



# INDUSTRY NAVIGATOR

## The Go-to-Market Engine for Leading Companies in GovTech & EdTech

### Own the Full IT Procurement Lifecycle

The only state and local government and education (SLED) intelligence platform delivering insights at every stage of the IT procurement lifecycle - from intent to the final public award.

### Act Faster. Win More.

Navigator's easy-to-use interface allows you to act quickly and turn signals into sales.

### Tap into Exclusive Market Intelligence

Navigator provides deep-rooted proprietary intelligence, research and guidance our competitors cannot provide.

“Navigator gives you an idea of who's leading and who's paving the way forward and what the policy implications are.”

# Close More IT Deals Faster

Save time and sell more with quick access to IT bids, decision makers, contracts and emerging deals verified by our team of dedicated state and local government experts.

## Why do Fortune 100 and startup companies rely on Industry Navigator?

Industry Navigator is the only sales and market intelligence platform focused exclusively on the \$140 billion state and local government and education IT markets. Powered by e.Republic, the largest, most experienced team of state and local government market experts, Industry Navigator is unmatched in its depth and coverage of the public-sector IT market.

### All in one place and personalized to you:



Receive timely alerts to deals for your solution and in your sales territory via daily postings of hundreds of IT opportunities.



Gain access to curated, pre-procurement deals and emerging opportunities well before formal RFPs are issued, allowing you to engage early and influence requirements.



Download contact information to easily target over 45,000 key decision makers and buyers.



Know more about your customers with access to IT budgets, how they buy, strategic IT plans and more.



Access over 17,000 term contracts to understand the vendor landscape and where to sell and market.



Industry Navigator data is easily downloadable and exportable, including Excel and JSON feed options to push directly into your CRM software.



Industry Navigator provides a searchable database of all FCC form 470s and 471s and a data dashboard component for e-Rate spend and awarded vendors.



Access to over 20,000 federal, state, local and corporate grants powered by the Grants Office



AI-powered bid assistant enabling users to interact conversationally with RFP documents and make bid/no-bid decisions faster.

# Start the conversation faster with accurate, verified market intelligence.

- Save time by surfacing results that only matter to you.
- Key contacts are verified 2x annually, available on-demand and categorized by role and vertical.
- All buyers in database have been associated with a procurement within the last 12-months.

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## Industry Navigator has decision-maker contacts for top jurisdictions\*, including:

### GOVERNMENT

- All state governments
- Top 20 agencies/departments by budget for all state governments
- Top 100 cities (top 500 cities for Head of IT, Mayor, CISO)
- Top 100 counties (top 500 counties for CIOs and county executives)
- Top 100 special districts (top 200 special districts for CIOs and top administrators)

### EDUCATION

- All state department of education
- All university systems
- Top 100 K-12 public school districts (Top 200 for CIOs and Superintendents)
- Top 250 public universities
- Top 25 private universities
- Top 125 community colleges

*\*Top jurisdictions are based on total population or total budget.*

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## Contact roles we collect, verify and keep up-to-date:

### ELECTED OFFICIALS

- Governor
- Treasurer
- Attorney General
- Secretary of State
- Mayor

### TOP ADMINISTRATORS

- County Manager/County Executive
- City Manager
- Head of Special District
- Head of Agency/Dept. (Dept. Director/Top Administrator)
- Deputy Head of Agency/Department (Dept. Deputy)

### CRIMINAL JUSTICE/PUBLIC SAFETY

- Head of Fire Dept.
- Head of Police/Sheriff Dept.
- Head of Emergency Mgmt./Homeland Security
- Head of Other Public Safety Agency
- Head of Corrections

### E-RATE FOR LIBRARIES

- E-Rate Technical Contact

### INFORMATION TECHNOLOGY

- Head of IT (CIO)
- Deputy Head of IT (Deputy CIO)
- Head of IT Security (CISO)
- Head of Networks/Telecommunications
- Chief Technology Officer
- Head of Innovation
- Head of Data
- Head of AI

