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What is this document and where is information from

This advisory shows where client device deals truly happen, who buys and when, using analytics turn your sales motions into higher probability and stop sales effort on low-probability pursuits. Every year, hundreds of millions of dollars in notebooks, desktops, monitors, and client devices are purchased through Government of Canada standing offers. While the rules are public, real buying behavior - who buys, how often, at what size, and through which partners - is not obvious.

Purpose of this document is to provide an independent overview of the procurements that were processed by the government of Canada through the department of Shared Services Canada client devices standing offer. This is specific to the notebook, desktop, monitor and associated accessories that are part of National Master Standing Offer [NMSO] E60EJ11000C. The time frame for this review is Canadian federal government fiscal year 2022. Specifically, the date range is April 1, 2021, to March 31, 2022.

The values that are presented here are derived from data mining an open-source government of Canada dataset. This data is part of the government of Canada's open government initiative to enhance accountability and transparency. Under this program government entities report procurements greater than \$XXX,XXX Canadian. This dataset informs the following.

Sales organizations would benefit from the information contained in this advisory to perform health checks, competitive analysis and develop sales motions.

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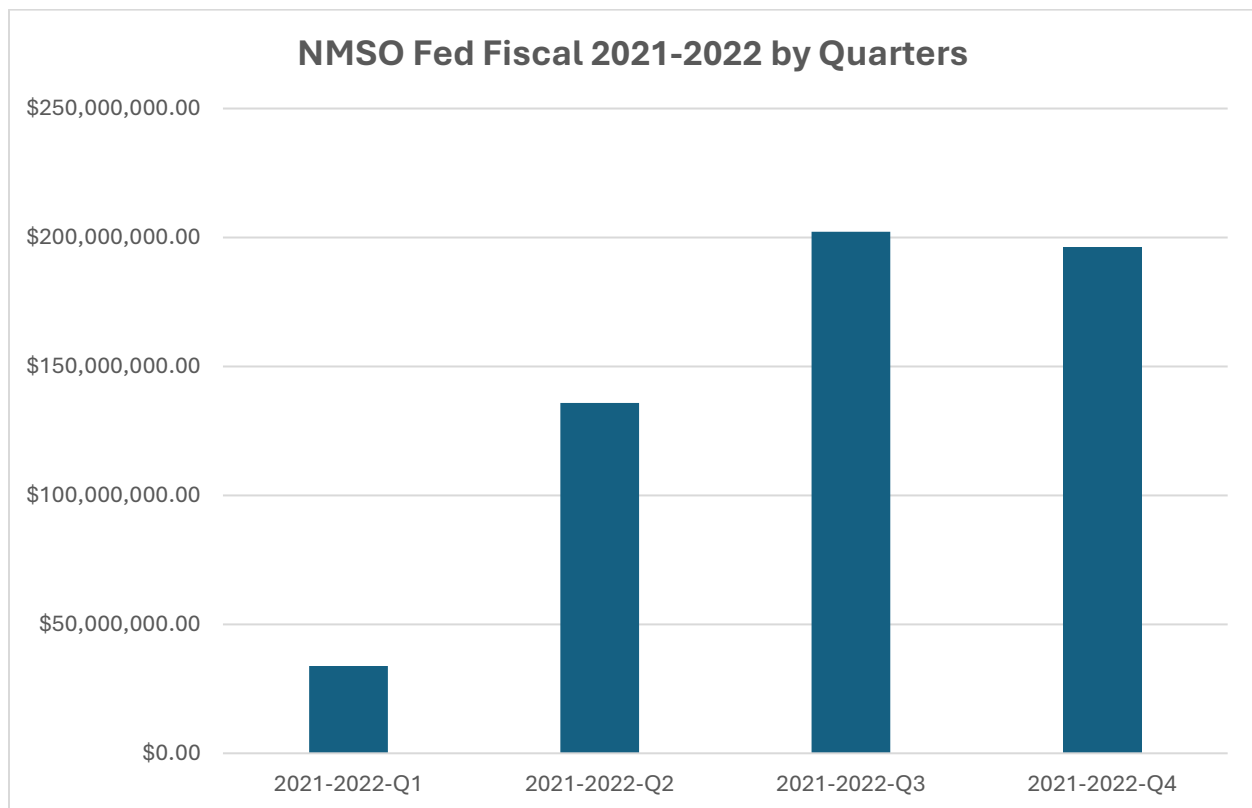
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Overview of GoC FY20XX Procurement Cycle and Transaction Type

