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| Expedience Tools Enforce Consistent Branding with EaseThe ChallengeWith over 25 years of experience, Uniti Fiber is a telecommunications service provider serving wholesalers, cellular carriers, enterprise customers, and K12 / Library / Government customers to provide backhaul, connectivity, VoIP, and related network-based services.“When we discovered Expedience Software, we were challenged with the need to integrate content from several different recently acquired companies. Our goal was to produce targeted and consistently branded content quickly—without reinventing the wheel for each proposal response," notes Jamie Novetsky, Director of Government Sales Operations at Uniti Fiber. “Uniti Fiber was looking for a solution that would help us decrease turnaround time and make it easier for our sales team members to follow our branding guidelines.”Microsoft Word and Excel SavvyAs a former librarian with cataloging and classification experience, information architecture is Novetsky’s professed jam, and she considers herself an advanced user of Word and Excel. “I saw Expedience Software, and thought, this is exactly what I should set up Word to do, but never had time to develop and implement because I'm too busy getting these responses out the door! Plus, the ribbon solution is pretty elegant and intuitive," notes Novetsky. Uniti's busy season begins in November when the company creates hundreds of proposals in response to service requests made during the winter bid season. “We use complete templates requiring automation as well as RFP templates, where our question-and-answer responses tend to answer the same questions in the same order and format." |  | **A picture containing drawing  Description automatically generated** |
|  | CompanyUniti FiberIndustry TelecommunicationsCritical Issues * Enforce Branding Guidelines
* Improve Turn Around Time
* Integrate Content from Recent Acquisitions
* Template Automation

Solutions* Style Palette
* Content Library
* Automated Proposal Templates

ImpactUniti now has an intuitive system with the familiar user interface of Microsoft Word that has led to high User adoption. Sales and proposal team members can now easily adhere to corporate branding resulting in a very consistent look using company colors, approved imagery, and proprietary fonts.Automated templates create faster turn around times with less focus on administrative work and more time for customizing the opportunity at hand. |
| *“Uniti Fiber was looking for a solution that would help us decrease turnaround time and make it easier for our sales team members to follow our branding guidelines.”**--Jamie Novetsky, Director of Government Sales Operations*  |  |

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| The SolutionUsing the Expedience PDQ Assembler (Proposals Done Quickly), Content Portfolio, and Style Palette has helped Uniti Fiber to produce higher quality proposals more quickly than possible in the past. They have developed a very consistent look using their company colors, approved imagery, and proprietary fonts. Proposals created today use targeted imagery and content based on region and demographics. The professional appearance of proposals helps showcase their products and services with existing clients and new prospects alike."The process of migrating to Expedience and building a content library has allowed us to spend more time improving and refining our base content and developing better custom responses when we need them,” notes Novetsky. “Most of our team was already using Microsoft Word to develop proposals, so Expedience has been very intuitive to use. We get the benefits of using a versatile and familiar program along with Expedience's automated style application and content insertion features, making responding to proposals quick and easy.”*“Most of our team was already using Microsoft Word to develop proposals, so Expedience has been very intuitive to use. We get the benefits of using a versatile and familiar program along with Expedience's automated style application and content insertion features, making responding to proposals quick and easy.”*  |
|  | Expedience Software |
| Expedience Software creates fast, accurate, and beautiful proposals directly from Microsoft Word! Automate RFP & RFI responses (even Excel RFPs!), FAQs, DDQs, SOWs, Questionnaires, PowerPoint presentations, and more! With more than 20 years of proposal automation experience, Expedience is the premier solution for sales and proposal professionals in financial and asset management, healthcare, legal, manufacturing, and technology organizations. |
| A picture containing drawing  Description automatically generated | Uniti Fiber |
| Uniti Fiber is a leading provider of network infrastructure solutions telecom carriers and enterprises. Whether the challenge is improving network reach and quality, increasing capacity, or maintaining cost certainty for the future, Uniti Fiber delivers custom-designed, technology-agnostic, and access-agnostic solutions that include internet, ethernet, wavelengths, dark fiber, cell site backhaul, small cells, and managed network services. Uniti Fiber's growing infrastructure connects customer locations with local access to municipalities and utilities, enabling Uniti Fiber to deliver its customized solutions wherever its customers' toughest challenges exist. |