

NSN Bid Team Structure

16.07.2008, Siedl Werner

(APMP Bid Management Forum Telefonkonferenz)



Purpose:

Purpose of this document is to show the requirements for the Bid Team Setup in terms of roles, responsibilities and staffing

Content:

Chapter I:

1st level Bid Team Setup - requirement –

Chapter II:

Examples of Staffing of Core Roles
Possible staffing of Sub Team

Chapter III:

Responsibilities on Bid Core Roles

Chapter I

1st level Bid Team Set- Up

- requirement -

IMPORTANT NOTE:

Role owner has to ensure all tasks to be done within the described responsibility (not responsible for content itself)

Roles enable scaleable team design:

1. Definition of key players required in a Bid Team
2. Roles can be combined:
 - One person with multiple roles => small bid team
3. Roles can be split:
 - Roles split over multiple people => large bid team
4. Roles are defining the work to be done (Role responsibility)
 - Defined in a Role Description
 - Skill Areas defined to perform the tasks

Role + Job definitions

Roles:

- Defined functions that have to be performed on any bid.
 - Documented as tasks, deliverables and responsibilities
 - Define skills and knowledge required to perform a
- Bid Manager
 - Case Owner
 - “Why us?” Stream Leader
 - Bid Steering Group Member
 - Red Team Member
 - etc...

Jobs:

- Positions that people hold
 - Defined in a Job Description
 - Need **Proficiencies** in various roles
- Bid Manager (Line org.)
 - Service Solution Manager
 - Sales Director
 - Account Manager
 - Solution Manager
 - etc...

