



Business-to-Government Competitive Price Analysis and Market Intelligence

What is Warwick?

Warwick is an AI-backed price analysis and B2G market research tool for suppliers and manufacturers.

Warwick tracks all products offered and sold to federal buyers through the government's primary eCommerce marketplaces and provides suppliers with fact-based competitive price analysis and market intelligence at the SKU level.

Why is Warwick Needed?

GSA Advantage! and DoD FedMALL connect federal buyers to a wide range of products offered by thousands of suppliers. In a given year, only 3-4% of the items offered for purchase are bought, and the majority of spend is concentrated on a relatively small number of suppliers. Successful suppliers understand that to profitably grow sales you need actionable intelligence, but with shrinking budgets, many suppliers lack the resources needed to effectively monitor and respond to market changes.

XSB has been helping companies successfully compete for sales in this highly competitive marketplace for more than a decade. Using artificial intelligence, Warwick provides fact-based, actionable competitive pricing analysis and market intelligence for millions of commercial products at the SKU level. Warwick helps distributors and manufacturers position themselves for success by providing answers to key questions that help identify and track competitors, maximize sales opportunities, expand product lines, and manage prices effectively. There's nothing else like it in terms of pricing intelligence software.

All Suppliers want to know what products are being bought, from whom and at what prices...this requires data aggregation & standardization. Warwick uses XSB's patented technology to standardize data, find identical parts and precisely aggregate sales and pricing data across the federal eCommerce supply chain.

Leveling the Playing Field:

Federal government buyers purchase billions of dollars in products annually through federal supply schedule (FSS) contracts; Contracting Officers are using automated tools to evaluate offers and pricing...shouldn't suppliers use the same approach?

Warwick Can Help You:

- Optimize your catalog
- Set competitive target prices
- Track competitors and market share
- Identify trends impacting sales
- Find new customers and opportunities
- Stay compliant with contractual requirements
- Save time and money & reduce time-to-market by automating research

Contact us to find out how Warwick can help your company position itself for success!



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