

Onvia: Drilling into Sound Research

Onvia Business Builder, a new tool from Seattle-based Onvia, is an enterprising online network designed to connect companies in search of bid requests and requests for proposals from government agencies. This subscription-based service gives customers, especially those in small and medium-sized companies, a competitive edge by supplying critical vertical data needed to make sound sales decisions.

Onvia Business Builder extends the reach of Onvia Guide, a daily bulletin that lists bid notices, proposal requests, and contract opportunities that cater to specific industries and regions. Onvia offers insight into a variety of industries around the globe, from construction to information technology. The Onvia Guide now serves more than 26,000 customers.

The addition of Onvia Business Builder lets customers drill into specific data on real-time and historic perspectives for any of the governmental agencies. Customers can quickly tap into extensive research on agencies, vendors, and buyers; project history; archived sales opportunities; biographical

data; and competitive intelligence. This is information that otherwise would be next to impossible for a small company to procure quickly.

"Customers will have access to more than 2 million procurement records from 55,500 government agencies," said Mike Pickett, Onvia president and CEO. "Because the information can be localized, companies can create opportunities based on their own needs. They can get the full picture by having access to vertical niches."

Onvia (which was founded in 1996 and has a staff of 175 employees) reported \$13.1 million in revenues in 2004. And the company continues to grow. "Onvia Business Builder mines data that provides essential details and background, giving subscriber[s] the competitive edge when contemplating sales negotiations between their business and a governmental agency," said Pickett. Customers spend less time analyzing research and more time turning that information into knowledge that works for their business.

For more information, visit <http://www.onvia.com>.

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