



Who Is Your eVA Target Audience?

Using eVA's helpful "**Order Summary Report,**" you can research past orders on your product or service, and gain valuable insight into trends in the eVA marketplace.

To use this report, you will first need to find the state's classification codes for your product/service. Go to www.eva.virginia.gov, then click on "**NIGP Code Look Up**" in the left-hand navigation. For eVA registered vendors, NIGP codes define a company's capabilities for eVA buyers. Buyers will search for vendors and make purchases using NIGP codes.

Using the online NIGP search tool, enter **keywords** that correspond to your product or service. This search produces codes and their descriptions which contain an exact match of your search term. Some descriptions may include your keyword, but may be a related category—not an exact match. Examine your results to find the best matches for your company.

One-word searches work best. Multi-word searches can limit your results. If you don't get any results from your initial search, try substituting related industry terms and be creative—think about how your customer might define what you do. Make a note of NIGP codes that apply to you.

The number of NIGP codes that apply will vary from business to business. There is no limit to the number of NIGP codes eVA registered vendors can have in their vendor profiles.

Accessing the eVA "**Order Summary**" report is easy. From www.eva.virginia.gov, select "**Public Reports**" from the bulleted Quick Links in the center of the home page.

Click on "**Public Report – eVA Order Summary With Standard NIGP Commodity Code Search.**" Enter a "Begin Date" and "End Date," being careful to notice the required style—"00/00/0000." Next, locate your desired NIGP in the scrolling menu. Highlight your choice. Then click "Submit."

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It is possible to search more than one NIGP commodity code by holding down the “**Ctrl**” key on your keyboard, and highlighting additional codes. Exercise caution here, as too many codes entered at once can result in a failed report or the report may take too long to download.

Begin with a **shorter date range**, as reports spanning longer time frames produce larger reports—either taking too long to download, or possibly failing. This varies by NIGP code and happens most frequently in areas with high spend. If your initial efforts produce limited or no order history, then try expanding your date range. If your report seems to take too long to download, retry with a shorter date range.

The resulting report appears like a **spreadsheet**. The initial screen shows the order total for the NIGP. To evaluate the report, click on the blue “NIGP Code” in the first column. This will expand the report to show individual orders. Here you’ll see **purchasing agency, buyer contact information, order amount, and vendor** for each transaction. To save your own electronic copy of this report for further analysis, use the “**Excel 97**” download link in the upper left hand corner. This will be helpful as a “**target**” customer list for your sales and marketing.

For further order details in the original report, click the blue “**PO Number**” in the first column. This expands to show a snapshot of the original purchase order. *NOTE: These purchase order links won't remain “live” once your report is downloaded in Excel.*

Electronic Purchasing For Virginia Government

The Commonwealth does purchasing through eVA, www.eva.virginia.gov, a dynamic government-to-business website that automates and streamlines Virginia’s government purchasing. eVA is managed by the Commonwealth’s eProcurement Bureau, part of the Division of Purchases and Supply, within the Department of General Services (DGS), www.dgs.virginia.gov. DGS establishes purchasing policies that support wise use of state funds, contributing to operational excellence statewide.