

CENTER FOR  
**DIGITAL**  
GOVERNMENT



Market Intelligence & Sales Support

# Digital Government Navigator

Increasing your state and local government business just got easier with Digital Government Navigator (DGN). This online tool will help you find and track RFIs, pre-RFPs, and RFPs; build relationships with the right people with DGN's state and local government contact database; and find partnership opportunities in the Collaboration Center. Stay up-to-date on bids, save time, work more efficiently, and meet your sales goals with Digital Government Navigator.

- ✓ All 50 states, top 100 cities, and top 100 counties covered in detail
- ✓ 1000s of opportunities and RFPs – custom filtered and delivered according to your settings via email
- ✓ 1000s of key contacts including CIOs, Department Directors, and IT Directors
- ✓ Budget data for all covered states, cities, counties, and more
- ✓ How They Buy – key information for selling to states and major cities and counties including links to current contract information
- ✓ Market Pulse Blog – up-to-date market information as posted by our expert market analysts
- ✓ Grants data – an extensive and active grants database with over 4,000 active grants
- ✓ Strategic technology plans for state and local governments
- ✓ News on trends, initiatives, and legislation posted to DGN and sent out in daily emails
- ✓ National Events Calendar for the state and local government market
- ✓ Associations Lists – national, regional, and state
- ✓ Executive interviews with major public sector IT personalities
- ✓ Precision search tool
- ✓ Training – personal tours provided to your sales force helping you get the most out of DGN
- ✓ Bonus research hours for on-demand information – up to 3 hours a month (non-accruing)



DIGITAL GOVERNMENT NAVIGATOR								
Users	1	3	5	10	15	20	50	Unlimited
Annual Membership	\$2,500	\$5,000	\$7,500	\$8,750	\$10,000	\$12,500	\$15,000	\$20,000
Monthly Bonus Research Hours	n/a	1 Hour	2 Hours	3 Hours	3 Hours	3 Hours	3 Hours	3 Hours

For more information on combination membership subscriptions to Digital Government Navigator, Digital Education Navigator, and Emergency Management Navigator please contact your sales representative.

# Emergency Management Navigator— BRAND NEW!

(Estimated Release Date: March 2011)

Gain access to bid and award information for the public safety and emergency management markets with Emergency Management Navigator. Educate you and your team on the structure of roles within this complex market, obtain grant information, get contact information for decision makers, and learn about procurement procedures. This easy to use, online tool will enable you to boost sales and become an expert in this market.

## Emergency Management Benefits Include:

- ✓ In depth explanation of the emergency management market including how the market is funded, who does the buying, and what a potential vendor needs to know in order to be successful in this market
- ✓ Detailed explanation and tracking of major emergency management funding streams
- ✓ Individual profiles of all Urban Area Security Initiative (UASI) jurisdictions including contacts, procurement methods, and funding
- ✓ Individual profiles of all Intelligence Fusion Centers including contacts and procurement methods
- ✓ Individual profiles of the top 100 cities, top 100 counties, and largest cities and counties associated with UASI jurisdictions including listings and contacts for local emergency management departments, fire departments, and police/sheriff departments
- ✓ Opportunities and RFPs including but not limited to IT bids as well as products and services beyond IT that are used by first responders, police, fire, and emergency management departments such as emergency generators, protective clothing, marine craft, aircraft equipment, fire prevention and extinguishing equipment, weapons and ammunition, emergency vehicles, and much more
- ✓ Relevant emergency management market events
- ✓ Key market news
- ✓ Links to state and national emergency management associations with lists of key publications
- ✓ Precision search tool for RFPs, news, and contacts
- ✓ Training – personal tours provided to your sales force helping you get the most out of your Navigator
- ✓ Dedicated customer service staff backed by an established research department

EMERGENCY MANAGEMENT NAVIGATOR						
Users	1	3	5	10	20	Unlimited
Annual Membership	\$2,000	\$4,000	\$6,000	\$8,000	\$10,000	\$12,000

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# Total Addressable Market

Help set your budgets, sales goals, and the size of your sales team with a true assessment of the potential to sell in your market. The Center for Digital Government (CDG) will provide you this valuable information with a Total Addressable Market analysis to base your sales strategies around.

**Snapshot TAM** – Looks at the total market at one time without regard to annual purchasing habits or future changes. The Snapshot TAM allows you to see how much you could currently sell in the market.

**Annual TAM** – Builds off the Snapshot TAM and incorporates purchasing habits to yield a yearly estimate of addressable market. The Annual TAM does not predict future changes; it addresses how much of the current market could be captured per year.

**Forecasted TAM** – Builds on the Annual TAM and takes into account future shifts in the market. The Forecasted Annual TAM allows you to see how much your TAM could increase or decrease per year over a set period of time.

