

## Capture Management for Service Providers: Improving Capture Management through Effective Collaboration

Kinetic Response is an enterprise collaboration solution designed to streamline information sharing in time-sensitive situations in order to solve problems or complete complex tasks. Sometimes referred to as a “Virtual War Room,” it features real-time chat, simple task assignment and management, and categorization of relevant data points related to the issue at hand.

This document outlines how Kinetic Response can help systems integrators, managed service providers, and outsourcers working to win bids that require teaming to significantly increase the probability of winning such opportunities by streamlining capture team collaboration.

### The Capture Challenge

Capturing new business opportunities is the lifeblood of service providers. The sales lifecycle of complex, multiyear contracts often approach the time frame of the incumbent contract. For sales and capture teams tracking these opportunities, information develops slowly, leading up to the formal Request for Proposal (RFP) release by the customer. When the RFP “hits the street,” chaos reigns. Often there is a very short time frame for formal, binding responses to be submitted. To add to the confusion, response teams frequently require input from various subject matter experts including researchers, technical gurus, legal representatives, financial liaisons, salespeople, and professional writers.

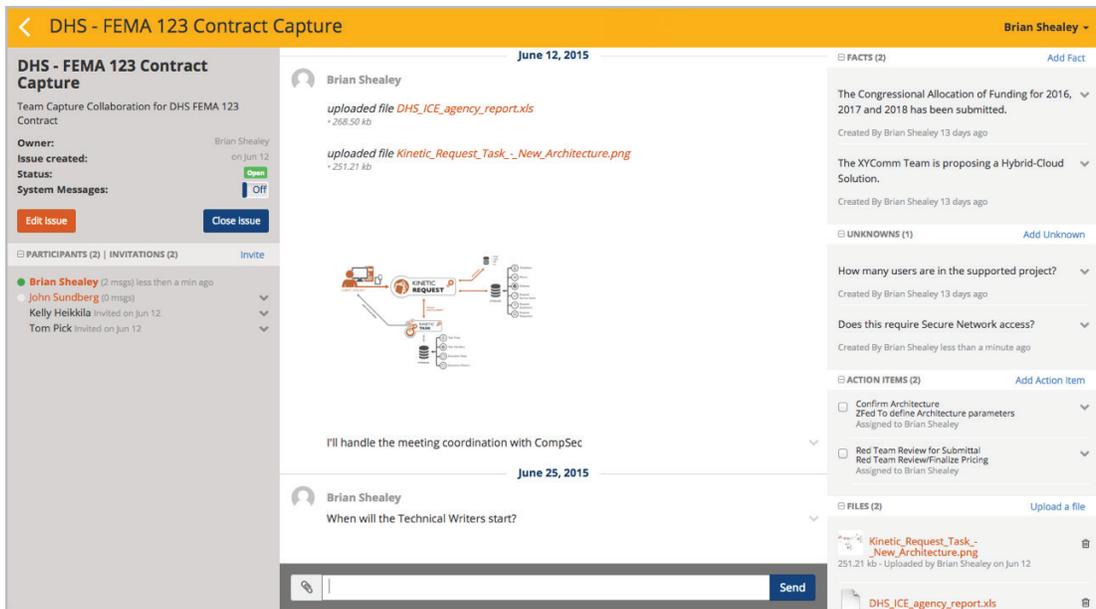
Frequently in these high-value, complex scenarios, a team approach is required to effectively respond to the opportunity and address the needs of the contract. As many providers need to augment their own capabilities with resources from partner companies and outside organizations, collaboration is often chaotic at best and unsuccessful at worst. The timeliness needed in responding to these opportunities requires effective collaboration that is extendable across organizational boundaries. Poor collaboration can make or break the actual response.

## We already have a CRM Platform...how does Kinetic Response help?

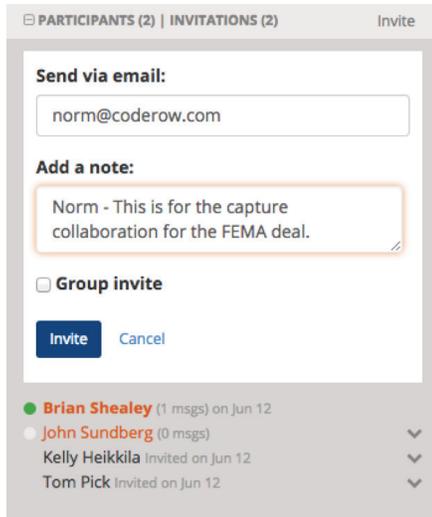
CRM tools, like other database-driven applications, are designed for linear or sequentially oriented process management. They are excellent for tracking the long-term lifecycle of opportunities being worked on by sales and capture teams. They are designed to allow tracking, reporting, and correlating cases and opportunities over their lifecycle. Most system integrators (SIs) are utilizing these types of systems to manage relationships, opportunities and revenue pipelines.

While these CRM tools are highly functional in managing the lifecycle of business opportunities, one key challenge is their inability to provide real-time, centralized collaboration due to their structured design.

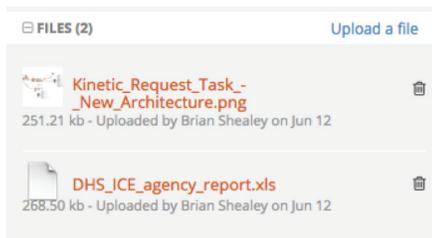
Kinetic Response offers real-time, centralized collaboration wherein the right people can be invited at the right time and given access to the proper information to effectively support the opportunity response process.



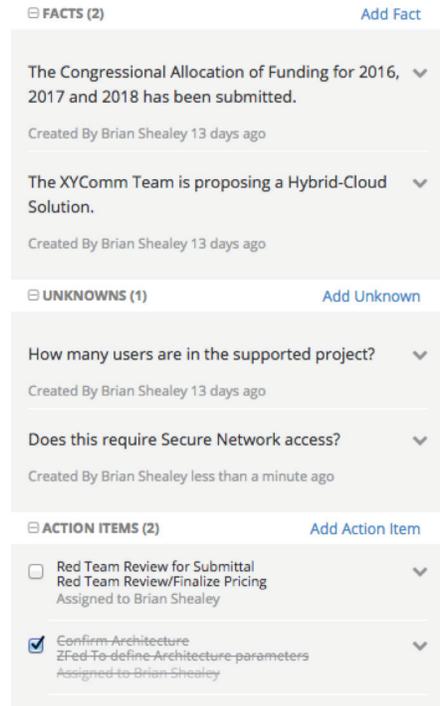
Chat, view issue details and manage tasks.



Invite the right people at the right time, and see who's participating.



Centrally share files within each response issue.



Share critical information, including facts and unknowns, making it easy for new participants to be up to speed in seconds.

By enabling effective, real-time collaboration among team members and external partners, Kinetic Response can increase win opportunities for sales and capture teams. To learn more about the product and arrange an evaluation, visit [KineticResponse.com](http://KineticResponse.com) or [contact us](#).

## U.S. Sales

Email: [sales@kineticdata.com](mailto:sales@kineticdata.com)

Phone: 1-651-556-1030

## International Sales

Email: [sales-intl@kineticdata.com](mailto:sales-intl@kineticdata.com)

Phone: +61 (0)2 9411 7900