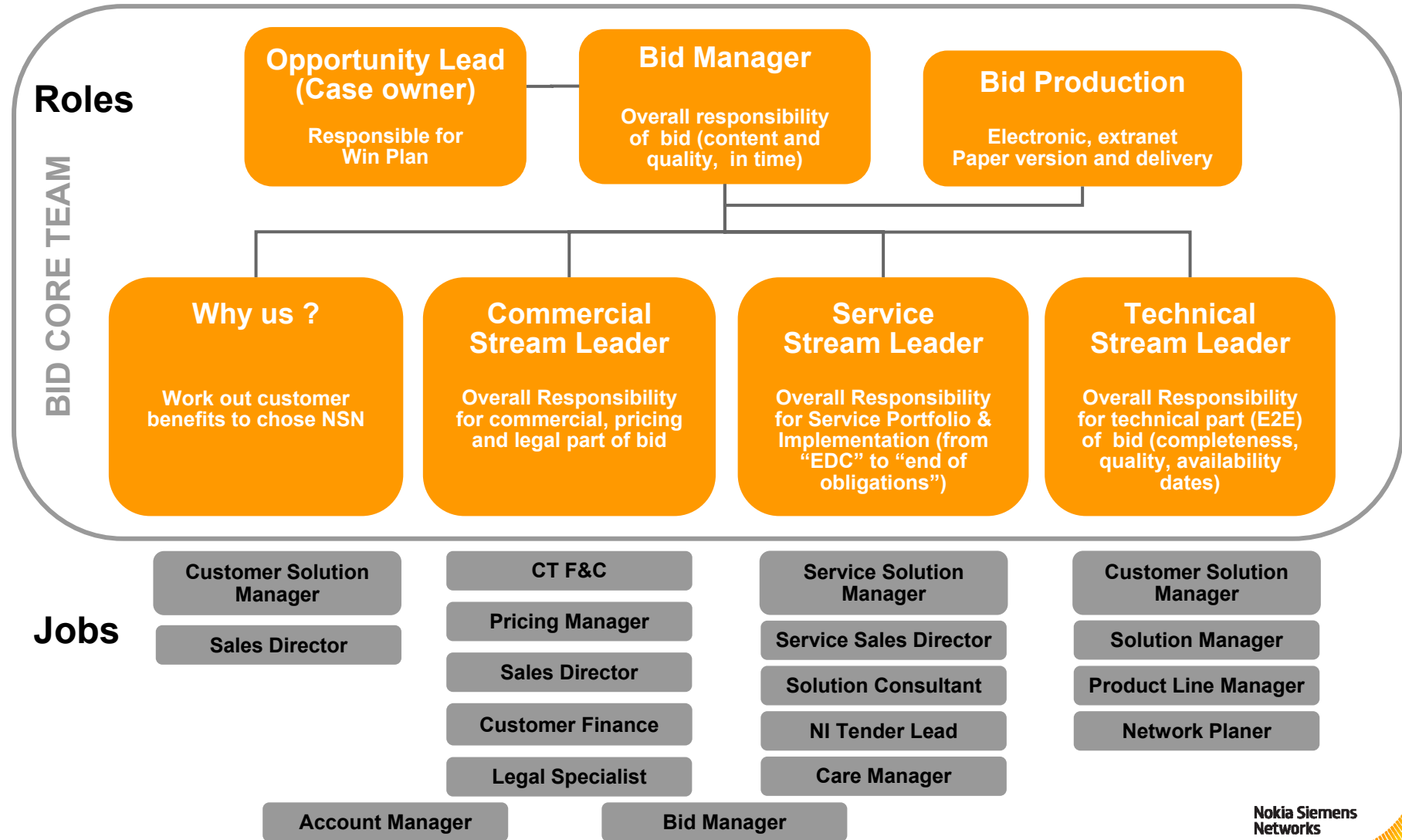
Bid Team Setup Blue Print

Bid Steering Group

Support core team, find decisions that cannot be agreed upon within bid team. Not in each bid necessary!

Red team

Review of Planning and Bid Deliverables



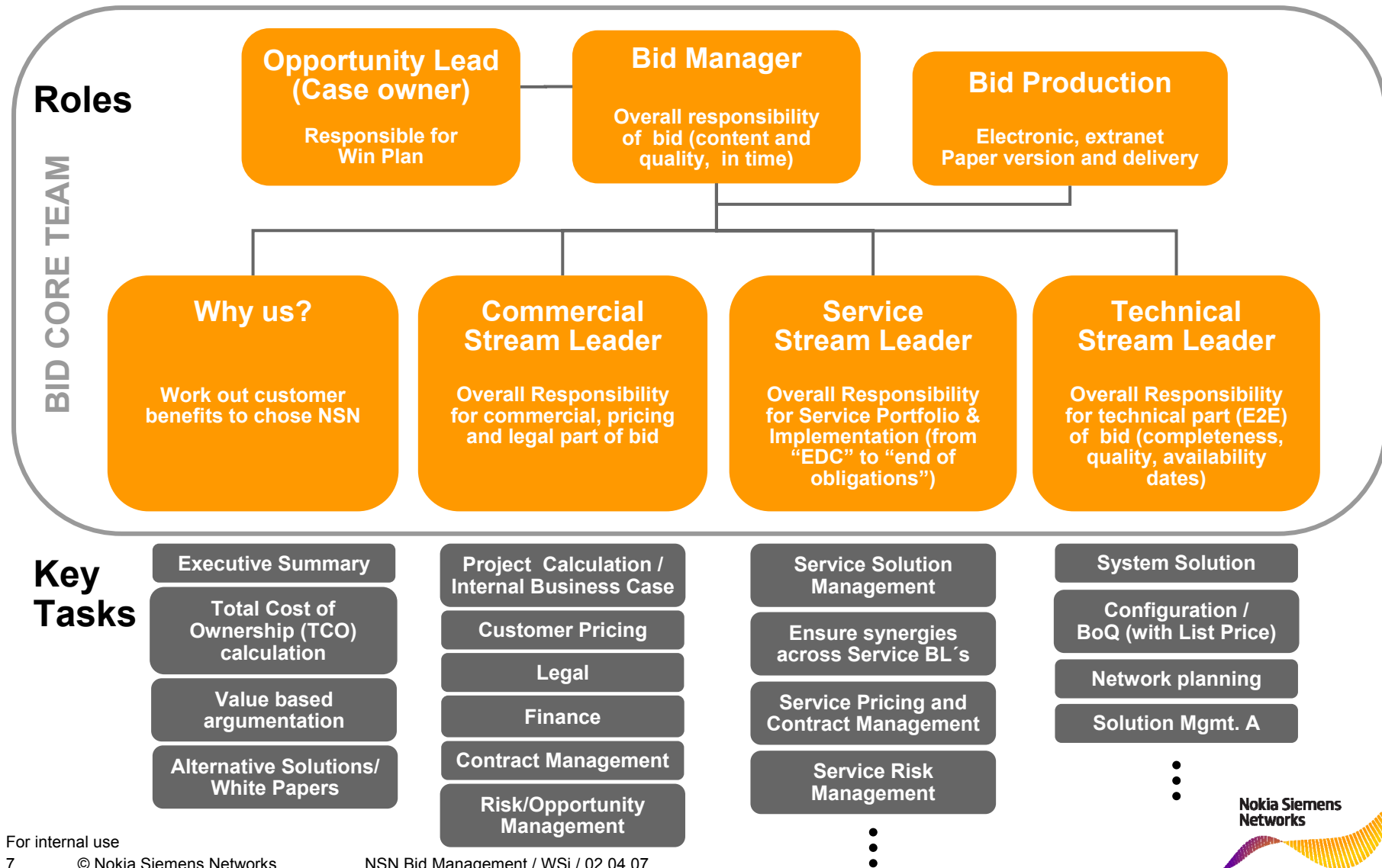
Bid Team Setup Blue Print

Bid Steering Group

Support core team, find decisions that cannot be agreed upon within bid team. Not in each bid necessary!

