

How Astrion Supercharged its Proposal Process with pWin.ai

Background

Astrion, a national leader in mission-critical support and digital transformation for defense and federal agencies, must move quickly and strategically through the proposal lifecycle—from identifying opportunity to final submission.

To keep pace with this demand, the organization sought a solution that could support greater efficiency, reduce manual effort, and expand proposal capabilities across departments. That's where pWin.ai came in—a solution purpose-built to scale their response strategy while maintaining quality and control.

Picking the Right Tool That Fit Their Needs Was Very Important

Astrion's proposal operation is a high-output, high-stakes machine, but they often faced a common bottleneck: time. Despite a deep bench of expertise, they needed a way to respond to more opportunities without compromising compliance or quality.

Choosing the right AI platform—one that aligned with their workflows, priorities, and security requirements—was a key consideration when evaluating and selecting the right vendor partner to work with. The team initially looked at building an in-house tool or using a different ChatGPT-type vendor but did not want to risk putting proprietary or customer CUI data into open systems. They also did not want to manage multiple disjointed tools.

What Proposal Challenges Did pWin.ai Help Solve?

After a rigorous analysis of multiple tools available in the market, Astrion chose pWin.ai as it was the only platform that met their three non-negotiable requirements:

1. Secure handling of sensitive data.
2. Alignment with proven proposal best practices (like Shipley).
3. A single interface that covers multiple parts of the process—compliance matrices, outlines, content, and collaboration.



pWin.ai lets us get to a Pink Team draft faster. It gives us a head start without compromising what we care about most: quality, compliance, and control. For us, it has proven to be not just another software but a strategy amplifier that frees up the team to surface insight faster and deliver on our big growth goals—without burning out or losing control.”



Holly Losh Trombly
Vice President, Corporate
Proposal Development,
Astrion

Additionally, Shipley's involvement with pWin.ai as a co-developer was a key factor in Astrion's decision to adopt the tool. It brought immediate credibility to proposal professionals trained in industry standard best practices. This gave teams confidence that the tool wasn't just another generic AI—it was purpose-built for proposal development, grounded in a methodology they already understood and respected. That alignment made adoption smoother, minimized friction, and reinforced trust across leadership and users alike.

pWin.ai addressed several of Astrion's long-standing challenges:

- **Breaking Down Silos:** Knowledge that once lived in departmental silos—whether in proposals, operations, or contracts—is now more easily accessed across the organization, allowing different teams to build better solutions with shared information.
- **Cutting Down on Mundane Tasks:** Creating compliance matrices, outlines, and tables of contents used to require hours of manual effort. Now it takes minutes.
- **Narrative Starting Point:** Writers no longer face the intimidation of a blank page. By offering a structured, contextually aware draft based on past performance, win themes, and organizational knowledge, pWin.ai allows writers to focus immediately on refinement and messaging instead of creation from scratch.
- **Strategic Writing Support:** pWin.ai's Flight Plan acts as the strategic engine behind each proposal, helping teams capture and infuse win themes, customer pain points, past performance, and competitive insights up front intelligently into the narrative from beginning to end.

While final reviews still involve the core proposal group, more of the upfront work is now handled directly by operations, increasing agility and lightening the load on specialized resources.

For Astrion, pWin.ai isn't just a software tool. It's a strategy amplifier, a true partner that helps them scale their proposal and business development processes, frees up time, and helps people contribute to winning work more efficiently.

About pWin.ai

pWin.ai empowers businesses of all sectors to win proposals faster and more easily. Our AI-powered solution integrates seamlessly with familiar tools like Microsoft Word, Excel, and SharePoint, streamlining your existing workflow without requiring disruptive changes.

pWin.ai is Helping the Team Do More, Higher Quality Bids in Less Time

Using the platform has helped the Astrion proposal team across a range of proposal efforts—especially where quick turnaround or small-team ownership was required.

It has also enhanced section L & M compliance review quality—especially where teams may have previously missed key evaluation criteria.

pWin.ai also enabled Astrion's operations staff to independently initiate and draft proposal responses—reducing their dependency on the broader proposal team, including billable staff and SMEs.