

# QorusDocs Single Source of Truth Optimizes Response Process



On a mission to protect life, Axon Enterprise, Inc.'s (Axon) ecosystem of state-of-the-art technology, innovative tools, and intuitive software is transforming the way officers and agencies process information, serve their community, and save lives. The public safety technology provider offers fully-integrated products—TASER energy weapons, connected body-worn cameras, evidence management cloud platform—designed to help first responders (e.g., law enforcement, EMS, fire, corrections, civilian and defense departments and agencies) in the U.S. and around the world work efficiently, actively, and transparently.

To keep pace with its exponential business growth, Axon replaced its cumbersome existing proposal automation system with QorusDocs' proposal management platform with the aim of simplifying and streamlining content management and providing fast, easy access to market-ready content for both the proposal team and teams across the organization. With QorusDocs' content hub driving its proposal process, Axon accelerated its response process, increased the productivity of multiple revenue-related teams, and streamlined collaboration across departments while ensuring brand control and consistency across large amounts of content.

## The Challenge: Lack of Centralized Content Hindered Productivity

Tripling in size since 2019 and growing annual recurring revenue [49% to \\$520M in 2022](#), Axon required a proposal management platform that could handle the intense content management demands of high-performing revenue teams: Axon's proposal team responds to multiple RFPs and creates more than 300 proposals per year for domestic and international customers; sales teams build pursuits, pitches, and presentations; other teams across the enterprise, such as product marketing and technical documentation, require access to up-to-date, on-brand content on a regular basis.

With its closed environment and siloed approach to content management, the previous proposal management software was compromising the efficiency and productivity of the proposal team and hindering the ability of other teams to access customer-ready content quickly and easily.

Axon was wasting time on clunky multi-step processes to organize and manage the content library. "From a content standpoint, there were so many clicks to get to certain points," said Estevan Torres, Senior Technical Proposal Writer at Axon. "We were frustrated by the aches and pains of uploading content and doing bulk edits, having to go through all these steps just to get content in the library that was usable."

Axon was seeking a customizable proposal management solution, seamlessly integrated with Salesforce, that could transform its content management process with a centralized content hub to create a single source of truth for the company's content. The technology provider also required robust, data-driven reporting tools to track and continuously improve its sales response activities.

*"I see QorusDocs as being a single source of truth, not only for our team, but for other teams, whether that's marketing, tech writing, sales. By enabling us to aggregate, organize, and control our content, QorusDocs protects our content—and by extension, our company. At the same time, QorusDocs offers people easy access to reliable content, fosters trusted collaboration, and drives efficiency through our proposal process."*

Estevan Torres,  
Senior Technical Proposal Writer  
Axon Enterprise Inc.

## The Solution: Central Content Hub Drives Collaboration & Brand Control

With the aim of creating a centralized content hub that could meet the needs of the entire Axon ecosystem—from the proposal and sales teams to product, marketing, and technical communication departments—the company replaced its existing system with the QorusDocs proposal management platform in 2021.

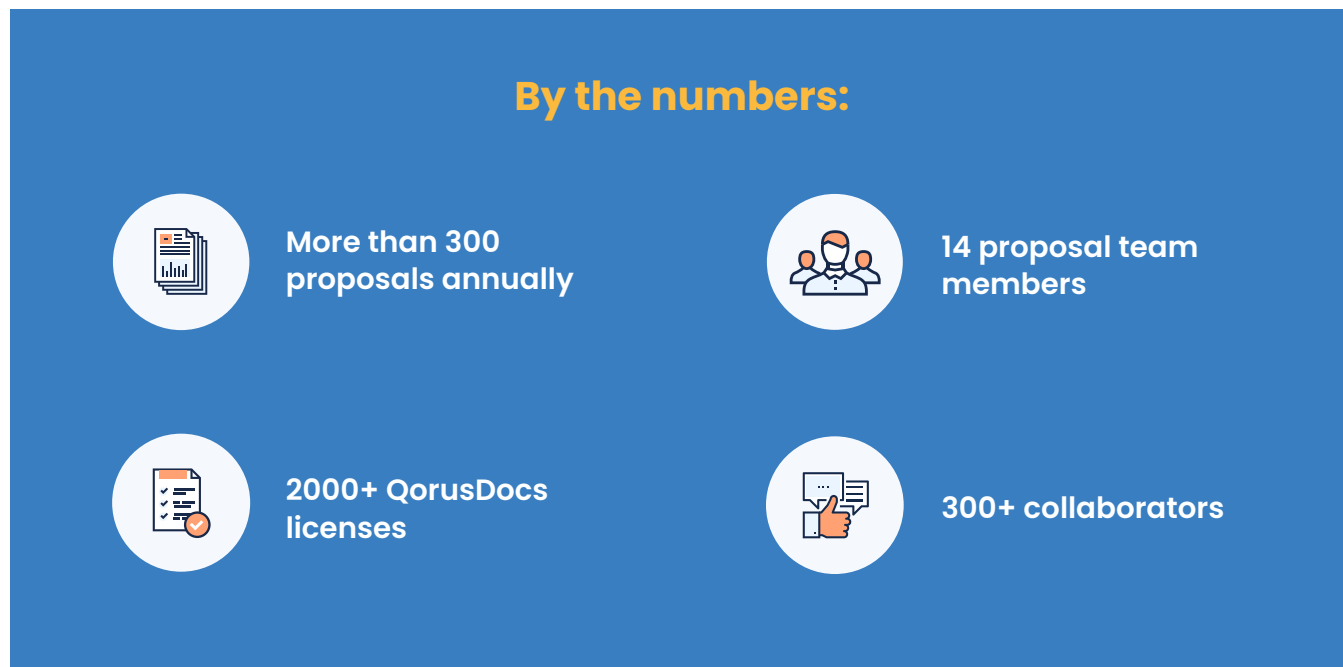
"QorusDocs offered me a way to make my own pie, if you will. I can put my own ingredients into it, pulling all of our content together in one place to support all use cases," said Torres. "Whether I'm a sales team that wants to come and look at content, a proposal manager creating proposals, or content teams contributing content, the content can all live in one place that everybody can access it quickly and easily."

