

# 2010 SLG **RESOURCE KIT**

*Drive sales and build relationships in the SLG market*



# THE CENTER FOR DIGITAL GOVERNMENT

State and local governments have a strong need for information, knowledge and advice on how to make better decisions, increase revenues, reduce costs and open the door to new opportunities and innovations for serving citizens. For over 10 years, Center for Digital Government (CDG) experts have worked closely with technology companies to help them develop successful plans and strategies for doing business in the state and local government (SLG) market, helping governments execute their mandate.

We pride ourselves on our knowledge and dedication. Our qualified staff and Senior Fellow network comprises the most experienced and knowledgeable team in the industry.

*PUT THIS KNOWLEDGE AND EXPERTISE TO WORK IN YOUR COMPANY.*



*"I WANTED TO REALLY THANK THE CENTER FOR DIGITAL GOVERNMENT FOR YOUR SUPPORT. YOUR INSIGHT, ABILITY TO PROVIDE CONCISE SUMMARIES, AND SPEEDY DELIVERY OF INFORMATION PROVIDED ME WITH EXACTLY WHAT I NEEDED AT THE PRECISE TIME IT WAS NEEDED."*

Brad Dupuy, Public Sector Industry Manager, Worldwide Technology Solutions Group  
Hewlett Packard

*“THE CENTER IS MORE THAN JUST A POLICY AND RESEARCH ORGANIZATION — ITS LEADERS ARE PART OF THE FABRIC OF DIGITAL GOVERNMENT AND ARE ESSENTIAL CONTACTS FOR ANYONE WHO NEEDS TO BE WELL-INFORMED ABOUT THE CHANGING FACE OF E-GOVERNMENT.”*

Harry Herington, CEO, NIC Inc.

## EXECUTIVE RELATIONSHIPS

The Center’s Senior Fellows and experts have long-standing relationships with state and local IT decision makers – making us your most trusted partner.



*Todd Sander (back row), Director, Digital Communities; City of Corpus Christi, TX. left to right – John Sendejar, External Relations Manager; Michael Armstrong, CIO/IT Director; Teresa Goodwin, Sales Manager, GEH, AT&T; Anna Leal, Customer Service/Web Manager; David Trevino, Network Manager; Brett Bailey, Industry Manager, Hyland-Onbase Software*



*Gary Herbert, Governor of Utah; Cathilea Robinett, Executive Vice President, Center for Digital Government*



*Cathilea Robinett, Executive Vice President, Center for Digital Government; P.k. Agarwal, California Chief Technology Officer; Ryan Core, Sales Manager, Adobe*

# DIGITAL GOVERNMENT NAVIGATOR

Digital Government Navigator is much more than a collection of RFPs or news articles. A membership to Digital Government Navigator gives you access to a personalized, constantly updated industry specific tool. It is easy to search, customize and comes with personalized customer service to answer any of your questions. A few of your Navigator membership benefits include:

- ▶ Custom delivered pre-RFPs, bids and awards to each user
- ▶ Current contact data for decision makers
- ▶ DealWatch to keep a close eye on your most important opportunities
- ▶ Detailed budget data
- ▶ Huge grant database
- ▶ Economic Stimulus Central blog
- ▶ Market Pulse blog
- ▶ CIO interviews

## **CITY, COUNTY AND STATE IT OVERVIEW**

Navigator makes it easy to find information on each state and its largest cities and counties. With a simple click, you will find an overview, contact information, procurement processes and the latest news.



## CUSTOM DELIVERED RFPS

DGN is your resource for pre-RFPs, bids, and award information. Never miss out on an upcoming opportunity with DGN's constantly updated information.



## CONTACT INFORMATION

More than just a directory listing, the Center provides current, specific contact data for IT decision makers. You won't need to fumble through numerous lists of outdated information. Our in-house, highly credited research team makes sure our contact information is the most recent.



## ECONOMIC STIMULUS CENTRAL BLOG

Interact with the Center's ARRA experts to find out the latest news on how stimulus funding is affecting the SLG market.



## CIO INTERVIEWS

Participate with government decision makers and influencers to gain the deepest and most relevant intelligence possible. The Center hosts numerous Executive Teleconferences each year.



GO TO [WWW.CENTERDIGITALGOV.COM/INDUSTRY](http://WWW.CENTERDIGITALGOV.COM/INDUSTRY) TO START YOUR FREE TRIAL.



