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THE CURRENT TENDER MATURITY STATUS OF THE MANUFACTURING MARKET



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CO-FOUNDER & CO CEO
CUBERM

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The companies & people behind the report



George Boretos
Co-founder & Co- CEO



Cube RM is a specialized software vendor offering a Tender Management suite covering end-to-end all aspects of the tendering cycle including tender discovery & qualification, response preparation & evaluation, approvals & submissions, and process governance. Leveraging state of the art technologies like Natural Language Processing and Machine Learning to help companies efficiently manage and evaluate tender proposals and identify optimum pricing.

You can learn more [here](#).



Dr Steve Laborda
Founder & CEO



Steve Laborda

INSPIRING | MOTIVATING | CHALLENGING

Leader, coach, expert, and practitioner in B2B sales and marketing excellence focusing on improving profitability, how to capture value, developing the competences of the commercial people through customer/commercial excellence and sales enablement for B2B companies.

Key expertise in customer/commercial excellence, leadership and change management, strategic commercial planning, and value selling.

You can learn more [here](#).

Agenda

- General European tender market

- The current Tender Maturity status of the Industrial Manufacturing markets

- Importance of the tender steps

- Key take aways

- Q&A



THE EUROPEAN UNION TENDER MARKET

IN NUMBERS



**670
BILLION**

Total Tender Value across
the EU Yearly



More than **250.000**
Tenders published every year



The number of
tenders is
growing at **10%** Yearly



€ 0.6M Median Value
per Tender



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Source: Based on data (average values 2016-2018) from TED (Tender Electronic Daily), ©European Union, <http://ted.europa.eu>, 1998-2022

The Manufacturing Tender market in the EU is big and growing but also very demanding



