



WARWICK®

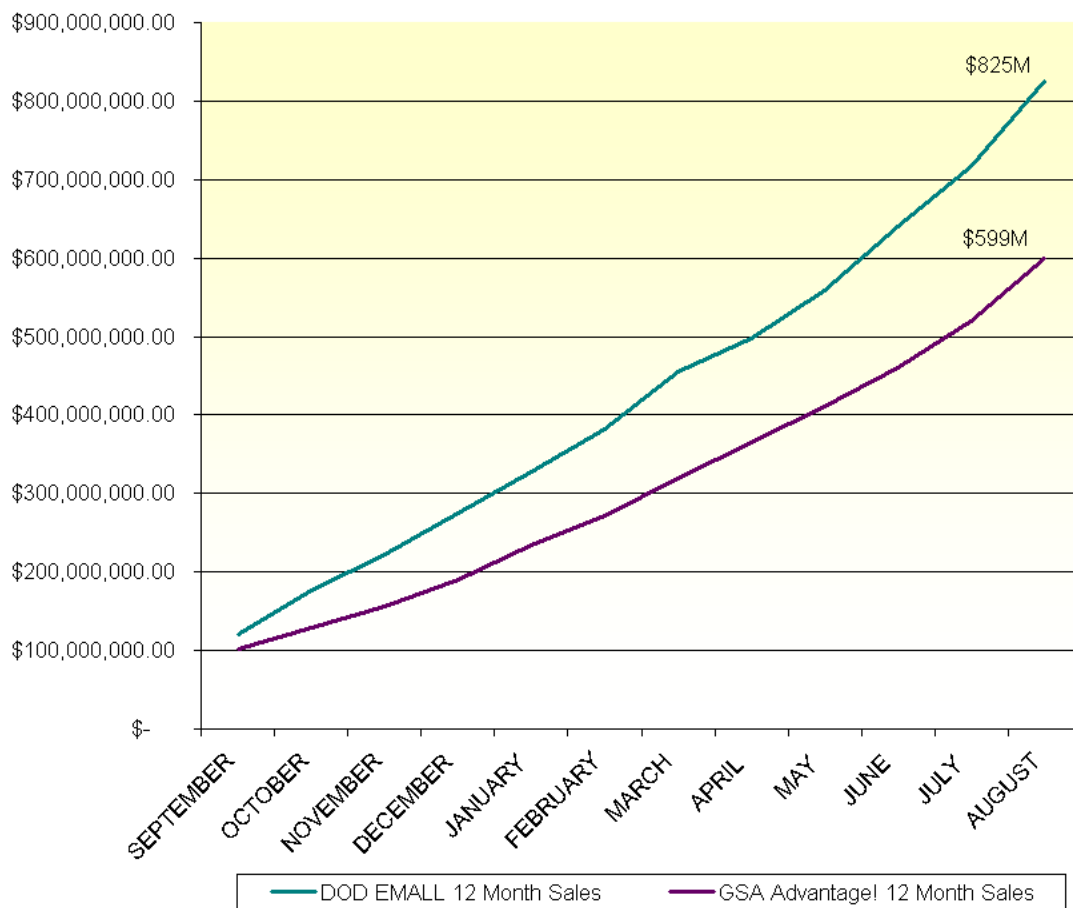
Actionable Government Business Intelligence

Public Sector Sales Overview

Office Equipment, Accessories & Supplies

Over the past 12 months, sales to the Government through its two major eCommerce web sites, DOD EMALL and GSA Advantage! continue to surpass sales in previous years. Combined sales over the past year total more than \$1.4 Billion; \$825M+ in sales through DOD EMALL and \$599M+ in sales through GSA Advantage!

12 Month Sales History - DOD EMALL and GSA Advantage!



The single largest commercial sales segment across both DOD EMALL and GSA Advantage! is the **Office Equipment Accessories and Supplies** category (UNSPSC Category 44). Sales in this market segment over the past 12 months totaled more than \$186M in combined portal sales. In the past month alone, commercial catalog sales in this category totaled more than \$21M; \$11M+ on DOD EMALL and \$10M+ on GSA Advantage!



