



CHAMBER CASE STUDY

Innovative Chamber Helps Members Win in the gBusiness Market Using Onvia

Opportunity:

Spending by federal, state and local governments now accounts for almost 50% of the U.S. GDP. Regardless of your position on the political spectrum, a new economy has emerged: gBusiness, the intersection of business and government, has created a \$5.5 trillion market. Companies that recognize and incorporate gBusiness into their overall strategy will surpass competition in any economic climate. But sometimes, these businesses need help identifying new opportunities – a role familiar to Chambers of Commerce that protect and promote local business interests.

The Greater Memphis Chamber, an organization 2, 500 members strong, recognized it could leverage the data and services from Onvia to help its members expand their business models to incorporate government contracting. The Chamber believed that by utilizing the government RFP data and best-practices information provided by Onvia, its members could identify, respond to and benefit from new revenue opportunities.

In April of 2009, the Chamber partnered with Onvia to develop RFP Central, a Chamber-branded email newsletter. Each day, government bid and RFP opportunities are sent to each of its member companies. RFP Central tracks and provides notification of government-contracting leads in Memphis' nine-county metro area.

"Anytime I have the opportunity, whether I'm at a luncheon, on a sales call or at a biweekly member meeting, I always remind people about this great resource and its exclusivity," said John Duncan, Vice President of Member Development for Greater Memphis Chamber. "The fact is, unless our clients are chamber members, they could not access this kind of information. And if they could, it would cost a considerable amount of money to do so. RFP Central has unique benefits and our members profit from it on a daily basis."

Results:

Since the launch of RFP Central, Greater Memphis Chamber members have generated \$62 million in government-contract revenue.

"We wanted to bring new revenue opportunities to our clients and began researching the types of services that would deliver a daily RFP connection to our members," said John Moore, CEO of Greater Memphis Chamber. "We selected Onvia. Their method is superior to others because they go beyond crawling the web for government opportunities. They have 60 researchers actually reviewing every opportunity. Their people assess RFPs to determine value and legitimacy."

"Our experience with Onvia has been nothing but positive," said Duncan. "It has become part of our members' business strategy and revenue model. Simply put, it enables us to bring our members opportunities that are otherwise unavailable and their businesses have grown because of it."

