

PLAYBOOK

Increase revenue and accelerate growth

Ask with purpose. Respond
with confidence.



PLAY TO WIN

RFPIO



**The #1 ranked RFP software
on G2 for over three years**

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Increase revenue and accelerate growth

Respond to every winnable RFP and empower your sales team to do what they do best – sell. With a single click, you can leverage AI to automate up to 80% of the response process, enabling your team to respond to 40% more RFPs with higher-quality proposals customized to increase your win probability.

RFPIO never sits still. As our customers' needs change, so does our platform. Perhaps that's why we're one of the fastest growing companies in the U.S.!

At RFPIO, our customers are our biggest advocates. Take a moment to read how these three very different companies saved time, money, and scored unprecedented win rates after moving to RFPIO.

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How Microsoft saved an estimated \$2.4 million with RFP software

Approaching its 50-year anniversary, Microsoft is still one of the largest and most respected tech enterprises in the world. In an industry that requires constant innovation and change just to keep up—let alone prosper for nearly five decades—that is an incredible feat!

Microsoft undoubtedly owes its success to its growth mindset, which includes continually improving their processes, tools, and workflows. That mindset is evident in their incredible array of hardware and software products, but it takes equally nimble response management processes to ensure future growth.

Microsoft's main goal was like most of our customers, they wanted to free their salesforce to spend more time in front of customers instead of behind computers. Not surprisingly, the multinational company requires global cross-team collaboration in multiple languages and content types. Additionally, their response platform needed to smoothly and intelligently integrate with Microsoft's robust and dynamic tech stack.

I appreciate that RFPIO approaches our relationship as a partnership, listening to and implementing our suggestions.

—LISA PUCKRIN, Shipley-Certified Proposal Manager at Microsoft

In 2019, Microsoft teamed with RFPIO to create a platform that is tailored to their specific needs. Today, Microsoft has 7,000 RFPIO users, they've used more than 34,000 ready-to-go RFX responses, and they've saved a phenomenal \$2.4 million—all in just a year and a half!

And we're just getting started.

\$2.4
MILLION ESTIMATED SAVINGS

7,000
TOTAL USERS

34,000
TOTAL USED RESPONSES



Industry

Computer Software

Company Size

10,000+ employees

Location

Redmond, WA

IBA increased win rate by 15% by improving response and bid quality

Finding the cure for cancer is a heavy and noble lift. IBA, a medical device manufacturer based in Belgium, is up to the challenge.

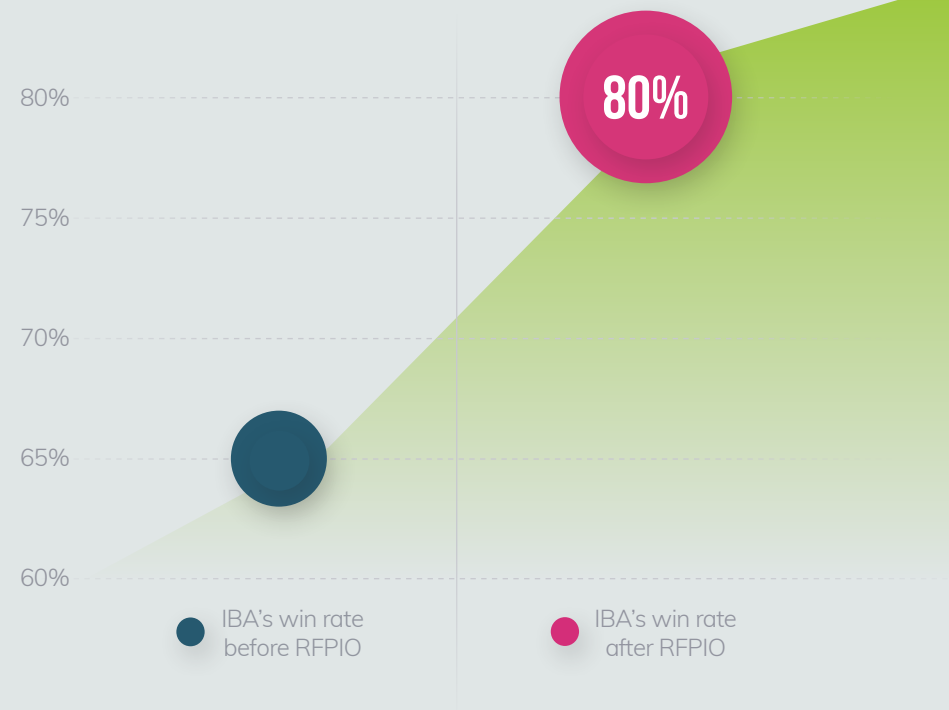
IBA is helping revolutionize cancer treatment with proton therapy. Proton therapy is a type of radiation that has significantly fewer side effects and better outcomes than traditional radiation therapy. About one-fifth of patients undergoing radiation therapy could benefit from proton therapy.

