



A Breakthrough In the Science of Proposal Development: P-XML

APMP™
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Agenda

- What is XML?
 - What does XML look like?
 - How is XML used today?
- What is P-XML?
 - Why do we need P-XML?
 - What are the goals of P-XML?
 - What are the benefits of P-XML?
- Why should APMP endorse P-XML?
 - Where are we today?
 - What is the P-XML Task Force?
 - How can you get involved?

What is XML?

- Stands for eXtensible Markup Language
- Facilitates the creation, storage, retrieval, and repurposing of information
- Provides a standard for defining the structure of a document
- Defines a document structure that is independent of format
- Defines content that is independent of software
- Uses tags (like HTML) to specify the meaning of a piece of text

What does XML look like?

The tagged content

```
<Proposal>
```

```
  <ProposalNumber>Proposal No. 112</ProposalNumber>
```

```
  <ProposalTitle>Response to SBC RFP</ProposalTitle>
```

```
  <Type>GeneralSection</Type>
```

```
  <Section name="ExecutiveSummaryOverview">Executive  
Overview</Section>
```

```
    <Text>As the nation's second-largest communications  
provider, SBC is preparing to expand its fiber-optic  
infrastructure beyond its "13 original colonies"</Text>
```

```
      * * *
```

```
</Proposal>
```

What does XML look like?

The unformatted results

Proposal No. 112

Response to SBC RFP

Executive Overview

As the nation's second-largest communications provider, SBC is preparing to expand its fiber-optic infrastructure beyond its "13 original colonies"...

What does XML look like?

The formatted results

Proposal No. 112

Response to SBC RFP

Executive Overview

As the nation's second-largest communications provider, SBC is preparing to expand its fiber-optic infrastructure beyond its "13 original colonies"...

* * *

How is XML used today?

- Healthcare Industry uses XML to standardize data interchange by encoding the structure and semantics of clinical documents
 - Converted the existing Health Level 7 (HL7) standard to an XML format
 - Vendors were able to produce tools to examine, extend and convert messages
- News and content syndication services use XML to help their subscribers republish content in their unique applications
- SBC uses XML to generate marketing communications from a single database to a variety of publications and media
- Cornell Law School's Legal Information Institute has announced the release of a new online edition of the United States Code, including all Federal law passed by Congress currently in force. The project team is also releasing the underlying XML version as a dataset for use in research.
- US Securities and Exchange Commission is evaluating Extensible Business Reporting Language (XBRL) for SEC financial data filing.

What is P-XML?

- A standard markup language for distinguishing the parts of a proposal
- A schema which standardizes the structure of proposals
- A software-independent means of facilitating content repurposing
- A standard defined by proposal and procurement professionals that improves their efficiency and effectiveness in writing, submitting, analyzing, and evaluating proposals

Why do we need P-XML?

- No software standard or recommendation exists that supports
 - Automatic generation, handling, and analysis of proposals
 - Interoperability among various software solutions
- No authoritative body has ever precisely defined what constitutes the ideal proposal organization or content
- A proposal-specific XML schema will allow proposal developers and evaluators to focus on the true differentiators a bidder brings to an opportunity
- If proposal professionals do not develop a standard, software vendors and procurement organizations will

What are the goals of P-XML?

- Make it easier to create, manage, and analyze proposals
- Increase our effectiveness and efficiency by enabling vendors to build new productivity tools to our specifications
- Increase the interoperability among the wide variety of software solutions for generating proposals
- Encourage best proposal practices across the business development community
- Be the driving force in creating an open standard

What are the benefits of P-XML?

- Early adoption of P-XML can position us to respond to potential requests from procuring org's that proposals be submitted in XML; perhaps even specify vocabulary usage in alignment with the FAR (Subpart 4.5/Part 15)
- Allows industry participants to easily exchange proposal content
- Increases the consistency among different proposals that come from different vendors and are generated by different tools
- Drives industry best practices
- Keeps proposal content independent from software tools
- Supports the development of tools that make it easier to create, compare and analyze proposals
- Allows deterministic and intelligent searching, indexing and analysis of proposals

Why should APMP endorse P-XML?

- Exemplifies the association's leadership in the science of proposals
- Guides the proposal community on best practices without curtailing their companies' differentiation efforts
- Creates a venue for members' involvement in the evolution of the profession
- Demonstrates the association's leadership in B2B information interchange

Where are we now?

- Fall 03 P-XML Working Group begins to meet
- Nov. 03 APMP Board names liaison to the Working Group
- Apr. 04 Working Group decides that developing the standard should fall to practitioners
- June 04 APMP presents P-XML track at Annual Conference
- June 04 the Board authorizes the formation of a Task Force to test the feasibility of the concept
- Oct. 04 Board invites UKAPMP to join Task Force

What is the P-XML Task Force?

- Membership
 - Active APMP professional proposal developers
 - Corporate partners of APMP
- Charter
 - Develop an open and implementable standard for proposals
- Process
 - Allow professionals to interactively develop the model
 - Consult with domain, technology & standards experts
- Deliverables
 - Develop the XML schema for proposals (P-XML)
 - Publish a definitions document that explains schema elements
 - Maintain a Website for exchanging documents & ideas

How can you get involved?

- Proposal professionals:
 - Join one of these APMP P-XML Task Force sub-teams:
 - Task Force: Holly Andrews at handrews@anteon.com
 - Buyer/Customer: Grant Mitchell, grant.mitchell@lmco.com
 - Communication/Training: Mike Bray, mbray@frntln.com
 - Content: Dana Hill, dana.hill@ngc.com
- Technology experts:
 - Join the APMP P-XML Task Force technical sub-team:
 - Jeff Amfahr; jamfahr@santcorp.com
 - Consider creating software solutions using P-XML