



Long View migrated from Qvidian and adopted the dynamic integration of Qorus to help create more accurate and efficient proposal generation.

Situation

Finding the right proposal automation solution

Long View works across North America to provide companies with technology solutions to complicated business problems. With a large client base spanning various industries they require customized documentation and an expert content management system for their proposal processes.

Their previous solution was stand-alone software that did not integrate well with Office and SharePoint – the world’s most widely used enterprise collaboration platform - making the content management aspect complex and counterintuitive. Several steps had to be implemented by their bid team in order to create and build projects, this made editing and creating responses to RFPs frustrating and inefficient, falling short of providing them with the business solutions they required.

Having the most up-to-date and organized content is vital for the creation of high quality proposals and supporting documentation. One of their essential requirements of the bid management team is a software solution that has the capabilities and functionality to manage all their content and make the creation of bids and proposals fast and effective, empowering teams to respond quickly and close more deals.

Case Study:
Long View

Industry:
Information technology and services

Region:
North America with offices across the continent

Product:
Qorus

Pain points, inefficiencies and frustrations

Why migration became a necessity

- Building projects and creating responses to RFPs was time consuming and painful
- Creating customized templates was a complicated process
- Allocating team members for various content purposes was not feasible

All of this led to inefficient processes that wasted time and resources, produced multiple content versions that created confusion and inconsistencies, and left bid teams feeling frustrated with the whole proposal process.



“Qorus has helped to ensure that what could have been a complicated migration has been implemented smoothly and seamlessly.”

Tracie Bretecher

CPP APMP, Manager Sales Operations

Solution

Qorus

Long View was introduced to Qorus at an APMP conference in 2012 where they were impressed by a demo by Lee Child, Chief Business Development Officer at Qorus. After further investigation and research, and based on the importance of a well-run content management system and an efficient proposal generation process for their bid teams, it was agreed that Qorus was the obvious choice to meet those needs and provide Long View with the solution they needed in order to win new business opportunities.

Since Qorus is built on Microsoft SharePoint and is therefore the SharePoint solution for proposal automation and bid management, transferring existing content was seamless and efficient which meant that Long View could start using the software without any major business interruptions during the period of the migration.

Results and outcomes

With the help of Qorus, Long View has seen a significant change in their content management; the bread and butter for their bid team.

This has meant

- Up-to-date content for proposals and other supporting documentation
- Content is easy to search for and categorize
- Quicker, more efficient processes which has resulted in a better use of time
- Producing high quality proposals and a quick turnaround time when it comes to RFP responses
- Smooth back-end which makes creating and building projects and template management easy
- Rich integrated reporting features providing important insight into proposals produced and content used

About Long View

Long View is one of the most powerful IT solutions and services companies in North America with offices across the continent. With a clear focus on combining business and technology through their hybrid IT methodology, Long View is able to define and customize what the future of IT looks like. Innovative, flexible, cost-effective, and business focused – that's Long View.

For more information about Long View visit their website: www.longviewsystems.com

See Qorus in action!

Boost productivity, enhance the customer experience, and accelerate the sales process with Qorus.

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About Qorus

Qorus is the sales enablement platform that connects people, content and data to get to market fast and win more deals.

Our software is incredibly powerful but highly intuitive and very easy to use. It's integrated across Microsoft 365 and major CRMs. Our award-winning Success Team ensures our clients across all industries reach their goals.

We are a diverse, vibrant group with headquarters in Seattle and major offices in New York, London and Cape Town.

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