

# Competitive Insights



## Easily Identify New Opportunities & Sharpen Win Strategies

TechnoMile's Competitive Insights platform consolidates data from top federal sources and makes it easy to explore and analyze through a straightforward, user-friendly interface. This puts actionable intelligence at users' fingertips, enabling them to identify new opportunities and sharpen win strategies for the business they're pursuing.

### Consolidated View of Top Federal Sources

TechnoMile's industry-leading data lake aggregates and organizes data from top federal sources – including USAspending, FPDS, SAM, and GovSearch – and delivers a single, comprehensive view of this data through our Competitive Insights platform. This eliminates the need to access multiple websites and manually cobble data together, streamlining your intelligence gathering efforts.

### Intelligence Right Where You Work

Competitive Insights is available as a standalone, web-based solution as well as embedded within TechnoMile's Growth Suite, giving users quick, convenient access to intelligence right in the context of the opportunities and accounts they're working on day to day. And, the ability to export to Excel and PDF formats allows you to easily leverage your findings in other tools to support briefings and meetings or further analysis.

### Opportunity Identification

Quickly identify relevant re-compete or new contract opportunities. Search our platform's consolidated view of federal contracts, solicitations, awards, and contract vehicles by keyword, or filter by market category, NAICS, PSC, customer, contract value, dates, contract vehicle, and more to find new opportunities to pursue.

### Highly Tailored Views

Each client establishes a company profile using criteria such as NAICS and PSC codes, deal size range, locations, top customers, and top competitors. Users can then further customize and save individualized filters to quickly see highly tailored views of solicitations, contract vehicles, task orders, and expiring contracts, accelerating your ability to find relevant opportunities.

### Customer Research

Get to know potential or existing customers. Research new agencies to target or opportunities to expand your relationship into other departments within an existing customer. Where is an agency spending? On which contract vehicles do they do business?

### Competitive Analysis

Simplify competitive research and analysis for Black Hats. Discover where a competitor is entrenched with a federal customer. What have they won? What are their biggest markets? Who are their subcontractors? When are their contracts up for re-compete? Where are there opportunities to take away market share?

### Teammate Matchmaking

Explore potential partners to inform smart teaming strategies. Understand where a potential partner has strong agency relationships. Do they have access to contract vehicles that you don't? What is their small business set-asides status? What is their past experience?

### Contact Intelligence

Identify key decision-makers and influencers within each agency to build more effective strategic call and account plans. Vast people intelligence from TechnoMile's GovSearch platform is integrated into Competitive Insights, including contact details for senior government decision and policy makers, as well as informative org chart views of agency/office hierarchies.



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## Key Features

- Consolidated Data from Top Federal Sources
- Available as Standalone Web App or Embedded within the TechnoMile Growth Suite
- Dashboard View of All Current Awards/Upcoming Expirations at Your Organization
- Opportunity Identification
- Personalized Opportunity Recommendations
- Keyword Search
- Filter by Market Category, NAICS, PSC, Customer, Contract Value, Dates, Contract Vehicle, and More
- Saved Searches
- Competitor Intelligence
- Teammate Matchmaking
- Customer Intelligence
- Agency Contact Intelligence & Org Chart Views
- Import of Agency Contacts to Growth Suite
- Data Export to Excel and PDF

## About TechnoMile

From go-to-market to contract closeout, TechnoMile provides transformative cloud solutions that empower companies to find, pursue, win, and retain more business with the government. With our best-in-class cloud platform, companies optimize BD and capture processes, gain unique competitive insights, source contact intelligence, automate and de-risk the contract lifecycle, and gain an information advantage that elevates enterprise performance.



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