

SpringCM and Zephyr Strategy Simplify Proposal Management

Partnership Aims to Streamline Government Contractors' Proposal Processes
and Reduce Resource Turnover

STERLING, Va. & MANASSAS, Va.--(BUSINESS WIRE)--SpringCM™ Inc., the leader in on-demand document management and workflow, and Zephyr Strategy, a provider of practical, sales-driven business capture and strategic planning services for technology, telecommunications and professional services firms, announced today a partnership to deliver a comprehensive end-to-end solution for government contractors to accelerate business growth while reducing resource turnovers and improving efficiencies.

Under this agreement, Zephyr Strategy will enhance its professional proposal development and federal marketing services with Privia® by SpringCM, the leading proposal and contract management solution, to streamline and manage customer proposal processes, from opportunity identification to proposal delivery. The package is aimed primarily at organizations that face formidable challenges in terms of competition, resource utilization, proposal development and delivery management.

The combined solution will:

- Streamline the entire proposal process so it can be better managed across its life cycle resulting in significant efficiency improvements
- Reduce the hidden costs from high turnovers associated with burn-out and frustration often experienced by valuable and scarce proposal development staff
- Increase the quality of proposals through optimal identification and allocation of activities across qualified resources and enabling reuse of existing proposal assets

Government proposal development and delivery is a highly competitive and resource intensive process, which often generates many different documents in various formats and versions that need to be managed across the process while adhering to specific procurement requirements. Privia's robust and sophisticated workflow and document management capabilities, combined with embedded government proposal management best practices, simplify these activities and guide proposal managers through the process.

“We are in a market where accelerating growth is at the expense of the competitors, and our focus is to help our joint customers win more business by increasing business development effectiveness, proposal quality and productivity through automation,” said Steve Maier, general manager of SpringCM's Government Solutions Division. “Zephyr's service, which supports government contractors from start to finish, coupled with our Privia software, provides a comprehensive solution to help ensure customer success.”

Penetrating the government marketplace and tapping into the billions of dollars the government spends each year is no easy task. It takes knowledge, experience and a flair for messaging to a unique audience. The professionals at Zephyr Strategy have devoted years to *(more)*

life-cycle marketing to the federal government — from developing a capture strategy and responding to proposals, to marketing before and after contract award.

“We are very pleased to have forged this alliance with SpringCM,” commented Kelly Harman, president of Zephyr Strategy. “Privia is one of the most comprehensive proposal management solutions on the market today that streamlines an often chaotic and unmanaged process across its life cycle and boosting efficiencies. I’m excited to be able to offer this powerful tool to our client base, and integrate it with our business capture and proposal consulting services.”

Zephyr will market these services as part of its RFP solutions. Privia by SpringCM is available now.

About Privia by SpringCM

SpringCM is the recognized market leader in enterprise-class, on-demand content management. Based in Sterling, VA, the Government Solutions Division of SpringCM is a provider of virtual workspace software that integrates work-flow, document management, communication, and collaboration features into a unified application that seamlessly integrates with the Microsoft desktop. Privia® by SpringCM®, is the leading bid life-cycle management software for businesses bidding on state, local and federal government contracts. For more information about Privia-SpringCM please visit <http://www.privia.com>.

About Zephyr Strategy

Zephyr Strategy provides practical, sales-driven business capture and strategic planning services to technology, telecommunications and professional services firms in the U.S. and abroad. Zephyr focuses on creating strategies that help companies capture new customers, keep existing clients, and grow revenues profitably. As a result of this sales-centric approach, Zephyr Strategy has grown rapidly, achieving industry recognition and a solid foundation of clients including MCI, Verizon Business, Tandberg, Sony, Panasonic, Lockheed Martin and Polycom. Visit www.z3strategy.com or call 703-392-3517.