Medical RFPs and tenders are especially sensitive and complex. IBA's typical RFP or tender contains hundreds or even thousands of pages of dense legal and medical terminology and requirements. They also require multiple subject matter experts to ensure accuracy and mitigate risk.

IBA had several challenges, including scattered, siloed information, repetitive bidding tasks, too many manual processes, and responses that weren't accurately representing the company. The work was so repetitive and menial that their highly-skilled "specialists" felt like assistants.

I cannot really measure the increase in quality in terms of answers, but I can certainly measure the increase of quality in my team.

—GRÉGORY SAIVE, Global Director of Sales Support and Tender Management at IBA



With RFPIO, IBA now has a remarkable 80% win rate – a 15% increase – by maximizing the team's efficiency, freeing the team to craft higher quality responses, improving content management, and enabling better training.

RFPIO's Answer Library and Auto Respond streamlined the response process and provided the time needed to customize answers. Because the Answer Library consolidated IBA's content, they were able to significantly improve search time.

Now IBA "specialists" are living up to their titles.



Industry

Healthcare

Company Size

1,001-5,000 employees

Location

Louvain-la-Neuve, Belgium

How Crownpeak realized a 6x return on investment with RFP software

Digital organizations face a constant balancing act between providing a satisfactory customer experience and remaining compliant in the ever-changing regulatory landscape. Crownpeak enables businesses to straddle that fine line with the world's leading digital experience platform.

As you might imagine, Crownpeak's regulatory, privacy, and accessibility standards are complex and constantly changing – as are their customers'. Because each customer has complicated implementation and compliance issues, most purchasing motions begin with RFPs.

Response content was scattered throughout the company. Salespeople had to search old RFPs, various hard drives, and email threads. Much of the company's intelligence lived inside senior team members' heads. Obviously, their process was time-consuming and overwhelming.

Crownpeak needed a platform that automated the process, stored all of their content in one place, and simplified collaboration across the company's global teams. After a thorough exploration of the RFP management landscape, it became clear that RFPIO was their solution.

Auto Respond is absolutely brilliant. We just click on it and RFPIO answers 80% of an RFP in a few seconds.

—PAUL TAYLOR, Vice President of Solutions Engineering at Crownpeak

Today, Crownpeak's response content is stored in the AI-powered RFPIO Answer Library. With just a push of a button, the Auto Respond feature instantly fills in 80% of the RFP, and as company knowledge is added, that number continues to grow.

The results were incredible! After just months, Crownpeak realized a 1,000% increase in efficiency and a 6x ROI.

MORE TIME TO CLOSE DEALS

1000% INCREASE IN EFFICIENCY

6X RETURN ON INVESTMENT

crownpeak

Industry

Computer Software

Company Size

51-200 employees

Location

Denver, CO

Gear up for more wins with RFPIO!

RFPIO seamlessly integrates with the most popular business applications, including Salesforce, Slack, Microsoft Office Suites, Google Drive, Hubspot, and more. Our Answer Library is your company's historian and subject matter expert—and it fills out up to 80% of your RFP with the touch of a button.

The Answer Library isn't just for your proposal management team. Employees from sales, marketing, customer success, public relations, communications, and more all benefit from having a centralized repository of approved company knowledge.

RFPIO® LookUp allows users to access and search the Answer Library from anywhere, and from internal and external applications, including Microsoft Office, Slack, Teams, most CRMs and browsers, etc.

Imagine, no more tracking down colleagues and subject matter experts to answer customers' questions. The answers will be right there for you, even when the experts are on vacation.

If you're like us, security is at the top of your mind. That's why RFPIO® LookUp supports Single Sign-On (SSO) and Two-Factor Authentication. All of the data in the Answer Library is locked behind a virtual vault and only authorized users have the key.

And while we're on the subject of security, RFPIO leverages AI to make easy work of bulky security questionnaires.



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Brought to you by  RFPIO

RFPIO creates technology solutions that drive sales productivity and increase win rates. Recognized by G2 as the “Best RFP Software,” RFPIO infuses artificial intelligence into sales response processes. From creating proposals to activating company knowledge, and from near-real-time access of a curated content library to the collaboration and project management tools that tie it all together, RFPIO strives to enable happy frontline response teams.

To learn more about RFPIO, visit rfpio.com, or schedule a demo at rfpio.com/schedule-a-demo/.



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