# Go-To-Market Strategy\*

Get positioned to hit the market hardest with a Go-To-Market Strategy. With an entire market assessment from our state and local government experts, you will benefit from learning where your solutions fit, if your messaging is optimized for results, and where your targeted jurisdictions with the most buying power are.

Included as part of your custom package:

- ✓ Initial kick off meeting with CDG analysts.
- ✓ After CDG has conducted all necessary research, you will be presented with our expert findings.



# Custom Research\*

Your company needs the most accurate information possible to make profitable, strategic decisions. The process of trying to uncover this data can be extremely time consuming and frustrating. From top priorities in your jurisdiction to refresh rates on your products, let CDG's research team provide you with trusted, reliable information.

## Get answers to your state and local government market questions:

- ✓ What are the top priorities in your targeted region?
- ✓ What are the opportunities for your product/service?
- ✓ What is the estimated IT spending for your targets?
- ✓ What is the refresh rate for your specific piece of equipment?
- ✓ Who are the key decision makers?

# Contracts Inventory & Analysis\*

Term contracts and pre-approved suppliers lists are the foundation from which an estimated 80% of public sector technology purchases are made. With our Contracts Inventory and Analysis you can be certain your company has all the appropriate contracting information available to develop a business-winning contracts strategy. Contract inventories are available for hardware, software, networking and telecommunications, and IT services.

## Included as part of your Contracts Inventory custom package:

- ✓ Contract Number
- ✓ Contract Name
- ✓ Expiration
- ✓ Number of Optional Renewals Remaining
- ✓ Contract Mandates (mandatory use or convenience use)
- ✓ Suppliers Currently on Contract (including resellers)
- ✓ Buyer/Contract Administrator Name and Contact Information
- ✓ URL/Link to Contract (where available)

## Contracts Analysis:

A Contracts Analysis is step two of your Contracts Inventory and Analysis. After your company chooses the states you are specifically interested in doing more business with, CDG will outline the necessary steps to be taken by your company when an opportunity becomes available in that state. The analysis will include an overview of the statewide term contracts currently in place, how to become a registered vendor in that state, an overview of the procurement process in that state, an explanation of various contracting vehicles available through the state, key terms and conditions, who is eligible to purchase from statewide term contracts, any standards or preferences that may be in place, and who the key contacts are that your company should establish relationships with.

# Sales Training\*

The best way to fill your sales pipeline is to be an industry expert. Bring you and your sales team to the expert level with CDG's Sales Training. Delivered through a webinar format or live training at a gathering place of your choice, Sales Training will educate your staff or partners about the vertical areas within the government marketplace.

Choose a session that will be most beneficial to your team:

- ✓ Navigating Well: Trends & Drivers
- ✓ Selling Well: The Sales Cycle, Talking Points, Mapping Accounts, Following Through
- ✓ Working the System: Government Contracting Environment & Selling with Grants

# Digital Communities

Launched by request from cities and counties around the country, this one-of-a-kind, integrated program brings industry members into a collaborative network with local government stakeholders to actively explore and build solutions for the issues they face. As a result, you benefit from an environment that proactively engages and influences local government leaders in the early stages of their procurement plans — before decisions and purchases are made.

Nowhere else will you find this level of ongoing networking, visibility, and lead generation opportunities around the best practices and policy trends shaping 21st century communities.

## Key Program Elements Include:

- ✓ **Digital Cities/Counties Surveys and Awards** – The nation's most respected local government benchmarking surveys and awards programs for achievements in IT delivery.



- ✓ **Public/Private Sector Executive Task Forces** – Trend-setting local government officials participate across this multi-faceted program, engaging in constructive conversation on how they would like to use IT to improve public service. Participation on our task forces gives you continuous opportunities to work jointly as peers — both face-to-face and in social networking formats — establishing yourself as their ideal partner.



- ✓ **Big City/County CIO Leadership Group** – Actively network with CIOs who represent approximately 40 of the largest cities and counties. Established task force activities and face-to-face summits will put you directly and informally in contact with CIOs to discuss solutions, formulate white papers, and build partnerships.



✓ **National Advisory Board** – Representing the who's who of local government, this Advisory Board is designed to incorporate representation from every type of jurisdiction and population group, facilitating the program's progressive dialogue and successful strategies for industry interaction.



✓ **Digital Communities Reports, Custom Case Studies, digitalcommunities.com**  
**Online Advertising, Email Newsletters, and Webinars** – All designed to augment live interaction and provide channels for ongoing communication, digital networking, and lead generation opportunities with the market's most innovative local government leaders.



For more information on the Digital Communities Program, contact your sales representative.

For more information  
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The Center for Digital Government is a national research and advisory institute on information technology policies and best practices in state and local government. Through its diverse and dynamic programs and services, the Center provides public and private sector leaders with decision support, knowledge, and opportunities to help them effectively incorporate new technologies in the 21st century.

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