For GoC fiscal 2022 departments procured \$XXX,XXX,XX worth of client device technology through standing offer E60EJ11000C.



Under SO E60EJ-11000C there are three main procurement transaction types.

- 1.) Call-up
- 2.) Elevated Call-up
- 3.) R.V.D

A call-up is a transaction at the NMSO offeror set price, typically small quantity buys. No margin erosion at this transaction level. Authorized public sector entities may handle these contracts themselves, between them and the NMSO offeror's authorized VAR. Sales motions and relationships are important part of this level.

An elevated call-up is the next level of transaction for greater quantities. This level of transaction considers a formula set by Shared Services Canada that calculates a score for pricing segments of an Offeror's standing offer. A rank is then set based on that score; ranks are from XX to XX. The higher a rank the larger the size of a transaction may be conducted. All elevated call-ups are handled between Shared Services Canada and the NMSO Offeror along with their NMSO authorized VAR where applicable. At the elevated call-up level there is margin erosion. Depending on the rank, and the size of the transaction, the NMSO offer set price must be reduced by XX%, XX% or XX%. Sales motions and relationships are important part of this level.

A R.V.D. or Request for Volume Discount is significant margin erosion, it is where Shared Services Canada releases a large volume requirement, those interested in bidding may do so and should expect significant competition to get to a best and final price, and lowest priced both administratively and technically compliant bid to the GoC wins the bid.

The table below demonstrates the different levels of transactions, the number of transactions in the range and associated total dollar procurement values in that range.

Transaction \$ Range	# of transactions	Total \$ of range	Transaction Type
\$XXX,XXX to \$XXX,XXX	XX	\$XXX,XXX	Typical Departmental Call-up Territory
\$XXX,XXX to \$XXX,XXX	XX	\$XXX,XXX	Typical Elevated Call-up Territory
\$XXX,XXX to \$XXX,XXX	XX	\$XXX,XXX	
\$XXX,XXX to \$XXX,XXX	XX	\$XXX,XXX	
\$XXX,XXX to \$XXX,XXX	XX	\$XXX,XXX	
\$XXX,XXX to \$XXX,XXX	XX	\$XXX,XXX	
\$XXX,XXX to \$XXX,XXX	XX	\$XXX,XXX	Typical RVD Territory
\$XXX,XXX to \$XXX,XXX	XX	\$XXX,XXX	
\$XXX,XXX to \$XXX,XXX	XX	\$XXX,XXX	
\$XXX,XXX to \$XXX,XXX	XX	\$XXX,XXX	
\$XXX,XXX >	XX	\$XXX,XXX	

Insight as to how departments like to procure

To develop an effective sales motion plan, data is key. Under that intent, below is a list of all SO E60EJ-11000C authorized entities, the number of transactions they did and in what transaction range.

Authorized Public Sector Entity	10k-25k	25k-50k	50k-100k	100k-150k	150k-200k	200k-400k	400k-750k	750k-1M	1M-2M	2M-5M	>5M
Administrative Tribunals Support Service of Canada	XX			XX							
Agriculture and Agri-Food Canada	XX	XX	XX	XX	XX	XX	XX	XX			
Atlantic Canada Opportunities Agency	XX	XX	XX	XX							
Canada Border Services Agency	XX	XX	XX	XX	XX	XX	XX		XX		
Canada Economic Development for Quebec Regions		XX				XX					
Canada Energy Regulator		XX		XX	XX						
Canada Revenue Agency	XX	XX	XX			XX				XX	XX
Canada School of Public Service			XX	XX							
Canadian Food Inspection Agency	XX	XX	XX	XX		XX					
Canadian Grain Commission	XX		XX								
Canadian Heritage	XX	XX	XX		XX	XX	XX				
Canadian Human Rights Commission	XX	XX									
Canadian Institutes of Health Research	XX	XX	XX	XX							
Canadian Nuclear Safety Commission	XX	XX									

