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LEARNING FROM THE PROPOSAL PROCESS USED BY BUSINESSES TO SELL CUSTOMER SOLUTIONS

Executive Summary

The technological complexity of aerospace systems, the complex business models surrounding the provision of goods and service in this sector and the requirements for solutions to be certified have all delayed the development of tools to automate some of the tasks in proposal generation. However, by studying the approaches used in other industries, we can identify elements of the proposal generation approach that might be used by an aero engine prime.

This document (originally written in late 2004 and now made into a formal deliverable for the purposes of dissemination) describes the requirements upon an information model of the proposal generation process. It discusses options available to those seeking to create more responsive value chains, including approaches such as modular product (and service) architecture, the application of information technology to the proposal generation process and several forms of integration that can create added value. The applicability of these options to an aerospace context is discussed. In the appendices, a review of the major literature in the area of rapid proposal generation is supported by an annotated bibliography of the sources.