



AI-POWERED RFP PROPOSAL GENERATION

CASE STUDY

Accelerating proposal development with AI-driven automation.



AT A GLANCE

CHALLENGES

- Time-intensive proposal creation
- Maintaining consistency
- Reusing historical proposal knowledge
- Tight response deadlines

BENEFITS

- Faster proposal preparation
- Improved proposal quality
- Greater consistency across submissions
- Enhanced team productivity



"The AI-powered proposal solution reduced preparation time while helping teams deliver more **consistent, competitive, and high-quality** submissions."



OBJECTIVES

The objective was to streamline RFP proposal creation using AI to generate high-quality drafts from historical company data. The goal was to reduce preparation time, improve consistency, and enable teams to focus on strategic proposal development.



SOLUTIONS

Carthago Studio developed and implemented a proposal generation solution that streamlined drafting using content from previous proposals.

- **NLP-Powered Proposal Drafting**
- **Historical Proposal Analysis**
- **Workflow Integration & Automation**



BENEFITS & IMPACT

Reduced Preparation Time

Proposal development time was reduced by 50%, enabling faster responses to opportunities.

Improved Proposal Consistency

Past proposal data was used to maintain a consistent tone, structure, and format across submissions.

Higher Win Potential

Teams delivered more tailored and professional proposals that improved competitiveness.

Increased Strategic Focus

Automation reduced repetitive work, allowing staff to spend more time on proposal strategy and clients.

