

Find New Growth Opportunities in the Government Market Fast

with Periscope S2G Premium Bid Notification Software

Challenge

Whitaker Brothers sells office equipment, but not just any office equipment. The Rockville, Maryland, based supplier is most well known for its high security shredders and disintegrators for government data destruction. The company is also extremely popular among public sector agencies due to its high-quality selection of paper cutters, paper folding machines, pressure sealers, and other paper handling equipment.

Whitaker Brothers is considered a large company for its industry, but it doesn't have the staffing bandwidth to identify every applicable government solicitation issued by the thousands of federal, state, and local agencies in its target market.

"As a nationwide company, we know we have great products, knowledgeable sales staff, and prices to compete on every level," explained Eric Buhlman, eCommerce and Web Marketing Manager, Whitaker Brothers. "But we're nowhere near large enough to dedicate a team of researchers to endlessly scour bid boards and register our company with every municipality across the country."

In hopes of reducing its number of missed bid opportunities, Whitaker Brothers began to seek out a smarter way to track new solicitations across the U.S. It settled on a third-party bid platform to aid in the search, but quickly learned that it was a very expensive service to maintain. The Whitaker team admits that it was overpaying for opportunities it could have been looking up themselves with proper resource allocation. But it needed the support and continued on with the service for a few years – until it was contacted by a Periscope Holdings representative about the Periscope S2G Premium service.



Periscope S2G

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Whitaker Brothers, while large in stature, were not staffed to research and identify the thousands of opportunities available to them in the public sector. Periscope S2G Premium provides unprecedented visibility that helps them expand their reach to new local and federal governments entities.

WWW.WHITAKERBROTHERS.COM



Solution

The Periscope S2G representative contacted Whitaker Brothers in 2006 to offer assistance with the company's pursuit of public sector opportunities. It was only then that the Whitaker Brothers team decided to evaluate alternative bid notification services.

Since Whitaker Brothers carries such a broad and diverse range of office equipment products, the team knew it wanted something that could identify bid opportunities across multiple product categories. It's rare that a single public sector request for quotes, bids or proposals would cover the entirety of an agency's needs for laminators, paper folders, binding machines, destruction equipment, and shredders. These are typically purchased through multiple solicitations. Whitaker initially thought its previous bidding platform was capturing bid notices for all these individual

product categories, until it learned that the Periscope S2G Premium service in fact provided more opportunities across more categories.

"The fact that we could gain better visibility into bid opportunities for these specialty products was a huge bonus for us when finally considering making the switch to BidSync [Periscope S2G]. I gained access to opportunities that I didn't feel I was receiving with any other bidding platforms."

The functionality of the Periscope S2G platform and its 24/7 online accessibility were also appealing. For many years, Whitaker Brothers would capture information related to public sector opportunities using paper-based processes. Periscope S2G removed the complexity of traditional paperwork and centralized all bid notifications and submissions into a single web-based platform.



“The BidSync [Periscope S2G] site is very easy to use. Every morning when I check my emails, there is one from BidSync [Periscope S2G] displaying all the bids that I might be interested in. When I log in to the website, all my bids are in one place. The interface is so easy to navigate. For the price we pay, you can’t beat it.”

Eric Buhlman
eCommerce and Web
Marketing Manager
Whitaker Brothers



Results

Several new business opportunities have been brought to Whitaker Brothers via Periscope S2G Premium over the years. Many are opportunities the company would have otherwise never come across or opportunities that would have required frequent manual searches by its salesforce.

“We can always find a new public sector sales opportunity on BidSync [Periscope S2G] due to the large variety of equipment and machines that we sell.”

Occasionally, the Whitaker Brothers team will come across requests for certain machines that it does not carry in its inventory. So, it passes the solicitation on to other companies that offer the requested products and consider it a networking opportunity. The goodwill gesture is often reciprocated from other vendors to Whitaker Brothers.

“When BidSync [Periscope S2G] leads are shared more widely throughout the industry, it becomes a win-win situation for suppliers and public sector agencies alike,” noted Buhlman. “The customers gain access to more qualified vendors, which only benefits competition. The vendors gain access to more business opportunities through their networks, which makes the BidSync [Periscope S2G] service an even more valuable tool to them.”

Whitaker Brothers has also benefited from other public sector insights provided by Periscope Holdings. They’ve gained access to the spending habits of other commercial and government companies from Periscope S2G tools, which has allowed them to identify new market opportunities and adjust their business strategies as appropriate.

Conclusion

Periscope S2G Premium has saved Whitaker Brothers both time and money, while also delivering new revenue-generating opportunities.

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“The price we pay for BidSync [Periscope S2G] is well worth the money we make selling our products. One contract secured because of a solicitation we found on BidSync [Periscope S2G] can pay for a whole year of the service.”

John Brown
National Sales Manager
Whitaker Brother

Background

It's not just Whitaker Brothers' product catalog that makes it unique – or appealing to government agencies.

Many of the machine purchases made through Whitaker Brothers can range from \$1k-\$10k and higher, so buyers want to be confident that they are making a good investment upfront. That's why, for more than 70 years, Whitaker Brothers has continuously demonstrated its products in brick-and-mortar showrooms, giving customers the option to experience each piece of equipment hands-on before they buy. As buying patterns have evolved, Whitaker has also introduced easy online shopping options to complement its storefront retail model.

Along the way, they've relied on a team of product specialists – experts in the equipment – to provide personalized buying advice and premium customer service through both channels.

“When a customer needs to purchase a shredder, cutter, folding machine or other piece of equipment for their office, they need more than a shiny add-to-cart button, explained Eric Buhlman, eCommerce and Web Marketing Manager Whitaker Brothers. “What customers really need in our industry is help choosing the right equipment for their application. That's why our employees, many of whom have been with us for more than 20 years, are a critical piece of our value proposition. Of course, our fantastic pricing always offers a good value to public sector customers as well.”



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