It's big

€70bn

Annual value
of tenders

60,000

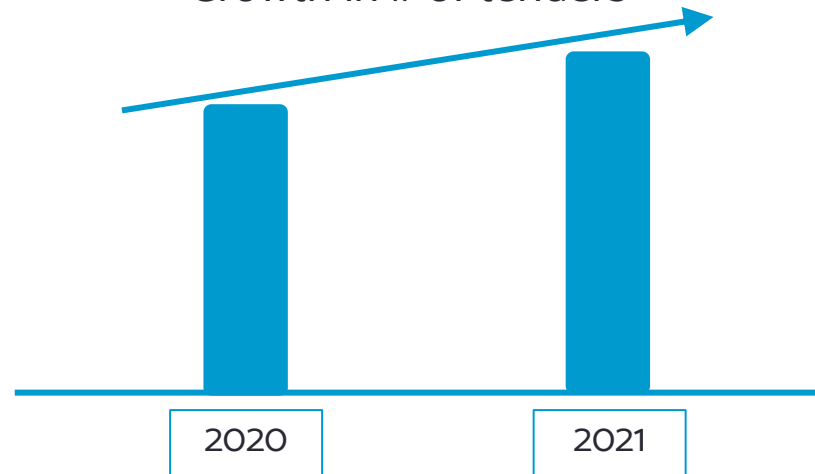
Annual number
of tenders



It's Growing

6%

Growth in # of tenders



It's Demanding

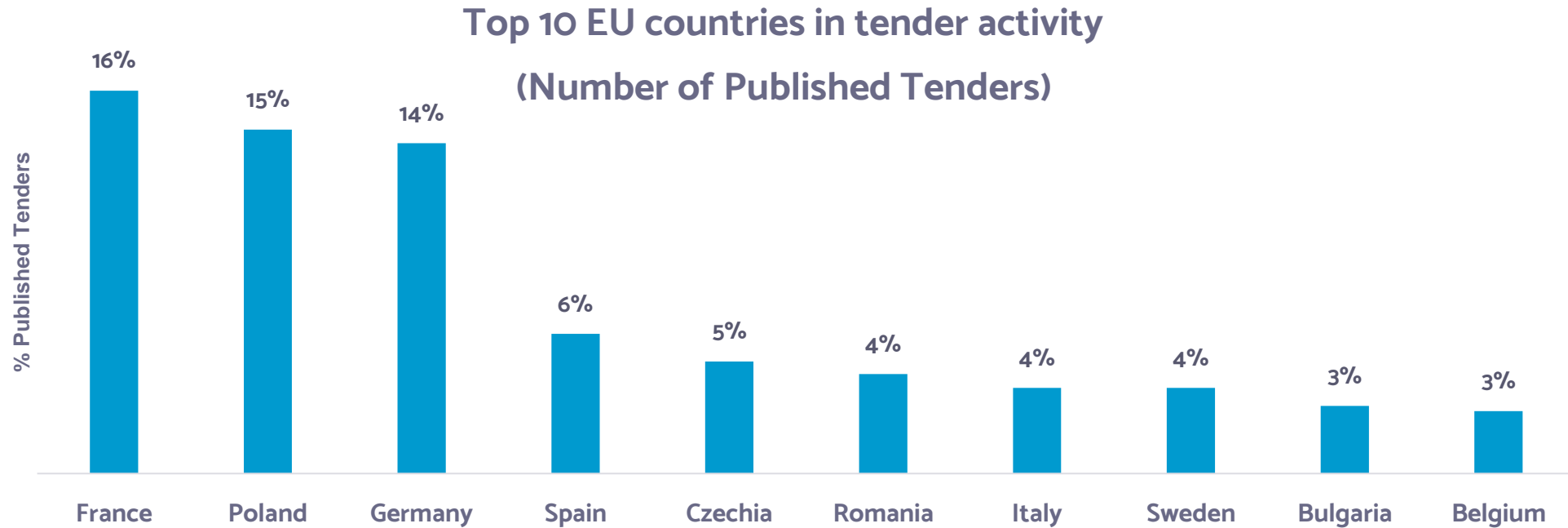
66%

Tenders with mixed
price & qualitative criteria

39days

from publication
to submission

...and it involves most countries but with varying levels of activity



Large diversity in Tender activity/country

Tendering remains a challenge for global enterprises



Are we **missing** important tenders?



Do we have enough **time to prepare** our tender responses?



How to **anticipate** for future tenders?



How to **prioritize** the best tenders to bid?



What is the **best price** to bid?



Do we know our **competitors** and how they behave?

Where do we stand as the Manufacturing Industry, in terms of tender capabilities and maturity?

How can we reach the Next Level?



The 7 steps for success of the Tender Excellence Journey





THE CURRENT TENDER MATURITY STATUS OF THE INDUSTRIAL MANUFACTURING MARKETS

Find out what those three numbers mean?

72

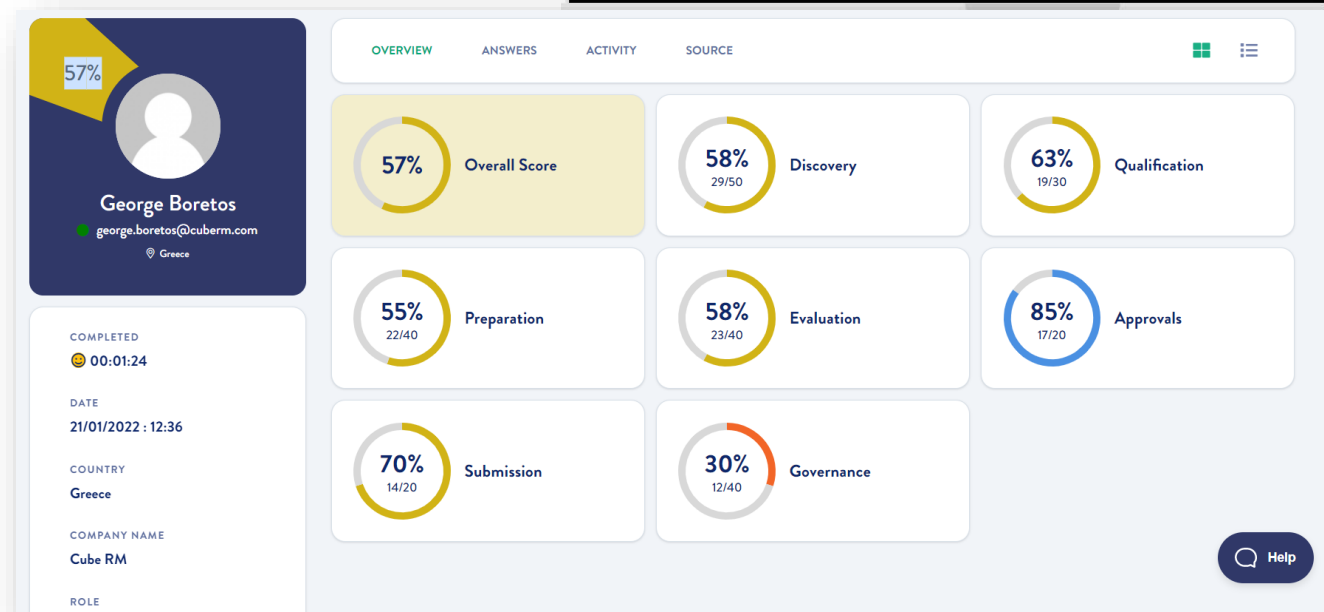
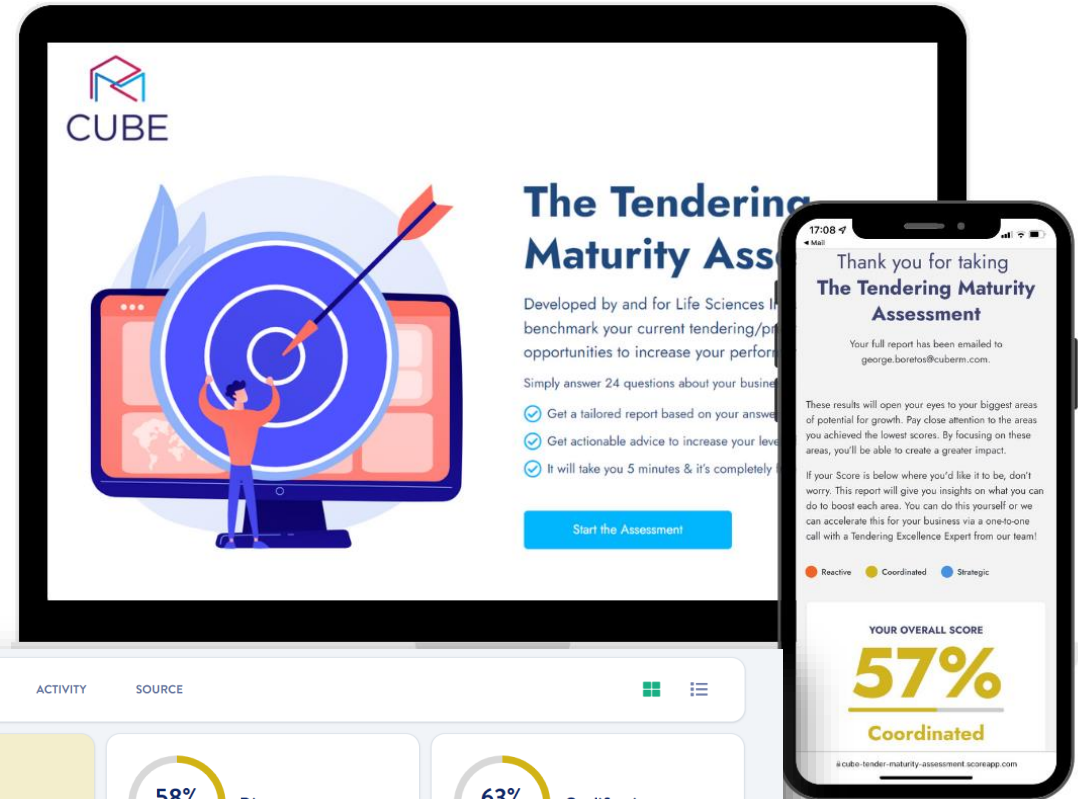
7