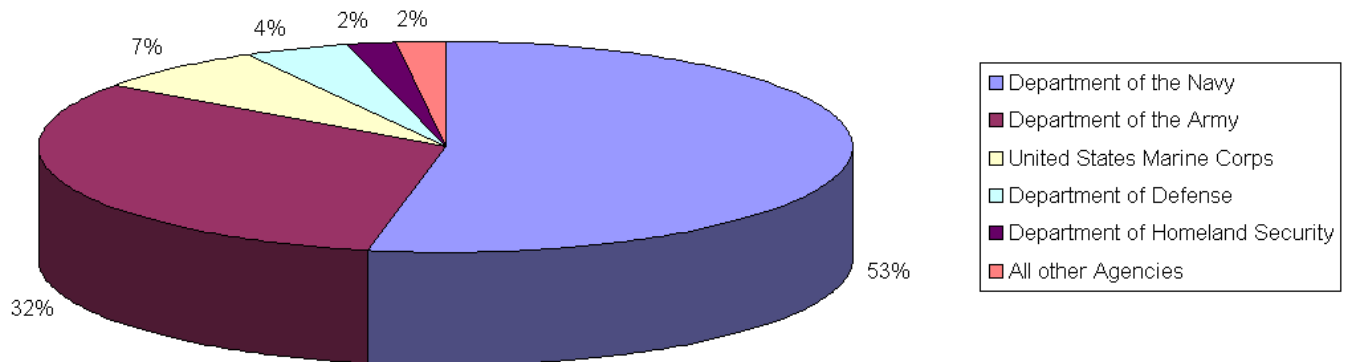
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Within the Office Equipment Accessories and Supplies product category, commercial catalog sales last month were concentrated within the following product sub-categories:

- Toner Cartridges - \$10M in combined portal sales
- Printer and Facsimile and Photocopier Supplies and Accessories - \$1.8M in combined portal sales
- Ink Cartridges - \$1.6M in combined portal sales
- Paper Shredders - \$1M in combined portal sales
- File Folders - \$730k in combined portal sales
- Binders - \$515k in combined portal sales
- Ball Point Pens - \$545k in combined portal sales
- Organizers and Accessories - \$405k in combined portal sales
- Dry Eraser Boards and Accessories - \$270k in combined portal sales
- Envelopes - \$215K in combined portal sales

On DOD EMALL, sales within the Office Equipment Accessories and Supplies category last month totaled more than \$11M. Portal sales to the Department of the Navy, Department of the Army, and the United States Marine Corps accounted for 92% of all purchases within this category.

DOD EMALL Agency Purchases within Office Accessories, Equipment & Supplies



The top selling SKUs within this category on DOD EMALL last month were:

- Xerox - Part Number 108R00645 – Xerox 6360 Imaging Unit. Sales for this SKU last month totaled more than \$209k.
- Xerox - Part Number 106R01218 – Xerox Phaser 6360 High Capacity Cyan Toner Cartridge. Sales for this SKU last month totaled more than \$170k.
- Xerox - Part Number 106R01221 – Xerox Phaser 6360 High Capacity Black Toner Cartridge. Sales for this SKU last month totaled more than \$160k.
- Xerox - Part Number 106R01219 – Xerox Phaser 6360 High Capacity Magenta Toner Cartridge. Sales for this SKU last month totaled more than \$160k.
- Xerox - Part Number 106R01220 – Xerox Phaser 6360 High Capacity Yellow Toner Cartridge. Sales for this SKU last month totaled more than \$160k.



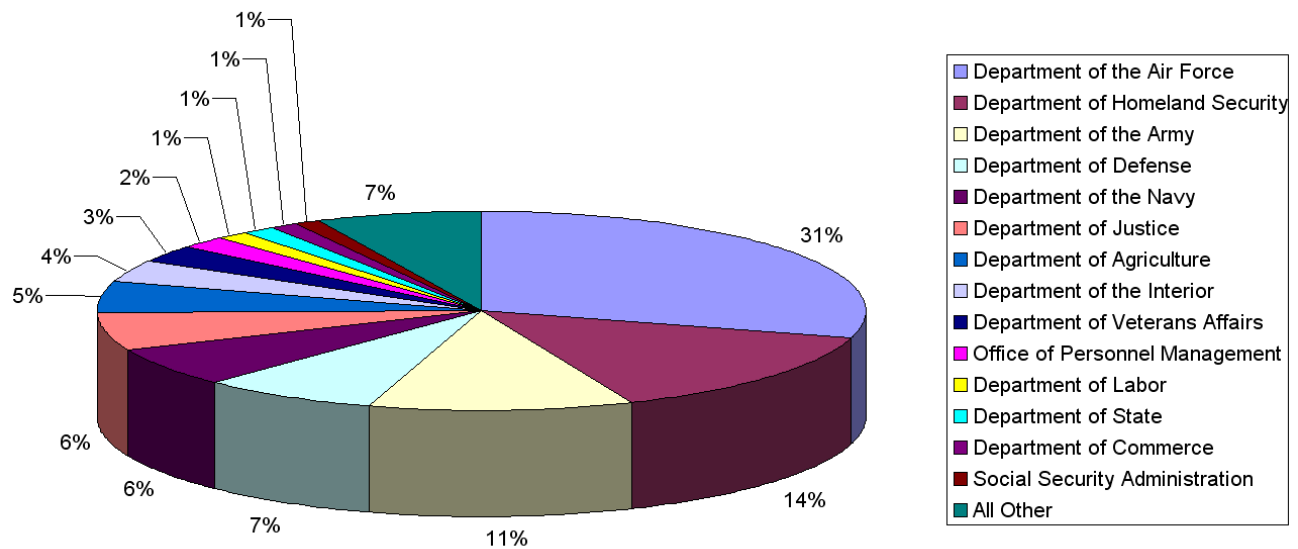
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- Xerox - Part Number 106R01214 – Xerox Phaser 6360 Standard Capacity Cyan Toner Cartridge. Sales for this SKU last month totaled more than \$150k.
- Hewlett Packard - Part Number Q7551A – HP LaserJet P3005/M3027 Smart Print Cartridge. Sales for this SKU last month totaled more than \$125k.
- Xerox - Part Number 106R01217 – Xerox Phaser 6360 Standard Capacity Black Toner Cartridge. Sales for this SKU last month totaled more than \$100k.
- Xerox - Part Number 106R01216 – Xerox Phaser 6360 Standard Capacity Yellow Toner Cartridge. Sales for this SKU last month totaled more than \$95k.
- Xerox - Part Number 106R01215 – Xerox Phaser 6360 Standard Capacity Magenta Toner Cartridge. Sales for this SKU last month totaled more than \$90k.

