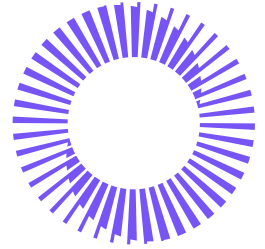




VisibleThread



CUSTOMER SUCCESS STORY

One platform. Every stage of the bid.

How Marieke Bland used VisibleThread's unified platform with proposal teams at Octo, IBM, and KMS Solutions, combining deterministic compliance tools with AI writing in a single system of record.



Marieke Bland

CP CL APMP

Director of Proposals, KMS Solutions, LLC

CONTEXT:

What VisibleThread Is Today

VisibleThread is not just a writing checker or a shredding tool. It is a unified platform connecting opportunity tracking, AI-assisted writing, deterministic compliance analysis, and contract lifecycle management in a single system of record. Marieke was one of the first practitioners to work with the full platform.

Credentials:

- APMP Practitioner Certified
- Shipley Certified
- NCA Annual Conference Co-Chair
- Leadership Academy Graduate
- APMP 40 Under 40 Awardee

PROPOSAL OPERATIONS
BUILT & SCALED ACROSS



OCTO



KMS Solutions, LLC

The Challenge

Federal proposal teams operate under compounding pressure. For Marieke, the manual processes her teams inherited were not just slow. They were real exposure points that could cost a bid.

COMPLIANCE RISK

Amendment Blind Spots

Comparing solicitation versions manually meant hours of back-and-forth and a genuine risk that a changed requirement slipped through to final submission unnoticed.

EFFICIENCY RISK

The Matrix Built From Scratch, Every Time

Compliance matrices were assembled by hand on every bid. A meticulous, time-consuming bottleneck that pushed teams to the submission wire before real writing could even start.

QUALITY RISK

AI Without Any Structure

As AI tools spread across the industry, teams had no structured way to govern quality. Output varied by person, by day, by prompt, with no system in place to ensure consistency or catch content that had been fabricated.



Capabilities in Action

Marieke's teams rely on three core capabilities across the platform.

DOC COMPARE

01

Amendment Tracking Without the Risk

Doc Compare automated the entire process of tracking changes between solicitation versions. No manual steps, no single point of failure. Every change is surfaced with pattern-matched precision, not AI guesswork. What used to take hours and depend on one person's vigilance is now a repeatable step anyone on the team can run.

COMPLIANCE SHREDDING

02

Matrices Built in Minutes, Not Days

VisibleThread extracts requirements with full accuracy and supported auto-populated existing compliance matrix templates. One critical bottleneck - gone. Teams get to strategy faster, with accuracy built in from the start.

PROMPT LIBRARY AND COLLECTIONS

03

AI That Knows What It's Talking About

Most AI tools leave proposal teams staring at a blank text box with no guardrails. VisibleThread's prompt library codifies proven prompts for every lifecycle stage. From BD assessment to section drafting and makes them available to the whole team in-tool. Combined with Collections, AI answers are grounded in verified content, not wherever the model decides to look.

"Having a built-in prompt library right in the tool, rather than a running Word doc of prompts sitting on my desktop, is genuinely useful for a team."

Marieke Bland

» < Missile Defense Agency (MDA) Multiple Award IDIQ Contract

< Review Draft (1).pdf vs Final (1).pdf

By change type

Modified (232) Added (296) Deleted (215) Identical (3664)

By Review Summary

High (0) Medium (1) Low (0) Ignore (0) Unmarked (4406)

By Comment

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"I didn't know VisibleThread existed until a few years ago, and the moment I first used Doc Compare I thought: where has this been my whole career?"

Marieke Bland, Director of Proposals, KMS Solutions



The Impact

The shift to a unified platform changed what Marieke's teams could do and how confident they felt doing it.

✔ Zero missed amendments:

Doc Compare replaced manual document comparison with a repeatable, accurate process available to the whole team. Individual vigilance became a system.

✔ Compliance matrices in minutes:

Custom macro plus auto-population cut a multi-hour task to a near-instant step, freeing senior proposal time for strategy and writing rather than extraction.

✔ AI adoption that scales:

The prompt library and Collections gave the whole team a consistent, governed AI workflow, ending the quality gap between strong and weak prompters across authors.

✔ One platform, not five tools:

From opportunity tracking to final submission, the full bid lifecycle now sits in a single system with shared visibility, workspace access control, and a unified view of every active bid.

“The teams that have figured out AI adoption have not done it overnight. If you are not starting now, you are already behind. VisibleThread gave us the structure to do it right.”

Why VisibleThread

For years, proposal teams faced an uncomfortable choice: adopt an AI-first tool and sacrifice accuracy or stick with rules-based software and miss out on speed. VisibleThread ended that trade-off.

What Marieke found, and what surprised her teams, was that VisibleThread was not an old tool with AI bolted on. It is a platform built from the ground up to combine deterministic precision with generative AI, each handling the jobs it is suited for.

How the platform is structured

Deterministic Engine

Shredding, compliance matrix extraction, Doc Compare, and acronym checking. All rules-based, all 100% repeatable. The foundation everything else builds on.

AI Writing Layer

AI writing focused through Collections, which are curated and approved knowledge bases that stop the model reaching for outdated content. Structured prompts rather than guesswork.

System of Record

From opportunity identification to post-award delivery, every stage of the bid lives in one platform with workspace-level access control and shared visibility.