Extracting Maximum Value from the RFP Process
A Vendor’s View

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- Source: Most often scholarly publishers
- Volume: 30 - 50 received / responded to annually
- Avg RFP length: 15 - 60 pages
- Avg Response: 35 - 100 pages
- Response time: 1 month avg

The Goal
The frequent outcome
The unavoidable reality

Sheridan PubFactory
Tom Beyer, Director of Platform Services, Sheridan PubFactory
Things I look for in an RFP

- Goals
- Size & Scope
- Timeframe
- What will this client be like to work for?
- Budget

Top Tips

- Be as clear and concise as possible about the things that:
  - Size the project (how many, how many different kinds, how fast,...)
  - are hidden or not obvious
  - Integrations with external systems
- Concentrate on what you want not how it should be implemented
  - Use cases can be helpful
- Highlight your unique needs
- Make sure that all of your questions are pertinent
  - Think about your Goals
- Provide as much sample data as possible
  - Try to highlight the variation in the content

Top Tips

- Ideally it's a two-way street:
  - Be prepared to answer lots of questions
  - And try to structure the RFP process so that the respondent has a chance to indicate what's unique about them
- Items and/or priorities may change
  - And that's OK!
- But make sure you have a plan for dealing with change
- Structure the process so that you get to feel for the people
  - This is going to be a long-term relationship
- Most of all Communicate!