2



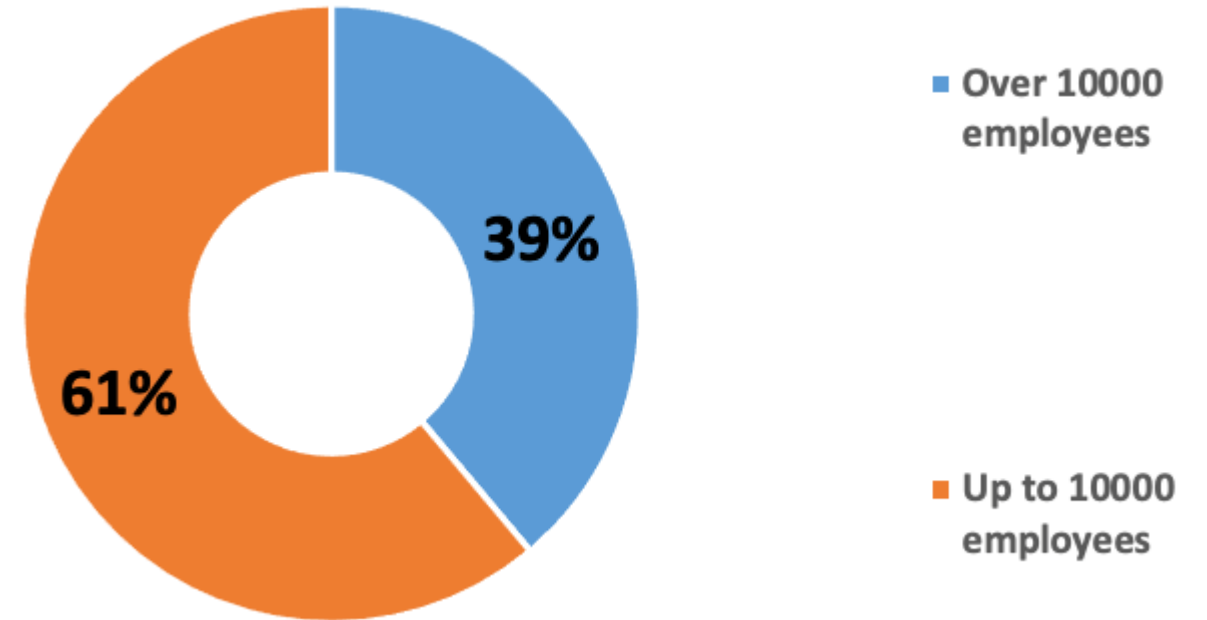
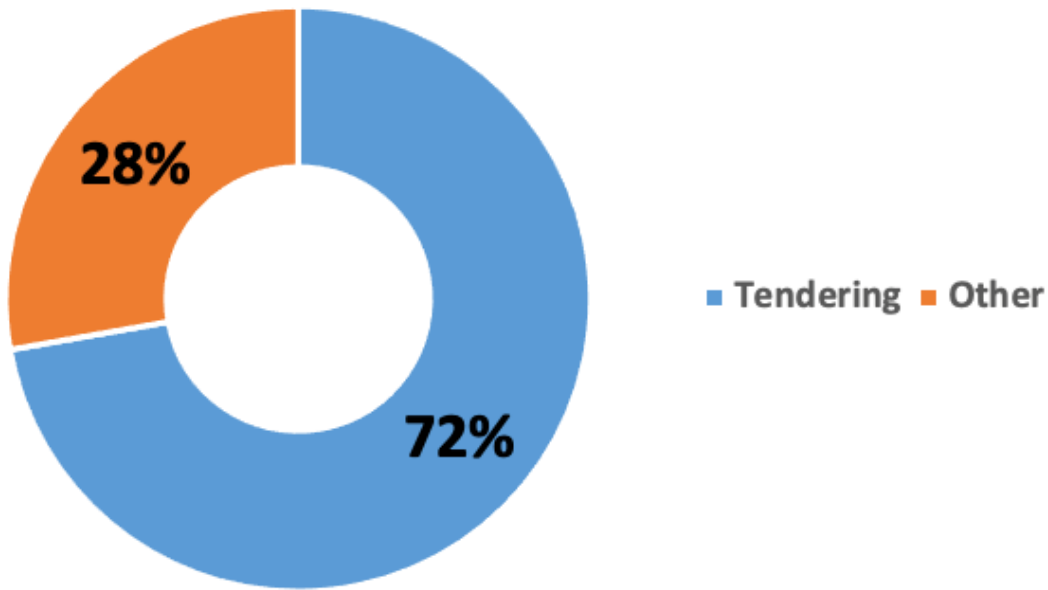
Cube RM Tender Maturity Assessment

