

Information Technology: Selling to the U.S. Federal Government

businesses and 8(a) firms to systems integrators, providing one of the best networking venues for systems integrators, 8(a) firms, small businesses and other IT firms (see "Trade Shows," Appendix A).

Advertising

Washington Technology publishes a newspaper, "Washington Technology," that deals with many issues that affect federal systems integrators. It also publishes the annual "Washington Technology Almanac" that lists and profiles systems integrators, other IT firms, marketing firms, consulting firms, and professional associations. The almanac is designed to help all the players in the federal IT market locate each other. Advertising in the newspaper and/or listing your company profile in the almanac provide much needed marketing exposure to systems integrators and the other market players.

Conclusion

Implementing a federal business strategy is a balancing act. Your success in the federal IT market will depend on your ability to balance:

On one hand,

- your end-user strategy
- your need for unlimited information
- your commitment to the federal IT market

On the other hand,

- your channel strategy
- your limited resources
- your commitments elsewhere.

If you have confidence in the product or service your company provides, if you are committed to developing a federal business strategy that works, and if you are willing to invest the resources necessary to make it work, then do not hesitate to proceed. The United States federal government is the world's largest IT customer. There is a lot of money to be made in this market.