Canadian Space Agency	XX	XX	XX	XX	XX					
Canadian Transportation Agency					XX					
Civilian Review and Complaints Commission for the RCMP	XX									
Correctional Service of Canada					XX	XX	XX		XX	
Courts Administration Service	XX	XX		XX						
Department of Finance Canada	XX				XX	XX				
Department of Housing, Infrastructure and Communities	XX	XX	XX	XX		XX				
Department of Justice Canada	XX	XX				XX	XX			
Elections Canada	XX		XX	XX	XX					XX
Employment and Social Development Canada	XX	XX	XX	XX			XX		XX	XX
Environment and Climate Change Canada	XX	XX	XX	XX	XX		XX			
Financial Consumer Agency of Canada	XX				XX	XX				
Financial Transactions and Reports Analysis Centre of Canada		XX		XX	XX					
Fisheries and Oceans Canada	XX	XX		XX					XX	
Global Affairs Canada	XX	XX		XX		XX		XX		XX
Health Canada	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Immigration and Refugee Board of Canada	XX					XX	XX	XX	XX	

Immigration, Refugees and Citizenship Canada	XX					XX			XX	
Indigenous Services Canada	XX	XX	XX	XX		XX	XX	XX		
Innovation, Science and Economic Development Canada	XX	XX	XX		XX	XX			XX	XX
Library and Archives Canada	XX	XX		XX						
Military Grievances External Review Committee	XX	XX								
National Defence	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
National Research Council Canada	XX	XX	XX	XX	XX	XX				
Natural Resources Canada	XX	XX	XX	XX	XX	XX	XX			
Natural Sciences and Engineering Research Council of Canada				XX	XX	XX				
Office of the Auditor General of Canada		XX	XX		XX					
Office of the Commissioner of Official Languages	XX		XX							
Office of the Secretary to the Governor General			XX	XX						
Office of the Superintendent of Financial Institutions Canada	XX	XX	XX	XX	XX					
Parks Canada	XX	XX	XX	XX	XX	XX	XX			
Parole Board of Canada	XX	XX	XX		XX					
Patented Medicine Prices Review Board Canada	XX									

Prairies Economic Development Canada	XX			XX		XX	
Privy Council Office	XX	XX	XX			XX	
Public Health Agency of Canada	XX	XX	XX	XX			
Public Prosecution Service of Canada	XX		XX			XX	
Public Safety Canada	XX	XX	XX	XX		XX	XX
Royal Canadian Mounted Police	XX	XX	XX	XX	XX	XX	XX
Shared Services Canada	XX	XX	XX			XX	XX
Social Sciences and Humanities Research Council of Canada					XX	XX	
Statistics Canada	XX	XX	XX	XX			XX
The Correctional Investigator Canada	XX						
Transport Canada	XX	XX	XX	XX	XX	XX	XX
Transportation Safety Board of Canada		XX	XX				
Treasury Board of Canada Secretariat			XX			XX	
Veterans Affairs Canada	XX	XX	XX		XX	XX	
Veterans Review and Appeal Board	XX	XX					
Women and Gender Equality Canada	XX			XX			

SO E60EJ-11000C Offerors participation in SO E60EJ-11000C

Since the start of standing offer E60EJ-11000C there have been XX entities who have been awarded standing offers for client device technology. In GoC fiscal year 2022, eligible public sector entities procured client device technology from XX standing offer holders under E60EJ-11000C.

