

# Writing a Winning Bid for a UK Government Framework

## Client

The Client is a UK Internet Services Provider (ISP) with a turnover of c.£30 m. The Client worked predominantly in the UK commercial sector and wished to win a government framework for the provision of ISP services.

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## Business Challenge

The Client had an excellent track record in service provision to the UK commercial sector, but had little experience in the government market. In addition, its sales team did not have the in-house experience to manage a large government framework tender process. To add to the challenge, the Client's UK Managing Director was away on extended leave when the tender documents had to be written and submitted.

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## I.V. Solutions' Contribution

I.V. Solutions was engaged by the Client to run the bid submission, in particular to:

- Act as the Bid Manager in the absence of the Client's Managing Director;
  - Develop a bid plan for the fulfilment and submission of the Client's response to the tender;
  - Facilitate the development of bid collateral by the Client's multi-disciplinary teams (finance, sales, technology, programmes and operations);
  - Write sections of the tender submission on behalf of the Client;
  - Ensure compliance with all aspects of the tender requirements.
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## Business Benefit

The Client won the government framework for Internet Services provision. This led to a rapid growth in business won in the UK public sector. Turnover and profit increased significantly.

I.V. Solutions Ltd supported the Client further by mentoring the sales, account management and operational teams to ensure that Service Level Agreements were met, client satisfaction was consistently achieved and future bid processes could be managed in-house.

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If you would like to know more about our services, contact us at: [enquiries@ivsolutions.co.uk](mailto:enquiries@ivsolutions.co.uk) ; [www.ivsolutions.co.uk](http://www.ivsolutions.co.uk) ; +44 (0)1794 301593.

