



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

**APMP™**  
**Southern California**  
**Fall Seminar**  
**October 22, 2004**

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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](mailto:handrews@anteon.com)
    - Buyer/Customer: Grant Mitchell, [grant.mitchell@lmco.com](mailto:grant.mitchell@lmco.com)
    - Communication/Training: Mike Bray, [mbray@frntln.com](mailto:mbray@frntln.com)
    - Content: Dana Hill, [dana.hill@ngc.com](mailto:dana.hill@ngc.com)
- Technology experts:
  - Join the APMP P-XML Task Force technical sub-team:
    - Jeff Amfahr; [jamfahr@santcorp.com](mailto:jamfahr@santcorp.com)
  - Consider creating software solutions using P-XML