NMSO # - Company Name

E60EJ-11000C/XX/EJ - HP

E60EJ-11000C/XX/EJ - IBM

E60EJ-11000C/XX/EJ - Dell

E60EJ-11000C/XX/EJ - Lenovo

E60EJ-11000C/XX/EJ - Dynabook

E60EJ-11000C/XX/EJ - Northern Micro

E60EJ-11000C/XX/EJ - Samsung

E60EJ-11000C/XX/EJ - Hypertec

E60EJ-11000C/XX/EJ - ACT

E60EJ-11000C/XX/EJ - Nisha

E60EJ-11000C/XX/EJ - Panasonic

E60EJ-11000C/XX/EJ - PureSpirit

Eligible public sector entities procured the most from Dell, Dynabook and Northern Micro, in that order. Dell had the greatest market share with XX.X% of total procurements, over \$XXX,XXX. Dynabook came in second with XX.X% market share and Northern Micro at XX.X% market share. You will see from the following chart that there were transactions that could not be attributed to one vendor or another and labeled as “undeclared”. This is due to the way that the GoC employee coded the transaction, and not applying the full code to the entry. This represented XX.X% of total procurement dollars recorded.

It is important to note that the dataset shows that in GoC FY20XX IBM standing offer had transactions. This is believed to be a clerical error by GoC in the dataset as IBM has not transacted business in an SO such as E60EJ-11000C since prior to 2008 for client devices.

Reporting Period	Total Contract Value	Total Contract Value as %
E60EJ-11000C	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - HP	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - IBM	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - Dell	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - Lenovo	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - Dynabook	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - Northern Micro	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - Samsung	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - Hypertec	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - ACT	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - Nisha	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - Panasonic	\$XXX,XXX	XX.X%
E60EJ-11000C/XX/EJ - PureSpirit	\$XXX,XXX	XX.X%
Grand Total	\$XXX,XXX	XX.X%

Insight as to NMSO# transactions

This next chart depicts what NMSO# have a balance between the number of transactions in different dollar ranges.

NMSO#	10k-25k	25k-50k	50k-100k	100k-150k	150k-200k	200k-400k	400k-750k	750k-1M	1M-2M	2M-5M	>5M
E60EJ-11000C	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
E60EJ-11000C/XX/EJ - HP	XX	XX	XX	XX	XX	XX	XX	XX		XX	XX
E60EJ-11000C/XX/EJ - IBM		XX									

E60EJ-11000C/XX/EJ - Dell	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
E60EJ-11000C/XX/EJ - Lenovo	XX	XX	XX	XX	XX	XX	XX	XX	XX		
E60EJ-11000C/XX/EJ - Dynabook	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
E60EJ-11000C/XX/EJ - Northern Micro	XX	XX	XX	XX	XX	XX	XX	XX		XX	
E60EJ-11000C/XX/EJ - Samsung	XX					XX					
E60EJ-11000C/XX/EJ - Hypertec	XX	XX	XX	XX	XX	XX	XX	XX	XX		
E60EJ-11000C/XX/EJ - ACT	XX	XX	XX	XX	XX	XX					
E60EJ-11000C/XX/EJ - Nisha		XX	XX								
E60EJ-11000C/XX/EJ - Panasonic	XX	XX	XX	XX	XX						
E60EJ-11000C/XX/EJ - PureSpirit	XX		XX								

Public Sector Authorized Entities Participation

The top three departments who procured products through SO E60EJ-11000C in GoC fiscal 2022 are.

1. Canada Revenue Agency at XX.X% of total dollars procured
2. National Defence at XX.X% of total dollars procured
3. Employment and Social Development Canada at XX.X% of total dollars procured

