



# PropelPro

A Case Study



# Introduction

The Architecture, Engineering, and Construction (AEC) industry is fiercely competitive, operating on tight profit margins. Securing new projects through successful bid submissions is crucial for revenue growth, making bid development a critical process for organizations.

Bid development is a complex endeavor, demanding meticulous planning and coordination. Teams often manage multiple opportunities simultaneously under stringent deadlines. However, the current workflow is entirely manual and highly inefficient, presenting significant opportunities for automation and process optimization.

At Dimensionless, we recognize these challenges and have developed PropelPro, an AI-driven tool designed to streamline and automate the bid development process.

This case study explores the challenges faced by a leading Energy and Environment Engineering company, **Thermax**, and how the adoption of PropelPro transformed their approach to bid management.





# Problem

## Our Client

Thermax, a global leader in energy and environment solutions, provides boilers, heaters, cooling systems, and specialty chemicals to industries worldwide.

With a diverse portfolio and large-scale tenders to manage, manual processes create multiple challenges in handling complex proposals efficiently.

**“ Going through hundreds of pages in technical tender documents to find relevant information drains our resources. It takes a lot of manual effort and risks missing critical details.**

**With tight deadlines, ensuring accuracy while coordinating across teams creates significant stress and demands constant management oversight. This has resulted in missed revenue opportunities for us.**

**We need a streamlined solution that accelerates proposal development, minimizes errors, and reduces team burden. ”**

*– Proposal Manager, Thermax*



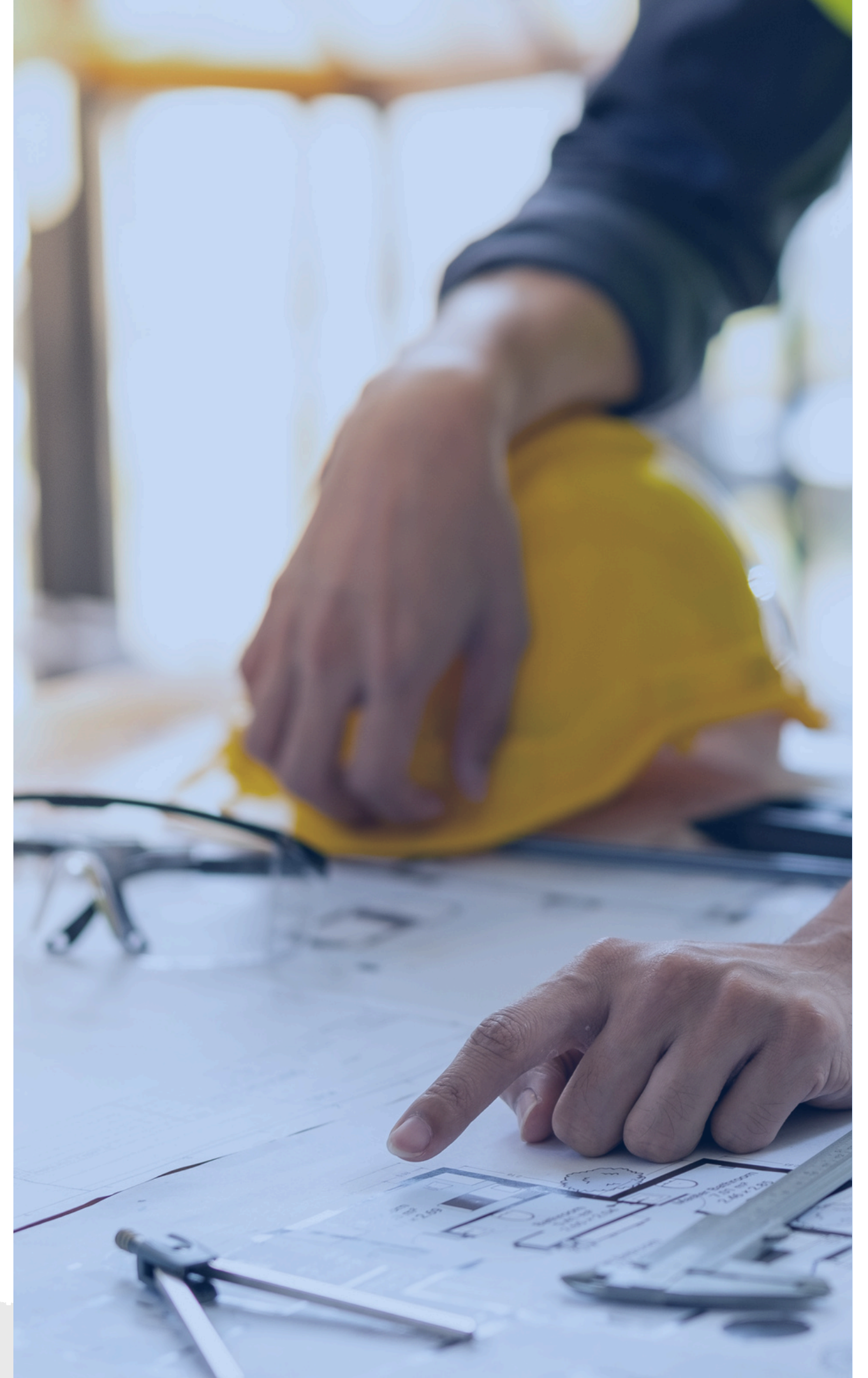


# Solution

PropelPro is a groundbreaking AI-powered unified platform that transforms enterprise bid management through intelligent automation. The solution's advanced AI engine automatically scouts and monitors multiple tender portals across the web, ensuring organizations never miss relevant opportunities.

