



# Save Time, Seal Deals in the State and Local IT Market



# Save Time, Win Deals Fast

## Did you know?

When an RFP drops, it's often with a vendor in mind already. To stand out among your competitors, it's crucial to have access to the knowledge and resources you need to make informed decisions and stay ahead of the curve.

To keep up with your competition, it's critical to have full visibility into the procurement lifecycle from the earliest intent signal to the final public award so you can fine-tune your go-to-market strategies and increase win rates.

Swipe through to see how you can stand out among the sea of competition, save time and win deals in the gov tech market. →

## **DID YOU KNOW?**

Industry Navigator is more than just an RFP tool – it's your key to getting ahead of the curve. Focused on the \$140 billion state and local government and education IT market, Navigator is your one-stop shop for accessing the valuable intel you need to strengthen your strategies and drive success.



# Understand What's Happening in the Market

To win deals, you need to understand purchase orders in your target market. Our tool tracks close to 2 million IT-specific transactions totaling more than **\$42 billion** to enable you to identify what competitors you're up against in your target jurisdictions and plan your outreach around budget cycles.

Here are a few vendors we've identified that are winning big across the country:



**DID YOU KNOW?**  
Fortune 100 companies and startups leverage Navigator to power their gov tech and ed tech strategies.



# Uncover the Intricacies of Your Target Market

To target high-potential jurisdictions and align your solutions with strategic priorities, you need to navigate the procurement process and stay up-to-date on procurement rules and regulations, budgets, market dynamics and spending trends.

## **DID YOU KNOW?**

Navigator tracks procurement activity in all 50 states.



# Understand What Your Target Audience is Reading



Develop more personalized, engaging outreach for your key personas with valuable intent data. Navigator ethically pulls data on what your target audience is interested in, sourced from the top gov tech editorials:



*(available in California, Texas and Florida)*

We do the homework for you so you can focus on creating targeted, actionable strategies.



## A Close Look at Trending Topics Last Quarter

Take a look at the top 5 topics that piqued the interest of IT leaders nationwide in Q4 2024:

-  Cybersecurity
-  Artificial Intelligence (AI)
-  Education
-  GovTech Business
-  Government Experience



# Identify Key Decision-Makers in Your Target Jurisdictions



Accelerate outreach and reduce your prospecting time with access to over 25,000 IT contacts from various levels of government.

With this information, you'll know who to engage with and how to personalize messaging better, helping you build credibility among government entities.

Because the market is constantly evolving, we frequently update these contacts to ensure you're reaching out to the right person.



# Get Ahead & Influence the RFP in Your Favor

Want to get ahead of the RFP? The key is pre-bid intelligence – knowing about procurement opportunities before they drop.

Developing Opportunities, early-stage technology projects we track before an RFP comes out, enable you to:

- Have impactful conversations about your solutions with key decision-makers
- Build a stronger pipeline
- Reduce the sales cycle and improve ROI

Think of Developing Opportunities as pre pre-RFPs because we get them in front of you, even before an RFI comes out. With this runway time, you'll have the advantage of influencing the RFP in your favor.





# Spotlighting Early Tech Projects – And What to Watch

In 2024, we tracked over 12,000 Developing Opportunities worth more than \$256 billion.

Here are some top opportunities to keep your eye on:

## 1. Technology Infrastructure

- The Fort Worth IT Solutions department is allocating \$23.7 million to improve the city's technical infrastructure.

## 2. Intelligence Transportation Systems at Zaragoza and Bridge of the Americas (Off-Systems)

- The City of El Paso plans to spend \$17.9 million for Intelligence Transportation Systems (ITS) at Zaragoza and Bridge of the Americas.

## 3. Case Management Solution


- The Milwaukee IT Department is seeking to update the case management system used by the City Attorney's Office.

**PRO TIP:**  
You can get these opportunities delivered straight to your inbox, ensuring that you receive relevant opportunities on a cadence that works best for you.



# Get Ahead of Contract Renewals

Get ahead of renewals and understand what vendors are winning in your target areas with access to thousands of awarded contracts. You can also use our robust database to identify potential partnership opportunities and understand procurement trends.



**Industry Navigator** is our sales and market intelligence tool, focused exclusively on the state, local and education IT market. Backed by decades of public-sector expertise, our platform does the homework by digging into your target jurisdictions, allowing you to focus on refining your go-to-market strategies and winning deals.

If the government and education market is the name of your game, Navigator is the tool for you. Let us show you how Navigator can help shape your strategies and drive success this year!

**Contact Sales**

 **INDUSTRY**  
**NAVIGATOR**