

SOVRA Supplier Workshop

Create Visibility by Maximizing your Marketplace Presence

suppliersuccess.com

June 26, 2025



SOVRA

HOUSEKEEPING

AUDIO



QUESTIONS



RECORDING



Presenters

Introducing the team from SOVRA



Brian Staisiunas
Manager, Supplier
Operations



Holly Towle
National Supplier
Account Manger

**SOVRA powers the critical work
of Public Sector**

SOVRA

Powering the Critical Work of Public Procurement

Source



Contract



Connect



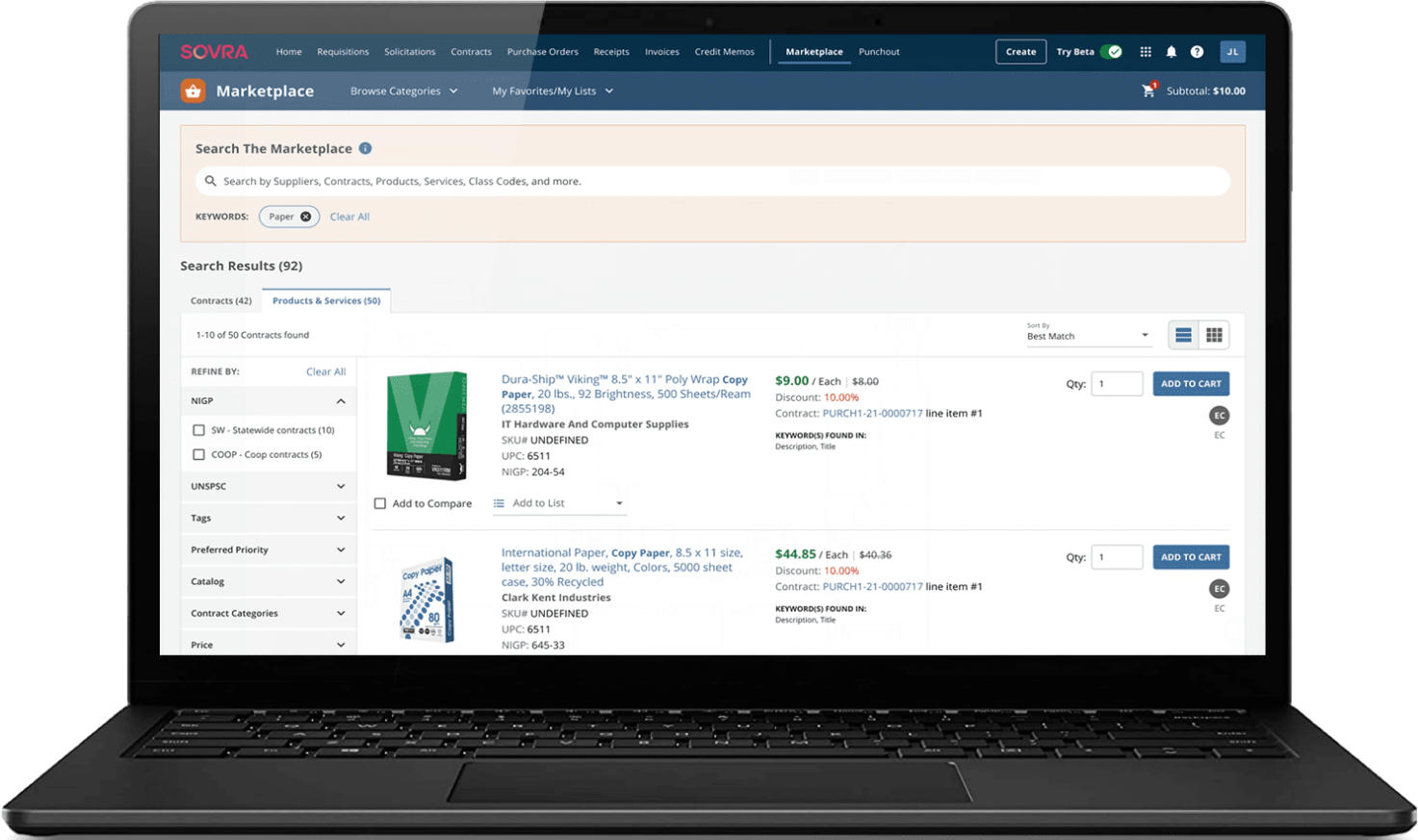
Shop



Purchase



Marketplace



Marketplaces



SOVRA

Agenda

1. What is a Marketplace Presence?
2. Why invest in Marketplace?
3. Marketplace build process.
4. Maximizing Visibility and Impact.
5. Marketplace Maintenance and Updates.
6. Live Q&A.
7. Resources & Next Steps.



What is a Marketplace Presence?



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Vendor Presences In Marketplace

Available Formats

Informational

PROMOTE YOUR COMPANY!

