

Synagro Earns a 44-Fold Return Winning New Business with Onvia

Challenge

Synagro Technologies wanted to find the right opportunities in time to act. The company is the largest recycler of organic residuals in the U.S., serving more than 600 water and wastewater treatment facilities for municipalities and industrial customers.

Synagro knew it needed the ability to monitor new business leads and competitors. The company also wanted a better overall sense of activity in its target markets.

Solution

Kathleen Wright, Sales Support Manager at Synagro, turned to Onvia to review leads via daily e-mail alerts. Onvia monitors purchasing activity at over 73,000 government agencies.

:: Customized e-mail alerts helps drive pipeline growth

Synagro sales divisions now receive targeted, actionable sales opportunities specific to each team's sales territory and area of focus, whether it's residuals management services or facilities construction. More than 20 people receive alerts, said Wright, with several receiving national reports for a bigger-picture view.

"About half the time, these are projects we haven't yet heard about," she said. "We now can tap into opportunities that we might have otherwise missed."

:: Multiple data points help track the competition

With Onvia, Synagro gets contact information with each bid notice. The company can also monitor competitors by pulling bid-results lists, planholders lists, award information, and pre-bid meeting notices to monitor their competition. Wright says the data helps build a clearer historical snapshot of the competition's growing or shrinking footprint in the market.

:: Market data supports resource planning

Synagro also uses Onvia data to help improve planning. "We may look at a smaller project," Wright explained, "and realize that there is no equipment in that area to help complete the job. We can plan for some other smaller projects close to that area to fill that need. Onvia information helps us make smarter decisions."

Results

Wright estimates it took a year before Synagro recouped its cost for the Onvia service, which reflects the longer sales cycle for its services. Since then, Synagro has continued to win projects using Onvia information, including at least \$1.4 million of projects over a recent three-year period that can easily be traced to Onvia, for a 4,400 percent ROI or 44-fold annual return on the cost of the Onvia subscription.



:: **Location** Houston, Texas

:: **Onvia Government Client Since** 2003

 **Annual Return**
on Onvia Service
44-Fold

“Onvia information helps us make smarter decisions.”

– Kathleen Wright
Sales Support Manager
Synagro

Contact Us

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