

Request for ~~Proposal~~ **PARTNERSHIP**

AVOIDING THE PITFALLS OF THE
TRADITIONAL RFP PROCESS



Request for ~~Proposal~~ **PARTNERSHIP**



JEANNA
Balreira

jgoodri1@trinity.edu

[@jeannabalreira](https://twitter.com/jeannabalreira)



STEPHANIE
ENOCH

senoch@trinity.edu

[@designcodernet](https://twitter.com/designcodernet)



BRENT
Wilker

brent@imagexmedia.com

[@imagex_media](https://twitter.com/imagex_media)

#MPD7 // #heweb2016

TODAY, WE'LL TAKE YOU THROUGH...

Crash Course: Traditional RFP processes

Requesting a Proposal, the Traditional Way

Do open RFPs drive away good partners?

Requesting a Partnership, the Trinity+ImageX Way

Best Practices for Future RFPs

TRADITIONAL RFP PROCESSES

closed

selected vendors
invited to
participate
based on research,
previous
relationship,
approved vendors,
etc.

OPEN

publically
announced

syndicated across
RFP aggregators

large number of
responders

hyBRId

selected vendors
invited to
participate

publically
announced in
some way

TRADITIONAL RFP PROCESSES

closed

OPEN

hybrid

best suited for custom projects where requirements are fluid or consulting services are required for areas of the project where organization is lacking

TRADITIONAL RFP PROCESSES

closed

OPEN

hybrid

best suited for projects where requirements are well known and defined in great detail, and a partner to execute is desired

TRADITIONAL RFP PROCESSES

closed

open

hybrid

can be used in both custom and well-defined projects to supplement selected vendors or increase competition and ensure due diligence has been done to screen for the best partner available

TRADITIONAL RFP PROCESSES

closed

OPEN

hybrid

What formats have you used in the past?

(And how did it work out?)

REQUESTING A PROPOSAL

The Traditional Way

THE TRADITIONAL WAY

Trinity University generated an RFP for its initial website redesign project.

NOVEMBER 2012 - AUGUST 2013



THE TRADITIONAL WAY

**The interview process was bogged-down,
lacking efficiency and clear focus.**

assumed
a solution



limited
scope



limited lines of
communication

THE TRADITIONAL WAY

The result: over-promised, under-delivered.

too much
in one
RFP

&

limited
vendor
resources



client and
vendor tackle
project with
conflicting goals

Request for ~~Proposal~~ **PARTNERSHIP**

IN YOUR EXPERIENCE...

Do open RFPs drive away good partners?

IN YOUR EXPERIENCE...

~~Do open RFPs drive away good partners?~~

Good Partnerships Start with
COLLABORATION

REQUESTING A PROPOSAL

The Traditional Way

REQUESTING A PROPOSAL

The ~~Traditional~~ Way
TRINITY + IMAGEX

THE TRADITIONAL WAY

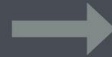
Trinity University rethought the RFP for development on new microsites.

DECEMBER 2014

hybrid
RFP



learn from
experience



staffed by
experts and
stakeholders

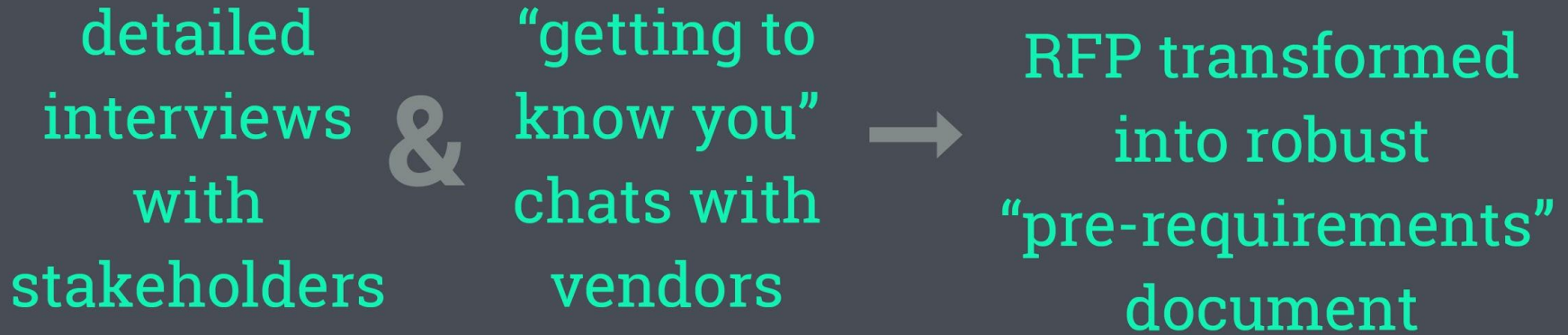
REQUEST FOR PARTNERSHIP

**Rather than focusing on solutions,
we focused on strategies.**

RFP requests a **partnership with real people,**
rather than a project with a
pre-determined result.

REQUEST FOR PARTNERSHIP

Open communication: stakeholders and vendors



REQUEST FOR PARTNERSHIP

Now that we're partners...

agile
development

constant
communication,
embrace
transparency

shared
roles and
responsibilities

REQUEST FOR PARTNERSHIP

Now that we're partners...

**continuing education,
continuing investment**

KNOWLEDGE SWAG

goo.gl/ØTU1Xv

JEANNA
BALREIRA

jgoodri1@trinity.edu

 [@jeannabalreira](https://twitter.com/jeannabalreira)

STEPHANIE
ENOCH

senoch@trinity.edu

 [@designcodernet](https://twitter.com/designcodernet)

BRENT
WILKER

brent@imagexmedia.com

 [@imagex_media](https://twitter.com/imagex_media)