- **Contract Information**
 - Information from. the vendor's contract
- **About the Vendor**
 - Vendor bio
 - Links/ URLs to vendor hosted contract pages
 - Benefits to purchasing from the contract.
- **Contact information**
 - Vendor contact for contract questions or purchasing assistance at your company

[Check it out!](#)



1 week!*

Itemized

SHOWCASE YOUR CONTRACT ITEMS!

- All the great features of an informational presence, plus....
- Create shoppable and purchasable items in the marketplace!
 - Item images
 - Item details
 - Add to cart functionality

[Check it out!](#)



2-3 weeks!*

Punchout

LEVERAGE YOUR TECHNOLOGY!

- Connect your 3rd-Party e-commerce site
- Connect via the Marketplace, seamless shopping and return cart functionality.
- We assist through the entire process and provide ongoing support!

[Check it out!](#)



Less than 30 days!*

*All information provided must be relevant to the program specific contract terms. Marketing or promoting off contract products or services or other offers is forbidden. Any pricing referenced must align with the program contract terms. Presence time estimates based on optimal supplier participation.

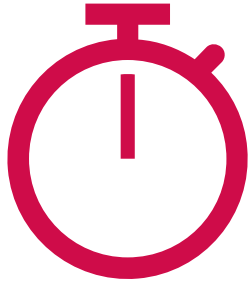
Why invest in a Marketplace Presence?



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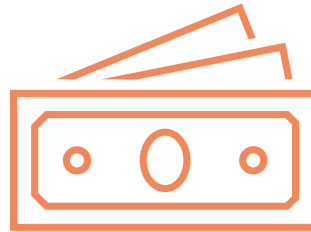
Invest in your contract-

Vendor Marketplace Presences



Fast

Active in <30 days



Free

No additional cost



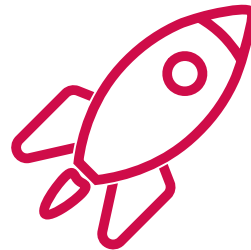
Easy

Our team does 90% of the work



Visible

Adds additional visibility to your contract in the Marketplace.



Rewarding

Potential to increase your sales.



Customizable

Unlock the full potential of your Marketplace presence by involving your marketing team

WE CAN ACCOMMODATE ANY TYPE OF CONTRACT

Did you know?

Marketplace Program Statistics



471

Number of Marketplace Presences built.



404

Number of suppliers we've collaborated with.



1000+

Hours saved by vendors by having a dedicated resource to build their Marketplace presence.



3

Average time, in weeks, to configure, test, and deploy a punchout.

Marketplace Build Process



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Marketplace Implementation

We build Marketplace content!



Keyli Trost
Implementation
Specialist



Brian Staisiunas
Manager, Supplier
Operations



Renee Booth
Implementation
Specialist



Elaura Ligon
Implementation
Specialist



**Allison
Seale-Jackson**
Implementation
Specialist



Marcos Diaz
Implementation
Specialist

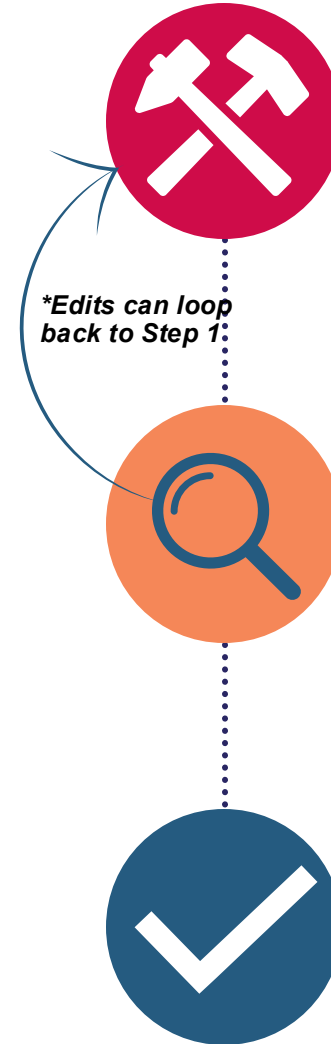
What we do.



"Our mission is to collaborate with Suppliers and Government Contract Administrators to correctly represent Awarded Government contracts in the Marketplace. We strive to create quality content that provides the best possible buyer shopping experience."

Marketplace Implementation

3 steps to build your marketplace presence



1. We Build Your Marketplace Presence Proof

Your Implementation Specialist will create a draft Marketplace Presence based on your contract.

****Timeframe: ~1 week***

2. You Review & Approve (or Request Changes)

Review the draft and request changes or approve. Prefer a different format? Just let us know.

3. We Submit for Final Approval

Once approved, we'll submit your Marketplace Presence to the State. When accepted, it will go live in Marketplace.

****Live upon final program approval***

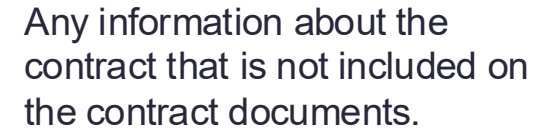
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Maximizing Visibility & Impact

A thick red curved line starts from the left edge of the frame and curves upwards and to the right, ending near the bottom center.

