



Privia® by SpringCM® Customer Success

SCIENTIFIC RESEARCH CORPORATION

SRC LOWERS COSTS AND MAKES COLLABORATION EASY WITH PRIVIA

With operations spanning six continents, Scientific Research Corporation (SRC) brings new meaning to the expression “globally distributed organization.” As it pursues opportunities in commercial and defense markets around the world, the engineering services provider has to bring widely dispersed contributors together into a unified proposal development environment—something that hasn’t always been easy. “We’ve been successful throughout our 20-year history, but not without a lot of stress and anxiety among our proposal staff and leadership,” says SRC Proposal Coordinator Sarah McLain.

In the past, ineffective proposal development processes resulted in confusing, ad hoc practices which made it difficult to produce effective, fully compliant proposals. Inconsistent file structures and the lack of a central repository for intellectual property made essential information difficult to find. Shared servers and hard drives were inaccessible by remote personnel, and lacked the security to prevent unauthorized users from accessing or changing documents. From inconsistent file structures and lack of a central repository to inaccessible shared technology and inadequate security, SRC found it difficult to coordinate contributors, while in-person proposal reviews increased travel and marketing costs.

“Before, we were spending huge amounts of money on travel to get people together in a single room. With Privia, we’ve moved that kind of work online, saving money on virtually every proposal we create.”

SARAH MCLAIN
Proposal Coordinator, SRC



SUPPORTING SEAMLESS COLLABORATION AROUND THE WORLD

After evaluating its options for improving the efficiency and effectiveness of its proposal development processes, SRC chose to implement Privia, the complete business capture and proposal management solution from SpringCM. Says McLain, “We found that Privia offers the best, most secure collaborative environment, making it possible for people from Djibouti or Ireland to participate seamlessly in document creation and review. Equally important, the solution didn’t lock us into a single industry category. Because we operate in commercial as well as government markets, it’s essential for us to have a solution that supports both equally well, and that’s what Privia does.”

Rather than developing proposals on shared hard drives as before, SRC now creates an online collaborative workspace for each opportunity, where RFPs, background materials, and work-in-progress are managed consistently. Subject matter experts and reviewers can log in at any time, from any location; instant notifications alert participants when a document is ready for their input, and presence detection and chat features speed communication and coordination. “I can set someone up to make comments on a document, but not edit it directly,” explains McLain. “That way, I can leverage their expertise while retaining control over the specific language used in the proposal.”

Team members company-wide can instantly access complete corporate marketing materials, industry intelligence, and corporate experience narratives, as well as employee resumes which can be searched to quickly identify the appropriate personnel for each opportunity. SRC takes advantage of Privia’s flexibility to allow separate divisions to each follow different practices for business development and opportunity tracking.

BOOSTING EFFICIENCY, REDUCING COST, AND IMPROVING QUALITY OF LIFE

Privia quickly earned its keep at SRC. To date, the solution has already helped teams ranging from 5 – 50 members develop more than 10 major proposals with a value totaling more than one billion dollars. By allowing access and participation from any location at any time, the solution has streamlined processes and eliminated scheduling bottlenecks. In addition to streamlining the proposal development process, Privia has helped SRC reduce costs. “Before, we were spending huge amounts of money on travel to get people together in a single room,” says McLain. “For one proposal, we spent \$5,000 to send four people to a color review in Charleston, South Carolina. With Privia, we’ve moved that kind of work online, saving money on virtually every proposal we create.”

Although SRC’s Privia implementation was intended primarily to improve the effectiveness of its proposal development process, the solution has also had a significant impact on the quality of life of the company’s employees. Says McLain, “People really appreciate not having to come in over the weekend or deal with unnecessary frustration. They’re a lot happier and more productive, and that’s been a great benefit for our business.”

BENEFITS

- Enabled 10+ proposals worth more than \$1 billion
- Reduced travel costs through virtual collaboration
- Allowed subcontractors to contribute in real-time with more granular security

PROJECT HIGHLIGHTS

- Cross-divisional document repository centralizing corporate experience write-ups, graphics, and marketing materials
 - Collaborative online workspaces enable for secure participation from anywhere
 - Role-based security for greater control
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ABOUT SPRINGCM

SpringCM is the recognized market leader in enterprise-class cloud platforms for managing content and business processes. SpringCM’s affordable, rapidly deployable solutions enable organizations of all kinds to address their most critical Enterprise Content Management (ECM) and Business Process Management (BPM) challenges. SpringCM’s solutions are trusted by customers such as the Department of Energy, Comcast, and Siemens. SpringCM partners include salesforce.com, Microsoft, and Ricoh.com.

For more information, please email: sales@springcm.com or call 877.362.7273.

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