Red team

Review of Planning and Bid Deliverables



Chapter II

Examples of Staffing of Core Roles

- Which Line Organisation to contact to get staffing of the core roles? -

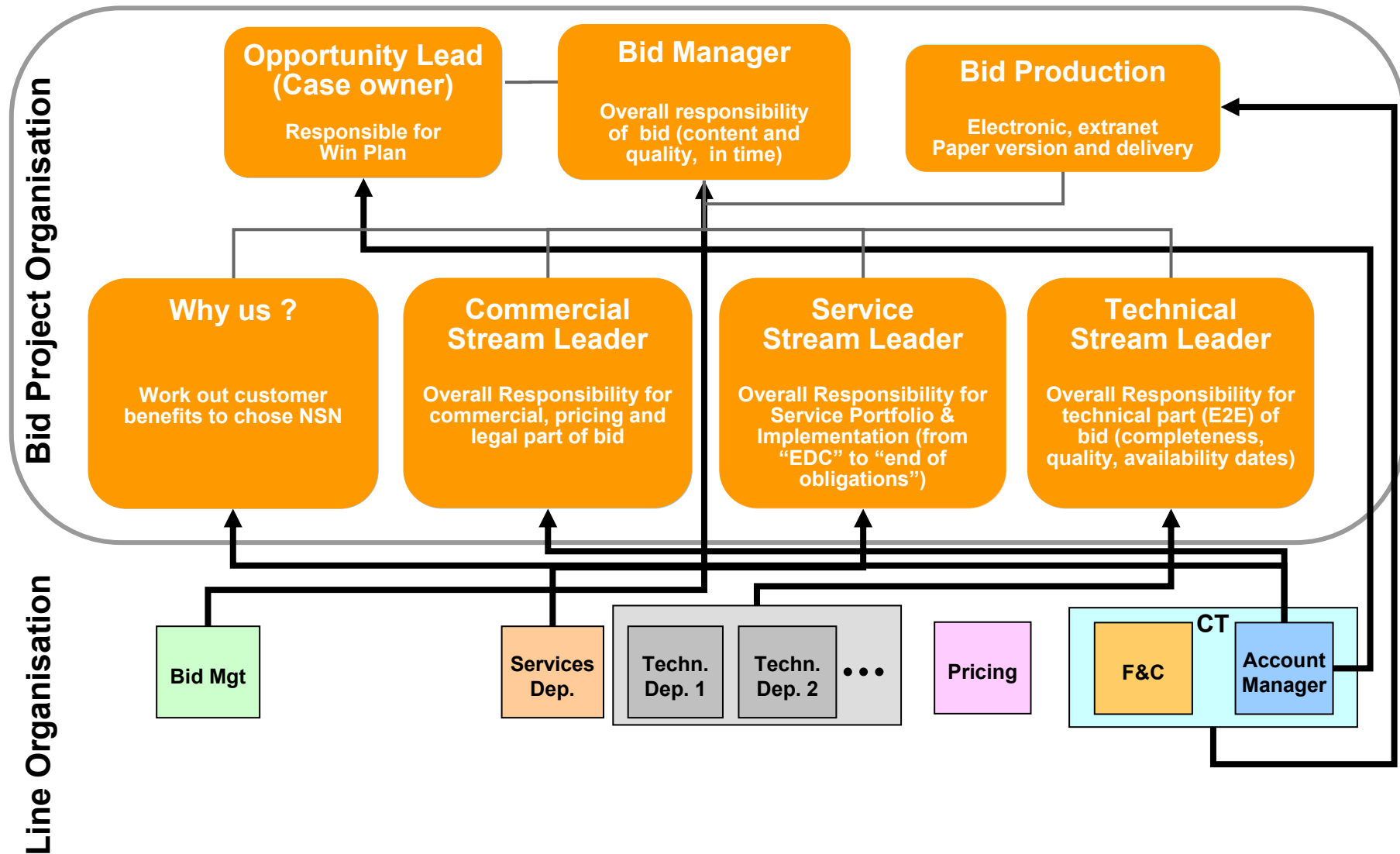
IMPORTANT NOTE:

