

Introducing The **NJSTART** Marketplace

The State of New Jersey is excited to announce the next evolution of NJSTART, with new shopping technology and local marketing programs designed to drive more purchases on statewide contracts. It's all part of a new cooperative purchasing program to support Governor Murphy's initiatives on expanding the use of shared services and state-awarded contract catalogs to bring more value to both local governments and suppliers.

Join the Marketplace to Expand Business Through Your Statewide Contracts



Online Shopping of Statewide Contract Catalogs

The NJSTART Marketplace is a new technology feature of the NJSTART eProcurement System, providing the ability for state and local buyers to easily shop statewide contract catalogs in an online, consumer-like environment. The Marketplace will allow New Jersey buyers to go to one place to view strategically sourced catalogs for participating suppliers, quickly search for their needs and order directly in just a few clicks.



Local Marketing to Promote Your Offerings

The State's NJSTART partner, **periscope**, powered by **mdf commerce**, is launching a comprehensive marketing campaign to promote your statewide contract offerings to local governments across New Jersey, encouraging buyers to join the cooperative purchasing program, access the Marketplace and purchase from your statewide contracts.



A Focus on Inclusion & Diversity

The NJSTART Marketplace increases the visibility of state-certified minority, women, veteran and disabled-veteran owned businesses and disadvantaged businesses.



A Dedicated Supplier Enablement Team

Don't let the thought of working with another technology tool overwhelm you. First off, the NJSTART Marketplace is designed with a simple catalog upload process. In addition, the state's NJSTART partner **periscope** has a dedicated supplier enablement team. Specialized in working with government suppliers offering a variety of commodities and services, the **periscope** Supplier Enablement team will work with you to take the goods and services you offer and turn it into a catalog that can be uploaded into the Marketplace.

Next Steps: Getting into the Marketplace

The NJSTART partner **periscope** will be reaching out to all statewide contract suppliers in the coming weeks, so make sure you take the following action:

Please add suppliers-njstart@mdfcommerce.com to your address book so you can receive upcoming information on this exciting next step for the NJSTART eProcurement program.



Meet **periscope**: The NJSTART Partner

The State of New Jersey and **periscope** have been working together since 2005. **periscope** is a technology and solutions provider focused exclusively on transforming public sector procurement. For the State of New Jersey, **periscope** is the technology provider and implementer for NJSTART, including the new NJSTART Marketplace. **periscope** will be leading the technology rollout, supplier enablement and local marketing programs with its New Jersey-based team.

For more information, contact the NJSTART Cooperative Program supplier enablement team at suppliers-njstart@mdfcommerce.com or at **844-470-5019**.