Seamlessly integrated with Salesforce, Microsoft SharePoint, Microsoft PowerBI, and Microsoft 365, QorusDocs' AI-powered proposal management software simplifies, automates, and personalizes the creation of proposals, RFP responses, and pursuits by using the most up-to-date content from a single source of truth and combining the most effective content from Axon's winning proposals with QorusDocs data-driven content recommendations.

QorusDocs' built-in measurement tools provide powerful insights and reports that help Axon improve its decision-making process, both on a daily and long-term basis. With a Microsoft Power BI report template with pre-built customizable dashboards based on QorusDocs, SharePoint, and Salesforce data, Axon can access rich underlying data to analyze a vast array of metrics impacting the response management process.

"We have dashboards set up in QorusDocs from Power BI that show us exactly how many bids we did this year, what the costs were, what the tiers were. It's our source of truth as a proposal team," said Estevan. "With irrefutable clean data, we know exactly what we did, why we did it, whether it's product, whether it's a region, a sales group. I can drill down in my Power BI report, based on all the pursuit information and smart fields—smart fields that I have customized—and I can tap into that data to help guide our planning and decision-making processes."

Estevan added, "The QorusDocs implementation process has been really collaborative and transparent. The team has been extremely open to my requests, turning my asks into reality. I have nothing but positive reviews and great admiration for everybody that I've worked with on the project."



## The Impact

### Single Source of Truth

The QorusDocs centralized content hub serves as a single source of truth for Axon, amalgamating the company's sizeable collection of content assets in one place. Multiple teams across the organization have convenient access to reliable, up-to-date content for proposals, pursuits, sales documents, and more.

### Streamlined Proposal Process

With full integration with Salesforce and Microsoft SharePoint and an embedded Microsoft 365 experience, QorusDocs helps Axon create winning proposals and RFP responses quickly and efficiently. Axon's proposal team can collaborate seamlessly with other teams to increase productivity and accelerate the sales cycle.

## Data-driven Decision Making

QorusDocs' built-in measurement tools offer insights into prospect engagement with proposals and RFP responses to drive smarter customer follow-up communications. Integrated Microsoft Power BI dashboards and customizable smart fields help Axon monitor and optimize the response process based on its unique metrics.

## Productivity Boost

With access to pre-approved, branded content at its fingertips, Axon can respond to more RFPs and create more proposals in less time. Plus, QorusDocs Insert feature helps the team build responses to RFP requirements in seconds.

## About Axon

Axon is a technology leader in global public safety. Its [moonshot goal](#) is to cut gun-related deaths between police and the public by 50% before 2033. Axon is building the public safety operating system of the future by integrating a suite of hardware devices and cloud software solutions that lead modern policing. Axon's suite includes TASER energy devices, body-worn cameras, in-car cameras, cloud-hosted digital evidence management solutions, productivity software and real-time operations capabilities. Axon's growing global customer base includes first responders across international, federal, state and local law enforcement, fire, corrections and emergency medical services, as well as the justice sector, commercial enterprises and consumers.

[www.axon.com](http://www.axon.com)

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## About QorusDocs

QorusDocs is a Bellevue, WA-based leader in AI-powered proposal management and RFP response software that automates the creation of personalized pitches, presentations, proposals, and RFP responses. QorusDocs allows business development, sales, marketing, and proposal teams to collaborate seamlessly, optimizing billable hours and increasing client wins. The company supports enterprise revenue teams from companies like Manpower Group, CDW, DLA Piper, Baker McKenzie, WSP, Insight and more.

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