The top DOD EMALL vendors successfully selling in the Office Equipment Accessories and Supplies category last month were Corporate Express Office Products, The Office Group (Stephen's Office Supply), Metro Office Solutions, Envision Express and ABM Federal Sales. These five vendors captured more than 32% of the sales in this category last month. Congratulations to these vendor's on their success!

On GSA Advantage!, sales within the Office Equipment Accessories and Supplies category last month totaled more than \$10M. Sales to the Department of the Air Force, Department of Homeland Security, Department of the Army, and the Department of Defense accounted for 62% of the purchases within this category.

GSA Advantage! Agency Purchases within Office Accessories, Equipment & Supplies





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The top selling SKUs within this category on GSA Advantage! last month were:

- Hewlett Packard - Part Number 0S1S1Q5942XD – Toner Cartridge for HP 4350/N/TN/DT. Sales for this SKU last month totaled more than \$125k.
- Hewlett Packard - Part Number CB472A201 – HP 9250C Digital Sender Document Scanner. Sales for this SKU last month totaled more than \$115k.
- Hewlett Packard - Part Number Q5950A – HP Color Laser Jet 4700 Colorsphere Black Print Cartridge. Sales for this SKU last month totaled more than \$105k.
- Hewlett Packard - Part Number Q5951A – HP Color Laser Jet 4700 Colorsphere Cyan Print Cartridge. Sales for this SKU last month totaled more than \$80k.
- Hewlett Packard - Part Number Q5952A – HP Color Laser Jet 4700 Colorsphere Yellow Print Cartridge. Sales for this SKU last month totaled more than \$75k.
- Hewlett Packard - Part Number Q5953A – HP Color Laser Jet 4700 Colorsphere Magenta Print Cartridge. Sales for this SKU last month totaled more than \$75k.
- Hewlett Packard - Part Number C9720A – HP Color Laser Jet 4600/4650 Smart Print Black Print Cartridge. Sales for this SKU last month totaled more than \$70k.
- Hewlett Packard - Part Number C9723A – HP Color Laser Jet 4600/4650 Smart Print Magenta Print Cartridge. Sales for this SKU last month totaled more than \$70k.
- Hewlett Packard - Part Number C9721A – HP Color Laser Jet 4600/4650 Smart Print Cyan Print Cartridge. Sales for this SKU last month totaled more than \$70k.
- Hewlett Packard - Part Number Q6470A – HP Color Laser Jet 3600/3800 Smart Print Black Print Cartridge. Sales for this SKU last month totaled more than \$65k.

The top Office Equipment Accessories and Supplies vendors on GSA Advantage! last month were Supply Saver Inc., OfficeMax Inc., Divine Imaging Inc., Capitol Supply and Supplies Now. Sales from these five vendors account for more than 15% of the commercial catalog sales in this category last month. XSB congratulates these suppliers on their success!

Sales to the Federal Government through DOD EMALL and GSA Advantage! will continue to grow rapidly over the next several years. For commercial catalog vendors, these market places represent a tremendous opportunity but also a unique set of challenges. DOD EMALL presently has 1,900+ commercial contracts and GSA Advantage has more than 7,700 commercial contracts vying for their share of sales through DOD EMALL and GSA Advantage! With new catalog vendors being added each week, and in an environment where the top 10% of the suppliers capture 80% of the sales, how can you compete?

Warwick® provides eCommerce catalog vendors with accurate, actionable business intelligence on seasonality, segmentation and price in the public procurement market. The system enables vendors to better understand commercial item and NSN procurement from 130 Federal agencies. Additionally, Warwick helps vendors understand the competition by providing intelligence on who is selling what products and at what price the products are being procured.

For more information on Warwick™ contact us at 631-444-6820 or email us daria@xsb.com