



Delivering Citizen Focused IT Solutions

Since 1997, immixGroup has been committed to providing technology solutions to help state, local and education (SLED) entities address their complex requirements to ensure that they meet the needs of their constituents. immixGroup is uniquely positioned to help your organization meet their citizen's needs through its strategic relationships with dozens of the world's largest and most respected brands, as well as a growing cadre of emerging technology manufacturers.

Navigating the ever-changing technology landscape can be challenging. Each of the more than 90,000 organizations that make up this market operate independently and have unique procurement needs and acquisition requirements. immixGroup's team of compliance experts understands the nuances of this more than \$100 billion state and local technology market and can help you navigate the contracting landscape to ensure your technology solutions deliver results that matter.

State and local organizations of all sizes trust immixGroup and their network of over 300 manufacturers and nearly 1,200 solution providers to deliver the critical technology solutions that enable organizations to:

- Secure your enterprise and reduce risk
- Deploy scalable cloud solutions
- Optimize IT infrastructure
- Improve citizen experience and privacy
- Leverage analytics for improved decision-making

Contracts are an important piece of the acquisition process

The government benefits from the use of contracts by:

- Ensuring compliance with fair competition rules
 - State and local governments want to ensure they are getting the best value and a fair price
- Protecting state and local governments from technological and legal risk by following approved procurement guidelines
- Expanding a state and local government's purchasing power
 - Contracts are required for most purchases over \$10K
 - Purchase cards can only be used for small purchases below \$10K



Suppliers and partners also benefit from contracts by:

- Leveraging pre-negotiated terms and conditions
- Accessing quicker routes-to-market through agreements and methods familiar to end-users
- Offering the flexibility to incorporate partners into the deal flow



Our Focus Area

Not all contracts are the same and state and local governments have many options when selecting a contract



STAND ALONE CONTRACTS

- Stand-alone contracts are more geared towards solutions, rather than products
 - Leveraging pre-negotiated terms and conditions
 - Typically involve large projects that combine services and products to support large systems like MMIS or Eligibility Systems.



STATEWIDE/TERM/MASTER CONTRACTS

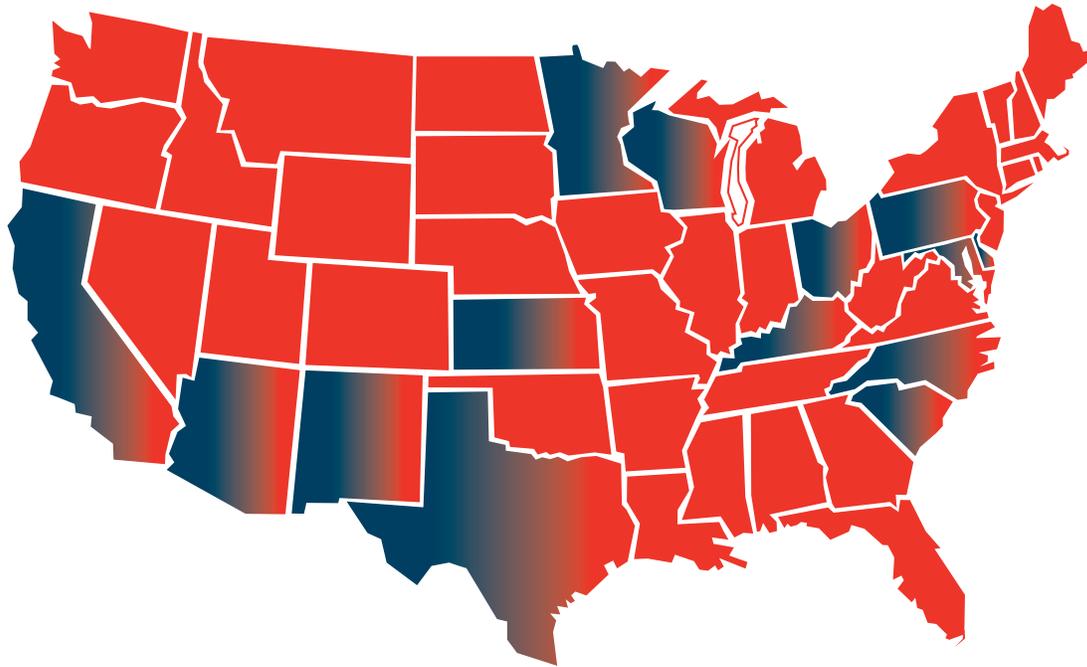
- Statewide contracts are the preferred option in most states because of their ease of use by end-users.
 - COTS products are competitively priced.
 - Easy to purchase and deploy.
 - Mandatory usage required in some cases.



COOPERATIVE PURCHASING CONTRACTS

- Cooperative purchasing offers a variety of COTS products and services but are let from third-party non-profit organizations.
 - Offers pre-competed contracts with competitive pricing.
 - Enables expansion nationwide with one-set of pre-negotiated terms and requirements.

No matter the state, immixGroup has a contract



ARIZONA

Mohave Educational Services
Cooperative

CALIFORNIA

City of Los Angeles
CMAS
SLP

DELAWARE

IT Portfolio Management

KENTUCKY

Commonwealth of Kentucky

MARYLAND

COTS 2012

MINNESOTA

Telecom: Network Equipment

NEW MEXICO

IT Software & Services

NORTH CAROLINA

Department of Public Instruction

OHIO

State Term Schedule

OKLAHOMA

IT Agreement for Networking

PENNSYLVANIA

COSTARS

SOUTH CAROLINA

STC Biometric Timekeeping

TEXAS

Department of Information
Resources

WISCONSIN

University of Wisconsin

COOPERATIVES

GSA
NASPO Cloud Solutions
NCPA
OMNIA Partners
PEPPM CA
PEPPM PA

"immixGroup is the domain expert to know when it comes to selling into the SLED market. Whether it be general industry or vertical specific priorities, budget data, or navigating procurement and contracts [they] always have a wealth of knowledge to help our sales organization out."

Regional Sales Manager

Red Hat

immixGroup can help you navigate state and local contracts



Understanding the state and local contract ecosystem and determining which contracts to target takes the assistance of market research and the development of a focused channel partner strategy. Here are three ways immixGroup can help:

1. *Understand your government target customer's buying options and/or preferences.*
With such a large number of government entities, you can be sure that there many different ways in which government would prefer to acquire their goods and services. Researching the government customer's historical purchases and procurement guidelines will give a good understanding of what contract option they would like to employ.
2. *Investigate the contract options.*
After the preferred contract option(s) have been identified, the next step is understanding how the contract(s) operate. What vendor(s) are on the contract, what types of products can be sold, and what are the terms and conditions?
3. *Leveraging your channel partners.*
This last piece can be the most critical, leveraging your existing channel through the use of distribution and/or resellers to connect with the partner(s) who are on the contract you're looking to leverage.

immixGroup is intensely focused on providing our suppliers and channel partners contract vehicles that target state, local, and education customers in all 50 states. Reach out immixGroup today to ensure you have a means for your potential customers to easily acquire your products and services.

To learn more about how immixGroup can help your contract strategy,
contact SLED@immixgroup.com or 703 752 0610.