



# Oak Hill CASE STUDY

## TRAPEZE NETWORKS

### A QUICK TURN PROPOSAL FOR TRAPEZE NETWORKS

**The Client:** Trapeze Networks™ delivers the power of business applications and services to the mobile enterprise workforce. The company's wireless LAN Mobility System™ enhances productivity, introduces new efficiencies and accelerates business response time by delivering secure mobility to users, pre- and post-deployment planning and management tools to IT, and seamless integration between wired and wireless.

Trapeze Networks received a request for proposal from one of the world's largest financial investment firms. The opportunity was exciting, but the deadline was tight. The job needed a dedicated person with expertise in creating proposals.

"A friend of mine told me he was using Oak Hill Corporation to write proposals," said Mike Banic, Trapeze's director of product marketing. Banic had used Oak Hill for technical documentation at a previous employer and he had been pleased with the company's performance.

"They have credibility with me," he said. "Whenever they scoped a job, we got exactly what was promised, on time and on budget. That was the driving factor in hiring them to write the proposal."

Oak Hill assessed the needs of the job quickly and assigned an experienced proposal writer. Some template material existed from Trapeze, but much of the proposal had to be written from scratch. The source material had many different authors, and it all had to be re-written and edited into a consistent "voice." Banic said the writer engaged 100% with the account team, working both on and off site, quickly synthesizing the material into a cohesive document.

"Oak Hill just really listens to what you say," Banic commented. "When you're working with them, there are no false starts or misunderstandings. The work was professional and timely, and they delivered a high level of value for the investment we made."

"In the final analysis," he said, "they helped us to be more efficient, because we would have wasted a lot of time trying to do something that we're not good at."