



## SRC enjoys significant cost savings by enabling efficient global collaboration 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. It was often difficult to locate and notify subject matter experts in a timely manner when their contributions were needed, and to coordinate team member participation across locations and business areas. In-person proposal reviews led to high travel costs that stretched marketing and bid and proposal budgets.

### 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 consis-

### Benefits

- Privia has helped SRC support more than 10 major proposals with a combined value of more than \$1 billion, involving teams from 5 – 50 members each
- Version control, interactive review, and instant notifications speed document creation and reduce errors
- Virtual collaboration has significantly reduced travel expenses
- Granular security and permissions let SRC bring additional contributors and subcontractors into the process without sacrificing control

### Implementation Highlights

- A cross-divisional document repository centralizes corporate experience write-ups, graphics, and marketing materials for use in opportunity and proposal development company-wide
- Collaborative online workspaces enable team members and subject matter experts to participate securely and efficiently at any time, from any location
- Different SRC divisions each use Privia differently to support their own unique needs and processes
- Role-based security helps control access to information

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tently. 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. Granular security and permissions help capture and proposal managers make the best use of each contributor, including subcontractors. “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.”

A cross-divisional library brings together business development documents and data for use in opportunity and proposal development. 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. Centralized information helps participants make better use of their time, with no need to search for hard-to-find documents. The ability to set Privia user permissions on individual opportunities and documents helps define responsibility and accountability more clearly while version control enables coherency and eliminates confusion.

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

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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.”



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