

## The Onvia Guide Enables Carl Warren & Co. to Spend 50% More Time Establishing New Business Relationships and Maintaining Client Relationships

**Client:** Lou Freiheit, Carl Warren & Co.

**Location:** Placentia, California **Onvia Client Since:** 2004

**Subscriber To:** Onvia Guide

### Problem

Carl Warren & Company's business is divided between three markets: national accounts, insurance companies and public entities. The company's business is almost equally divided between public entity and self-insured retention programs, with public entity connections comprising 40% of their business.

Out of the 250 Carl Warren & Co. employees, four people make up the New Business Development team. However, being an Employee Owned company all employees market Carl Warren & Co. services by networking and generating leads from existing clients who may need additional services.

Before subscribing to Onvia Guide, Carl Warren & Co. was looking for a thorough way to ensure they captured all government opportunities related to their services. They researched bid and RFP opportunities online and registered with individual purchasing departments so they may receive bid and RFP notifications. The company estimated that they were missing at least half of the government business opportunities that are available in their market. Using the Onvia Guide, a reliable method of capturing government opportunities, not only allows them to maximize their revenue, it gives the sales team more time to maintain client relationships and establish new ones.

### Solution

In 2004, Carl Warren & Co. began subscribing to the Onvia Guide to help solve their business issues. Lou comments that to her, the biggest value of the Onvia Guide is "being alert to the RFPs that are out there that I wouldn't normally know about. That's the value the Onvia Guide brings to us." With the Onvia Guide, Carl Warren & Co. cuts a lot of time in researching opportunities. Lou says, "The Onvia Guide saves us a lot of research time--at least an hour a day." The Onvia Guide delivers the most comprehensive daily email report of current and upcoming sales opportunities available, helping companies to access, manage and optimize relevant government opportunities. The Onvia Guide delivers  
*(continued on reverse)*



***"I would tell anybody who asked that I think that you're a very valuable service."***

– Lou Freiheit, Carl Warren & Co.

### About Lou Freiheit

Lou Freiheit is the New Business Development Leader for public entities. She attends conferences throughout the United States and builds relationships with clients who need claims and litigation management services.

### About Carl Warren & Co.

As an experienced leader in claims and litigation management services, Carl Warren & Company has worked with a variety of distinguished clients since 1944. Their corporation includes over 250 people serving in 23 offices around the country.

The company has built a reputation with insurers, public agencies and corporations by delivering customized claim management solutions. These solutions include prompt investigation, focused litigation management, accurate sales analysis and powerful information systems. Their innovative claims management methods provide clients with unparalleled quality service. Carl Warren & Company has more than 650 clients in the high tech, retail, transportation, consumer products, healthcare, banking, public agency and hospitality industries.

### Contact Us

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

### **Solution (continued)**

electronic notifications of bid notices, requests for proposals and contracting opportunities, customized to specific industry categories and locations through unparalleled coverage of 71,000 federal, state and local purchasing entities.

### **Value**

The Onvia Guide information easily integrates into Lou's daily workflow. She says, "The Onvia Guide is an item on my desk that I review every morning" and it has become a service she depends on. She can quickly scan her opportunities while knowing that Carl Warren & Co. is catching all the public entity opportunities that match their services.

Carl Warren & Co. is now able to expand their clientele with the Onvia Guide beyond their networking base with the Onvia Guide to ensure they are capturing all the government opportunities in their market. The Onvia Guide provides them with daily visibility into 50% more public sector information than in the past, prior to using Onvia services. This gives Carl Warren & Co. the confidence and security in knowing they have visibility into all of the possible government sales opportunities available in their market. With the time saved, Carl Warren & Co. can better spend that time maintaining client relationships and establishing new ones.

***"I open up the Onvia Guide in the morning and there is the information – I don't have to go out and seek it."***

– Lou Freiheit, Carl Warren & Co.

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