Eligible Public Sector Entity	Total Contract Value	Total Contract Value as %
Administrative Tribunals Support Service of Canada	\$XXX,XXX	XX.X%
Agriculture and Agri-Food Canada	\$XXX,XXX	XX.X%
Atlantic Canada Opportunities Agency	\$XXX,XXX	XX.X%
Canada Border Services Agency	\$XXX,XXX	XX.X%
Canada Economic Development for Quebec Regions	\$XXX,XXX	XX.X%
Canada Energy Regulator	\$XXX,XXX	XX.X%
Canada Revenue Agency	\$XXX,XXX	XX.X%
Canada School of Public Service	\$XXX,XXX	XX.X%
Canadian Food Inspection Agency	\$XXX,XXX	XX.X%
Canadian Grain Commission	\$XXX,XXX	XX.X%
Canadian Heritage	\$XXX,XXX	XX.X%
Canadian Human Rights Commission	\$XXX,XXX	XX.X%
Canadian Institutes of Health Research	\$XXX,XXX	XX.X%
Canadian Nuclear Safety Commission	\$XXX,XXX	XX.X%
Canadian Space Agency	\$XXX,XXX	XX.X%
Canadian Transportation Agency	\$XXX,XXX	XX.X%
Civilian Review and Complaints Commission for the RCMP	\$XXX,XXX	XX.X%
Correctional Service of Canada	\$XXX,XXX	XX.X%
Courts Administration Service	\$XXX,XXX	XX.X%
Department of Finance Canada	\$XXX,XXX	XX.X%

Department of Housing, Infrastructure and Communities	\$XXX,XXX	XX.X%
Department of Justice Canada	\$XXX,XXX	XX.X%
Elections Canada	\$XXX,XXX	XX.X%
Employment and Social Development Canada	\$XXX,XXX	XX.X%
Environment and Climate Change Canada	\$XXX,XXX	XX.X%
Financial Consumer Agency of Canada	\$XXX,XXX	XX.X%
Financial Transactions and Reports Analysis Centre of Canada	\$XXX,XXX	XX.X%
Fisheries and Oceans Canada	\$XXX,XXX	XX.X%
Global Affairs Canada	\$XXX,XXX	XX.X%
Health Canada	\$XXX,XXX	XX.X%
Immigration and Refugee Board of Canada	\$XXX,XXX	XX.X%
Immigration, Refugees and Citizenship Canada	\$XXX,XXX	XX.X%
Indigenous Services Canada	\$XXX,XXX	XX.X%
Innovation, Science and Economic Development Canada	\$XXX,XXX	XX.X%
Library and Archives Canada	\$XXX,XXX	XX.X%
Military Grievances External Review Committee	\$XXX,XXX	XX.X%
National Defence	\$XXX,XXX	XX.X%
National Research Council Canada	\$XXX,XXX	XX.X%
Natural Resources Canada	\$XXX,XXX	XX.X%
Natural Sciences and Engineering Research Council of Canada	\$XXX,XXX	XX.X%
Office of the Auditor General of Canada	\$XXX,XXX	XX.X%
Office of the Commissioner of Official Languages	\$XXX,XXX	XX.X%
Office of the Secretary to the Governor General	\$XXX,XXX	XX.X%

Office of the Superintendent of Financial Institutions Canada	\$XXX,XXX	XX.X%
Parks Canada	\$XXX,XXX	XX.X%
Parole Board of Canada	\$XXX,XXX	XX.X%
Patented Medicine Prices Review Board Canada	\$XXX,XXX	XX.X%
Prairies Economic Development Canada	\$XXX,XXX	XX.X%
Privy Council Office	\$XXX,XXX	XX.X%
Public Health Agency of Canada	\$XXX,XXX	XX.X%
Public Prosecution Service of Canada	\$XXX,XXX	XX.X%
Public Safety Canada	\$XXX,XXX	XX.X%
Royal Canadian Mounted Police	\$XXX,XXX	XX.X%
Shared Services Canada	\$XXX,XXX	XX.X%
Social Sciences and Humanities Research Council of Canada	\$XXX,XXX	XX.X%
Statistics Canada	\$XXX,XXX	XX.X%
The Correctional Investigator Canada	\$XXX,XXX	XX.X%
Transport Canada	\$XXX,XXX	XX.X%
Transportation Safety Board of Canada	\$XXX,XXX	XX.X%
Treasury Board of Canada Secretariat	\$XXX,XXX	XX.X%
Veterans Affairs Canada	\$XXX,XXX	XX.X%
Veterans Review and Appeal Board	\$XXX,XXX	XX.X%
Women and Gender Equality Canada	\$XXX,XXX	XX.X%
Grand Total	\$XXX,XXX	XX.X%

Digging into the top three authorized public sector entities who have procured through SO E60EJ-11000C we find the following relationships between the authorized public sector entities and VARs.

