

## Bid Management & Business Winning

A pedigree of delivering winning bids that stand out from your competitors



**In a highly competitive market, making your bid stand out from your competitors is key for all companies, regardless of size or stature. A first class product or service alone may not be enough to win tenders with government agencies or large prime contractors. When coupled with Persides' experience and bid winning capability you will have the tools you need for success.**

### Capability

Persides has a proven track record of winning and delivering defence and aerospace programmes on behalf of a range of suppliers from small businesses to large multi-national prime contractors. Our expertise in business capture, bid management and programme delivery will ensure that you set out with a winning strategy that ensures a high probability of winning tenders and subsequently delivering profitable programmes to cost, time and performance.

Persides uses industry proven techniques that have been honed over years of experience to ensure that your bid is delivered on time to the highest possible standards. We understand the importance of first impressions and our staged bid review process will ensure that your bid looks professional, is accurate, and has the substance required to win you the contract.

Whatever stage of the Acquisition lifecycle, Persides has vast experience across all domains of programme delivery. We will assist you in making your bid strong in every area, and ensure that your buyer has high confidence in your ability to meet and even exceed their expectations.

### Programme and Risk Management

Persides uses its experience of delivering complex programmes to ensure that your bid is based on a fully risk integrated and resourced schedule supported by Programme Management plans and supporting documents. We will ensure your customer understands how you will manage your programmes in a way that is measurable and visible.

### Subcontract Management

Persides believes that all parties required to deliver major components of a solution must be fully included in the bid process and therefore create a team approach to any proposal.

### Systems Engineering

We will implement during the bid stage a strong engineering foundation for delivery by helping you to construct a testable solution against your customers requirements.

### Supportability

Our method of bidding and delivering supportability programmes and support solutions is focussed on delivering best effect for the minimum through life cost. We have an enviable track record.

### Safety & Environmental

Persides understand the critical importance of ensuring safety is integral to the key decision gates of any programme and will design a plan to give assurance to the appropriate authorities.

### Training

The Persides approach Training Analysis from a capability view to ensure that the wider training need is considered when recommending options and delivering solutions.

### Human Factors

Our Human Factors engineers integrate with all other engineering disciplines to ensure that the performance of the person is weighed equally with the performance of the product.



Persides has a team of high calibre consultants with a wealth of experience who will deliver a fully integrated proposal across all key areas that will ensure your bid is consistent, coherent and delivers the correct message to potential customers. Persides services can be tailored to suit your needs from a complete, cross functional bid team, to providing specialist assistance to key areas thus allowing you to focus on your product.

## Our Experience

Persides has a proven track record in delivering winning bids for a range of clients. Persides can help your programme from identifying opportunities through Expressions of Interest to completing PQQs to delivering a fully integrated and priced proposals in response to ITTs. Examples of Persides previous bid management experience are listed below:

### AIRCREW PROTECTIVE EQUIPMENT AND DETECTION (APED)

Persides have worked closely with an equipment supplier from an early stage on the APED programme. Persides assisted the company to establish a network of class leading suppliers and managed a successful PQQ response to leave our team well placed amongst four remaining tenders. Persides are working closely with our client in the preparation of an ITT response for this innovative and strategically important opportunity.

### ASTOR

As part of an ongoing and established relationship with Raytheon Systems Limited, Persides have assisted the prime contractor in identifying, bidding and winning many additional opportunities in this major UK defence capability programme including Urgent Operational Requirements, additional support options and significant aircraft modification programmes.

### SMALL-TO-MEDIUM SIZE ENTERPRISES

Persides is proud of the support provided to small-to-medium sized enterprises, where there is often a lack of dedicated resource to respond to complicated proposals with a tight timescale to respond. In addition, where companies are proposing products or services with little track record or experience in contracting with the UK MoD, Persides can bring our considerable bid management experience to bear in developing win-themes and strategies which correspond with the end-user's thought processes and expectations.

## Why Persides?

Persides is an established force in the Defence, Security and Aerospace markets offering proven, high calibre bid and programme management services that are complimented by an established range of capabilities. Persides is an independent and proactive company that is committed to understanding our customer needs and delivering customer satisfaction.

## Persides

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## How our expertise can help you

### Increased Chance of Winning

A dedicated and focussed bid team will produce a quality and professional bid that will stand out from your competitors. Your success is also ours.

### Reduced Risk

On a case-by-case basis, Persides can offer discounted or 'no cost' bid services as part of a longer term teaming arrangement thus reducing your financial exposure during the bid phase.

### Through Life Service

Persides prefer to take a long term programme view and can provide support beyond the bid phase throughout your programme. We will endeavour to seek out opportunities for your business beyond the obvious.

### Efficient Mobilisation

Having provided a fully resourced and costed bid, Persides can help you with all aspects of mobilisation from business processes and tools, to recruitment and infrastructure. This will ensure that you are fully set up to deliver a high performing programme on time and within budget.

### Better Programme Performance

Having a realistic and comprehensive bid produced by consultants with deep industry knowledge ensures that having won the work you will be able to deliver on your promises and will run a successful programme for you and your customer.

