

Knowing Your Bidding Universe

◆ Data Challenges Infographic

Knowing and understanding your bidding universe is essential to developing data-driven strategies that deliver stronger tender submissions and more contract wins!

23 x 

“Data-driven companies are 23 times more likely to top their competitors in customer acquisition.”
Forbes

 **60%**

“Businesses which prioritised data analytics could increase their operating margins by up to 60%.” McKinsey

80% 

“By leveraging real-time data, 80% of businesses grew their revenue.”
Centre for Economics & Business Research

But often businesses rely on minimal information to make these critical strategic bid decisions.

Data Challenges

Disparate Sources

Data is kept in multiple data silos such as CRM, spreadsheets, email and personal folders.

Limited Intelligence

Available data is limited to basic information and may be out-of-date, inaccurate or incomplete.

Causing Reliance On

Tacit Knowledge

Assessments based on intuition, verbal communications, hearsay and past experiences.

Past Results & Perceptions

Assumptions made on favourable past market position, success rates and competitor landscape.

Accessing data contained within Contract Notices and Awards offers a wealth of valuable information



Big Data

Millions of Contract Notices and Awards to access and explore.



Historic Data

Back catalogue of past Contract Notices and Awards to identify trends and changes.



Data Mining

90+ potential data points for in-depth information, analysis and insight.

But it is a huge undertaking to source, collate, manage, update and analyse this data!



No Single Portal

Tenders published on numerous procurement platforms.



Volume of Data

With daily updates managing and analysing datasets is hard.



Inconsistent Data Quality

Critical details lacking so small sample sizes result in limited insight.



Geographic Factors

Varying transparency, access rights and regulations to overcome.



Specialist Expertise

Requires dedicated resources and in-depth technical expertise.



Running Costs

Managing big data can prove costly to resource and manage.

But TenderEyes has done the hard work for you!

Check out our **FREE eBook**
‘Better Know Your Bidding Universe
For Smarter Data-Driven Strategic Decision Making’



Exploring the challenges and benefits of using Contract Notices & Awards data.

And introducing TenderEyes Market Insights - the ideal solution for bidding universe insight!

[Download FREE eBook](#)

More Information

T: +44 (0)333 5774644
E: enquiries@tendereyessoftware.com
www.tendereyessoftware.com

V1 ©2024 TenderEyes Software Limited

