



Transforming the Proposal Process in Professional Services

Twenty5 intelligent Pricing and Estimating (iPE) for Professional Services – Consulting, Audit, Tax, IT Services, Business Process Outsourcing, and Engineering

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Twenty5 for Professional Services

With recent disruption from government spending cuts to tariffs and possible trade wars, the average firm lost 20-30% of their market capitalization in the last year. Additionally, disruptive technology like generative AI has allowed boutique firms an opportunity to compete with the big players and squeeze their margins even harder.

Not to mention, the industry operates in an increasingly dynamic and competitive environment, where speed, accuracy, and profitability are paramount and where savvy clients transfer risk to their consultants through fixed-price engagements. Yet, many firms continue to rely on spread sheets and manual processes for, pricing and estimating, resource planning, and proposal development. These outdated approaches lead to inconsistent bids, limited visibility into profitability, and costly errors that undermine client trust and lead to margin erosion.

Forward-thinking organizations are looking for ways to increase margin, tighten internal controls to avoid revenue leakage, and creating new business models through everything-as-a-service. Essentially, bundling products and services into a holistic offering that is billed on a monthly subscription. Firms are also turning to technology to drive automation using smarter, integrated pricing solutions powered by AI to bridge the gap between sales and delivery.

Twenty5's Intelligent Pricing and Estimating (iPE) platform empowers firms to transform their approach to bidding and project pricing by moving from disconnected spreadsheets to data-driven decisions. Built to work seamlessly with SAP S/4HANA and C4C CRM, Salesforce, and Microsoft Dynamics CRM, Twenty5 iPE enables firms to respond to opportunities faster, with greater confidence and increased accuracy to maximize profit margin.



Our Mission

We want to empower businesses by **optimizing their pricing** and estimating systems, ultimately saving valuable time and increasing profitability.

Relying on Spreadsheets

Let's face it, responding to an RFP is one of the most daunting tasks in a Professional Services firm. A large majority of their revenue depends on their ability to respond quickly, and price to win without leaving margin on the table. When time pressure is high and the stakes are even higher, leaving your margin at risk of an Excel spreadsheet is a sure-fire way to lose money.

Many professional services firms, whether consulting, IT, accounting, or engineering, still rely on tribal knowledge and manual spreadsheets to estimate and price new projects. Without standardized data or continuous learning between bids, these organizations face mounting challenges that impact both efficiency and profitability. The inability to reuse historical data or adopt best practices means firms tend to start from scratch with each proposal, losing valuable institutional knowledge. Limited visibility into global pricing and margin performance leads to under or overestimation, inconsistencies, and eroding project margins and rates across clients, regions, or business units. With sales and delivery operating in silos, projects are often re-planned in SAP once contracts are awarded. This disconnected process further diminishes delivery margins and reduces accountability.



CPQ Domain Problematics

The Structural Barriers Undermining Modern CPQ Performance

In today's hyper-competitive bidding environment, organizations face mounting pressure to deliver proposals that are not only fast and accurate but also strategically differentiated. Yet many enterprises remain constrained by legacy Configure-Price-Quote (CPQ) practices that were never designed to handle the complexity, velocity, and strategic nuance of modern deal-making. These constraints manifest as systemic inefficiencies, inconsistent value realization, and avoidable commercial risks. The following structural barriers illustrate the depth of the challenge and the urgent need for CPQ transformation.

1. Fragmented Request Comprehension Limits Value Engineering Quality

Bid teams frequently interpret customer requirements through subjective lenses shaped by individual experience rather than shared organizational intelligence. This leads to inconsistent comprehension of customer intent and, consequently, value engineering efforts that lack relevance or strategic alignment. The absence of a unified interpretation framework results in proposals that miss opportunities to differentiate or optimize value.

2. Siloed Knowledge Prevents Organizational Learning

Critical insights, such as best practices, lessons learned, and competitive intelligence, remain trapped within disengaged functional silos. As a result, teams repeatedly "reinvent the wheel," duplicating effort and failing to leverage institutional knowledge. This fragmentation not only slows down proposal development but also erodes the organization's ability to build cumulative bidding expertise across regions, business units, and product lines.

3. Excessive Manual Data Processing Reduces Time for Value Intelligence

Bid teams spend disproportionate effort collecting, cleaning, and structuring source data using improvised, do-it-yourself tools. This manual burden inflates turnaround times, introduces uncertainty, and leaves little room for higher-order analysis such as scenario modeling or value optimization. The result is operational burnout and diminished strategic focus during the most critical phases of the bid lifecycle.

4. Inability to Track Ad-Hoc Changes Increases Error Rates and Friction

Bids evolve rapidly, often through unstructured, ad-hoc changes communicated across multiple channels. Without a systematic mechanism to capture, track, and act upon these changes, teams rely on vague, manually implemented processes. This increases the likelihood of errors, misalignment, and emotional friction between stakeholders—especially under tight deadlines.

5. Limited Transparency in Proposal Structures Weakens Negotiation Power

Proposal compositions often rely on shortcuts, legacy templates, or undocumented assumptions. This lack of transparency and explainability leads to opinion-driven negotiations rather than fact-based discussions. As a result, organizations struggle to articulate tradeoffs, justify pricing logic, or defend value propositions, ultimately weakening their negotiation position.

6. Flat Contingency Models Fail to Reflect Dynamic Project Realities

Many organizations apply uniform contingencies that do not reflect the dynamic risk factors of individual projects. This oversimplification leads to bulk margin erosion, as contingencies fail to account for complexity, uncertainty, or customer-specific variables. The absence of dynamic risk modeling undermines both competitiveness and profitability.

