

● CUSTOMER SUCCESS STORY

One Team, Full Visibility.

How Karin Olson Held and Jamie Lee aligned BD, Capture, and Proposals at WPS with a single connected platform.



Karin Olson Held
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WPS — A HEALTH SOLUTIONS COMPANY

WPS's BD, Capture, and Proposal teams were working in silos, with a lack of shared understanding of priorities and "why us" story. Karin and Jamie collaborated with their team to envision the three functions as a relay team instead, with VisibleThread as the shared system of record underneath.

The Challenge

For WPS, disconnected BD, Capture, and Proposal functions weren't just inefficient. They were costing win probability before writing even started.

SILO RISK

Working Without a Shared Picture

Business Development, Capture, and Proposal each moved independently, but without clear alignment. That made resourcing and prioritization guesswork.

STRATEGY RISK

No Clear "Why Us"

Opportunities that looked compliant on paper were less compelling, because the team hadn't clearly connected the customer's pain points across the handoff.

TIMELINE RISK

Writing Before the Solution Existed

Proposal teams were sometimes asked to start writing before the solution was finalized, introducing proposal risk while the clock was running.

From Silos to a Relay Team

STAGE 01

Business Development

Identify and qualify the opportunity



STAGE 02

Capture

Shape the solution and the win themes



STAGE 03

Proposal

Write, review, and submit

OVERLAP ZONE

OVERLAP ZONE

CAPTURE HANDS OFF

- Documented win themes
- Documented solution
- Key personnel roster
- Draft executive summary

PROPOSAL TAKES FORWARD

- Accurate strategy and solution in the final proposal
- Color team review
- Capture stays involved but steps back from daily leadership



An effective relay team doesn't have one member stopping before the handoff. They overlap, which maintains speed and ensures the baton isn't dropped.

Karin Olson Held

Director, Strategic Growth Enablement, WPS

Capabilities in Action

DOC COMPARE

01

Amendment Tracking Without the Risk

WPS uses Doc Compare against solicitation manual revisions, including full federal contract manual updates, to catch every change between versions without a manual, document-by-document read-through.

COMPLIANCE SHREDDING

02

Gap Analysis That Starts in Capture, Not Proposal

Capture runs Simple Shred on statements of work to do gap analysis before a bid decision is even made. Proposal then shreds the RFP itself for the compliance matrix and acronym dictionary.

AI WRITING

03

A Faster First Draft, Grounded in What's Approved

Proposal reviews content against RFP requirements and drafts faster using reusable, approved content.

The Impact

✓ A week of manual work, gone

Before VisibleThread, gap analysis charts from statements of work took days of manual effort to create. Now it's a repeatable step anyone on the team can run.

✓ Confidence in "why us"

Understanding requirements earlier, in Capture, gives teams the clarity to build a real, differentiated story instead of a generic one.

✓ Faster first drafts

Reviewing proposal content against RFP requirements and drafting from approved content gets teams to a first draft faster than starting from a blank page.

✓ Adoption that spread on its own

What started as one person's tool in Capture is now something Operations asks for directly. "Has Jamie done the shred yet?" is a request the proposal team gets asked, not one it has to push.



"We found out we already had this in another part of our organization, and Karin started explaining what it could do. That moment of 'you're kidding me' happened, and I got my hands on it and couldn't have been more excited."

Jamie Lee, Business Development and Process Lead, WPS

Why VisibleThread

For years, BD and Proposal teams faced a choice between rules-based tools that were accurate but disconnected, or AI tools with no guardrails. VisibleThread ends that trade-off, and gives every handoff a shared system of record.

Deterministic Engine

Shredding, compliance matrix extraction, Doc Compare, acronym checking. Rules-based, 100% repeatable.

AI Writing Layer

Faster drafting, grounded in approved content rather than a blank page.

System of Record

From BD identification through Capture and into Proposal, one platform, one shared view.

VISIBLETHREAD.COM

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