At its core, PropelPro's sophisticated document analysis capabilities can process complex tender documents, automatically extracting critical information such as requirements, deadlines, compliance criteria, and technical specifications into standardized templates. This intelligent parsing and structuring of data eliminates hours of manual review and significantly reduces human error.

By combining automated tender discovery, intelligent document processing, and collaborative workflow management, PropelPro dramatically reduces the time and effort in bid preparation, empowering enterprises to respond more efficiently to opportunities while improving win rates.



# Modules



## PropelScout

"This tender discovery module empowers you to identify and prioritize high-potential tender opportunities tailored to your strengths, ensuring no valuable project is missed."



## PropelRead

"This module reads through documents, understands them and extracts useful information. PropelRead cuts the clutter, giving you every critical detail you need to win in minutes, not days."



## PropelFlow

"Move from chaos to clarity. PropelFlow lets you orchestrate every step—from assigning tasks to getting vendor quotes—so nothing slips through the cracks and you stay in control."



## PropelWrite

"Turn your proposals into winning stories. PropelWrite helps you craft compelling proposals with the precision of an expert, boosting your chances within hours."



# Evaluation and Deployment

**Thermax** explored various solutions to enhance its proposal development workflow. PropelPro stood out for its innovative capability to automatically scout tenders and interpret complex tender documents. By efficiently extracting pertinent details and organizing them into a structured template, it significantly minimized manual effort. Furthermore, its ability to streamline complex proposal generation and foster seamless collaboration among sales, engineering, and pricing teams solidified its selection.

## Requirement Analysis



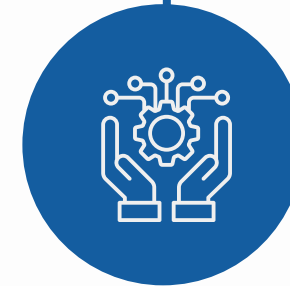
Our team conducted an in-depth study of Thermax's existing proposal process to identify pain points and key areas of improvement.

## Customization & Integration



The solution was tailored to align with Thermax's unique business processes, approval workflows, and compliance requirements. It was seamlessly integrated with their CRM and ERP systems.

## User Training & Adoption



Comprehensive training sessions were conducted to ensure smooth adoption by sales, engineering, and procurement teams.



