Beyond the Bid:

Industry Insights that Win

Transportation & Highway Traffic Safety

Emerging Trends - $$$$$$

➔ **AI & Dash Cams:** Real-time driver behavior alerts, accident reduction, insurance compliance.

➔ **EV Fleet Transition:** Bids for EV charging stations, fleet conversion, and infrastructure planning.

➔ **Smart Parking:** Sensor-based availability, dynamic pricing, mobile permitting.

➔ **CAV Readiness:** Vehicle-to-infrastructure (V2I) projects, smart intersections, adaptive signals.

➔ **Real-Time Traffic Tools:** Route optimization, live road condition dashboards, incident alerts.

➔ **Asset Mgmt & Maintenance:** GIS-based tracking, predictive repairs, drone inspections.

➔ **Compliance Automation:** FOIA/PRR tools for traffic, citation, or body cam data.

➔ **Cybersecurity:** Protecting ITS, ALPR, and fleet platforms from digital threats.

➔ **Digital Twins:** 3D modeling & simulations for traffic flow and infrastructure planning.

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Who are the most active Vendors in this Space?

➔ **Verra Mobility –** Traffic enforcement & smart mobility solutions (speed cameras, red-light systems)

➔ **Geotab –** Fleet telematics and GPS tracking

➔ **Samsara –** Dash cams, fleet management, asset tracking

➔ **Tyler Technologies –** Smart city solutions including parking & transportation software

➔ **Iteris –** Traffic management and smart mobility technologies

➔ **Conduent –** Parking enforcement systems and transit fare collection

➔ **Kapsch TrafficCom –** Intelligent Transportation Systems and tolling

➔ **Q-Free –** Traffic management, parking guidance systems, and tolling solutions

➔ **Hexagon/Leica Geosystems –** GIS and roadway inspection mapping tools

➔ **Trimble –** GPS and GIS-based solutions for transportation asset management

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Prospect Problems

➔ **Reactive** and wait for the bid to come out and it's already spec'd for competition.

➔ Opportunity flies **under the radar** and does NOT go out for Bid.

➔ Too early in the process to truly **determine** opportunity to be added to the pipeline.

➔ Too late - Already **under contract**/made the purchase.

➔ **Budget** has been set or **funding** cut.

➔ Need more **discovery** to price and compete, etc.

➔ POC **ghosts** me or agency **employee turnover**.

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Goals for Today

➔ Elevate and enhance current pipeline planning with GovSpend.

➔ Fuel and maintain your pipeline using data strategy.

➔ Save time, money, and resources and make money.

➔ Become 10% better in maximizing our GovSpend subscription.

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Agenda

→ **Create Value-Driven Proposals:** Develop compelling proposals that address specific agency needs and highlight clear value propositions.

→ **Allow the Filters to do the Prospecting For YOU!:** Understand how to quickly action your list and build relationships.

→ **Utilize Data and Analytics:** Analyze trends and spending patterns to effectively time and plan your pipeline.

→ **Enhance Follow-Up Strategies:** Implement effective follow-up tactics to maintain momentum and build lasting trust.

→ **Get Ahead of the RFP:** Identify early buying signals to control the conversation.

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Questions?

Reach out to our support team at
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Interested in Learning more?

[Email for a Demo!](mailto:)