

IF YOU'RE SERIOUS ABOUT GOVERNMENT, YOU NEED NAVIGATOR.

How a **FORTUNE 50 COMPANY** uses Govtech Navigator to spot developing IT opportunities.

ISSUE:

A public sector sales executive from a leading Fortune 50 company needed a way to quickly identify sales opportunities without having to manually sift through government websites, budgets and strategic plans.

SOLUTION:

As a member of Govtech Navigator, the executive gains real-time access to technology spending plans, RFPs, developing opportunities, jurisdictions and buyers' contact information for the \$100 billion state and local government IT market.

RESULTS:

Using Navigator, the executive found an important budget document on disaster recovery planning for a top U.S. city. He used this information to target detailed communication and follow up with the CIO of the jurisdiction. Navigator gives this executive actionable intel to strategically pinpoint opportunities and buyers efficiently and consistently.

“If you are going to be serious in government, you need Navigator. It is a more productive way to track RFPs and developing opportunities. Can you go to everyone’s website and try to pull all the IT budgets and plans, RFPs etc.? Sure. But you would miss a lot of opportunities and it would not be a productive use of time.”

- STATE AND LOCAL SALES EXECUTIVE,
FORTUNE 50 COMPANY

TO LEARN MORE, CONTACT:

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