

IT Services GovCon Turns Internal Knowledge Into Competitive Edge with pWin.ai

Background

A mid-sized cloud and IT services government contractor serving several federal agencies, set out to improve the operations of its capture and proposal teams – at a higher level than what could be achieved with generic AI tools. The goal was straightforward: increase proposal output without sacrificing quality or compliance standards the company had built its reputation on.

Leadership understood that AI would play a central role in future growth, but only if it could meet strict security standards and an actual improvement in writing quality, not a dilution of it.

Roadblocks with “ChatGPT Wrapper” Tools

Before selecting pWin.ai, the team tested six different proposal tools that were essentially skins over ChatGPT or were “do everything” capture and proposals platforms that lacked depth in any field and came with several drawbacks.

- Despite the tools’ lofty (and unsubstantiated) productivity claims, their writing quality was generic and misaligned with the company’s internal messaging and competitive differentiation. This necessitated that a large amount of time be devoted to rewrites.
- The tools relied on public data sourced from the internet, rather than internal company knowledge, past performances, etc., thereby raising compliance risks from inaccuracies and AI hallucinations.
- Security and traceability questions remained unresolved. This was a major sticking point for the company, which required an environment with FedRAMP Moderate Equivalency and the ability to store Controlled Unclassified Information (CUI).

For a government contractor navigating the evolving AI disclosure requirements from the federal government, this posed a serious risk. They also discovered that lower-cost AI tools actually ended up being far more expensive, due to the time costs of rework, as well as lower quality output.

Why pWin.ai Stood Out as the Right Choice

The team ultimately selected pWin.ai for three key reasons:

1. Elevated Writing Quality

Because pWin.ai’s response generation process was co-developed with Shipley to imbibe proposal writing methodology and best practices, the drafts were structured, complete, and aligned to the company’s internal voice, enabling faster refinement and high-quality proposals that were compliant.

2. Closed Knowledge Model

pWin.ai generated responses exclusively from the company’s internal Knowledge Repository rather than from public internet data, creating confidence in compliance, authorship traceability, and data security.



RESULTS



Winning Proposals

Multiple bids and contract wins worth >\$25 million



Days in Time Savings

5-6 days saved on average to Red Team draft



Improved Capture Intelligence

The KR helped create SoWs and pre-proposal materials - fast



Smarter Bid/No-Bid Decisions

pWin.ai Readiness Reports inform pursuit strategy

“We evaluated many tools, but pWin.ai blew them all away. It leverages our internal knowledge to generate content that’s not only accurate and relevant, but clearly written in our voice. The quality and speed are unmatched... nothing else came close.”



Senior Proposal Manager
IT services GovCon

3. Enterprise-Grade Security

pWin.ai's FedRAMP Moderate Equivalency, validated by a third-party assessment organization, gave the security team the documented evidence they needed to bid on crucial defence contracts. Equally important, pWin.ai does not use customer data to train its AI models - a critical requirement for a company handling sensitive program information.

Knowledge Management: The Unexpected Capture Advantage

While the company initially adopted pWin.ai to accelerate proposal writing, a significant benefit emerged upstream, during the capture phase with the Knowledge Repository and Chat functionality, which quickly became central to their capture pre-proposal strategy.

By leveraging pWin.ai, historical proposals, past performance, and corporate content were indexed, classified, and made searchable in one place. Teams were able to query content using plain language, ask follow-up questions, and pull deeper context from existing materials within minutes. Drafting of supporting collateral, like whitepapers and win themes, gave them a head start on capture well before any RFP dropped.

Capture-Level Impact

The team began using pWin.ai to:

- Draft Statements of Work (SoWs) using approved boilerplate and prior project language
- Extract key contract successes for recompute positioning
- Organize siloed project knowledge into reusable content
- Make smarter bid/no-bid decisions backed by readiness data
- Reduce their reliance on SMEs to draft from scratch

pWin.ai's Readiness reports also added a layer of intelligence for bid/no-bid decisions, helping the team identify capability gaps and prioritize opportunities strategically.

It became, in the words of one executive, "a great tool to organize content, and automate and speed up our process."

"The Knowledge Repository became our secret weapon for organizing what we already knew and turning it into competitive positioning before an RFP even drops."



Vice President of Growth
IT services GovCon

Accelerating Red Team and Winning

On active proposals, pWin.ai reduced time to Red Team drafts by "5-6 days", according to a senior proposal manager.

The Proposal team noticed the difference right away. Content started at a higher baseline, the structure aligned with Shipley best practices, making refinement cycles shorter and the output quality better.

But the impact went beyond speed. Coordinating Subject Matter Expert (SME) input, tracking section coverage, and keeping drafts moving toward a Red Team deadline traditionally ate into hours of time that could have gone toward strategy and quality review. With pWin.ai pulling from the Knowledge Repository, writers arrived at first drafts with accurate, citable content already in place, reducing back-and-forth with SMEs and freeing proposal managers to focus on sharpening win themes rather than chasing inputs. The Hallucination, Compliance, and Citation reports gave writers a way to verify coverage before the draft went into review.

What began as a selective, strategic tool is now used across nearly all proposals, not just flagship bids. The proposal team uses pWin.ai almost every day, and the tool has already contributed to multiple successful proposals and wins, including a recent contract win worth over \$25 million.

Enterprise-Wide Expansion

Beyond proposals, internal teams found new uses for the platform across the business. Project managers began using it to generate Statements of Work, as well as to organize internal content. Teams also leaned on it to surface their strongest contract successes for recompute positioning.

Business development teams began using the Knowledge Repository to research incumbents, map capability gaps, and draft competitive positioning materials without having to wait for proposal staff to free up.

The cross-functional adoption also changed how the company thinks about its own content. Years of proposals, past performances, and project documentation that once sat in shared drives, largely inaccessible unless you knew exactly where to look, became a searchable, queryable asset. Teams stopped recreating content from scratch and started building on what already existed.

The company's leadership sees pWin.ai not as a tool, but as a force multiplier - a proposal accelerator, a knowledge management engine, and a cross-functional platform that transforms how winning strategies are built and executed.

See pWin.ai in action

Contact us to learn more about pWin.ai or request a custom demo:

 www.pwin.ai

 info@pwin.ai