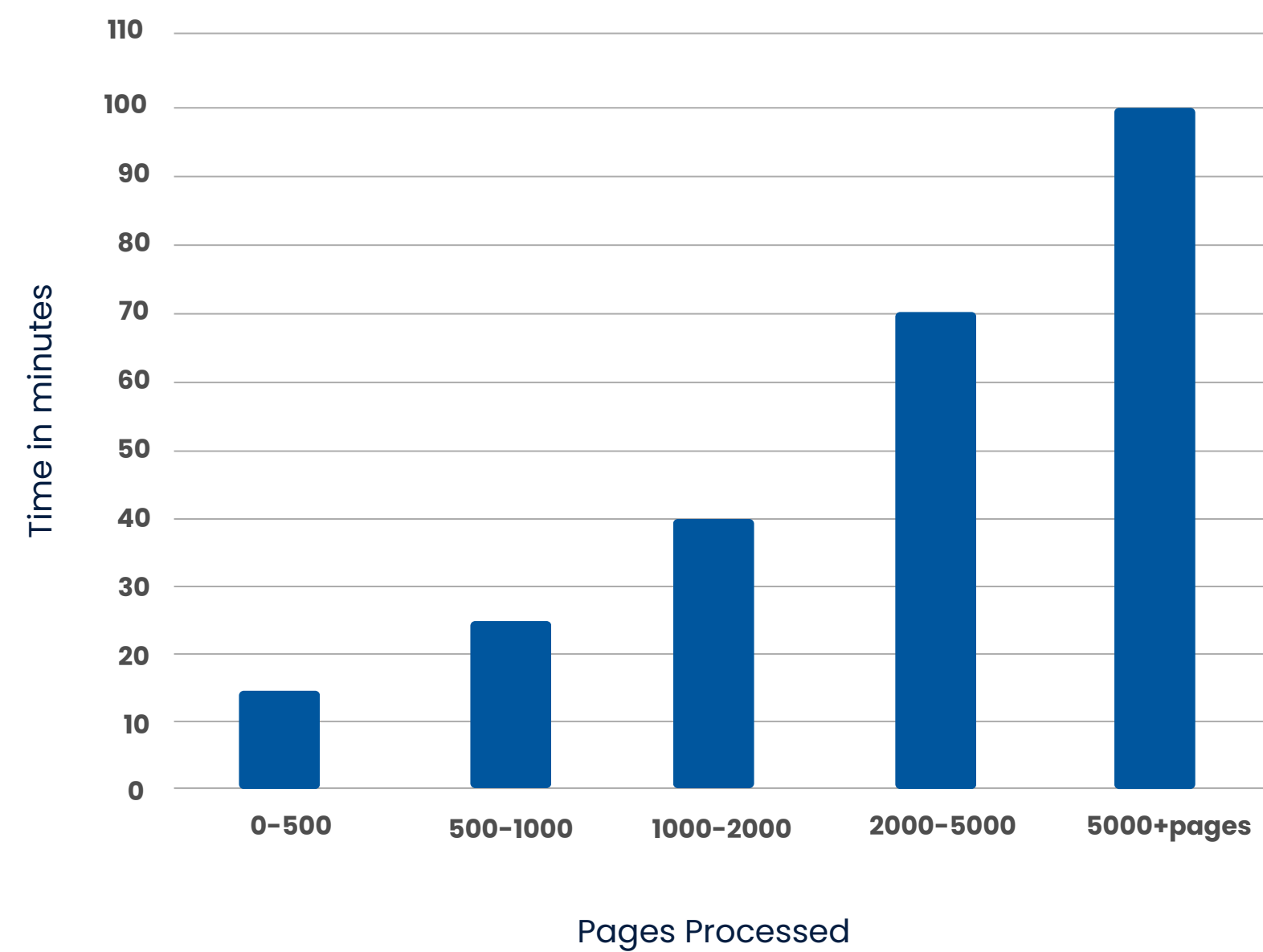
# Results

The implementation of PropelPro delivered remarkable results across multiple key performance indicators. Within the first six months, the enterprise witnessed a 40% reduction in bid preparation time, allowing teams to respond to more opportunities than before.

The solution's impact extended beyond measurable metrics, fostering better collaboration between departments and establishing a standardized approach to bid development. Team productivity showed marked improvement, with staff reporting higher job satisfaction due to reduced manual tasks and streamlined workflows.

Tenders Processed – **100+**  
Pages Processed – **100000+**

AVERAGE PROCESSING TIME WITH PROPELPRO



# Testimonials



Anil Bethu

Senior Manager Waste & Water Treatment  
**Thermax**

"As a senior manager in water treatment proposals at Thermax, I found tender document analysis very time-consuming. The development of a tool by Dimensionless, which automates the extraction and categorization of critical information, has yielded substantial improvements in turnaround time and estimation accuracy. It was awarded the "Best Smart Reading Tool and now it has resulted in its company-wide implementation."



Sharwari Dhotarkar

Automation Lead  
**Thermax**

"At Thermax, our engineers spent a significant portion of their time manually reviewing lengthy tender documents. Dimensionless provided an AI-powered platform that automates the extraction and summarization of crucial information from these documents. This has drastically reduced our turnaround time for tender submissions, improved the quality of our proposals, and boosted overall productivity. We're very pleased with the positive impact."





# Impact

Through the strategic deployment of AI-powered capabilities, the organization not only achieved significant operational efficiencies but also experienced a fundamental shift in how proposal response was done. The impact manifested across multiple dimensions – from quantifiable metrics to qualitative improvements.



## **Faster Proposal Turnaround**

With PropelPro's AI-powered automation, Customer reduced its average proposal development time by 30-40%. This acceleration gave them a competitive edge in high-stakes bidding environments.



## **Enhanced Accuracy & Consistency**

Leveraging standardized templates and AI-driven validation, reduced formatting errors by 90%, ensuring uniformity across technical and financial sections.



## **Reduced Managerial Effort**

Automated formatting and content validation freed managers from tedious reviews, allowing them to focus on strategy and pricing for a more agile proposal process.



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# Company Overview

**Dimensionless Technologies** is a global IT consultancy and AI product company founded in 2016 in Mumbai, India. Over the years, with its strong focus on innovation, the company has established itself as a leading provider of AI-based solutions that have helped organizations across various industries improve their operational efficiency and drive growth. The company has a strong presence in the US, Netherlands and India with offices in New Jersey, Amsterdam and Mumbai.

Dimensionless Technologies has built and deployed several AI-based solutions that include security automation, fraud detection, returns processing, defect identification, and document processing among others.

Dimensionless' team of experts includes data scientist, machine learning engineers, and software developers who have the expertise to develop and deploy custom AI solutions tailored to the unique needs of each client.