We launched an online [tendering maturity assessment](#) tool, including 24 questions for self assessment & Results dashboard with detailed scores & guidelines.



Who participated in the tender industry benchmark?

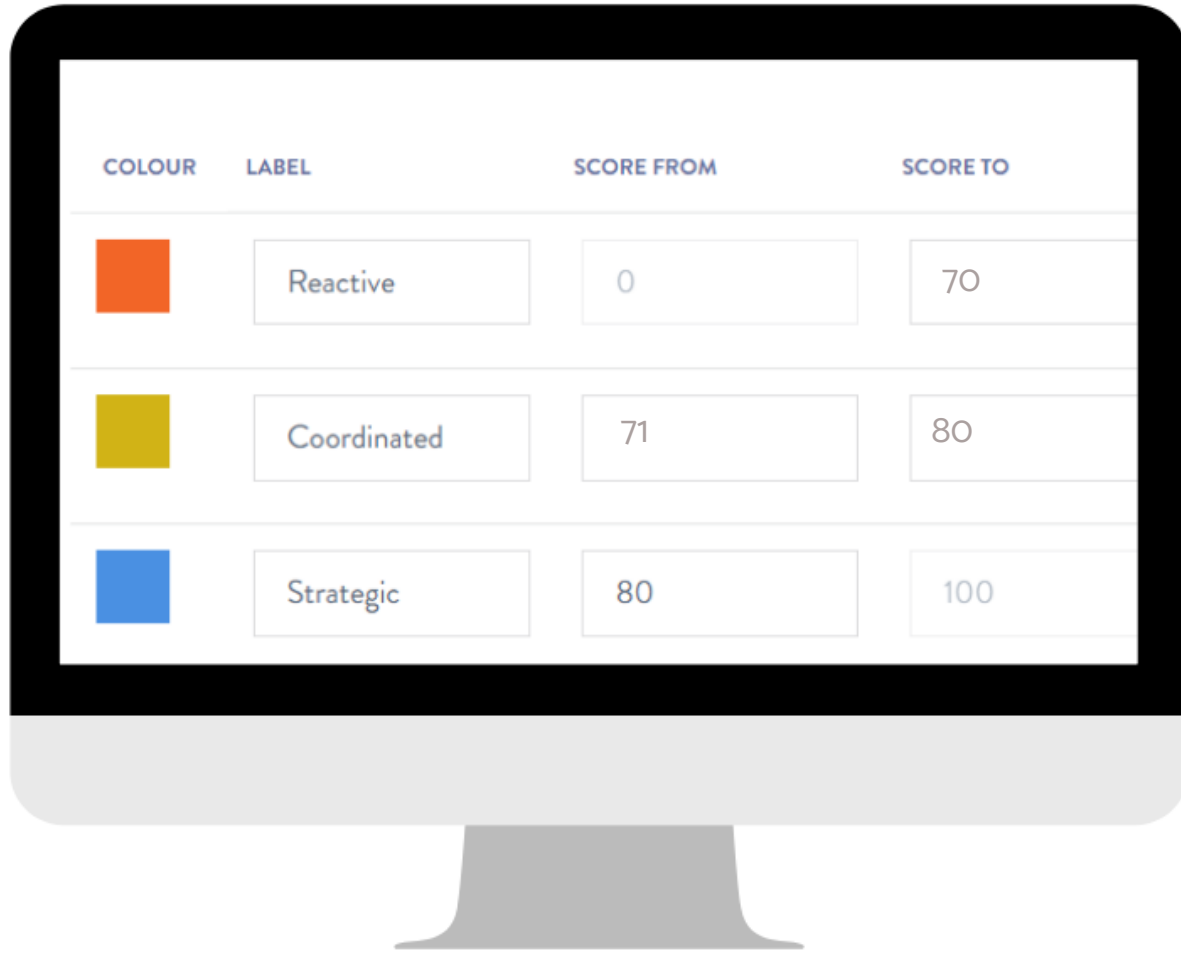
Industrial Manufacturing Companies



Note: All inputs are individual assessments of the participants. They can of course be subject to personal opinions, perceptions and views.



