

Wesco Saves Time Building Government Pipeline after Switching to Repperio

Background



Ranked #373 on the 2017 Fortune 500 list, WESCO International one of the world's largest providers

of construction and electrical materials, providing advanced supply chain management and logistic services to more than 75,000 clients worldwide. The company's \$1 billion government business heavily leverages Wesco's proprietary Government Partner Network, designed to help strategic government contractors gain a competitive advantage while providing government customers with a diverse supplier base.

Challenge

Ed Malinowski is a strategic account manager on Wesco's 25-person government team. Malinowski handles business development, along with several others on the team. "I was spending between 4-8 hours a week sorting through FedBizOpps and other sources," Malinowski said. "It was incredibly time-consuming, even with the help of a proprietary process I developed to make it easier." Wesco also used a well-known commercial product, with limited results. "It was very expensive, and I don't think we'll ever see a return on investment from that product," Malinowski noted.

Solution

At the Society of American Military Engineers (SAME) Small Business Conference in late 2016, Malinowski was introduced to Repperio by the company's CEO June Marshall and was immediately impressed. "June developed Repperio around the way BD people think, vs. other tools which just give you data."

He immediately began using Repperio, and saw value instantly. "We're not a prime or a subcontractor. We're a supplier to the primes and subs. So Repperio helps me identify opportunities not as a prime or sub, but as a supplier at a very early stage. It helps me rack and stack opportunities, which is something I just didn't have time to do manually before I started using Repperio. It is essentially replacing a process I had to create myself – sort through FBO and other sources."

Actionable Competitive Landscape Visibility

With Repperio, Malinowski enjoys not only far greater visibility, but also visibility that's immediately actionable. "In Repperio, you can separate the wheat from the chaff to find real, actionable federal business opportunities. I've built my long term bid schedule for the next 6 months, so I have far greater visibility into my long-term federal business landscape," said Malinowski. "The competitive landscape function in Repperio tells me who I need to contact next. I can quickly and easily work through 10-12 potentially interested vendors, to be on their radar as a supplier they have lined up when they win the contract."

Value That's Modular and Scalable

In addition to the value Malinowski enjoys with Repperio's unique capabilities, its pricing model is appealing as well. "Price was a big thing for us," he said. "We determined it to be an incredible value for the price relative to other tools we've used in the past. Repperio is much more modular and scalable for our needs, as compared to other tools."

Building a Strong Government Business Pipeline

Despite the notoriously long turnaround times inherent with government business, Malinowski still sees clear ROI on his Repperio subscription in the months ahead. "We've definitely set ourselves up for some new business opportunities due to greater visibility with Repperio. I anticipate having business in six months that I wouldn't have found anywhere else," he said.

Conclusion

Overall, Malinowski has been very pleased with his decision to switch to Repperio. "Repperio is great tool for your federal business kitbag. It's a unique source of valuable info I couldn't easily find anywhere else, and it's a way to make your work process a lot easier. It's a huge timesaver for me. I save a half to a whole day per week thanks to Repperio," Malinowski said. "We wouldn't switch back to our previous vendor because I like the ability to create individual dashboards on the Repperio site, and look through lenses at the market that I can't do anywhere else."