



# Transforming Cost Estimating and Bidding

Twenty5 Intelligent Pricing and Estimating (iPE)  
for Aerospace & Defense

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# Twenty5 for Aerospace & Defense

In today's Aerospace and Defense (A&D) landscape, the competition for complex, high-value contracts has never been more intense. Programs are expanding in scale and complexity, regulatory scrutiny is tightening, and profit margins are under constant pressure. Yet, despite these challenges, many organizations still rely on outdated methods for estimating and bidding, processes that depend on spreadsheets, manual inputs, and institutional memory rather than structured, data-driven insight.

This reactive approach exposes organizations to risk on multiple fronts. Estimates that are too high can cost the company valuable deals, while those that are too low can erode margins and strain customer trust. Compliance gaps further complicate the process, as government contractors must adhere to strict regulations such as DFARS 252.215-7002, FAR 15.2, and the Truth in Negotiations Act (TINA) in the US.

To stay competitive, A&D leaders are rethinking the way they price and estimate. By harnessing the power of artificial intelligence, data science, and enterprise integration, forward-thinking firms are transforming pricing from a static function into a strategic capability. This paper explores how the next generation of intelligent estimating, exemplified by Twenty5's Intelligent Pricing and Estimating (iPE) platform, is helping A&D companies move from guesswork to governance.



Our Mission

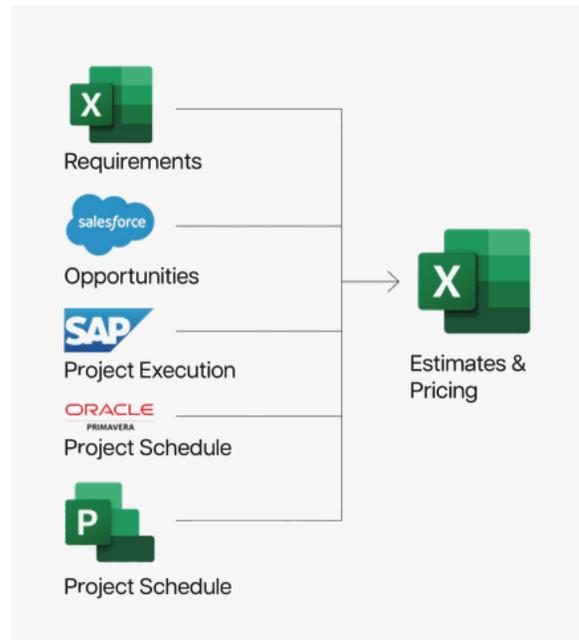
We want to empower businesses by **optimizing their pricing** and estimating systems, ultimately saving valuable time and increasing profitability.

# Complexity Without Control

For many A&D organizations, the process of responding to sales opportunities is slow, labor-intensive, and dependent on tribal knowledge. Each proposal begins as a reinvention of the wheel, often managed through disconnected systems that prevent teams from learning and improving over time. Estimates are built on partial information and best guesses, and there is often a disconnect between sales commitments and delivery capabilities.

This lack of integration not only drives inefficiency but also increases financial exposure. When costs are underestimated, margins are eroded; when bids are overpriced, opportunities are lost. Over time, these inconsistencies weaken both profitability and reputation.

The complexity of compliance adds another layer of risk, particularly for companies operating under US government contracts. What's needed is a framework that unites accuracy, speed, and accountability, empowering teams to bid with confidence, backed by data and insight.



# From Guesswork to Governance

Twenty5 is transforming how A&D firms pursue and deliver contracts with closed-loop systems that continuously improve with each project. This innovative approach transforms estimating into a strategic function that captures institutional knowledge, applies intelligent algorithms, and connects decision-making across the enterprise.

By creating a feedback loop between historical project and supplier performance and future bids, Twenty5 helps companies move from reactive estimating to proactive pricing intelligence. Each proposal and project becomes part of a learning system that refines itself over time, incorporating historical cost history, project actuals, and cost driver comparisons into all proposals. This allows organizations to deliver proposals faster, more accurately, and with far greater confidence and regulatory compliance.



# Cubic's "One Cubic" Vision

*I will happily share our positive experience of working with Twenty5 with other companies.*



Barry Long, VP of Pricing  
CUBIC Corporation



Cubic Corporation, a leading global provider of integrated defense and transportation solutions with nearly \$2 billion in annual revenue, faced the same challenges confronting many A&D firms: fragmented estimating systems, inconsistent data, and limited visibility across its international proposal teams.

In 2020, Cubic implemented Twenty5's iPE platform as part of its "One Cubic" initiative to unify operations and drive efficiency across the enterprise. The results were transformative. With end-to-end integration from cost estimation to project creation in SAP, Cubic gained a single source of truth for proposal management. Proposal turnaround times improved, data accuracy increased, and leadership gained real-time insight into the financial and operational impact of every bid.

# Intelligent Project Pricing & Estimating

Twenty5's Intelligent Pricing and Estimating (iPE) solution demonstrates what this transformation looks like in practice. Built on SAP's Business Technology Platform and fully integrated with SAP ECC, S/4HANA, PLM, and CRM systems, iPE brings together data, workflows, and analytics into a single, coherent environment.

Rather than replacing human expertise, iPE enhances it. By drawing on historical performance data, supplier quotations, and AI-driven cost estimating relationships, the platform enables organizations to model costs and prices with exceptional accuracy.

Integrated approval workflows streamline collaboration, while real-time data exchange with SAP, project management tools, and CRM ensures proposals are developed with consistency and transparency.

Crucially, iPE embeds governance and compliance directly into the estimating process. Every proposal maintains a complete audit trail aligned with regulatory requirements such as DFARS, TINA, and SBA standards. The result is a seamless process where every bid is faster to create, easier to justify, and more resilient under scrutiny. With its ability to simulate multiple pricing strategies, from cost-plus to outcome-based models, iPE gives A&D leaders a holistic view of risk, reward, and profitability across their global portfolios.



Why Now

# A Turning Point for the Industry

The A&D industry stands at an inflection point. The era of spreadsheets and siloed systems is ending, replaced by intelligent, data-driven platforms that can integrate, learn, and adapt in real time. Advances in artificial intelligence, data science, and in-memory computing have made true enterprise-wide pricing intelligence not only possible but essential.

Organizations that act now will not only modernize their systems but also position themselves to capture future opportunities with agility and confidence. Precision is no longer just a performance metric, it is a strategic advantage. Those who embrace Twenty5 and this transformation will define the next chapter of competitiveness in Aerospace and Defense.



# 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**