**Descriptions relate to roles, not to functions
in the company organization!**

i.e. one person could take over one or more roles

Staffing of Core Roles

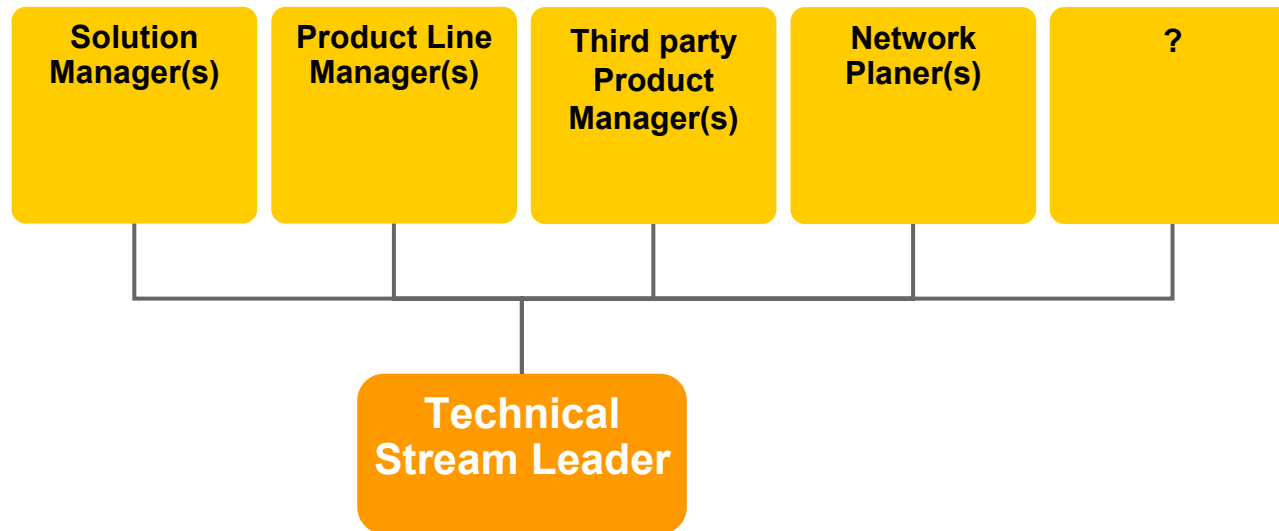
Standard and Normal bid



Remark: Staffing should fit to 80% of the bids

Possible staffing of Sub-Teams

- e.g. Technical -



Remark: In most of the cases one Solution Manager BU take over the role Technical Stream Leader

Chapter III

Responsibilities on Bid Core Roles

IMPORTANT NOTE:

Role owner has to ensure all tasks to be done within the described responsibility (not responsible for content itself)

Expectations on Bid Manager

Responsibilities:

Coordination of Bid Management process for tenders selected by Head of Bid Management according to Regional business priorities (must wins, etc.)

- Assemble bid team, overall bid coordination and work plan
- Development and communication of bid strategy (input from Win Plan, which includes Account Plan, Sales strategy, pricing strategy)
- Drives bid preparation and assembles bids
- Assuring consistent bid, price and claim strategy
- Assure risk analysis is performed
- Drive bid review
- Driving and achieving bid approval through relevant mgmt. levels
- Contract negotiation support

Outputs:

- high quality bid according to agreed bid strategy
- consistent offer
- realistic view on case (make risk/chances transparent)
- executable project

Expectations on Service Stream Leader

Responsibilities:

**Coordinates service team
(e.g. Service Solution Mgr., Network
Implementation, Care, Integration, Project
Manager)**

- Assemble sub bid team
- Analyzes service requirements
- Prepare service solution / implementation concept
- Ensure synergies across Service BL's and technical solutions
- Consolidation of service offer
- Service Pricing and Contract Mgmt.
- Service Risk/Opportunity Management

Outputs:

- Cost (input to P&L) for
 - implementation,
 - integration,
 - Operation & Consultancy
 - Care
 - Project Management
- Pricing recommendation
- Response to service related SoCs
- Service Solution Descriptions
- Value for service related risks
- Service strategy

Geben Sie uns Feedback!

- Hat Ihnen diese Telefonkonferenz etwas gebracht?
- Was würden Sie ändern?
- Was hat Ihnen gefallen?



- werner.siedl@nsn.com bzw. werner.siedl@apmp-dach.org