

The logo for COPAF CONSULTING is displayed on an orange background. The word "COPAF" is in a large, bold, dark blue sans-serif font, and "CONSULTING" is in a smaller, all-caps, dark blue sans-serif font below it.

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From blessing to curse: BI-dashboard that nearly lost a multi-million Euro government tender

Slide to find out!

What's the story?

Our client was in its phase from start-up to scale-up, looking to gain market share by competing in strictly regulated EU-tenders.

Client active in EV-domain

Client provides software solutions for Electric Vehicles (EV's).

Competitive advantage

Only candidate with a functional BI-dashboard as part of their solution on offer.

Government tender with strict EU rules

Client looks to secure a government tender within a European geography for the next decade.



We explored their challenge

We talked to Product Owners, Data Engineers, Data Scientists and government officials. We discovered multiple layers of challenges in this European-regulated tender:



BI-dashboard complex and ambiguous

Data Scientists developed the BI-dashboard without user validation.



Limited statistical knowledge

Talking to tender evaluation panel members revealed key insights not found in tender documentation: users had limited statistical knowledge.



Multi-million Euro tender at stake

Client has minimal tender experience, faces steep competition in a newly-developing market.



We provided structure

We proposed a structured approach to support our client:



Capturing and revealing hidden requirements to ensure tender criteria are properly met. We did not just read tender documentation; we talked with end-users.



Ensure insights are correctly understood by eliminating statistical jargon from BI-dashboard: Data Scientists were technically correct; Business Analysis ensured shared understanding.

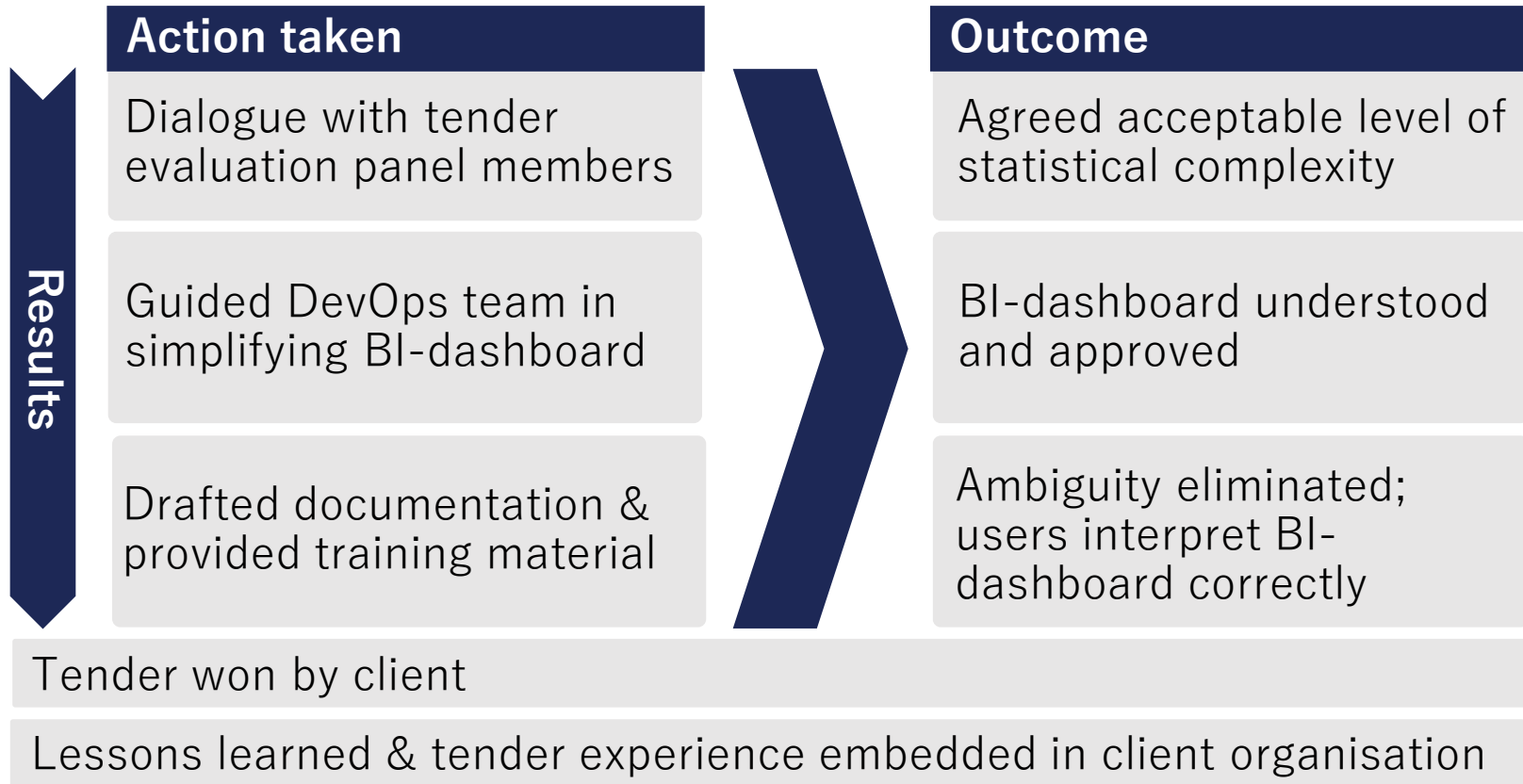


Provide documentation and guidance to the BI DevOps team and tender evaluation panel members. Concise, complete and tailored to the stakeholder.



Why structure matters

Our structured approach directed us into the following actions with consequential outcomes:



We own the analysis; client owns a winning tender

Key takeaways we shared with our client:



Tailored communication is key

Client's data specialists were unable to convey the business value of the BI-dashboard to tender evaluation panel members. Tailoring communication proved useful.



Empathic collaboration matters

Engaging in dialogue with tender evaluation panel members provided insightful requirements. These were not identified by studying the tender documents alone.



Business Analysis can make or break a tender

BI-dashboard was the client's competitive advantage, but Business Analysis was the glue that secured the tender.





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