

# Three motions. One discovery layer.

Technology services across federal contracting, commercial enterprise, and the partner channel. Three sub-profiles route to three sharply different sales motions and three different signal universes.

**THE COST OF GENERIC SALES TOOLS**

ZoomInfo and LinkedIn Sales Navigator tell you who works at a company. They cannot tell you which contract is expiring, which budget just dropped, or which partner deal you can ride.

**WHO THIS IS FOR**

Federal IT contractors, commercial enterprise technology vendors, SaaS account executives, MSP and VAR channel managers, and partner-led tech sales teams selling across federal, commercial, and channel sales motions.

- Federal IT Capture
- Enterprise AE
- SaaS Account Executives
- Channel & Partner Sales
- MSP / VAR Sales
- Cybersecurity Vendors

**WHAT CHANGES FOR YOU**

<b>YOUR WEEK</b>	<p><b>You sell into projects, not into pipelines of names.</b></p> <p>Contact-database tools tell you who to email. ArcReact tells you what they need and when they'll need it – contract expirations, transformation budgets, partner deals you can ride, agency forecast events – with the buying trigger named and dated.</p>
<b>YOUR PIPELINE</b>	<p><b>You match the right motion to the right signal.</b></p> <p>A federal recompetes is not a commercial digital transformation, and neither is a channel-partner deal. ArcReact's three IT services sub-profiles route distinct signal universes to distinct sales motions – so federal capture, enterprise AEs, and channel sales teams each get the discovery their work requires.</p>
<b>YOUR COMPANY</b>	<p><b>You compound contact data with project context.</b></p> <p>Your existing sales stack handles the contact layer. ArcReact handles the project layer above it – surfacing the buying events that turn cold contacts into warm conversations. The result is a stack where every cold outreach has a reason to exist.</p>

**THREE WAYS SELLERS USE IT**

<p><b>USE CASE 01</b> <b>Displace the federal IT incumbent.</b></p> <p>A federal IT capture lead configures ArcReact for managed services and cloud migration contracts expiring in the next 18–30 months across DoD and civilian agencies. The platform surfaces contracts with incumbent, ceiling value, and program office context.</p> <p><b>RESULT:</b> You build the displacement campaign with two full acquisition cycles of runway – not the panic-mode response of a 90-day capture push.</p>	<p><b>USE CASE 02</b> <b>Catch enterprise transformation budgets.</b></p> <p>A SaaS enterprise AE configures the profile for digital transformation announcements, M&amp;A activity, and executive hires that signal modernization budgets in Fortune 1000 enterprises in his vertical. ArcReact surfaces named accounts with triggers and timing context.</p> <p><b>RESULT:</b> Your outbound has a reason. You're not cold-emailing – you're calling about something specific the executive knows is happening.</p>	<p><b>USE CASE 03</b> <b>Ride your partners' flagship deals.</b></p> <p>A channel sales manager configures ArcReact for federal and enterprise contract awards involving her key partner ecosystem. Projects surface where her partners are positioned to win – and where her product can be specified into the resulting solution stack.</p> <p><b>RESULT:</b> You walk into partner conversations with deals already identified – the partner-attached motion becomes proactive, not reactive.</p>
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<p><b>WITHOUT ARCREACT</b></p> <ul style="list-style-type: none"> <li>– You target accounts based on firmographics – without knowing which ones are actually buying.</li> <li>– You email lists generated by contact tools and hope someone's in a buying window.</li> <li>– You react to recompetes, transformation announcements, and partner deals after they hit the press.</li> </ul>	<p><b>WITH ARCREACT</b></p> <ul style="list-style-type: none"> <li>→ You see contract expirations, transformation budgets, and partner-attached deals 12–24 months early.</li> <li>→ You match the right motion – federal capture, enterprise AE, or channel – to the right signal.</li> <li>→ Every outbound has a named buying event behind it, and a reason to expect a conversation.</li> </ul>
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