1. Canada Revenue Agency at XX.X% of total dollars procured
 - a. Distributed their procurements across XX VARs, the top XX were
 - i. Northern Micro with XX.X% share of wallet at the department
 - ii. Donna Cona Inc with XX.X% share of wallet at the department
 - iii. Shaymas Information Systems with XX.X% share of wallet at the department

- iv. Nisha with XX.X% share of wallet at the department
- v. Dell with XX.X% share of wallet at the department
- 2. National Defence at XX.X% of total dollars procured
 - a. Distributed their procurements across XX VARs, the top XX were
 - i. Northern Micro with XX.X% share of wallet at the department
 - ii. Hypertec with XX.X% share of wallet at the department
 - iii. Dynabook with XX.X% share of wallet at the department
 - iv. Nisha with XX.X% share of wallet at the department
 - v. PureSpirit with XX.X% share of wallet at the department
- 3. Employment and Social Development Canada at XX.X% of total dollars procured
 - a. Distributed their procurements across XX VARs, they were
 - i. PureSpirit with XX.X% share of wallet at the department
 - ii. Northern Micro with XX.X% share of wallet at the department
 - iii. Donna Cona with XX.X% share of wallet at the department
 - iv. Hypertec with XX.X% share of wallet at the department
 - v. ACT with XX.X% share of wallet at the department

Authorized SO E60EJ-11000C VAR Participation

The top three VARs that the public sector eligible entities procured from using SO E60EJ-11000C in GoC fiscal 2022 were.

- 1.) Northern Micro at XX.X% of total dollars procured
- 2.) Dynabook at XX.X% of total dollars procured
- 3.) PureSpirit at XX.X% of total dollars procured

NMSO Authorized VARs	Total Contract Value	Total Contract as %
ADVANCED CHIPPEWA TECHNOLOGIES INC.	\$XXX,XXX	XX.X%
AVI-SPL CANADA LTD.	\$XXX,XXX	XX.X%
CACHE COMPUTER CONSULTING CORP.	\$XXX,XXX	XX.X%
CANADIAN CORPS OF COMMISSIONAIRES	\$XXX,XXX	XX.X%
CDW CANADA INC	\$XXX,XXX	XX.X%
Compucom Canada Co.	\$XXX,XXX	XX.X%

COMPUGEN INC	\$XXX,XXX	XX.X%
DECISIVE TECHNOLOGIES INC.	\$XXX,XXX	XX.X%
DELL CANADA INC	\$XXX,XXX	XX.X%
DONNA CONA INC	\$XXX,XXX	XX.X%
DYNABOOK CANADA INC.	\$XXX,XXX	XX.X%
Eclipsys Solutions Inc.	\$XXX,XXX	XX.X%
EXTRON ELECTRONICS	\$XXX,XXX	XX.X%
FOXWISE TECHNOLOGIES INC	\$XXX,XXX	XX.X%
FULLY MANAGED INC	\$XXX,XXX	XX.X%
HYPERTECHNOLOGIE CIARA INC.	\$XXX,XXX	XX.X%
INTEGRA NETWORKS CORPORATION	\$XXX,XXX	XX.X%
ISLAND KEY COMPUTER LTD.	\$XXX,XXX	XX.X%
ITEX INC	\$XXX,XXX	XX.X%
ITEXPRESS DIRECT INC.	\$XXX,XXX	XX.X%
LAURENTIAN TECHNOLOGIE INC	\$XXX,XXX	XX.X%
LAURIER COMPUTERS LTD	\$XXX,XXX	XX.X%
MICROSOFT CANADA INC.	\$XXX,XXX	XX.X%
Nisha Technologies Inc	\$XXX,XXX	XX.X%
NORTHERN MICRO	\$XXX,XXX	XX.X%
Nova Networks	\$XXX,XXX	XX.X%
ONX ENTERPRISE SOLUTIONS LTD	\$XXX,XXX	XX.X%
PANASONIC CANADA INC.	\$XXX,XXX	XX.X%
PHASELOCK SYSTEMS INTERNATIONAL	\$XXX,XXX	XX.X%
PRINTERS PLUS	\$XXX,XXX	XX.X%

