



**Features:**

Practical research and education customized for your company's products and specific state buyers.

- State contract & procurement assistance.
- Targeted state customer awareness program.
- Proposal consulting/ management including competitive and post-

**Benefits:**

- Research targeted to your company and aimed at growing your state and local government business.
- Research that you can act on immediately to increase sales.
- Access to experienced professionals that know state & local government and how to increase sales.
- Reduce time spent by sales teams researching state processes.
- Find the right business buyers quickly.

**Contact Us:**

www.icggov.com  
(804)359-1705

**ICG is a premier provider of consulting and research services committed to helping others understand the IT market at all levels of government—federal, state and local. ICG delivers practical information and actionable advice on the state and local government IT market through its experienced staff and proven research methods. Our professional services delivers research and education, targeted awareness plans and procurement assistance to help you grow your government business.**

State and local government IT services are becoming the next wave of technology business growth. As the federal government demands more from local and state governments to serve and protect citizens, the demand for IT products and services at the state and local level will continue to increase. While there are many opportunities, numerous challenges face companies breaking into this market. Working with states and localities can be difficult and time consuming. Each has their own procurement processes, laws and policies. In addition, there are many stakeholders and points where buying decision are made. Companies can spend countless hours just researching and educating their staffs on state and local government processes.....Time that could be spent on customer contacts and sales functions. ICG understands the complexity at the state and local level and can assist your business with a proven methodology.

**ICG Strengths**

- Access to experienced government executives that also understand the business issues companies face interacting with state and local government.
- Proven processes that enhance your ability to sell in the state and local government market across the nation.
- Experience with state and local procurement and contracting legislation, processes, procedures and managing successful procurements on the government and private sector side.
- Receive comprehensive guides on contracts and competition customized to your business and geographic areas of interest to your company.

**ICG Experience**

Founded by government policy experts with hands on experience, ICG has taken a leadership role in developing research and educational programs needed to achieve success in the government IT marketplace. Helping you understand the government IT customer is the cornerstone of ICG's approach. ICG has an impressive list of commercial and government clients that have gained benefits from ICG.

**"Focused, Expert Advice on the Government IT Market"**



## ICG Proven Approach

IGS offers standard reports and templates.

- Easy to read and understand.
- Identifies actionable recommendations.
- Formatted for you to take immediate action on opportunities.
- Reports are customized to your company & product set.

Customized consulting services are also available including customized research and reports, project pre-qualifications, business prospecting, sales support, customized training and education, and other services to support your business.

With our three-step process ICG helps to keep you informed of opportunities and educated on the major projects, contracts, events and decision makers in your selected geographic region to help generate more business.

**I. Education and Research**—Build your understanding of specific states' priorities, policies related to your specific products. We first start with a face to face session with you to understand your products and services. Next we provide research customized to your geographic area of interest and your products and services. Standard reports and research provided includes:

- **Planning and Policy information**—Policies, standards and plans in your state's of interest customized to your product set.
- **Contract analysis**—Identify contracts and how use them in your state and customized to your product set. Reports will include statewide, federal and regional contracts that you can use, your competitors contracts, recommendations on use and the process for getting on statewide, regional and federal contracts.
- **Seminars, Fact Sheets, Webinars and Training Sessions**—Learn about key federal legislation and how it applies to state and local government i.e. FISMA, federal funding models for state programs, Homeland Security, REAL ID, E-rate and others.

**II. Targeted Awareness Program**—We help you increase your business's opportunities by identifying key decision makers and stakeholders through an awareness plan targeted to specific states and your IT product set. Standard reports and research provided include the following.

- **Decision maker contact information**—Identification of key decision makers in your identified geographic area and product set.
- **Event and committee information**—Identification of events, committees, publications, memberships lists where you can meet decision maker. Analysis of committee membership to identify key "thought leaders" in your geographic area.
- **Specialized meet and greet sessions**— ICG can host seminars, events, dinners and other events where you can gain access to your important decision makers in your geographic area.

**III. Proposal Program**—ICG can provide public procurement, procurement and proposal management to help close more deals.

- **Proposal management**— Work with your sales team to respond to public procurements in the proper format and ensure adherence to bid and public procurement rules and policies.
- **Post-proposal reviews**—Reviews that identify win/loss analysis, competitor strength and weaknesses and recommendations to build on your strengths and improve proposal weaknesses.

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