



Customer Story

ELECTRA AFIKIM

How Electra Afikim achieves high bid scores with BiD Masters on board

“Having the expertise to help us perfect our technical submission – that’s the most important role for BiD Masters”

Based in Israel, Electra Afikim is the public transportation operator within the international Electra Group. Running some 450 public transport lines throughout the country, it handles 80 million passenger trips a year using around 1,400 modern buses.

CONSORTIUM BID CHALLENGES

Asaf Regev is a Bid Manager at Electra Afikim. Collaborating with experienced providers from Europe, he’s been instrumental in compiling several PPP (private public partnership) tenders for the Israeli urban transport sector. The significant projects typically include design, construction, operation, and maintenance.

“Each bid is backed by a consortium - it’s never just one company bidding. For example, our bid for the Jerusalem Blue Line (JBL) was backed by four large organisations, of which Electra Afikim was one,” said Asaf.

He continued: “In Israel, PPP tenders must be written in English. They must also bring together collective expertise from several parties. One bid could involve 10 or 20 different authors across various companies, so it’s crucial for someone to bring all this together and ensure the language and presentation is consistent.

We chose BiD Masters because Alstom - one of our partners - had worked with them before and were keen to do so again. It was clear that BiD Masters could support us at every level, from early consultancy to bid production.”

THE VALUE OF EMBEDDING BID MASTERS INTO THE TEAM

Asaf knows how important it is to get BiD Masters involved early. Starting with the ITB (Invitation to Bid), he explained how the process works for Electra Afikim.

“Peter and others in the team will read the entire ITB. It can be 1,500 pages or more and the technical requirements section is most important for us. From this early review, BiD Masters propose a fee and highlight which team members they recommend involving to achieve our goal.

When we’re developing the bid together, I usually have one point of contact at BiD Masters. They coordinate the project and connect other team members with subject matter experts throughout the consortium to compile the bid.

On large bids, we have three delivery milestones in the process: the 50% version, the 80% version, and then the final 100% bid that is fully reviewed. Once complete, BiD Masters move on to graphic design and presentation.

BiD Masters has a lot of experience. They help us maximise our bid scores and provide important guidance. The technical submission is a very important part of the bid process. As well as aiming for a high score, it describes our winning concept, which includes our internal pricing and the operation and maintenance solutions. It really helps us to submit an optimised bid,” said Asaf.

Having worked with BiD Masters for over three years, Asaf explained he now has a “strong bond” with CEO Peter Coyle. He recalled a situation when an alternative provider let them down and they asked BiD Masters to pick up the pieces three months before submission. Experiences like these are why Asaf says he can always “count on” Peter and his team.

LESSONS FROM A €2 BILLION BID WIN

Electra Afikim has recently won a substantial Israeli public transport tender with Haifa Nazareth worth around €2 billion. It includes 52 vehicles and 20 stations that will serve 100,000 passengers a day. BiD Masters helped the four-organisation consortium create the winning bid.

Asaf reflected on past lessons that helped them succeed with this particular tender.

“Electra Afikim is experienced in LRT (light rail transit) bid submissions, so we used our learnings to deliver the best possible bid for this project. First, we prioritised connecting the various teams as early as possible. This included running several workshops and arranging visits to the site. Two key people from Bid Masters joined us in Israel. It’s really important to build collaboration from the start.

Secondly, we paid close attention to answering all the questions laid out in the tender. It’s crucial to give the customer exactly what they’re asking for.

Thirdly, we established the optimum level of risk taking. Other countries can be surprised by the competitive nature of the Israeli market. To win, you must be willing to take risks. That could be a demand risk or a rolling stock price risk, for example,” said Asaf.

“IT’S OUR MANDATORY REQUIREMENT TO USE BID MASTERS NOW”

Having worked with BiD Masters for three and a half years, Asaf feels extremely confident about their capabilities when it comes to delivering high-scoring bids.

“The price you pay BiD Masters is worth every pound or euro. It’s incredibly cost effective,” said Asaf.

“They will help you submit a rounded and attractive bid, and they will maximise your scores – especially on the technical submission. Of course, you can submit a bid without such support. But I think you lessen your chances of winning.

Therefore, at Electra Afikim, it’s our mandatory requirement to use BiD Masters now. This is what I’m telling all my colleagues,” he concluded.