

## End-User Strategy

The objective of the end-user strategy is to create government demand for your company's products and services. This report presents four steps in developing an end-user strategy:

- target your top federal agency customers;
- locate main points of contacts within targeted agencies;
- identify federal contracting opportunities; and
- implement your end-user marketing strategy.

## Targeting Your Top Federal Agency Customers

There are a number of sources that can help you identify your top federal agency customers:

### Databases

The *Canadian Embassy, Washington, DC* can use its "Federal Prime Contracts" database from Eagle Eye Publishing Inc. to generate free reports detailing historical agency IT budgets. The information is particularly useful for identifying the top purchasing agencies of IT in the federal government. Call (202) 682-7746 (see "Miscellaneous Assistance," Appendix A).

*Federal Sources Inc.* produces a federal database called "Fed-Mark Federal" that tracks and reports contracting opportunities emerging from the top 500 federal IT programs. Each contract is tracked from the initial point of Agency Procurement Request (APR) to the final point of contract award or protest. The database can be used to identify the federal agencies that offer the most contracting opportunities. A full one-year subscription to the database costs US\$9,750 for small businesses (US\$13,000 for large businesses) and can be immensely valuable to firms that are committed to the U.S. federal IT market. Federal Sources Inc. produces a similar database for State and Local government opportunities. Call (703) 610-8700 (see "Consulting Firms and Course Providers," Appendix A).

*Eagle Eye Publishers, Inc.* produces "Federal Prime Contracts," a database that tracks and details awarded federal prime contracts. The database can easily be used to determine long-term agency buying patterns and to identify the federal agencies with the largest IT budgets. A one-year subscription to the database costs US\$2,495. Call (703) 242-4201 (see "Miscellaneous Assistance," Appendix A).

### Reports

The Electronic Industries Association (EIA), holds an annual conference and publishes a report called *EIA Five Year Forecast of Federal Information Systems Opportunities* that provide in depth analysis of the federal IT market size, agency IT budgets, current trends, and the hottest technologies. The report can be purchased from the EIA for US\$280. Call (703) 907-7500.

The *Federal Procurement Data Centre*, operated by the General Services Administration (GSA), publishes a free annual "Federal Procurement Report" containing *snap-shot* statistics on the procurement activities of over 60 federal agencies. The report breaks down the federal agencies' budgets into major product and service areas. The information is useful for identifying the top federal purchasing agencies of IT. Contact the Federal Procurement Data Centre for a free copy of the report. Call (202) 401-1529 (see "Publications," Appendix A).