

Use Case: Proposal Response

Win more with less effort.

The problem. Every firm sits on a body of winning work — proposals, pitches, bids, submissions — that won real revenue over the years. The differentiators that landed, the pricing approaches that closed, the language that resonated, the proof points that convinced — all of it is captured somewhere. It lives on Panzura CloudFS, scattered across project folders, named inconsistently, owned and known by people who may no longer be at the firm.

When a new opportunity arrives, the team that must respond knows the gold is in there. But they often don't have time to find it. The deadline pressure pushes them toward starting from close to scratch, and the firm's accumulated commercial wisdom gets reinvented or, worse, lost.

The result: Every response is more work than it should be, and the strongest material rarely makes it into the next pursuit.

The Panzura Nexus solution. Panzura Nexus makes your proposal archive conversational. A proposal manager asks Microsoft 365 Copilot for winning language on similar past pursuits and gets relevant excerpts, full proposals, and contributing authors in seconds. Permissions are honored — confidential pricing stays restricted to people who already have access. The archive becomes a real asset instead of a hopeful one.

What it looks like in your industry.

Panzura Nexus enables intelligent, conversational interactions with your Panzura CloudFS files through the Microsoft 365 Copilot interface your teams already use.

AEC. Proposal teams responding to public-sector RFPs, design competitions, and qualifications-based selections need to assemble winning narrative, project sheets, key personnel, and pricing approaches under tight deadlines. Microsoft 365 Copilot surfaces the proven material from past pursuits.

- *"Find winning sustainability narratives from federal proposals in the last three years."*
- *"Pull project sheets for transit work over \$50M completed in the southeast."*
- *"Show me successful approaches to design-build risk language."*
- *"Find debriefs from pursuits we won and pursuits we lost on similar projects."*

Manufacturing. Sales engineering and proposal teams responding to OEM RFQs, tier-one capability requests, and capital procurement assemble technical responses, capability narratives, and pricing approaches drawing on the firm's history with similar programs.

- *"Pull successful response language for automotive tier-one customers in the last five years."*
- *"Find our previous statements of work for medical device contract manufacturing."*
- *"Show me pricing approaches that won on volume-based long-term agreements."*
- *"What capability narratives have we used for new program awards in aerospace?"*

Life sciences. Regulatory affairs, business development, and submission teams reuse positioning, scientific rationale, study designs, and submission strategies across regulatory filings, partnership pitches, and grant applications.

- *"Find prior responses for CMC sections in IND-enabling work."*
- *"Show me how we've positioned similar mechanisms of action in past briefing documents."*
- *"Pull our previous successful grant applications in this therapeutic area."*
- *"What study designs have reviewers responded well to in past submissions?"*

Energy. EPC bid teams, IPP development groups, and trading desks pull together complex technical and commercial proposals across major capital projects, PPAs, and procurement awards. Past pursuits hold most of the building blocks.

- *"Locate winning EPC bid narratives for combined-cycle projects in the last decade."*
- *"Find risk allocation language from successful PPAs of similar tenor."*
- *"Show me our prior responses on offshore wind balance-of-plant scopes."*
- *"Pull pricing structures from successful long-term gas supply agreements."*

Financial services. RFP teams responding to institutional mandates, corporate banking pitches, and consultant searches assemble track records, fee structures, team biographies, and relationship histories from across the firm's pursuit history.

- *"Find prior pitch materials for asset management mandates of similar size and strategy."*
- *"Show me successful fee structures we've offered on consultant-led searches."*
- *"Pull our relationship histories with comparable corporate clients in this sector."*
- *"What due-diligence questionnaire responses have we prepared for similar mandates?"*

The outcome.

Every new pursuit starts with the firm's strongest prior work in hand, not in someone's memory. Response cycles compress because the team isn't reinventing material that already exists. Win rates improve because the language, structure, and proof points that closed past business inform the next response. Through the familiar Microsoft 365 Copilot interface, the firm's accumulated commercial wisdom — the differentiators that resonated, the pricing approaches that worked, the technical positioning that won — becomes a durable asset rather than scattered tribal knowledge. When senior contributors move on, what they wrote stays usable. The proposal archive stops being a graveyard and starts being a competitive advantage.