

# How the Fastest Growing Big 4 Professional Services Firm Optimised Competitive Tendering with AutogenAI

## The Challenge

The fastest growing Big 4 firm, known for its expertise in complex, high-value tenders, recognised the need to improve its competitive tendering capabilities.

Despite having an extensive corporate knowledge repository, their existing in-house AI-based knowledge management solution and private ChatGPT tool was falling short of meeting the demands of their end-to-end bid process.

### Key limitations of the existing solution included

- **Lack of Purpose-Built Design for Bid Process:** Their in-house system was not specifically designed for bid writing, making it cumbersome to extract and apply relevant information efficiently.
- **Integration and Collaboration Issues:** The existing solution could not seamlessly support the collaborative efforts required for bid preparation, leading to inefficiencies and misaligned content.
- **Time-Intensive Drafting and Content Conversion:** Excessive manual effort was required to transform mined data into high-quality, persuasive proposals, delaying responses and increasing resource strain.
- **Escalating Maintenance Costs:** Updating and refining their legacy system to meet growing bid demands was costly and unsustainable.



## Why They Chose AutogenAI

After evaluating multiple solutions, including other bid-specific platforms, the firm selected AutogenAI because it was developed with a deeper understanding of both the proposal process and the writing craft.

Built by bid writers for bid writers, with over 100,000 hours of development by leading AI experts, AutogenAI surpassed other solutions by offering an AI-powered system that not only generates original, accurate content but also refines it over time based on real-world bid success. Unlike platforms that rely on static content libraries or generic text generation, AutogenAI provided a dynamic, continuously-learning solution tailored to the complexities of high-value bidding.

### A Purpose-Built System for Bidding

AutogenAI was designed specifically for bid writing, ensuring that responses were structured, compliant, and aligned with buyer expectations.

### Market Research and Competitor Insights

The firm gained access to live internet data, allowing them to conduct competitive analysis and refine positioning.

### Seamless Integration and Collaboration

The platform enabled teams to work in real-time, integrating contributions from stakeholders across different regions.

### Enhanced Efficiency in Drafting

The AI-powered system provided high-quality first drafts that required minimal rework, enabling bid teams to focus on strategy and fine-tuning responses.

"AutogenAI is consistently used in our proposals, mainly for its Research and Expand functions, offering reliable data for bid positioning."  
- Bid Manager

"The ability to collaborate across teams in real time has transformed our efficiency and reduced last-minute fire drills." - Bid Director

"AutogenAI played a pivotal role in shaping my submissions for a recent intricate security service proposal. The extraction tool alone has been a game-changer in terms of time savings." - Senior Bid Writer

## The Results

### Faster Drafting & Reduced Effort

AutogenAI slashed bid drafting time by 85%, allowing teams to shift focus from structuring to strategic messaging.

"The early indications of how AutogenAI is influencing our team's productivity and performance are becoming increasingly clear. Most noticeably, there has been a significant decrease in the time needed to produce a draft of acceptable quality and thoroughness."

- Senior Global Bid Manager

### Better Bid Qualification & Targeting

With automated bid analysis, the firm improved its 'go/no-go' decision-making, focusing resources on the most strategic opportunities.

### More Effective Review & Editing Processes

Senior stakeholders spent significantly less time reworking content, freeing them for strategic input.

"AutogenAI takes on the brunt of the work when it comes to handling questions, steering me towards the appropriate path and affording me additional time for fine-tuning the answers." - Bid Writer

### Higher Win Rates & Consistent Quality

AI-generated drafts aligned with buyer requirements and messaging priorities, leading to a measurable improvement in bid outcomes.

### Reduced Maintenance Costs

By replacing their outdated system with AutogenAI, the firm cut maintenance costs while achieving better performance and scalability.

## Conclusion

By implementing AutogenAI, this firm streamlined its bid writing process, improved collaboration, and enhanced the quality of its proposals. The time savings and increased efficiency enabled bid teams to focus on strategic decision-making, ultimately improving success rates and reducing operational costs. AutogenAI significantly reduces manual effort, improving bid quality, and ensuring a data-driven, competitive edge. With AutogenAI, bid teams don't just work faster; they work smarter — producing stronger proposals that win more business, more efficiently.