From 'reactive' to 'coordinated' to 'strategic' tender management



COLOUR	LABEL	SCORE FROM	SCORE TO
Orange	Reactive	0	70
Yellow	Coordinated	71	80
Blue	Strategic	80	100



Reactive: several aspects of your tendering activities may not be working optimally.



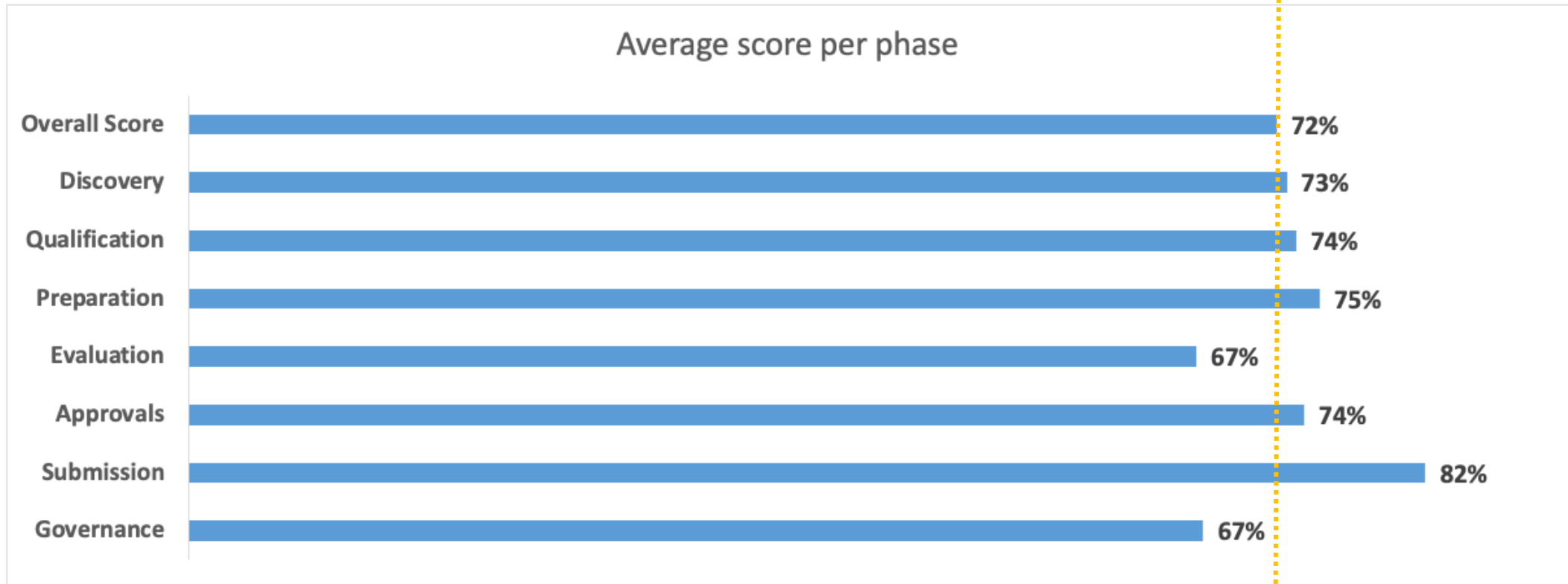
Coordinated: some aspects of your tendering business are working well, but other parts may not be working optimally.



Strategic: most aspects of your tendering business are working well

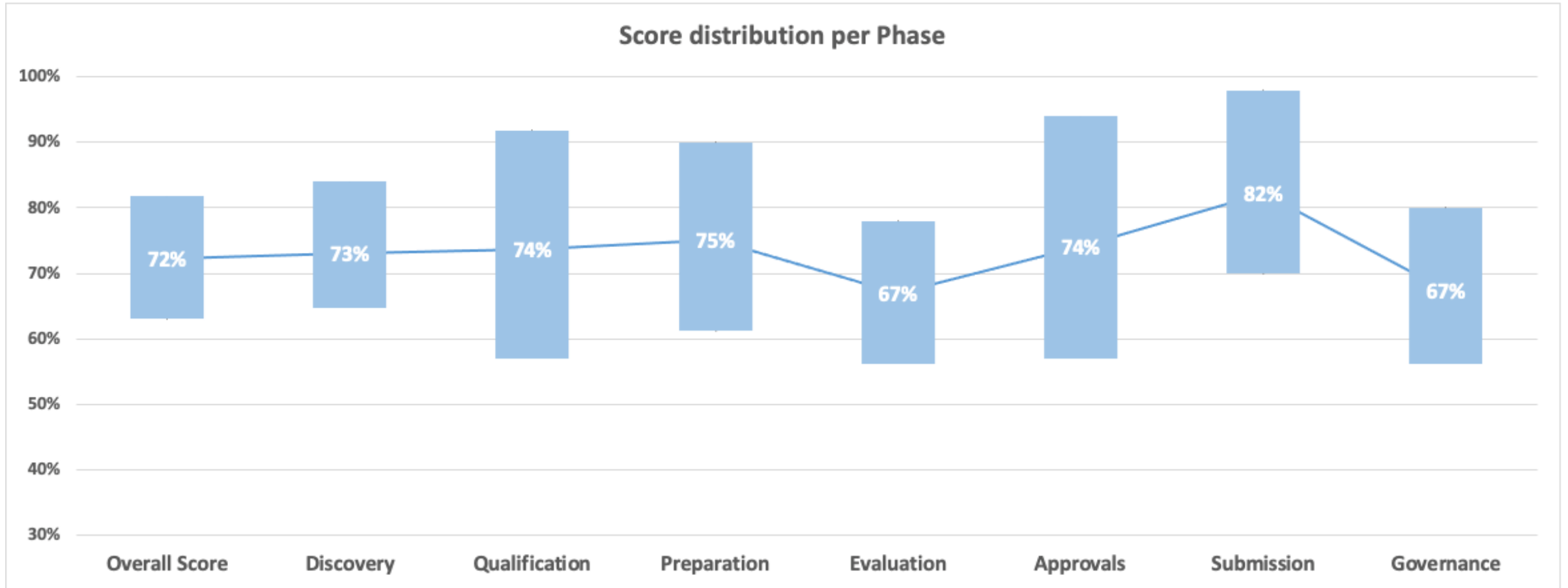
Overall maturity at 72% with lowest score at evaluation & governance