7. Inability to Identify “Trap Deals” Exposes the Organization to Destructive Engagements

Ego-driven estimations, inconsistent risk interpretations, and unclear responsibility allocation create blind spots that prevent early detection of commercially dangerous deals. Without structured mechanisms to flag “trap deals,” organizations inadvertently commit to engagements that erode margins, strain delivery teams, and damage long-term customer relationships.

8. Limited Understanding of Customer and Competitor Mechanics Reduces Win Rates

Opportunistic bid engineering, driven by intuition rather than data, limits the organization’s ability to comprehend the broader bidding ecosystem. Without insights into customer decision dynamics, competitor strategies, and market signals, proposals become reactive rather than strategic. This reduces win rates and weakens the organization’s competitive posture.

Streamlined Flow of Data

To overcome these challenges, Twenty5 developed a solution that brings data science, intelligent automation, and enterprise systems into a single, unified framework. By connecting SAP S/4HANA and C4C CRM, Salesforce, or Microsoft Dynamics CRM, Twenty5 enables professional services firms to manage the entire lifecycle of an opportunity, from initial bid through contract creation and project execution.

This feedback loop allows firms to get greater insights into actuals and can drive greater forecasting capabilities due to the ability to track estimate to complete and understand where you are at in the lifecycle of a project. It also allows firms to make smarter pricing decisions in the future by leveraging historical data and having a better understanding of actual performance.

“Faster turnaround, fewer errors, and a consistent, **data-backed approach** to winning and delivering profitable work.”

Our Solution

With Twenty5, opportunity data flows automatically from CRM systems into SAP, eliminating re-keying and manual entry, which lead to costly errors when setting up a project. Project baselines are created instantly upon proposal acceptance, ensuring a smooth handoff between sales and delivery teams. In addition to CRM and ERP, the platform integrates seamlessly with resource management tools, allowing for accurate staffing, costing, and pricing in real time.

By embedding analytics and predictive algorithms into every stage of the process, Twenty5 enables firms to price projects with greater confidence. Proposal teams can run scenarios with multiple pricing strategies, time and materials, fixed fee, subscription, or hybrid models, while maintaining standardized pricing structures and approval workflows. The result is faster turnaround, fewer errors, and a consistent, data-backed approach to winning and delivering profitable work.



Gainwell Technologies

“We have gone from an organization that was supporting the big deals only, to 95% of every transaction coming through the channel and we haven't had to change our capacity.”



Chuck Lee, SVP of Pricing
at Gainwell Technologies



In 2022, Twenty5 partnered with Gainwell Technologies, a leading healthcare IT company, following its spin-off from DXC Technology. Facing an aggressive migration timeline to implement new systems, Gainwell identified a critical gap in its ability to price and estimate project-based work effectively.

Within months, Gainwell implemented Twenty5's solution, integrating it with its SAP and CRM environments. The transformation was immediate. Proposal response times accelerated, visibility across business units improved, and profitability became easier to monitor and manage.

Gainwell's experience highlights the measurable benefits of adopting a unified, intelligent pricing and estimating platform. By aligning technology, process, and governance, Twenty5 empowered Gainwell to scale its operations without adding overhead, all while improving precision and profitability.

Intelligent Project Pricing & Estimating

Twenty5's Intelligent Pricing and Estimating (iPE) is a platform designed for organizations that run SAP and manage complex, project-based operations. Built on SAP's Business Technology Platform, it can be deployed in the cloud or on-premise, integrating deeply with both front-end CRM and back-end ERP systems.

iPE goes beyond automation, it applies artificial intelligence, machine learning, and predictive analytics to transform how professional services firms plan, estimate, and price their work.

Historical performance data from SAP, combined with advanced algorithms, allows teams to model scenarios, forecast costs, and optimize bill rates with precision.

For global firms, iPE simplifies multi-currency and inter-company rate management while maintaining transparency across business units. Deal approval workflows, version control, and what-if modeling help leaders make informed, timely decisions. With iPE, firms achieve an end-to-end digital process, from proposal to project creation, that connects data, people, and decisions across the enterprise.



Why Now

Demand for Precision and Accuracy

The professional services industry is at a pivotal point. The increasing complexity of global operations, combined with rising client expectations, demands a new level of precision and agility in project pricing and delivery.

Advancements in AI, data science, and in-memory computing have made it possible to eliminate the inefficiencies of manual estimating once and for all. Traditional tools like Excel or homegrown systems can no longer support the speed or accuracy required to compete in today's environment.

Twenty5 offers a future-ready foundation, fully aligned with SAP's digital strategy and designed to grow alongside enterprise transformations, including S/4 RISE migrations. For firms looking to win more business, improve margins, and deliver consistently high-quality outcomes, the time to act is now.



About Twenty5



Twenty5 was founded in 2017 with a clear vision: to redefine how organizations price and estimate complex projects. Named after 20/5 eagle-eye vision, our name reflects the clarity and precision we bring to project intelligence.

We believe there's a better, more intelligent way to cost and price project-based work than relying on spreadsheets and fragmented tools. By combining the art of estimating with the science of data, we help businesses move faster, bid smarter, and deliver with confidence.

Our solution, Intelligent Project Pricing & Estimating (iPE), connects seamlessly with SAP, Salesforce, and Microsoft Dynamics environments. Powered by artificial intelligence, machine learning, and predictive analytics, iPE transforms estimating into a continuous, data-driven process that bridges the gap between sales and delivery.

At Twenty5, our values center on precision, transparency, and continuous improvement. We empower organizations to harness the full potential of their data to enable teams to respond to opportunities faster, improve profitability across every project, and price with confidence.

Trusted by Industry Leaders



BearingPoint



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**Thank
You**