# ***BUSINESS INTELLIGENCE***

## ***ADVISORY SERVICES***

The Center for Digital Government's highly qualified team can help your business increase results in the state and local government market. Our research team will select and analyze qualified/prioritized business opportunities specific to your solutions, products and services, as well as recommend partner strategies. Our experienced team will help you optimize your resources to capture and convert business.

## ***GO-TO-MARKET SALES PLAN***

With thousands of opportunities out there, you must have a strategy to determine which ones to pursue and how to best pursue them. The Center will help to prioritize "must win" opportunities and develop a capture strategy tailored to the state and local government market.

## ***COMMUNICATION AND PUBLIC RELATIONS PLAN***

A strategic and well thought out communications and public relations plan is vital to securing the state, city and county clients you want. The Center will make sure your branding and promotion differentiate your business for maximum impact.

## ***CUSTOM RESEARCH***

Your company needs the most accurate, relevant information possible to make profitable decisions. The process of trying to uncover this data can be an extremely time consuming and frustrating. Let the Center's research team provide you with trusted, reliable information. We ask the right questions of the right people to deliver the answers you need for success.

## ***CONTRACTS INVENTORY AND ANALYSIS***

A Contracts Inventory and Analysis is an extremely valuable service that collects information on the statewide term contract agreements the states use to purchase the types of products and services your company provides, including:

- ▶ Contract number
- ▶ Contract name
- ▶ Expiration
- ▶ Number of optional renewals remaining
- ▶ Suppliers currently on contract
- ▶ Buyer/contract administrator name and contact information
- ▶ URL/link to contract where available
- ▶ Contract mandates (mandatory use or convenience use)

Using a contracts inventory, the Center will devise a detailed analysis of the contracting vehicles your company has an immediate or upcoming opportunity to apply for.

## ***SALES TRAINING***

Our senior fellows and executives have an abundance of SLG experience to help your team perform at their best. This training can be delivered via the web or in person and is tailored specifically to your company's needs.

# STRATEGY PAPERS AND REPORTS

- ▶ *START CONVERSATIONS WITH DECISION MAKERS BY INTRODUCING YOUR WHITE PAPER.*
- ▶ *EDUCATE THE MARKET ON YOUR COMPANY'S SOLUTIONS.*
- ▶ *STRATEGICALLY REACH YOUR TARGET AUDIENCE WITH OUR CUSTOM DISTRIBUTION PLAN.*
- ▶ *BUILD CREDIBILITY.*

Trust the Center's executive team to assemble an engaging and relevant strategy paper or report. Our team is composed of an acclaimed group of Senior Fellows, thought leaders, former CIOs, and expert SLG writers. They are supported by the industry's most knowledgeable team of researchers, analysts, editors, and project managers. Together, this team has become the definitive source on information technology in state and local government.

## EACH PAPER INCLUDES THE FOLLOWING:

- ▶ Written by Center expert
- ▶ Sponsor formal acknowledgement on back of paper
- ▶ Professional design
- ▶ PDF is posted to the Center's homepage
- ▶ Printed 1,500 copies
- ▶ Tailored distribution plan

All papers are promoted on [www.centerdigitalgov.com](http://www.centerdigitalgov.com) and [www.govtech.com](http://www.govtech.com) with a request-download form. The sponsor will receive monthly download reporting after the initial distribution. The Center will host the paper for at least one year and provide monthly reporting for six months.





## CENTER EVENTS

Set yourself up for success in 2010 by sponsoring one of the Center for Digital Government's SLG specific events. This is your opportunity to build and strengthen relationships with key decision makers in the market.



**DATE:** March 22, 2010  
**LOCATION:** McLean, VA  
**AUDIENCE:** SLG private sector industry leaders  
**DESCRIPTION:** Gain critical insight into the state of the market, hottest trends and key opportunities coming down the pipeline with expert panels and featured keynotes. Network with top level decision makers in the SLG market.



**DATE:** August 1-2, 2010  
**LOCATION:** Rockport, ME  
**AUDIENCE:** State and local top technology integrators, top VAR management, and top regional and boutique integrators  
**DESCRIPTION:** Specifically designed for state and local IT companies. Kick off with golf and awards dinner followed by a day of informative and trend-focused speakers, market briefings and updates on best practices for all attendees.