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THIS IS YOUR OPPORTUNITY TO PROMOTE YOUR CONTRACT



Maximizing visibility and impact for your Marketplace Presence.

THIS IS YOUR OPPORTUNITY TO PROMOTE YOUR CONTRACT



Periscope by SOVRA- eProcurement Solutions and Services

SKU#

UPC

NAGP: 915-01

\$0.00 / Ea

About the Vendor/Supplier

This is your opportunity to promote your contract! You can include the following

- Vendor History/ Vendor Bio
- Vendor hosted contract pages
- Vendor sites (must not include pricing)
- Marketing Collateral
- Product information

A screenshot of a contract page from the Periscope by SOVRA system. The page is titled "DESCRIPTION" and contains sections for "Contract Information" and "About the Vendor". The "About the Vendor" section is highlighted with a green border and a magnifying glass. The "Contract Information" section includes the contract number "MARKET1-04-0001514" and a link to the "NAGP ValuePoint Contract". The "About the Vendor" section describes SOVRA's mission and services. The "Contact Information" section provides contact details for Liz Del Presto. The "Additional Information" section includes a "Web Link" field.

DESCRIPTION

Contract Information

eProcurement Solutions and Services

Contract # MARKET1-04-0001514

[To learn more about this NAGP ValuePoint Contract, please click here.](#)

About the Vendor

At SOVRA, we are dedicated to revolutionizing public procurement with innovative solutions that drive efficiency and transparency. Serving North America, we support 7,000 buying agencies and 1,000,000 suppliers, specializing in acquisition, contract management, procurement, and Marketplace. Our mission is to empower public sector professionals with cutting-edge technology, helping them build stronger communities and thriving local economies. Our heritage is rooted in over 20 years of exclusive service to the public sector, making us a trusted partner.

Our approach blends cutting-edge digital solutions with unmatched public sector expertise. We are committed to the power of community, building platforms that connect governments and suppliers. Our procurement solutions are tailor-made for the public sector, addressing its unique challenges with precision and innovation.

Our phased implementation approach and highly configurable platform ensure quick value delivery and continuous growth. We pride ourselves on delivering value fast, allowing clients to start quickly and scale over time.

At SOVRA, we connect the public sector and suppliers with tailored solutions. Our experience helps tackle unique public sector challenges, delivering quick value through our phased implementation and configurable platform. We promise to be an active partner in your journey. Committed to best-in-class support, we continuously enhance our products based on your feedback.

[Delivered by SOVRA resources, you to learn more about the resources by clicking here to visit the website.](#)

Contact Information

For questions on this contract or to request a demo, please contact:

Liz Del Presto
Liz.DelPresto@ndcommerce.com
267-616-9491

Please review ALL relevant documents found on [the contract attachments tab](#). Always follow your organizations purchasing guidelines and relevant purchasing laws.


ADDITIONAL INFORMATION

Web Link

Vendor

Maximizing visibility and impact for your Marketplace Presence.

THIS IS YOUR OPPORTUNITY TO PROMOTE YOUR CONTRACT



Periscope by SOVRA- eProcurement Solutions and Services

SKU#

UPC:

ABGP: 915-01

\$0.00 / Ea

DESCRIPTION

Contract Information

eProcurement Solutions and Services

Contract # MARKET1-24-0001514

[To learn more about this NAAGP ValuePoint Contract, please click here](#)

About the Vendor

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Liz Del Presto
Liz.DelPresto@mdconner.com
202-616-9491

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ADDITIONAL INFORMATION

Web Link

Vendor

Contact Information

Providing the correct contract information helps potential buyers connect with your company.

- Contact info for questions on contract.
- Contact info for pricing, quotes, buying assistance.
- Technical support for punchouts.

Marketplace presence Maintenance



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Marketplace Maintenance

Things change. We are here to assist!

Our Marketplace Implementation Specialists are dedicated for the entire life of your contract. Check in and say hi!

We are here to support any Marketplace changes needed (within contract scope) including.....

- New point of contact at your company for
 - Questions on the contract.
 - Questions on pricing, quotes, purchasing assistance.
 - Tech support for punchouts.
- Items or pricing changes (if your contract allows)
- New contract Marketing material available to show



Key Takeaways

- **There is a Marketplace Presence type for your company!**
- **Our team does 90% of the work** to establish your Marketplace presence. We are dedicated to your Marketplace contract account, please feel free to use this resource!
- **Invest in your contract!** Informational presences are great.... But the real win comes with creating an itemized presence or a punchout. It's easier than you think and a simple conversation is all it takes to get started.



Resources and Next Steps



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Resources and Next Steps

Following the webinar, we will send you a recording of the workshop, copy of the presentation by email, and a [Marketplace Conversation Starter Guide](#).

[SOVRA Supplier Workshop Resource Page](#)



Questions?

suppliersuccess@mdfcommerce.com



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Poll Question

Our goal is to offer you valuable and educational content. Please take a moment to answer the poll question to help us determine future workshop topics.

SOVIRA



Thank you

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