



“FedBid is very easy and user friendly. It is as simple as logging in and quickly submitting your bid.”

—Daisy Dzierlatka
Director of Operations

Seller Success Spotlight: Regan Technologies Corporation

Regan Technologies Corporation, a large IT infrastructure reseller in the northeast, was looking to expand their B2B success to B2G. Regan leveraged the FedBid Marketplace to break into the federal sector and reported impressive success in less than a year.

Challenges:

- As a Service-Disabled-Veteran-Owned Small Business, Regan Technologies was hesitant to dedicate significant resources to searching for opportunities.
- Breaking into the federal sector was proving complicated, despite their experience and expertise in the state government sector.
- Identifying real business opportunities from federal Buyers required extensive and often unsuccessful prospecting.
- A method for easily determining the best sales opportunities to pursue was not available.

Approach:

- Regan Technologies registered with FedBid in April 2012.
- They integrated a regular review of FedBid email notifications and opportunities posted in FedBid's online marketplace into their daily routine.
- By working closely with FedBid Market Specialists, they were able to identify any opportunities they may have missed.

Results:

- Regan Technologies won their first award on FedBid just one month after registering.
- They broke into the federal space with awards from federal agencies including the Department of Homeland Security and Department of State.
- By using their Activity Card, they were able to track their success and identify their core competencies.
- The automatic notifications and reminders provided by FedBid allowed them to concentrate their efforts on bidding and providing excellent service to their customers.
- As a centralized location for all their bidding activity, FedBid has helped Regan Technologies identify their strengths and effectively target their sales efforts.





Regan is selling items such as:



“We look at everything we can possibly quote on. We don’t only bid on opportunities set aside for veteran-owned small businesses. The opportunities are there, all we have to do is win them.”

—**Daisy Dzierlatka**
Director of Operations

“The great thing about FedBid is you have the opportunity to rebid. It is great to not only have that feedback, but to be able to use it to drive business decisions.”

—**Donna Regan**
Director of Marketing

Drive Growth

In their first year on FedBid, Regan Technologies added several Federal agencies to their customer roster including:

- Department of Homeland Security
- Department of Energy
- Department of State
- Airforce-Funded MIT Lincoln Laboratory
- Department of the Army

About Regan Technologies Corporation

Regan Technologies is one of the fastest growing and largest IT resellers in the northeastern United States. With decades of experience and combined expertise, Regan understands the critical role technology plays in today’s B2B and B2G environments. Their solutions maximize data center performance in the areas of storage, servers, virtualization and software. To learn more, please visit www.regantech.com.