***"THE INDUSTRY SUMMIT EVENT WAS VERY WELL WORTH THE TIME.  
VERY INSIGHTFUL AND GREAT RELATIONSHIP BUILDING OPPORTUNITES"***

Strategic Account Manager, RIM



**DATE:** November 14-16, 2010  
**LOCATION:** Tucson, AZ  
**AUDIENCE:** Hand selected public sector leaders  
**DESCRIPTION:** The Center for Digital Government and a small and elite group of sponsors produce the most thought-provoking, entertaining and inspirational leadership retreat for our nation's top state and local government IT influencers.



Digital Communities is your direct access to a network of local government’s top thought leaders and influencers responsible for solving the challenges facing cities, counties and regions.

This year-round program gives you exceptional networking, visibility and collaborative interaction with public sector members to directly benefit your marketing ROI, relationship development and sales consideration across this opportunity-rich marketplace.

## PROGRAM ELEMENTS

- ✓ DIGITAL CITIES/COUNTIES SURVEYS & AWARDS
- ✓ PUBLIC/PRIVATE SECTOR TASK FORCES
- ✓ BIG CITY/COUNTY CIO LEADERSHIP GROUP
- ✓ WEBINARS
- ✓ DIGITAL COMMUNITIES SPECIAL SECTION
- ✓ TWO-PAGE CUSTOM CASE STUDY
- ✓ DIGITALCOMMUNITIES.COM & NEWSLETTER
- ✓ BEST OF THE WEB/DIGITAL GOVERNMENT ACHIEVEMENT AWARDS

Customize your membership with Platinum, Gold, Silver, Associate, or Law Enforcement levels of membership.

	PLATINUM	GOLD	SILVER	LAW ENFORCEMENT
<b>SPONSORSHIP INCLUDES:</b>				
Digital Cities or Counties Surveys & Awards	✓			
Big City/County CIO Leadership Group + 3 F-2-F Events + White Paper Involvement	✓			
Digital Infrastructure Task Force — 1 Annual F-2-F + Collaboration Site + White Paper Involvement	✓	✓	✓	
Law Enforcement Task Force — 1 Annual F-2-F + Collaboration Site + White Paper Involvement	✓	✓		✓
Webinar with Digital Cities or Counties Winners	✓			
Webinar – Sole Sponsorship		✓	✓	✓
Digitalcommunities.com Visibility	✓	✓	✓	✓
eNewsletter Presence	✓	✓		✓
Digital Communities Print Advertising	✓	✓	✓	
Turnkey Custom Case Study & Distribution	✓			
Law Enforcement Market Update Special Report				✓

*“Participation in Digital Communities is a valuable component of our local government strategy. The program gives us the opportunity to know early on what leading communities are thinking so we can position ourselves to partner successfully with them.” — Director of Government Solution, Hyland-Onbase*



# THE SALES CYCLE

## THE CENTER IS WITH YOU EVERY

### STEP 1. PROSPECTING

#### YOUR CHALLENGES:

- ✓ Find out who your prospects are and where they're located
- ✓ Size them up
- ✓ Engage them
- ✓ Identify their problems that need solutions
- ✓ Scope environment

#### CENTER SOLUTIONS:

- ✓ Digital Government Navigator
- ✓ Business Intelligence



### STEP 2. QUALIFYING

#### YOUR CHALLENGES:

- ✓ Background research on the prospect
- ✓ Check their budget, inventory and internal policies
- ✓ Assess how practical it is to sell to them
- ✓ Study their organizational chart
- ✓ Find out who makes the decisions
- ✓ Find out if your solutions fit their challenges

#### CENTER SOLUTIONS:

- ✓ Digital Government Navigator
- ✓ Business Intelligence



# STEP OF THE WAY.

## STEP 3. DEVELOPING

### YOUR CHALLENGES:

- ✓ Establish relationships
- ✓ Promote your credentials
- ✓ Present your solutions
- ✓ Submit plans and processes: pricing, contracting, partners, timeline and preferences
- ✓ Form the deal
- ✓ Finalize the buyer's solution

### CENTER SOLUTIONS:

- ✓ Business Intelligence
- ✓ Strategy Papers
- ✓ Industry Summit
- ✓ re:public Leadership Retreat



## STEP 4. CLOSING

### YOUR CHALLENGES:

- ✓ Request purchase order
- ✓ Address objections
- ✓ Follow through and get the P.O.
- ✓ Maneuver any policies, stabilize deal and complete the cycle

### CENTER SOLUTIONS:

- ✓ Business Intelligence
- ✓ Strategy Papers





*EAST*



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***CONTACT YOUR SALES REPRESENTATIVE.***