### FINANCE AND PURCHASING

- Head of Finance
- Comptroller/Controller/CFO
- Head of Budget
- Head of Purchasing
- IT Buyer/Purchasing Specialist

### EDUCATION HEADS

- Head of State Dept. of Education
- Head of Public School District (Superintendent)
- Head of University System
- Head of University (President)
- Head of Community College District
- Head of Community College (2-year Institution)
- Head of Curriculum
- Head of Online Learning
- Head of Instructional Technology
- Head of Administration
- Head of E-rate (E-rate Administrator)

## FOR MORE INFORMATION OR TO REQUEST A DEMO, CONTACT:

[win@governmentnavigator.com](mailto:win@governmentnavigator.com)



# INDUSTRY NAVIGATOR

**Our advanced features** provides the most insight for a 360-degree view of your target jurisdictions, including our intent insights and public-sector index features.



In addition to the standard Industry Navigator features, all membership also includes the following advanced deliverables:



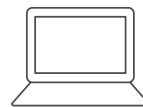
## MARKET INSIGHTS

- Access aggregate data/analysis by category, jurisdiction and/or company
- Access key survey data and analysis
- Federal, state, local and corporate grants
- Premium editorial newsletters



## FUNDING INSIGHTS

- State funding view with overview guide
- Local funding view with overview guide
- Educational funding view with overview guide
- View of relevant federal funding applicable to state/local government (IIJA, ARPA, etc.)



## MARKET BRIEFINGS & REPORTS

- Access twice yearly market briefings and reports with our team of market experts



## INTENT INSIGHTS

- Access data on what your prospective buyers are reading to better understand how to influence them and create messaging that resonates, maximizing engagement
- The data is pulled from all brands under the e.Republic umbrella, including *Government Technology* and *Governing*



## ENHANCED VERTICAL REPORTS

- Access survey findings relevant to marketing stakeholders, applicable funding buckets and vertical market activity



## EXPORTABLE PUBLIC SECTOR INDEX OF AGENCIES

- Map of thousands of government and education entities
- Segment your government and education audiences by level, function, population, employees and estimated IT budgets
- Easily export the data for your next go-to-market strategy



## STATE IT VENDOR PAYMENTS

- Access to nearly two million IT-specific transactions with vendor attribution spanning two years of purchase activity over twenty states
- Better understand the competitive landscape within your target state, make strategic partnership decisions and identify which departments may need your solution



## NEW! LOCAL IT VENDOR PAYMENTS

- Access to over two million IT-specific transactions from some of the largest cities and counties
- Identify trends, benchmark competitors and identify potential opportunities in local government

**FOR MORE INFORMATION, CONTACT:**

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# INDUSTRY NAVIGATOR FEATURES

*Gov tech and Ed tech Industry Navigator memberships sold separately.*

<b>Features</b>
<b>Jurisdiction Intelligence</b>
Exportable public sector index of agencies
Jurisdiction profile database
Budgets and IT budgets
Population and enrollment estimates
<b>Funding, Spend &amp; Decision-Maker Intelligence</b>
Historical funding insights from state, local and special federal allocations
Spending transaction database on state and local government IT vendor payments
Decision-maker and IT contact database
Analytical insights on what buyers are reading with Intent Insights
<b>RFP, Contract and Awards Intelligence</b>
Database of Pre-RFPs, RFPs and bids
Inventory of state, local and education developing opportunities – now with meeting minutes from Cloverleaf AI
Database of RFP awards
State term contracts database
Database of E-Rate opportunities and data trends
Database of state, local, federal and corporate grant opportunities
Chat with RFP directly in Navigator
<b>Market Insights</b>
Regular market briefings from industry experts
Database of vital market alerts and updates
Macro opportunity and contracts trends impacting the market with Market Insights
In-depth market research reports on key verticals and topics
<b>Integration &amp; Data Activation</b>
CRM Integration
Personalized alerts and email reports
Ongoing member services support and training
<b>Call for Pricing!</b>

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