

Industry Navigator: Shorter Sales Cycles. Faster Closes.

Industry Navigator stands out as the **only market intelligence platform** delivering insights at every stage of the state, local and education (SLED) procurement cycle. No other tool has this depth of real-time, actionable data. From upcoming bids to deep account insights, your team gets what they need to find, qualify and win public-sector IT deals faster.

Navigator: The Indispensable Tool for Unlocking Growth and Winning Deals

Use Cases	Key Benefits
<p>Identify and pursue emerging opportunities Access Developing Opportunities nationwide across state, local and education entities that help them get in early.</p>	<p>Longer runway to engage prospects With advance notice of Developing Opportunities, sellers build relationships early and increase win rates.</p>
<p>Analyze agency and jurisdiction profiles View detailed account intelligence on government structures, budgets, IT plans and key contacts.</p>	<p>Smarter territory planning Save hours of research time with org charts, budget insights and key decision-maker contacts in one place.</p>
<p>Track awarded contracts and procurement trends Navigator offers over a decade of award data, including contract values and bid tabulations.</p>	<p>Competitive insights at your fingertips Understand which vendors are winning and where gaps exist in the market.</p>
<p>Stay on top of relevant market news Receive curated alerts on funding, procurement news and strategic developments.</p>	<p>Always informed, always ready Sales teams stay agile and informed with timely alerts tailored to their territories and accounts.</p>
<p>Target with precision Identify areas of opportunity for your solution that might arise.</p>	<p>Visibility into competitive landscape See who's winning in states and localities with millions of purchase order data records.</p>
<p>Track new procurement opportunities Gain access to active pre-RFPs and RFPs.</p>	<p>Move with precision Act directly and direct efforts on opportunities that align with your team's strategy.</p>
<p>Integrate with CRM systems Export opportunities into CRM systems (ex. Salesforce) or downloadable formats.</p>	<p>Operationalize our data Seamlessly plug Navigator data into your workflow to act quickly on leads.</p>

Unmatched Market Influence

Navigator is built by **e.Republic**, the leading organization that **produces the most trusted research, content and conversations in the market**, leveraging proprietary data and intelligence that competitors simply cannot access.

Ready to access the real-time data you need to be able to succeed in your job? Navigator makes it happen.



What Our Customers Are Saying

"Navigator gives you an idea of who's leading and who's paving the way forward and what the policy implications are." - Member, Oracle

"Navigator is a great tool...to use things like Intent Insights to understand what is top of mind for our government officials." - Member, Tyler Technologies

"If you're looking for a sole source of Developing Opportunities and currently issued RFPs as well as previously awarded ones, Navigator is the best bang for your buck. It provides the most fluid experience for sales teams." - Member, Accela

STRATEGIC APPLICATIONS, REAL-WORLD APPLICATIONS & BENEFITS, PRACTICAL APPLICATIONS & OUTCOMES	INDUSTRY NAVIGATOR	COMPETITOR
Segment the Market		
Uncover growth potential and stay ahead of hot topics	✓	
Win faster by aligning to active government priorities and focusing on top-funded initiatives	✓	
Target smarter and close more deals with insights into budget allocations and overall public-sector IT spend	✓	
Validate your go-to-market strategy with market briefings and insights from government technology experts	✓	
Launch high-impact campaigns with confidence using editorial insights and industry expert perspectives	✓	
Identify Potential Opportunities		
Stay ahead by uncovering procurement opportunities before RFPs drop, powered by exclusive data, including government council, legislative and committee meetings	✓	
Gain end-to-end opportunity insight to capture developments from intent to award	✓	
Bid smarter and improve win rates by analyzing historical purchasing patterns to shape future strategies	✓	
Never miss an opportunity with real-time bid and RFP alerts customized to your market	✓	
Unlock funding-backed sales by discovering grant programs that align with your solutions	✓	
Get to Know Your Customers		
Plan your pipeline with confidence by following up-to-date agency plans to buy next	✓	
Speed up sale cycles and avoid mistakes by understanding procurement policies and rules for each jurisdiction	✓	
Connect with the right decision-makers faster using a verified database of government and education contacts	✓	
Tailor your messaging to what matters most by seeing the content your buyers are actively engaging with	✓	
Expand your reach and market share with intelligence spanning state, local and education agencies	✓	
Understand the Vendor Landscape		
Target accounts with confidence by knowing which vendors agencies have worked with and how they spend	✓	
Outpace your competition with side-by-side procurement performance analysis	✓	
Time your outreach perfectly using insights into contract expirations and renewals	✓	
Expand your reach by identifying potential channel or team partners with existing government and educational relationships	✓	
Functionality		
Save time and work smarter with one-click exports for outreach, planning and presentations.	✓	
Act faster and close more deals by pushing opportunity data directly into your CRM.	✓	
Make confident, data-driven decisions with real-time market updates at your fingertips.	✓	
Capture every opportunity across the state, local, and education market with unmatched full-market coverage.	✓	