

The SLED Market Intelligence Buyer's Checklist

12 Questions to Ask Before Choosing a Platform

Not all market intelligence platforms are built for the same job. Use this checklist to look beyond feature names and evaluate the intelligence behind them—how early it helps you see demand, how well it explains accounts and buyers, and how effectively it supports decisions across the SLED procurement lifecycle.

Understand the Intelligence Foundation

Question to Evaluate	Why It Matters	What to Look For	Ask the Provider
1. How deeply is the platform built for the SLED market?	Having SLED records is different from having intelligence built around how state, local, and education organizations plan, fund, and buy technology.	☐ Dedicated SLED coverage ☐ SLED market expertise ☐ Budgets and strategic/IT plans ☐ Funding and grants ☐ Jurisdiction and organizational context ☐ Technology-specific market intelligence	<i>"Is SLED simply part of your coverage, or is your intelligence specifically built around this market?"</i>
2. How early can the platform identify potential demand?	Earlier visibility gives your team more time to understand the account, determine fit and engage appropriately before formal procurement limits interaction.	☐ Developing/pre-RFP opportunities ☐ Budget signals ☐ Strategic and IT plans ☐ Government meeting activity ☐ Funding and grants ☐ RFIs and other early procurement signals	<i>"Show us examples of opportunities customers could identify before a formal solicitation was published."</i>
3. Where does the intelligence come from?	Platforms can offer similarly named features while creating their intelligence very differently. Provenance affects its depth, relevance, and usefulness.	☐ Public records ☐ Proprietary research ☐ First-party intelligence ☐ Direct market participation/relationships ☐ Clearly identified third-party sources ☐ Source transparency and traceability	<i>"For the intelligence we'll rely on most, what is the original source and how did it get into your platform?"</i>
4. How is the intelligence verified, maintained and contextualized?	Finding information is only the first step. Your team needs confidence that important intelligence is current, relevant, and understood in the context of the account.	☐ Defined verification process ☐ Human review where it adds value ☐ Clear refresh practices ☐ Source dates/supporting information ☐ Context connecting individual signals ☐ Transparency about automation vs. human validation	<i>"What happens between finding a piece of information and presenting it to our team as actionable intelligence?"</i>

Provider / Platform: _____

Notes: _____

Understand the Account and Opportunity

Question to Evaluate	Why It Matters	What to Look For	Ask the Provider
5. Can the platform explain the account behind an opportunity?	Knowing that an agency may buy something doesn't tell you whether it deserves your resources. Account context helps explain why demand exists and whether there is a realistic path forward.	☐ Agency/jurisdiction profiles ☐ Budgets and IT budgets ☐ Strategic and IT plans ☐ Technology priorities ☐ Funding and grants ☐ Organizational intelligence ☐ Related project/procurement activity	<i>"If we identify an opportunity, how quickly can we understand the agency, its priorities, funding environment, and why the initiative matters?"</i>
6. Can it reveal buyer interest beyond formally published activity?	Public records show what agencies have documented. First-party or behavioral signals can add visibility into topics buyers may be researching or exploring before formal procurement activity appears.	☐ First-party engagement signals ☐ Behavioral/intent intelligence ☐ Topic or technology interests ☐ Account-level signals where appropriate ☐ Context for interpreting signals ☐ Ability to combine interest with account intelligence	<i>"What can your platform tell us about buyer interest that we couldn't learn from public procurement records alone?"</i>
7. Can it identify the people who matter to the buying decision?	A large contact database provides names. Effective SLED selling requires understanding the stakeholders around an initiative and why they may matter.	☐ Technology decision-makers ☐ Executive/department leadership ☐ Project stakeholders ☐ Procurement and finance contacts ☐ Organizational roles/context ☐ Contact verification ☐ Frequent updates	<i>"How do you determine which contacts matter, and how do you verify that the information is current?"</i>
8. Can it connect opportunity intelligence to budgets and funding?	A documented need doesn't necessarily mean an agency has a path to purchase. Funding context helps teams assess whether an initiative has the resources or momentum to advance.	☐ Agency/jurisdiction budgets ☐ IT budget information ☐ Grants and grant awards ☐ Funding sources ☐ Connections to agency priorities ☐ Historical spending context	<i>"When we see potential demand, can the platform help us understand how the agency might fund it?"</i>