Overall score per phase



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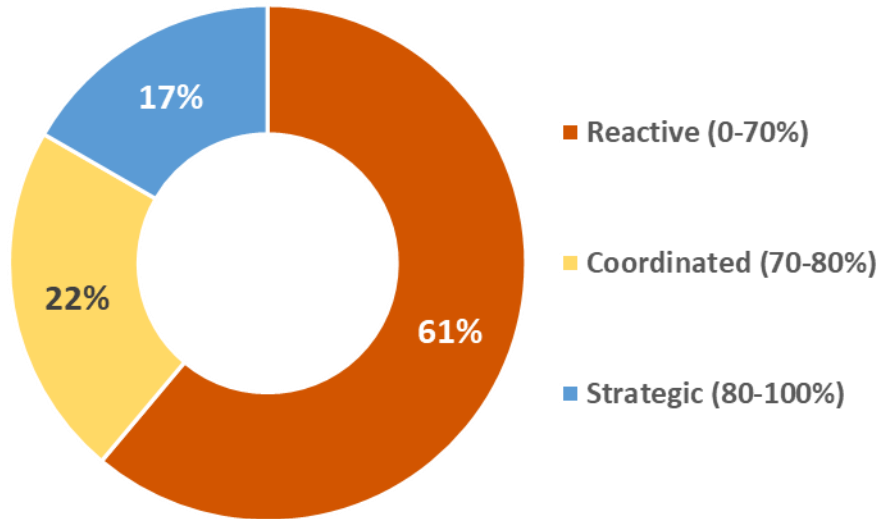
Discovery, Qualification, Preparation and Approvals have an overall high score though very scattered results



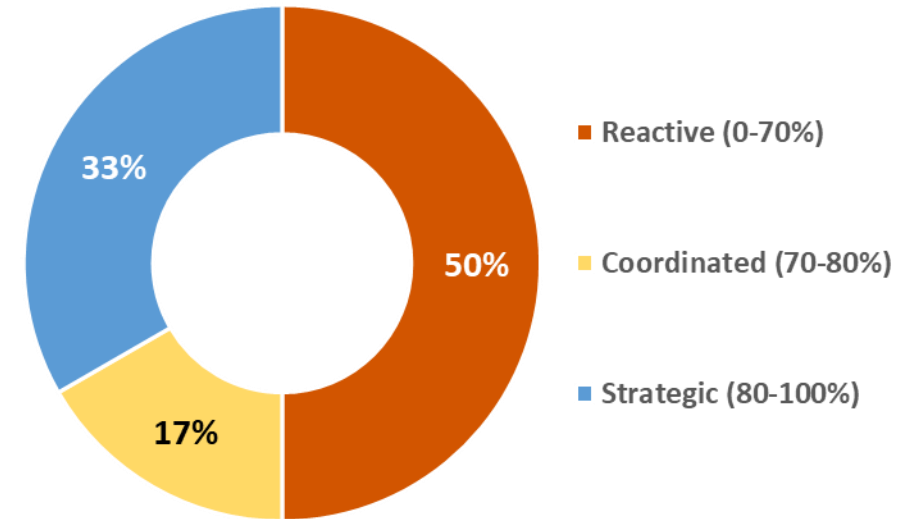
Source: Preliminary results of the Tender Maturity Assessment for the Industrial Manufacturing, June 2022

Competitive & Predictive Intelligence are below average

We have access to and gather competitive intelligence systematically:



We develop bidding scenarios and evaluate the probability to win and the potential outcome:



