



Identify and Include Certified Small and Diverse Subcontractors in Public Projects

With recent federal investments in the post-pandemic economy, we are now experiencing booming activity around public infrastructure projects*. While working on government-related projects can be an important business segment for prime contractors, they frequently come with requirements to include Disadvantaged, Small, Minority, Veteran, or Woman-Owned Business Enterprises (SMWVBE) and other certified subcontractors, with compliance steps that can subsequently slow the bidding process.

Identifying and engaging with small and diverse certified vendors can be tedious for estimators and project managers as they search multiple certification directories, manually send emails, and log the outreach efforts required to generate any required Good Faith Effort (GFE) reports. Diversity regulations created by federal, state, and local governments can be complex and evolving, requiring ongoing effort to maintain compliance. Finding small and diverse certified vendors that meet project requirements can also be difficult as the potential subcontractors must provide evidence that their certifications are current and applicable to the necessary work, that they meet the prime's qualifications, and are available to work on the project.

A vendor sourcing platform that quickly and easily helps estimators and project managers find and include certified vendors in their project bids would improve the efficiency and quality of their bids. Through one centralized platform, organizations would save time by easily searching across multiple certification directories related to each project owner, quickly flowing potential subcontractor details into outreach campaigns and other direct communications, and then automatically creating any GFE reports and utilization plans required to demonstrate compliance. A more efficient bidding team can successfully respond to more proposals, which often translates into more contract awards.

B2GFair Source provides contractors with a complete and unified solution for their small and diverse sourcing compliance needs. From B2Gnow, the industry leader in supplier diversity compliance software, B2G FairSource taps into the largest real-time database of more than 500,000 certified vendors to provide contractors access to a wide range of potential subcontractors for their projects. It empowers general contractors and primes to more easily include a wider variety of small and diverse suppliers and subcontractors in their work by accelerating certified vendor searching, engagement, and compliance reporting, all while documenting all of the strategies employed, steps taken, and both successful and unsuccessful outcomes.



Identify

Search across directories for diverse and certified vendors



Engage

Easily initiate outreach email campaigns



Comply

Automatically generate documentation for any required GFE reports

Key Features

- **Grouping by Opportunity** — Break down each bid opportunity into work categories to organize sourcing efforts and easily identify areas where additional efforts are needed to improve participation.
- **Access 200+ Certification Directories** — Built on the B2Gnow platform, B2G FairSource unifies access to the leading publicly available vendor DSMWVSBE certification directories.
- **Automatic Certification Directory Selection** — When working with an owner already on the B2Gnow platform, the system will automatically select the public certification directories recognized by that owner to speed searches and avoid wasting time on unusable results.
- **Real-Time Certification Status** — More than half of all certifying organizations in North America host their programs on B2Gnow, which provides direct visibility into the real-time status of vendor certifications.
- **Vendor Search** — Quickly build lists of potential subcontractors, searching by vendor location, industry codes, industry descriptions, and desired certification types.
- **Easy Engagement** — Flow vendor contact details into the included outreach system, which automatically sends email campaigns, records statistics, and tracks all communications.
- **Communication Tracking** — Document phone calls, emails and other discussions on each vendor record to have a complete view of all engagement efforts related to each opportunity.
- **Compliance Reporting** — All searches and engagement results are automatically recorded, making it quick and easy to generate any required Good Faith Effort (GFE) reports and utilization plans.

About B2Gnow:

B2Gnow is a leader in providing business diversity and grant management solutions. With a focus on compliance and equity, B2Gnow's innovative software streamlines vendor certification, project data collection, compliance, and reporting processes, ensuring transparency and fairness in contracting practices. B2Gnow maintains North America's largest database of over 500,000 certified, disadvantaged business entities, helping the federal government, more than half of state governments, hundreds of counties, cities, airports, prime contractors, and Fortune 500 companies manage their supplier diversity and compliance programs through technology solutions for 25 years.

B2G FairSource enables the easy identification, engagement, and compliance with the certified vendor sourcing phase of public projects:

- ✓ **Unified** — Automatically manage and track all certified search and engagement efforts in a single system to find more available vendors and simplify any required compliance reporting.
- ✓ **Efficient Searching** — Quickly search across multiple, public certification directories (with most available in real time) to find more suppliers and subcontractors that meet the needs of each contract.
- ✓ **Expand Engagement** — Build relationships with a larger pool of diverse suppliers to mitigate risks and spread opportunities across a larger vendor community.
- ✓ **Transparent** — Track all outreach efforts and communications in a single unified system.
- ✓ **Faster Bidding** — Eliminate a key sourcing bottleneck to enable more bidding opportunities, which can lead to more business.
- ✓ **Compliance** — If necessary, easily generate the data to document Good Faith Efforts, helping your team remain in compliance with contractual requirements.