



Securing cash by winning the deal

nFold Services

Bid Strategy
Bid Management
Proposal Writing
Proof Reading
Formatting/Layout
Graphic Design
Printing & Packaging

Project

ABSA Jemima Project

Our Client

SBV Services

Our Client Sector

Cash Management & Security

Their Client

ABSA

Their Client Sector

Banking

Value

Confidential

Duration

5 weeks

Overview

SBV Services is a pioneer in the cash industry providing services that extend across the entire cash supply value chain. ABSA issued an RFP and SBV seized the opportunity to grow their business and expand on a National footprint of more than 30 centres. nFold helped SBV to assemble a winning bid.

Challenge

As a partner to ABSA, SBV knew that they had the capability and the resources to benefit from this opportunity; SBV had to win the ABSA Jemima bid. With only five weeks to the bid deadline SBV approached nFold to create some proposal magic.

Approach

nFold researched the client and the competitors and conducted a bid strategy session with SBV. DRDA Proposals created a custom template and layout for the bid to match the win theme and created some bespoke pictures in line with SBV branding to explain and sell the solution.

ABSA imposed page limits so every word counted. nFold's proposal writer interviewed people at SBV who knew the client and the SBV operation so that their experience shone through in the proposal content. nFold's bid manager kept everyone informed of progress and helped the team to finish early and submit on time.

Outcome

SBV was shortlisted and nFold was called in to assist with the branding of the best and final offer. SBV won the deal meaning that ABSA Cash Solutions will be outsourcing their cash handling to SBV. This includes cash processing, cash in transit and ATM services. This deal has further entrenched SBV's leadership position in the cash industry.

Testimonial

"Big bidding is a specialized field and we were pleased to have nFold on board to assist us with the tender for Project Jemima. Together with the SBV senior management team, we succeeded in presenting SBV's strategy to ABSA in a compelling style that clearly represented SBV's service offering."

Andrew Meerburg
Group Financial Director