Provider / Platform: _____

Notes: _____

Understand the Lifecycle and Activation

Question to Evaluate	Why It Matters	What to Look For	Ask the Provider
9. Can it show what the agency has bought before—and from whom?	Every procurement has a history. Understanding contracts, awards, spending, and incumbents can reveal buying patterns, competitive relationships, and potential future openings.	☐ Contract and award history ☐ Vendor/incumbent intelligence ☐ Purchase orders/spending ☐ Contract values and dates ☐ Expiration/renewal information ☐ Contract vehicles ☐ Historical procurement patterns	<i>“Before we pursue an account, how much can we learn about what it bought, which vendors it used, and when another opening may occur?”</i>
10. Does the intelligence cover the full procurement lifecycle?	Intelligence can create value before, during, and after procurement. A platform focused on only one stage may leave your team reconstructing the rest of the opportunity story elsewhere.	☐ Before: demand, plans, funding, stakeholders ☐ During: RFIs/RFPs, requirements, active procurement ☐ After: awards, contracts, vendors ☐ Renewal/recompete signals ☐ Connections across lifecycle stages	<i>“Can we follow an account or opportunity from developing demand through procurement, award and eventual renewal or recompete?”</i>
11. Can our teams put the intelligence to work outside the platform?	Intelligence has greater value when it informs account planning, territories, campaigns, prioritization, outreach and other GTM workflows—not when it remains isolated inside a tool.	☐ CRM integration/data activation ☐ Data exports ☐ Saved searches ☐ Alerts/notifications ☐ Reports and dashboards ☐ Account/territory workflows ☐ Shared sales and marketing use	<i>“Once we find something important, how does that intelligence get into the systems and workflows our GTM teams already use?”</i>
12. What intelligence is the AI working with?	AI can accelerate research and analysis, but its usefulness depends on the intelligence it can access. The AI interface alone doesn't tell you the depth or quality of its answers.	☐ Access to the platform's intelligence environment ☐ Accounts and opportunities ☐ Budgets, funding and contacts ☐ Contracts/vendors/history ☐ Proprietary/first-party intelligence ☐ Source transparency ☐ Clear distinction between sourced intelligence and AI analysis	<i>“Don't just show us what the AI can do. Show us the intelligence it can access that enables it to produce a useful answer.”</i>

Provider / Platform: _____

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Before You Choose, Answer Four Final Questions

Once you've completed the checklist, don't simply count the boxes. Look across what you've learned about each platform.

WHAT WILL WE KNOW SOONER?

Will the intelligence help your team identify and understand demand before formal procurement?

WHAT WILL WE UNDERSTAND BETTER?

Will you have greater context around accounts, priorities, funding, stakeholders, buyer interest, procurement history, and competitors?

WHAT DECISIONS WILL IT HELP US MAKE?

Can the intelligence improve account prioritization, pursuit qualification, resource allocation, market timing, and outreach relevance?

WHAT CAN OUR TEAM DO WITH IT?

Can sales, marketing, and business development turn the intelligence into action across the procurement lifecycle and their existing workflows?

The Takeaway

Don't choose based on who checks the most boxes. **Choose based on what the intelligence enables your team to know, understand, and act on.**

Two platforms can offer similarly named capabilities while delivering very different intelligence. Look beneath the feature name at its **source, timing, depth, context, verification, and connection to the SLED buying environment.**

Where Industry Navigator Fits

[Industry Navigator](#) is e.Republic's SLED market intelligence platform for go-to-market teams selling technology and services to state and local government and education.

It brings together early and active opportunities, account and jurisdiction intelligence, budgets and funding, verified decision-makers, buyer engagement signals, procurement history, contracts, awards, vendor intelligence, and broader SLED market context across the procurement lifecycle.

[Navi](#) gives teams a conversational way to interrogate and synthesize that specialized intelligence. Its value isn't AI in isolation; it's the intelligence foundation Navi can work across and how quickly it can help teams turn that intelligence into answers.

Ready to see Industry Navigator in action?

[Request a demo](#), reach out to your e.Republic account representative, or email marketing@erepublic.com to learn more.