

SLED Market Intelligence Competitive Evaluation Checklist

Evaluate what matters most when choosing a SLED market intelligence platform.

Disclaimer: Competitive information in this article and the accompanying resources is based on publicly available product information reviewed as of September 2026 and is believed to be accurate to the best of our knowledge. Products, features, functionality, and positioning may change. Buyers should verify current information directly with each provider and conduct their own evaluation before making a purchasing decision.

Rating: ● Strong/core capability ◐ Available/partial or secondary strength ○ Limited/not core — DIY/not inherently provided

What Buyers Should Evaluate	Navigator	GovWin IQ	GovSpend	GovSignals	Govly	Pursuit.us	Starbridge	Gen AI / DIY
SLED-specific intelligence platform	●	●	●	◐	◐	●	●	—
Formal RFP / bid discovery	●	●	●	●	●	●	●	◐
Pre-RFP / early opportunity signals	●	●	●	●	●	●	●	○
Curated/validated developing opportunities	●	●	◐	◐	◐	◐	◐	—
Budgets & strategic / IT plans	●	●	◐	◐	◐	●	●	◐
Meeting / minutes intelligence	●	●	●	◐	●	●	●	◐
Funding & grants intelligence	●	●	◐	●	◐	●	●	◐
E-Rate intelligence	●	◐	○	○	○	○	◐	○
Verified contact quality & freshness	●	●	●	◐	◐	●	●	○
Org/account / jurisdiction intelligence	●	●	◐	◐	◐	●	●	◐
Buyer intent / behavioral signals	●	○	○	○	○	◐	●	—

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Contracts & awards	●	●	●	●	●	●	●	◐
Purchase-order / spend intelligence	●	◐	●	◐	●	●	●	○
Incumbent / competitor intelligence	●	●	●	●	●	●	●	◐
Contract expiration / recompet signals	●	●	●	●	●	●	●	◐
Historical procurement intelligence	●	●	●	◐	●	●	●	○
Market sizing / whitespace analysis	●	●	●	◐	◐	●	●	◐
Opportunity / account prioritization	●	●	●	●	●	●	●	◐
Expert SLED market research / context	●	●	◐	◐	○	○	○	◐
Proprietary / First-Party SLED Intelligence	●	◐	◐	◐	◐	◐	◐	—
AI natural-language intelligence assistant	● Navi	● Dela	●	●	●	●	●	●
RFP analysis / summarization	●	●	●	●	●	●	●	●
Proposal / capture workflow automation	◐	●	◐	●	●	●	●	●
CRM / data activation	●	●	●	●	●	●	●	◐
Alerts / continuous monitoring	●	●	●	●	●	●	●	○
Human analyst / expert support	●	●	◐	◐	◐	◐	◐	—
Public-sector media / audience ecosystem	●	○	○	○	○	○	○	—
First-party public-sector engagement data	●	○	○	○	○	○ / ◐	○ / ◐	—
Before + during + after procurement view	●	●	●	●	●	●	●	○

Why this matters

Public-data access and AI are increasingly table stakes. The real evaluation is what intelligence a platform creates, where that intelligence comes from, how early it reveals demand, how well it helps sellers understand the account, and whether it improves pursuit decisions and business outcomes.

The right platform should help your team see opportunities earlier, understand accounts more deeply, and make better-informed pursuit decisions.

The Shorter “What Should I Ask?” Checklist

1. How early can you identify an opportunity—before the RFP or only after procurement becomes public?
2. Where does your intelligence come from, and what information is proprietary or first-party?
3. What is automated versus human-curated or verified—and how frequently is it updated?
4. Can I see budgets, strategic plans, meeting activity, funding, and other signals explaining why an opportunity is forming?
5. Can I identify the actual decision-makers and buying committee—and how are those contacts verified?
6. Can I see what public-sector buyers are actively researching or engaging with—not just what agencies have already published?
7. Can I see incumbents, contracts, awards, spend, PO’s, and upcoming recompetes?
8. How much historical intelligence is available for account and competitive analysis?
9. Can I understand the market and agency context—not simply retrieve procurement records?
10. Can AI answer questions across the entire intelligence set, with traceable underlying information?
11. Can intelligence flow into my CRM and existing go-to-market workflows?
12. Does the platform help my team decide where to compete, who to engage, and how to position—or mostly help us find bids?

Key Takeaway

The strongest SLED market intelligence platform is not simply the one with the most data.

As you compare platforms, **look at the depth of proprietary and first-party intelligence, earlier demand signals, verified decision-makers, account context, and the intelligence foundation behind AI.**

The question is not just, “How much information does the platform have?” It is, *“What intelligence does the platform provide beyond what is readily available through public sources—and how does that help your team make better decisions?”*

How To Use This Checklist

1. Define Your Needs

Start with the business problems your sales, marketing, and leadership teams actually need the platform to solve.

2. Prioritize What Matters Most

Identify the capabilities most critical to your go-to-market strategy—especially early visibility, intelligence provenance, account context, decision-maker quality, and workflow fit.

3. Compare Providers

Rate each provider based on capability depth, intelligence quality, and relevance to your specific SLED IT needs—not simply whether a feature is present.

4. Validate in Demos

Pressure-test the highest-priority capabilities. Ask providers to show where the intelligence comes from, how it is maintained, and how their platform turns signals into actionable account and pursuit decisions.

5. Choose Based on Fit

Choose the platform that best supports how your team identifies opportunities, understands accounts, prioritizes resources, and competes in the SLED market.

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.