



## Seller Success Spotlight: Media Plumbing & Heating, Inc. (Kinetix)

Founded in 1993, Kinetix is a well-established government contracting entity specializing in fire and life safety services. As a Service-Disabled Veteran-Owned Small Business, they have a unique understanding of the needs of federal government customers. FedBid has proven to be a great partner in helping them build their federal client base and expand their business.



**“We are a Service-Disabled Veteran-Owned Small Business and we view our relationship with our customers as more of a partnership than a traditional contractor/customer relationship. As veterans providing services to the government, we have a vested interest in making sure that our customers are taken care of, and FedBid has helped us do that.”**

**—Rod Davis**  
**Government Project Manager**



### Challenges:

- Before using FedBid, Kinetix frequently found that they were bidding against competitors who were not experts in the fire and life safety industry and unable to provide systems that meet the highest standard.
- Lead times in a traditional bid process could routinely stretch to 6 months or more.
- Kinetix was unable to effectively allocate resources to a job because there was no feedback as to where their bid stood in the overall competitive process.

### Approach:

- By leveraging their status as a Service-Disabled Veteran-Owned Small Business, Kinetix was able to use FedBid to develop relationships with more customers from the federal government.
- FedBid’s efficient bid submission process allowed Kinetix to lower their overall cost per bid and submit more competitive pricing.
- As the advantages of eProcurement became clear, Kinetix began educating customers about methods of buying services from Kinetix online, including through FedBid’s online marketplace.

### Results:

- FedBid has helped Kinetix expand their business by opening the door to customers all across the country.
- Competing against high quality competition fits Kinetix’s company values of ensuring that the federal government only receives fire safety systems that meet the highest standard.
- FedBid’s instant bid feedback allows Kinetix to effectively allocate resources to a job that has a good chance of being awarded to them.
- The majority of Kinetix’s lead times have been shortened to 30 days.



*“FedBid has given me access to new customer locations and is becoming an integral part of our business plan. Their marketplace allows us to view the entire landscape and focus on what we’re good at rather than trying to do it all. Mediocrity is not something we strive for so we only take on jobs that we know we can knock out of the park.”*

**—Rod Davis**  
**Government Project Manager**

*“The quality of competition is better on FedBid than it is on the open market. This is important to us because of our company values. If we aren’t awarded a job, we want to know that the company that was awarded can do the job as good, or better, than we can. Off of FedBid, you can run into companies that do not have the capability to perform the job, and that does a disservice to both our customers and the fire and life safety industry as a whole.”*

**—Rod Davis**  
**Government Project Manager**

#### **Kinetix’s Values in Action**

“We approach our customers with a clean slate and let them tell us what solution would best fit their needs, rather than us trying to fit our solutions to their problems. Every customer has unique requirements and we go the extra mile to accommodate them.” says Rod Davis. The unique requirements can include specialized installations in historical buildings or the modification of testing procedures to ensure that the operations of a medical facility are not interrupted. Kinetix also makes extensive use of electronic reports that can be customized and turned around quickly to meet the customer’s needs. Thanks to their reputation for flexibility and the use of FedBid, Kinetix has been able to increase sales to agencies across the federal government.

