

# PROFORCE LAW ENFORCEMENT

with BidSync™ LinksPlus Bid Notification Software

## CHALLENGE

ProForce was looking for a digitally-delivered solution that would enable the company to find and track bid opportunities across the entire United States.

The company was moving from a regionally-focused business model to a national distribution of their law enforcement, fire and medical first responder equipment. They specifically needed a solution that would allow them to find and capture reliable, timely opportunity information from public sector agencies at all levels. In order to grow, they also needed a tool that would help the company track and submit bids without needing to allocate too much manpower.

“We didn’t want to take the time we use to respond to solicitations and waste it combing through dozens of individual

sites looking for bid opportunities,” said Beth Meisheid, project specialist for ProForce. “In our push to grow nationally, the research time alone would have taken too many resources to be manageable.”

Having a platform that allowed them to be more visible to government agencies was also a priority, as they knew that they would benefit from greater brand recognition when the time came to submit proposals to each agency.

## SOLUTION

ProForce was familiar with Periscope Holdings’ free BidSync Links service because they had used it to respond to opportunities from government agencies that use Periscope Holdings’ BuySpeed and BidSync Source eProcurement solutions. However, ProForce clearly saw the value that a paid subscription to the enhanced BidSync LinksPlus service would bring as they began to expand nationally.

They already liked the ease of use and power that the BidSync Links service offers; they just wanted the wider scope of visibility into the nearly one million agency bid notifications published each year on the BidSync LinksPlus platform. Plus, they desired the added functionality that the upgraded subscription offered, such as the ability to customize searches and track solicitations.

By investing in the BidSync LinksPlus subscription, ProForce would no longer need to visit the sites of individual agencies or use a variety of different bid notification services to find opportunities.

Employees would no longer need to waste time wading through lists of solicitations that aren’t in their field of expertise either. Periscope Holdings’ expert researchers would diligently search for, extract, aggregate, and then deliver to ProForce only the opportunities that fit their pre-defined criteria.

“I use BidSync every day. Almost every single day, there is at least one opportunity that I would bid on,” said Meisheid. “I get the information via automatic emails and in-portal notifications, then, I submit bids online through that same BidSync LinksPlus portal. It’s extremely user-friendly compared to a lot of other platforms. I have experience with other bid notification services and BidSync is my favorite by far.”

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## RESULTS

ProForce has found that finding and submitting bids using the BidSync LinksPlus saves time and money. In fact, more than 60 percent of the opportunities that the company now bids on come from Periscope Holdings' BidSync LinksPlus system. On top of that, ProForce is winning 85-90 percent of the opportunities that it finds and bids on via the portal.

"BidSync LinksPlus is one tool we rely on," said Meihaid. "I don't have much patience for tools that don't work and I have to say that I love BidSync."



## CONCLUSION

Using the BidSync LinksPlus subscription service, ProForce has not only been able to save time, but it has found and won public sector opportunities nationwide. The company has been able to grow and add geographic areas without needing extra support staff or infrastructure to manually search for bid opportunities.



## ABOUT PROFORCE LAW ENFORCEMENT

ProForce Law Enforcement delivers the products critical to those professionals serving and protecting communities across America. This includes everything from ear protection to firearms to specialized flashlights and accessories. Specifically, ProForce's business model is focused on serving public sector law enforcement and security officers, fire professionals, medical first responders, and military service members (both active and retired). The company has operations in Prescott, Arizona, and Brea, California, in addition to traveling law enforcement agency sales representatives located throughout the Western United States. However, ProForce serves agencies throughout the entire United States.

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## HOW PERISCOPE'S BIDSYNC LINKSPUS SERVICE CAN HELP YOU

Periscope Holdings' BidSync LinksPlus is a search and daily bid notification service that enables vendors and service providers such as yourself to access active contracts and bid opportunities from more than 90,000 state and local, county, municipal, military and Federal agencies. As the largest bid opportunity database in North America, BidSync LinksPlus gives you access to over one million public sector solicitations that are posted yearly across all categories. Plus, Periscope's in-house research team and proprietary bid extraction software does all the heavy lifting

of identifying and posting the opportunities not automatically submitted to the database by Periscope's in-network government agency partners. All you have to do is set up alert profiles through the BidSync online portal, review relevant RFP information, and submit a strong proposal. In other words, the BidSync service saves you time and money and increases your growth potential while reducing the risk of missing opportunities — a common issue with manual RFP searches. For more information, visit [www.periscopeholdings.com/bidsync](http://www.periscopeholdings.com/bidsync) or call 1-800-990-9339

# BidSync™ LinksPlus

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SYSTEM IN THE U.S.

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