

## Creating Differentiation through Innovative Thinking and Client Understanding

### CHALLENGE:

Demonstrate to Fortune 10 Client how intellectual capital will be shared on an ongoing basis, to differentiate from the competition.

### SITUATION:

Integral part of bid for master service agreement. The bid was against three other competitors, two of whom were incumbents at the account. BearingPoint had little existing presence or reputation in the account.

### RESPONSE:

Understanding the needs of both BearingPoint and the end client was critical in this case. Re-reflecting the best that BearingPoint had to offer in terms of showcasing its people, process methodologies, white papers, and on-line training was critical. In addition, the model for sustainability in providing external relevant content from publications such as Harvard Business Review and other thought leadership sources was impressive in demonstrating to the client how BearingPoint was working in the client's interest.

### ACTION:

ManyWorlds' editorial and technology team went to work immediately, creating the prototype online environment in Epture, complete with BearingPoint's content and relevant external content, in under 48hours. It was refined with the help of the account team and in a few short weeks trialled with the client, including the procurement executives, who were delighted with the environment.

ManyWorlds' Client:



BearingPoint, Inc. (NYSE:BE) is one of the world's largest business consulting, systems integration and managed services firms serving Global 2000 companies, medium-sized businesses, government agencies and other organizations. They provide business and technology strategy, systems design, architecture, applications implementation, network infrastructure, systems integration and managed services. Their service offerings are designed to help their clients generate revenue, reduce costs and access the information necessary to operate their business on a timely basis. Based in McLean, Va., BearingPoint has been named by Fortune as one of America's Most Admired Companies in the computer and data services sector.

### RESULTS:

BearingPoint demonstrated the Epture environment during key presentations in the bidding process. They successfully displaced an incumbent competitor at the account, and was named one of two companies selected for the enterprise wide master service agreement. The online environment continues to be a source of high praise at the Fortune 10 client.

### FOR MORE INFORMATION:

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