:
    - PDF & DOCX extractors (e.g., pdfminer, docx, or unstructured).
    - TOC and semantic chunking logic.
2. Web Scraper:
    - Readability-based HTML cleaner (e.g., newspaper3k, BeautifulSoup).
3. Content Store:
    - SQLite or lightweight DB for MVP.
    - Store workspaces, extracts, tags, source info.
4. Prompt Handler:
    - Interface with LLM (e.g., Azure OpenAI, Anthropic via Bedrock).
5. Exporter:
    - Compose sections → generate formatted DOCX using python-docx.

1. Proposal Workspace Setup

Field / Control	Type	Description
Proposal Name	Text Input	Name or title of the proposal.
Client / Opportunity Name	Text Input	Who is the proposal being prepared for?
Industry / Domain	Dropdown / Multi-select	E.g., BFSI, Healthcare, Manufacturing.
Capabilities in Scope	Multi-select	E.g., GenAI, Cloud, Data Engineering.
Tags / Keywords	Tag input	Used for filtering or categorization.
Assigned Users *(future)*	User select	For collaboration – not needed in MVP.
Create Workspace	Button	Initializes the proposal workspace.

2. Content Ingestion

A. Upload Past Proposals

Field / Control	Type	Description
Upload Files	File Upload (PDF, DOCX)	Upload previous proposals.
File Name / Display Name	Auto or editable text	Friendly label for each uploaded file.

B. Add Web Content

Field / Control	Type	Description
URL	Text Input	Paste company website or blog URL.
Fetch Content	Button	Triggers web content extraction and preview.

3. Content Preview and Extraction

Field / Control	Type	Description
Document Viewer	Scrollable pane	Shows parsed content by section or page.
Mark Content*	Highlight + Tag	Select content block(s) to include.
Section Name (Optional)	Text input	Label the content you’re marking.
Apply Tags	Tag input	E.g., Legacy Modernization, Data, GenAI, Cloud, etc.
Add to Workspace	Button	Saves marked content to the proposal workspace.