



Extracting Maximum Value from the RFP Process
A Vendor's View
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- Source: Most often scholarly publishers
- Volume: 30 - 50 received / responded to annually
- Avg RFP length: 15 - 60 pages
- Avg Response: 35 - 100 pages
- Response time: 1 month avg

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The Goal + The unavoidable reality = The frequent outcome



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Things I look for in an RFP

- Goals
- Size & Scope
- Timeframe
- What will this client be like to work for?
- Budget

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Top Tips

- Be as **clear** and **concise** as possible about the things that:
 - **Size** the project (how many, how many different kinds, how fast,...)
 - are **hidden** or not **obvious**
 - **Integrations** with external systems
- Concentrate on what you **want** not how it should be implemented
 - **Use cases** can be helpful
- Highlight your **unique** needs
- Make sure that all of your questions are **pertinent**
 - Think about your **Goals**
- Provide as much **sample data** as possible
 - Try to highlight the variation in the content

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Top Tips

- Ideally it's a **two-way street**:
 - Be prepared to answer lots of questions
 - And try to structure the RFP process so that the respondent has a chance to indicate what's unique about them
- **Items** and/or **priorities may change**
 - And that's OK!
 - But make sure you have a plan for dealing with **change**
- Structure the process so that you get to feel for the people
 - This is going to be a **long-term relationship**
- Most of all **Communicate!**
