

## Prosser Hallock Proactively Analyzes their Opportunities and Detects Upcoming Projects with Onvia Business Builder

**Client:** Prosser Hallock, Inc.

**Location:** Jacksonville, Florida **Onvia Client Since:** 2004

**Subscriber To:** Onvia Business Builder

### Problem

Prosser Hallock is a professional planning and engineering firm, supported by 66 employees working from a single office. The company provides services in four main areas: master planning and site engineering, transportation planning and engineering, parks and recreational facility design and construction management. Specific services include transportation engineering and engineering studies (including PD&E), site engineering and development (including DRIs and PUDs), environmental planning and engineering, aviation planning and urban design/planning. Most of Prosser Hallock's revenue is generated from the private sector, but the company still actively pursues business in the public sector as well. In order to stay competitive in the government market, Prosser Hallock needed a way to work proactively within the government market. Specifically, the company needed timely notifications of projects, and the ability to secure data on competitors, decision makers, buyers, and awards. By gathering this information, Prosser Hallock knew they would have the tools they needed to analyze each government opportunity and make more informed business decisions.

### Solution

The company subscribed to Onvia Business Builder to fulfill their government business needs. The company now has a comprehensive solution where they are able to access new planning and engineering opportunities, investigate the competition, and make new connections with buyers and decision makers—all within one service. Todd Kincaid is the Marketing Coordinator who accesses Onvia data on a daily basis. He says, "We use Onvia to identify buyers, and, sometimes, decision makers. Onvia helps generate ideas about tracking projects and competitors. I also track awards." Onvia customized the company's Onvia Business Builder account to generate planning and engineering leads that match their geographic location. Kincaid says, "Our market is usually narrowly focused geographically. We look for projects and contacts in a relatively small area and pursue those with Onvia."

*(continued on reverse)*



***"The overall benefit [of Onvia] is the front-end analysis of an opportunity and the ability to anticipate and know about projects so that decisions aren't so reactive."***

— Todd Kincaid, Marketing Coordinator, Prosser Hallock, Inc.

### About Prosser Hallock, Inc.

Prosser Hallock specializes in all aspects of horizontal development from small plazas and parks to urban streetscapes, new communities, roadways and interchanges. Their range of in-house disciplines offers each client a tailored approach and a project specific team of superior personnel. The technical expertise of Prosser Hallock's experienced senior staff reflects many years of working for and with local, state, federal, and military agencies and their permitting, planning and engineering departments.

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To learn more about Onvia's complete set of government solutions, call **888-484-3374** or visit **www.onvia.com**.

## Value

Prosser Hallock now has the ability to plan their government business plan proactively instead of reactively. Rather than wait for a RFP or advance notice to come out, with Onvia, the company can access the data they need in order to investigate opportunities, detect upcoming projects, and scope out the competition. All this information is at Prosser Hallock's fingertips, helping the company make informed business decisions. Kincaid says that Onvia helps his company develop a "...more well-informed approach to analyzing opportunities." Recently, the company submitted a response to an opportunity identified through their Onvia service, and won the contract. Without accessing their Onvia Business Builder data, Prosser Hallock might not have known about or been prepared for the RFP. Kincaid says, "The overall benefit [of Onvia] is front-end analysis of an opportunity and the ability to anticipate and know about projects so that decisions aren't so reactive."

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