

# Case Study: A Leading Insurance Company

**For a Fortune 1000 Proposal Team,  
the numbers spoke for themselves.**

A leading insurance company manages employee programs such as 401k and life insurance. They pitch their services to large corporate customers who make these benefits available to their employees.

The proposal group's function is to support a selling effort and owned the end of the sales cycle - producing and delivering RFP documents. This team measured success in the amount of proposals they were able to produce. **More Proposals x Win Rate = ROI.**

**The proposal team shared their ROI calculation,** which led to their internal business case for **replacing a time intensive, internal process, with Mimeo.** The numbers spoke for themselves...



**MORE PROPOSALS X WIN RATE = ROI**

8 Hours in labor per RFP Response	X	250 RFP responses per year	=	2,000 Hours in labor per year
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Mimeo gave back their 2,000 hours.  
What did they do with it?



Responded to 34 more RFPs,  
a 14% increase from prior to Mimeo.

**What does that mean to their business?  
The ability to add bandwidth on the proposal  
team. WITHOUT adding headcount resulted in...**

34 Additional RFPs	X	\$50M avg deal size	=	1.76B in new opportunity
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\$1.76B in new opportunity	30% win rate	\$510M NEW CAPITAL MANAGED as a result of using Mimeo
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