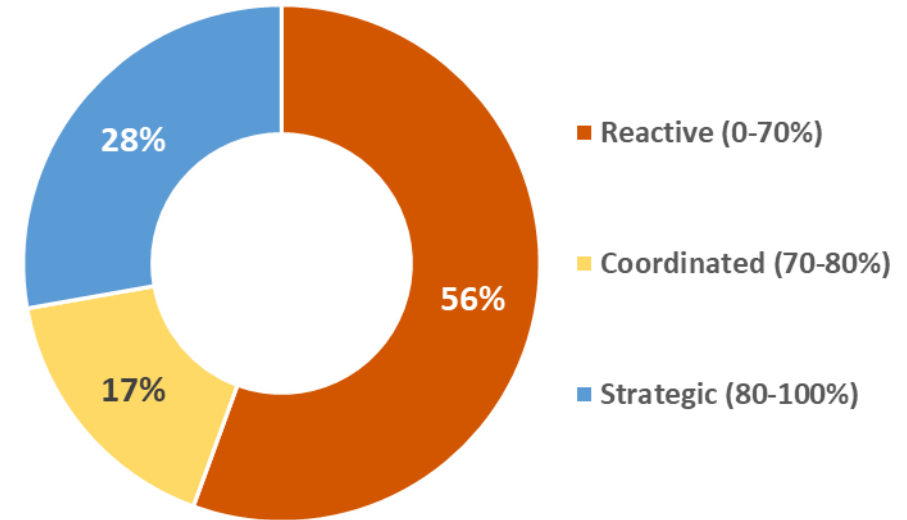
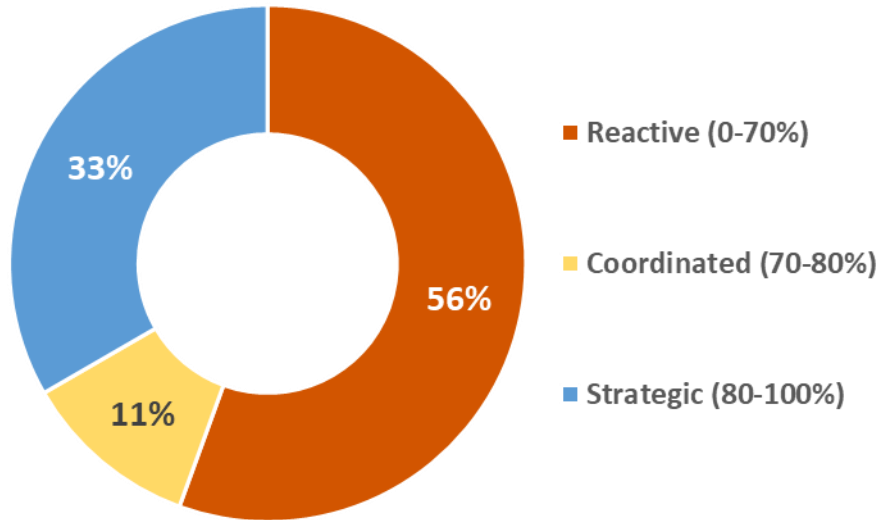
Note: All inputs are individual assessments of the participants. They can of course be subject to personal opinions, perceptions and views.

Source: Preliminary results of the Tender Maturity Assessment for the Industrial Manufacturing, June 2022

Companies are struggling in planning ahead and gathering all available intel for tenders

We anticipate the tenders to be published for the next 9-12 months and prepare for them:

We ensure all possible (local, regional, global) intelligence and know-how is stored and accessible:



Note: All inputs are individual assessments of the participants. They can of course be subject to personal opinions, perceptions and views.

Source: Preliminary results of the Tender Maturity Assessment for the Industrial Manufacturing, June 2022

What those three numbers mean?