PURELOGIC IT SOLUTIONS INC	\$XXX,XXX	XX.X%
PureSpirIT Solutions	\$XXX,XXX	XX.X%
QUADBRIDGE INC.	\$XXX,XXX	XX.X%
SALESFORCE CANADA CORP.	\$XXX,XXX	XX.X%
Shaymas Information Systems Corp.	\$XXX,XXX	XX.X%
SOFTCHOICE CORPORATION	\$XXX,XXX	XX.X%
STONEWORKS TECHNOLOGIES INC.	\$XXX,XXX	XX.X%
Tankatek	\$XXX,XXX	XX.X%
TELECOM COMPUTER INC	\$XXX,XXX	XX.X%
TERAMACH TECHNOLOGIES INC.	\$XXX,XXX	XX.X%
WBM OFFICE SYSTEMS	\$XXX,XXX	XX.X%
Zycom Tech. INC.	\$XXX,XXX	XX.X%
Grand Total	\$XXX,XXX	XX.X%

Digging into the top three NMSO Authorized VARs we find the following relationship to NMSO holding entity and authorized public sector entity.

- 1.) Northern Micro at XX.X% or \$XXX,XXX share of wallet.
 - a. Utilized XX different SO # under E60EJ11000C
 - b. Undeclared tied to \$XXX,XXX
 - i. Undeclared simply means a department didn't declare the actual standing offer number, simply put in E60EJ11000C but did identify the VAR
 - c. \$XXX,XXX of products listed on the Dell SO were sold
 - d. \$XXX,XXX of products listed on the Northern Micro SO were sold
 - e. \$XXX,XXX of products listed on the HP SO were sold
 - f. Northern Micro predominantly sold to XX authorized public sector entities, top XX were
 - i. Canada Revenue Agency
 - ii. National Defence
 - iii. Employment and Social Development Canada
 - iv. Royal Canadian Mounted Police
 - v. Transport Canada
- 2.) Dynabook at XX.X% of total dollars procured
 - a. Utilized XX different SO # under E60EJ11000C

- b. Undeclared tied to \$XXX,XXX
 - i. Undeclared simply means a department didn't declare the actual standing offer number, simply put in E60EJ11000C but did identify the VAR
 - c. \$XXX,XXX of products listed on their own SO were sold
 - d. \$XXX,XXX of products listed on the Lenovo SO were sold
 - e. Dynabook predominantly sold to XX authorized public sector entities, top XX were
 - i. Health Canada
 - ii. Innovation, Science and Economic Development Canada
 - iii. National Defence
 - iv. Correctional Service of Canada
 - v. Immigration, Refugees and Citizenship Canada
- 3.) PureSpirit at XX.X% of total dollars procured
- a. Utilized XX different SO # under E60EJ11000C
 - b. Undeclared tied to \$XXX,XXX
 - i. Undeclared simply means a department didn't declare the actual standing offer number, simply put in E60EJ11000C but did identify the VAR
 - c. \$XXX,XXX of products listed on the HP SO were sold
 - d. \$XXX,XXX of products listed on the Dell SO were sold
 - e. Northern Micro predominantly sold to XX authorized public sector entities, and the top XX were
 - i. Employment and Social Development Canada
 - ii. National Research Council Canada
 - iii. National Defence
 - iv. Statistics Canada
 - v. Canada Border Services Agency

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