



CASE STUDY

ArmorWorks

Interviewed Dan Gerelick – Chief Financial Officer



ArmorWorks is a defense and security company that provides innovative protective technologies and products, including commercial aviation cockpit doors, platform armor and seating, sensitive material protections, and more.

For over 20 years, customers around the world have depended on ArmorWorks technologies for the daily security and protection of people and assets. They look to ArmorWorks' highquality products which reflect the company's passion for protecting the modern-day warfighter through an unwavering commitment to research, development, and advanced engineering. ArmorWorks is continuously developing new protection technologies for military and commercial customers, and while the company's engineering advances result in exceptional products, their specialized proprietary materials and one-of-a-kind manufacturing processes make them uniquely superior and unlike anything else on the market.



Transforming to Become a Prime Contractor

In addition to their high-quality products and manufacturing techniques, ArmorWorks is also attractive to the U.S. Department of Defense because of the company's reasonable pricing. In fact, the majority of ArmorWorks' business is with the U.S. Department of Defense as a subcontractor to OEMs and other prime contractors.

ArmorWorks heard about ProPricer from their prime contractors, and once they saw the software in action they knew they could never go back to their old pricing system if they wanted to stay competitive and grow as a company. To do so, they needed a faster, more accurate, and scalable way to win bids. For example, their first opportunity to bid as a prime contractor required ArmorWorks to submit their cost proposal to the U. S. Air Force in

a rapid turn-around after receiving the request for pricing. "We simply could not submit a complex, accurate proposal in short order using our existing system," said Dan Gerelick, Chief Financial Officer of ArmorWorks. "Our combined system that relied on functionality of Microsoft Excel and a homegrown pricing solution was just too slow."

To win the Air Force contract and begin to transform ArmorWorks from a Tier-2 to a Tier-1 contractor, Brad Pedersen, CEO of ArmorWorks, assigned the task to Gerelick to adopt and leverage a robust pricing solution which his pricing and proposal team could implement and use to demonstrate ArmorWorks capabilities to the Air Force.



Flexible



Scalable



Fast

“Once we saw the accuracy and sophistication of the reports, we knew ProPricer was our solution.”

In Search of a Sophisticated Pricing System and Easy Deployment

As the ArmorWorks team sought a pricing system, they had critical functionality in mind. The right solution had to provide an easy way to load materials data and materials cost data (the lifeblood of most ArmorWorks bids) from ArmorWorks servers into the pricing system. Second, the solution had to enable a rapid review cycle through flexible analysis tools and comprehensive reporting. Once such pricing system was identified, the team at ArmorWorks needed to ensure they could deploy and train on the system in less than ten weeks in order to submit their first proposal as a prime contractor.

After evaluation, the team at ArmorWorks determined that ProPricer could deliver more and faster ROI than any homegrown or Excel based pricing system. They made their determination by “test driving” a demo version of ProPricer. They even went so far as to run reports with one of the ArmorWorks data sets to ensure ProPricer was the ideal software solution to suit their needs. “We used our data and ran a couple of reports,” said Gerelick. “Once we saw the accuracy and sophistication of the reports, we knew ProPricer was our solution.”

ProPricer Delivers Comprehensive Pricing Capabilities Under a Tight Deadline

The ProPricer implementation team offered a complete turn-key package, configuring data sets needed to produce a compliant RFP response in just 150 hours. With that, the ArmorWorks team was able to implement ProPricer in just six weeks while training eight pricing and proposal personnel over a three-day period. “I don’t know if we’re the fastest ProPricer implementation ever, but that sure was fast,” said Gerelick. With ProPricer in place, ArmorWorks was ready to pursue their objective and attempt to win an order as a prime contractor with the Air Force.

The team found ProPricer intuitive to use. They were able to rapidly load their materials and materials cost data and while users followed a standardized process as they progressed in developing their pricing. Moreover, when ArmorWorks professionals wanted to see how shifting timeframes and other criteria might affect their bid, they used the “what if” capabilities of ProPricer to test various scenarios to arrive at the optimal one for submission.

From the outset, ArmorWorks pricing leaders were able to hone in on the three reports they really needed to support the bid. Once they had entered all their data and followed the pricing process established within the system, they generated reports in real-time so that proper reviews could occur before submission to the Air Force. This step ensured 100-percent accuracy without delaying the bid submission. Beyond submitting a high-quality, accurate bid on time, ArmorWorks also raised their standing with the Air Force through the use of ProPricer itself. “ProPricer enabled us to show the Air Force that we had our act together through our robust systems,” said Gerelick.





Scaling the Business with PROPRICER

Because ProPricer's database unifies all pricing data, across multiple proposals, in a single and accessible location, ArmorWorks pricing and proposal staff can reuse pricing data and formulas. As a result, they have dramatically reduced the time it takes to develop a new proposal – an average time savings of 25% percent. Needless to say, ArmorWorks is well on their way to becoming an established and repeat tier -1 contractor with the U.S. Department of Defense. "With ProPricer, all the pieces came together," said a happy Dan Gerelick. "Not only can we do more business, we do it faster and at far less pricing risk exposure."

ArmorWorks now consistently competes as a prime contractor and is able to compete on equal footing to other OEM vehicle manufacturers.

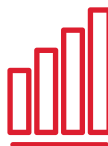
"With ProPricer, all the pieces came together"



Time Saving



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held in one place



Easily provide
audit-ready reports

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