72% average tender readiness



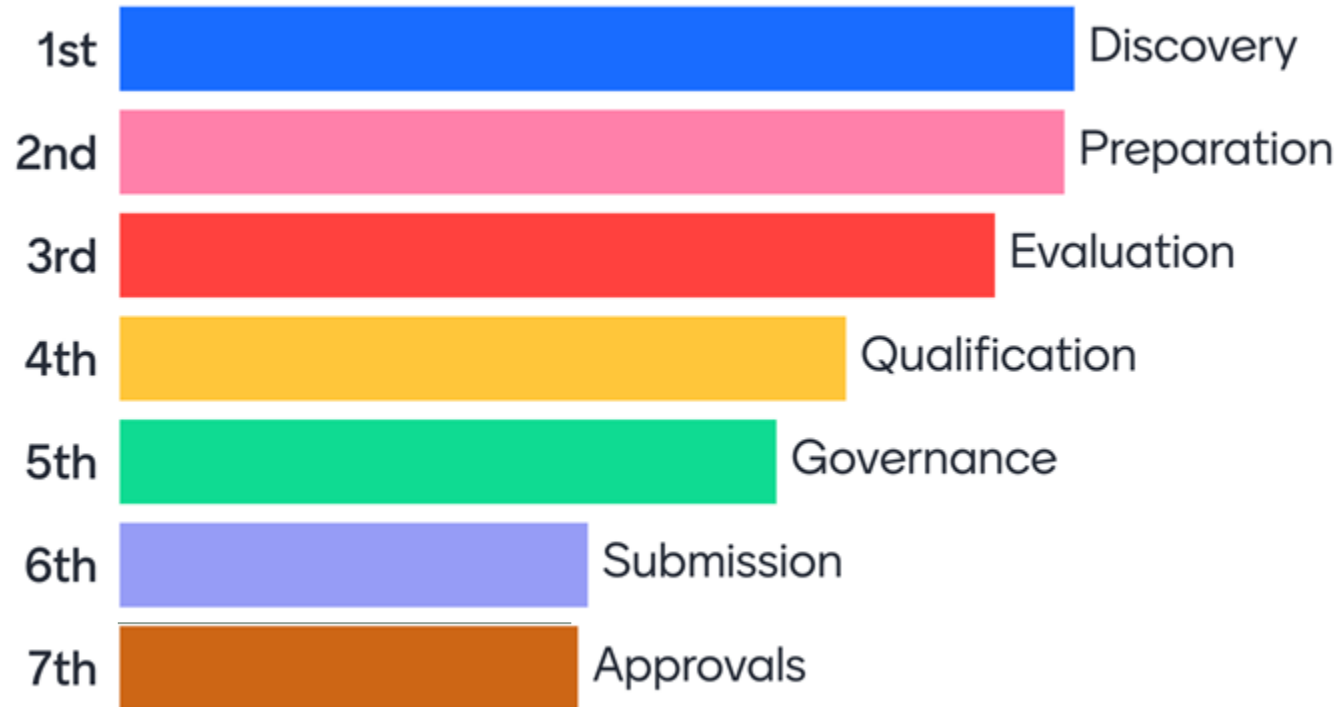
7 phases towards tender excellence



2 out of 7 phases are below average while the rest are mostly close to average

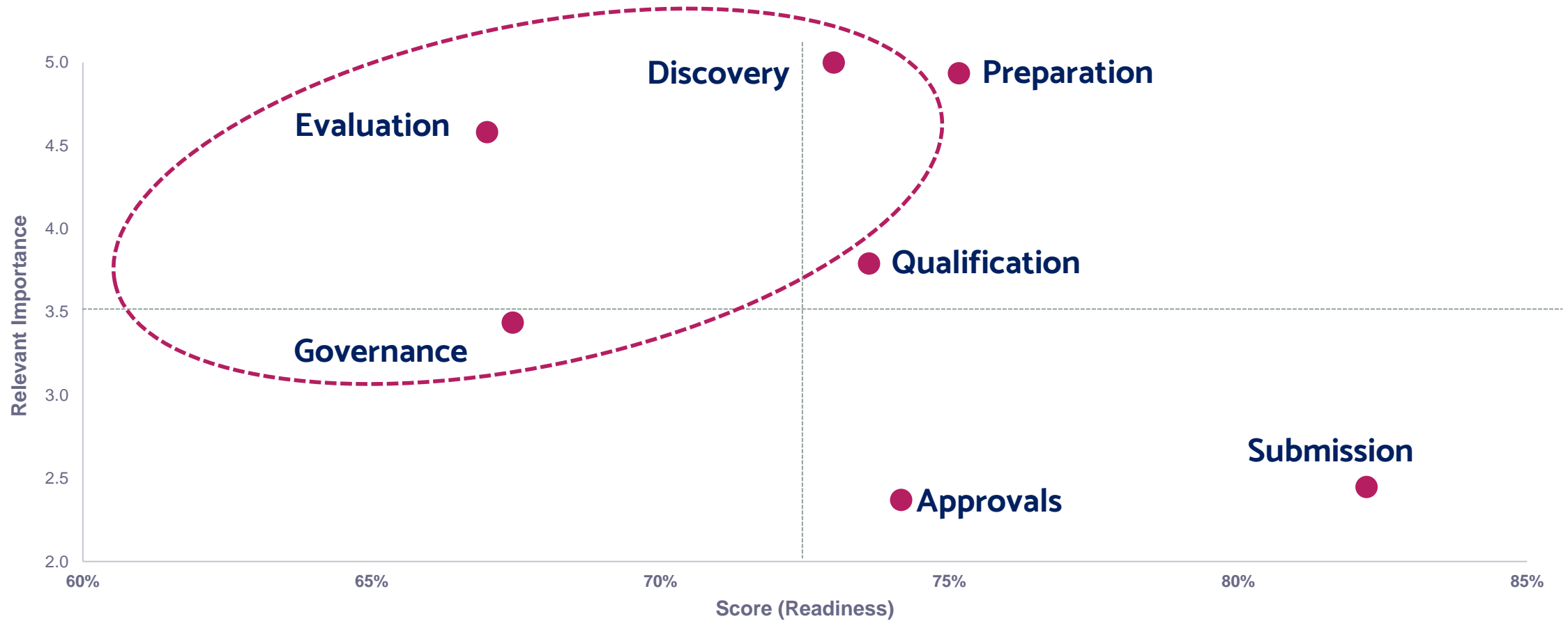


Importance of the tender steps



Note: All inputs are individual assessments of the participants. They can of course be subject to personal opinions, perceptions and views.

Importance vs Market readiness per step



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Source for Readiness: Preliminary results of the Tender Maturity Assessment for the Industrial Manufacturing, June 2022

Source for Importance: EPP Manufacturing Pricing Excellence, June 2022 live poll

KEY TAKEAWAYS

1

There is a **large diversity** in tender maturity amongst industrial manufacturing companies with overall scores from **39% to 100%**

2

The average score is near **72%** and over half of the companies have just started **their Tender Excellence journey and are below average.**

3

There is **potential room for improvement** within all different phases.

4

Tender anticipation is critical but still behind in terms of maturity

5

Evaluation & Governance are the phases with the lowest tender maturity. It is however critical to build **Competitive & Predictive Intelligence** and enable **continuous Improvement.**

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thank you!

The current Tender
Maturity status of the
Manufacturing Market



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