

WINMORE RFP COLLABORATION WINNING MORE CONTRACTS



Case Study in RFP Success

Featuring

LF LOGISTICS



Simon Oxley
Executive Director
Global Business Development

- Oversees global commercial operations for LF Logistics
- 20-year veteran with significant experience in designing and delivering operational solutions to large brands across multiple business sectors
- Global experience includes work in Europe, USA and multiple countries across Asia.
- Started career with Exel Logistics (acquired by DHL)

Why Winmore?

- Standardized on Winmore for global CRM, including RFP management.
- Complex client account structures made it difficult to track data in a streamlined fashion across multiple countries
- Quickly visualizing orders under contract, potential business, etc. is critical for logistics companies to manage through market instability.

Why the time is Now for Winmore?

- Global events require quick reactions and flexibility from global companies.
- If company leaders don't have the most recent data on their business process, they can't make quick decisions in an unstable economy.
- Having precise data on how you're winning or losing contracts is the first step in properly redirecting resources.



Customer Success Platform for Logistics

“With a tool like Winmore, I can be more scientific. I can say, ‘This is what our pipeline looks like now based on historical success.’ And therefore, we are likely to add this much new business next year.”

*– Simon Oxley,
Executive Director LF Logistics*

LF Logistics makes a consistent investment in digitizing its commercial processes. How has this impacted your business development strategy?

Managing the RFP process with potential clients is quite complicated, and historically we didn't really have a structured process to manage it. Instead, the process used to be driven by individual Microsoft files such as PowerPoint or Excel. We didn't have a way of seeing progress or having even a regional global visibility to what we were doing in the business development space.

Now, we pride ourselves on the use of different software and digital technology. We often talk about the supply chain of the future, which is mainly driven by digital systems. So, three, four years ago we Centralized the RFP and commercial business development process.

How is the RFP and business development process different today, now that you've centralized the CRM system with Winmore?

Our RFP process has improved in two ways. First, the people on the ground that need to use it on a day-to-day basis and working with customers on a specific RFP. They can now better control that by understanding where they are in the process and what the next steps are.

Now with that data, we are able to see everything from the first contact to the end, and someone like me can see everything we are working on at once. Which parts of the region, what percentage of

success we are getting? It's being able to understand how we got first contact through to Winning the business. And if we did lose a bid, then why and what can we do better to win it next time?

Is there a way in which the importance of having that consistent and accurate CRM data fits into your goals for the business?

Well, first let me say that the key for me is having a good data structure and then making sure that the data is clean. We work with large companies that are quite complicated. They have multiple divisions, multiple business units, even separate companies that sit under their umbrella. Having a structure within our database, within the Winmore system that shows us the master account, and then the other accounts that sit underneath is desperately important.

We need to be able to look at data at both the consolidated and the individual level. And such a matrix can get even more complicated because you might need to look at it by country as well. Making sure that data structure is accurate is very important – if it's not, then any understanding we get from looking at it will not be accurate either.

What insights do you get from your Winmore CRM that weren't available to you 10 years ago?

It puts science around the process of business development that historically we didn't have. If you study and look at the numbers, you can see that if you respond to 20 RFPs, on average you win a certain number of them. If you're not monitoring and measuring the RFPs and the opportunities that you're working on, then you have no way of forecasting what your likely success rate will be and what your business pipeline looks like. Unless you're getting and monitoring that data, how do you budget how much new business you would have next year?

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Many 3PL's struggle with using out-of-the-box CRM software that is written for other industries, like banking and tech. What experience drew you to Winmore?

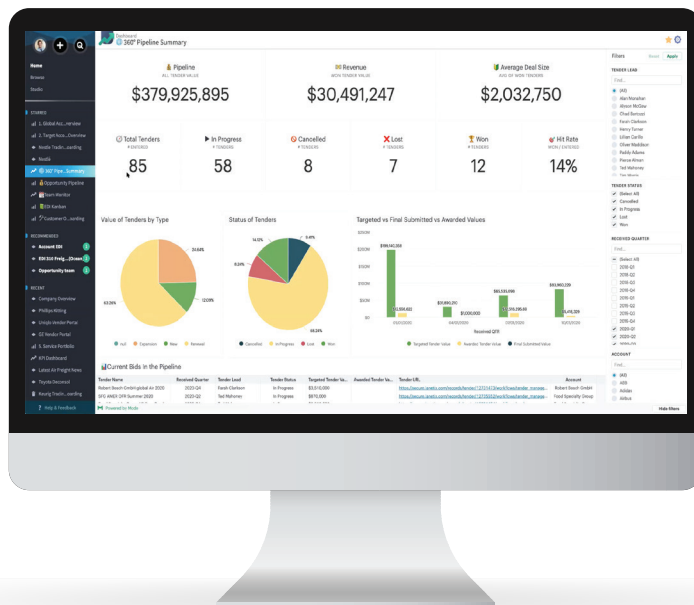
When I started in warehouse management in the 80's, the process was pretty well understood – products are received, put away, and prepared for orders. But a lot of companies didn't treat the RFP process like it was a process. If I think of a life insurance sales team, they have very different requirements than a logistics RFP process.

Winmore understands that process, particularly for our third-party logistics side. But it works just as well on the freight side of our business. Most of the third-party logistics and freight business tenders in the market follow a similar process. Winmore is geared up to follow that process, measure that process and report on that process.

How do you handle the RFP qualifications and decide which bids are worth pursuing?

For less mature businesses or teams, any RFP becomes very exciting and you want to chase it. Whereas in reality, not every opportunity is a good one. For many reasons, it might not be the right fit. There are so many factors that help qualify an RFP bid, recording that and analyzing that is important. If you don't have a basis of qualifying, then what basis are you using to decide which are the important ones? We want to focus our resources on the best opportunities.

How has working with Winmore impacted more than just the development team? Is it having an effect on other collaborators in the process that ordinarily may be excluded from a traditional CRM project?



The best example would be our leadership team. There are the guys using the platform day-in and day-out. But the management can look and understand what the development team is doing. They can understand how many projects they're working on, what the status of those projects is, maybe even what the likelihood is that we will be successful in each of those projects. It allows them to then think about future resources. So even at the more senior level, we see it driving big decisions, even capital expenditure budgets.

ABOUT LF LOGISTICS

LF Logistics is one of the three global networks of Li & Fung Limited, the Hong Kong-headquartered multinational group recognized as the world's leader in consumer goods design, development, sourcing and distribution. The Company specializes in supply chain management of high-volume, time-sensitive goods for leading retailers and brands worldwide via an extensive global network. It manages 26 million square feet of space and is partnered with more than 400 world-renowned companies.



ABOUT WINMORE

Customer Success Platform for Logistics Companies

Winmore's Customer Success Platform helps commercial teams win more RFPs, accelerate time-to-value and build customer relationships at scale.

- **Bid and Tender Collaboration** for commercial, pricing, contracts and product teams to qualify and respond to RFPs and tenders, boosting win rates.
- **Customer Solution On-Boarding** for managing complex on-boarding customer implementations, accelerating time-to-value, reducing the risk of scope creep and improving operating margin.
- **Business Process Design Studio**, a drag-and-drop business process modeling tool for developing multi-stage, collaborative workflows to bring your custom processes to life.

Winmore powers the customer success initiatives at some of the world's most respected logistics service providers, including carriers such as Averitt Express, brokers like CH Robinson, forwarders including Kuehne + Nagel and contract logistics providers such as LF Logistics.

Winmore was recently recognized by FreightWaves as a *FreightTech 100*, an award reserved for the most innovative software companies in the world.

Learn more at winmore.app



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