HURON

Unlocking ROI with Innovation: Huron's 10-Week VisibleThread Challenge

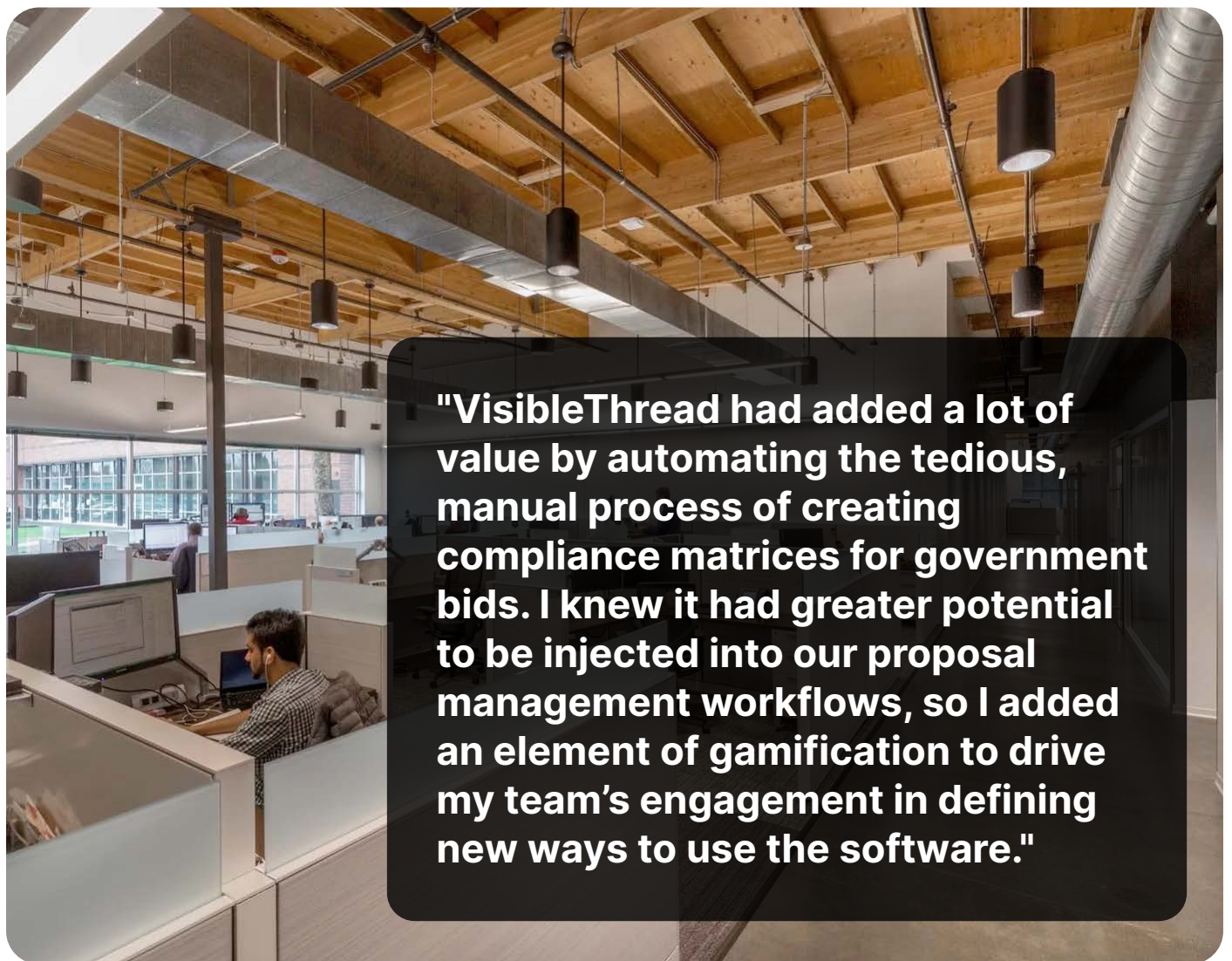| Head Quarters	Size of Company	Industry
Chicago, Illinois, US	3,750 Employees	Management Consulting

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Introduction

Huron, a global professional services firm, set out to boost automation in its public sector business development processes. Already seeing value from using VisibleThread for compliance matrices, the team sought to drive greater efficiency and time savings through additional use cases.

To drive greater adoption and uncover new innovative approaches, Huron collaborated with VisibleThread's Customer Success team to launch a 10-week internal challenge aimed at discovering new use cases and fostering greater engagement across its public sector business development team. By aligning the initiative with strategic goals and best practices, the collaboration empowered employees to experiment with the platform in new meaningful ways.

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The outcome? **218 hours saved** or **$18,000+** over the 10-week period.

"VisibleThread had added a lot of value by automating the tedious, manual process of creating compliance matrices for government bids. I knew it had greater potential to be injected into our proposal management workflows, so I added an element of gamification to drive my team's engagement in defining new ways to use the software."

Structured in three-week checkpoints, the challenge allowed the team to iterate and refine their ideas. Role-based groups focused on relevant aspects of the tool, including improving qualification scoring, proposal kick-off processes, and compliance matrix development. For instance, Huron's public sector proposal manager team focused on capabilities that influence qualification scores and bid/no-bid decisions. Their efforts centred on aligning proposals with government requirements and streamlining gate review processes.

Meanwhile, the proposal coordinator team concentrated on improving workflows and developing various types of compliance matrices. They also explored more efficient ways to build proposal outlines and integrate content into final submissions.

By the end, each group had uncovered new, high-impact use cases for VisibleThread's technology that streamlined workflows and minimized manual effort.

> **"By the end of the challenge, each of the two teams had created one new use case for VisibleThread. Both of these new use cases had potential for immediate application, creating tangible ROI by reducing the time we spent to conduct those reviews outside of VisibleThread."**

Real Results, Tangible Impact

The impact of the initiative was clear. Usage across all VisibleThread features increased significantly during the competition:

Discovery Export:	Dictionary Search:	Simple Shred:
↑343%	↑72%	↑22%

Annotated Docs:	Doc Compare:	Acronym Report:
↑11%	↑22%	↑13%

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Huron's 10-week initiative is a powerful example of how innovation and collaboration can drive real change. With VisibleThread, Huron achieved more than improved efficiency - they sparked a lasting transformation toward smarter, more automated work.

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