



How Technology is Leveling the Government Playing Field

Technology and the Government Procurement Process

In 2007, state and local governments spent nearly 600 billion dollars on a wide variety of private sector goods and services.¹ Government procurement information technology solutions have helped this market become a level playing field, on which all vendors have an affordable means to obtain detailed government procurement intelligence.

Online resources and electronic data transmissions allow government agencies to select the most suitable services and products from the best-equipped vendors. Businesses of all sizes can now compete for government agency contracts.

Technology improves the quality of services businesses receive from the government and provides access to untapped opportunities. On the whole, an improved government procurement process is in everyone's best interest - it promotes overall efficiency and effectiveness across many industries and government agencies.

Since 2001, Onvia has remained a trusted leader in government procurement market intelligence. We use expert technology to deliver timely business information that helps companies of all sizes win more government contracts. This whitepaper illustrates how Onvia's products and services enable businesses to streamline the sales process, reduce overhead, and compete for government business.

How Onvia Solved The Government Procurement Information Gap

Business professionals spend countless hours and dollars hunting down government sales opportunities, organizing them, and conducting research to prepare the most competitive bids. They often rely on inefficient and costly information gathering methods to research government procurement information. Traditionally, these methods have included gleaning leads from classified ads, hunting and pecking through hundreds of web sites, making calls to contracting officers and fellow vendors, visiting local libraries, and filing Freedom of Information Act requests.

Not only did this process result in missed opportunities, it did not allow for the kind of government sales intelligence required to prepare smart, responsive bids.

¹<http://www.governing.com>. <http://www.governing.com/mediakit/mediakit08.pdf>

Typically only the largest of companies, or entrenched providers, could corral the information needed to be competitive.

Onvia's professional products and services provide businesses with the ability to spend less time gathering information and more time winning contracts. Traditionally reserved for multi-billion-dollar Fortune 100 companies, Onvia's "inside the shop" tool is now available to a wide audience. This technology enables Onvia to distribute 3,500 new local, state and federal bid opportunities from government agencies across the country on a daily basis.

Now that this government procurement information has been diligently collected and archived over the past eight years by Onvia, businesses have affordable access to sales intelligence that was otherwise beyond their reach. Onvia's database provides companies affordable access to comprehensive government business intelligence.

The Onvia Database

The past eight years at Onvia have been very exciting - the Award winning Onvia database has expanded exponentially and continues to do so at a rapid rate. Onvia has built and populated a sales platform database that has a wealth of useful government information. This valuable source includes 4.5 million government procurement records which help companies understand their market, from a historical and current standpoint. Plus, these records show companies when they can succeed on their own and when it makes sense to build partnerships.

Additionally, the database has listings of currently active agencies, as well as their annual buying trends. It also includes coverage of more than 78,000 agencies and purchasing offices, 800,000 government contacts, and 275,000 vendor profiles.

You Need to Be the Authority—Onvia Will Make it Happen

Take advantage of Onvia's daily reports that are delivered directly to your personal inbox. These are filled with targeted sales opportunities, government contract and government bid notices, requests for proposals, plan holders and bidders lists, and awards. Not only that, all of this valuable business intelligence easily exports to Microsoft Excel for fast and simple data organization.

Since 80 percent of public sector spending never hits the public eye, Onvia suggests businesses across every industry leave nothing to chance. Identify who buys or specs your products or services today; Onvia will provide you with a one-time, ready to use list of public sector prospects for integration into your CRM system for unlimited use.

The more businesses educate themselves, the better chance they have of standing out from a crowd of bidders. In today's market, competition is steep and economic uncertainty is a quarterly reality. Staying informed can help you stay ahead of the game.

Being Too Busy Will Be Your Biggest Problem
Try Onvia Now

Dear Onvia Client,

At Onvia, we know your time and resources are precious. We want to help turn your leads into wins so that you may benefit from a valuable return on your investment.

Your feedback is important to us. We would appreciate if you would take the next five minutes to answer a few questions about how you are using Onvia and what sort of results you have seen so far.

This will assist us in ongoing efforts to determine what support you may need during the remainder of your subscription.

Please respond no later than Friday, April 18th, 2008. We will donate \$ on your behalf to a charity that you select from our list after we receive your survey.

[Complete the survey to tell us how your experience with Onvia is going.](#)

If you have any questions about your account you may contact me directly by calling or by email at .

Thank you in advance for your feedback.

Sincerely,

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