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STRATEGY GROUP LLC

CLIENT SUCCESS STORY



How Adacel strengthened proposal quality and continuity during a surge in demand

How BidProse helped Adacel provide immediate proposal support, maintain response quality, and reinforce delivery continuity during a critical surge period.



Client:

Adacel



Industry:

**Air Traffic Control
Simulation & Training**



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01 | THE CHALLENGE



Adacel faced a capability and capacity gap in its proposal function.

Proposal demand surged at the same time key staff absences placed strain on an already stretched team. Adacel needed immediate, practical support to maintain response quality while ensuring continuity of delivery.



Surge in proposal demand



Key staff absences



Strain on an already stretched team



Need to maintain quality and delivery continuity

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Adacel needed immediate, practical support to maintain response quality while ensuring continuity of delivery.

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02 | THE BIDPROSE APPROACH ★

BidProse operated as an embedded extension of Adacel's proposal team.

BidProse integrated quickly into Adacel's organisation, aligned with existing processes, and provided hands-on support during the surge period. By applying structured proposal discipline, BidProse reinforced best practice and helped the team stay focused on delivering compliant, high-quality responses.



Integrated quickly into the organisation



Aligned with existing processes and ways of working



Provided hands-on support during the surge period



Applied structured proposal discipline



Operated as a natural extension of the proposal function

Continuity. Best practice. High-quality responses. ★



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03 | THE RESULT

Adacel delivered stronger proposal responses in a challenging environment.

BidProse support improved the quality of proposal responses despite the surge period and staffing strain. Submissions showed greater consistency, clarity, and professionalism, helping Adacel maintain a strong position in competitive procurements.



**Greater
consistency**



**Clearer
responses**



**More
professional
submissions**



**Stronger
competitive
position**

“ Better structure. Stronger quality. Greater confidence. ”



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04 | LONGER-TERM IMPACT ★

The engagement set a benchmark for future proposal efforts.

The support model established standards and ways of working that continue to influence proposal delivery today. The engagement created a reference model for quality and execution across future proposal efforts within the organisation.



Standards that still influence delivery



Benchmark for proposal quality



Reference model for execution



Ongoing influence across future efforts

Why Adacel recommends BidProse ★

- ★ Highly professional approach
- ★ Embedded seamlessly into the team
- ★ Added immediate value without disruption

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BidProse provided immediate, professional support at a critical time and integrated seamlessly into our team. BidProse's contribution significantly improved the quality of our response and set a standard for future proposals.

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★
Michael Saunders

Vice President, Strategy, Simulation & Technical Services