

WEBINAR

G-Cloud 14: What's happening, who's winning and how you can too

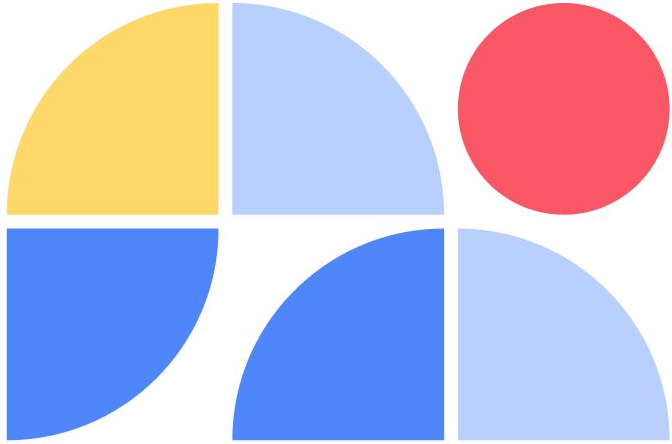
📅 10-11am, Thursday 24th April 2025

📍 Zoom

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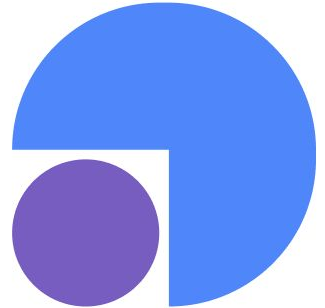


Nono Sugawara
Account Executive, Stotles



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The platform for
**doing business
with government**



Aims

The aim of this session is to:

- ✓ Give you a deep understanding of G-Cloud 14's current state of play.
- ✓ Offer you actionable strategies to immediately start winning on G-Cloud 14.
- ✓ Provide guidance on how to prepare for G-Cloud 15.

Agenda

- **Introductions**
- **Section 1: G-Cloud 14 spend so far**
- **Section 2: Successful G-Cloud strategies**
- **Section 3: Quick wins to start today**
- **Section 4: Getting ready for G-Cloud 15**
- **Q&A**

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01

G-Cloud 14 spend so far

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Understanding the current state

Most important themes we'll focus on

- 💰 Breaking down the £126.7m spend in G-Cloud 14 so far
- 🌐 Differences in amount won in SME vs Enterprise
- 🏢 What verticals are spending the most on G-Cloud 14

More competition than ever

£126.7m

Spent through G-Cloud 14



582

Unique suppliers awarded

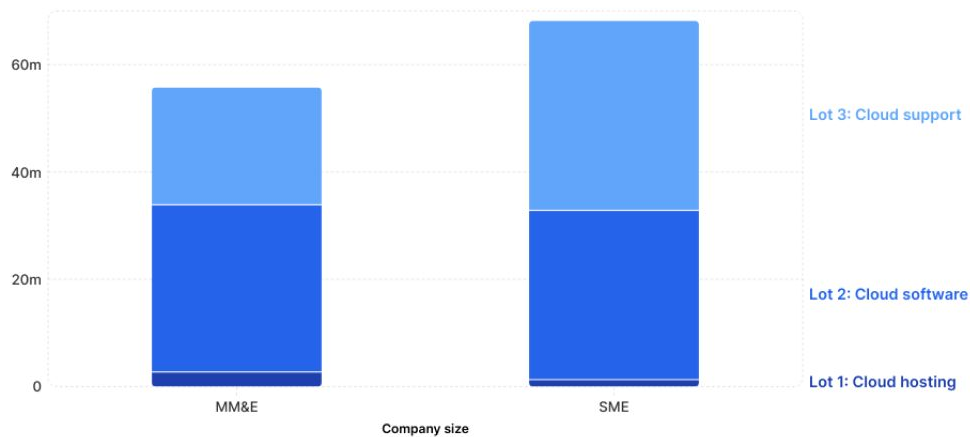


<14%

Of total suppliers on G-Cloud 14 awarded

MM&E vs SME

G-Cloud 14: SME vs MM&E



Source: Stotles x Advice Cloud

Which verticals are spending the most?

Discrepancy in spend by verticals

Central Government - £51m

Healthcare - £36m

Local Government - £19.2m

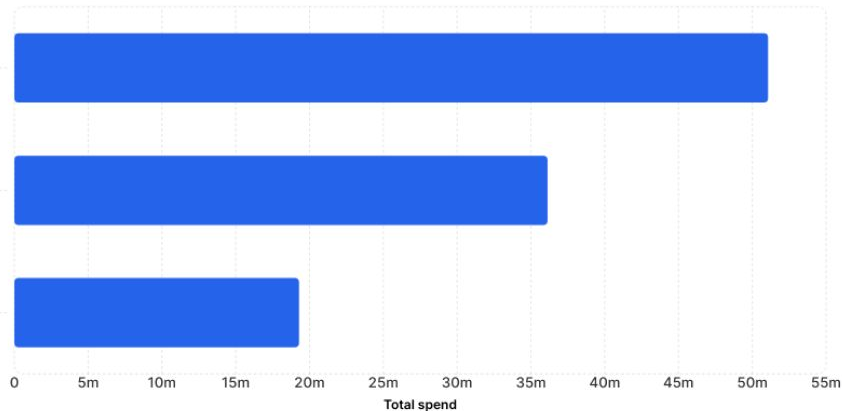
G-Cloud 14: Most active buyers

Buyer type

Central Government

Healthcare

Local Government



Source: Stotles x Advice Cloud

What's actually being bought

Title & buyer	Supplier(s)	Value	Publish date	Expiry date
HMPPS Data Hub Support, Maintenance and Enhancement ✓ Ministry of Justice	Modular Data	£9,900,000	31 Jan, 2025	10 Feb, 2028
Unified Support HM Revenue & Customs (HMRC)	Microsoft Ltd	£8,305,285	20 Dec, 2024	28 Dec, 2027
Transition & Exit Tech Support Services Ministry of Justice	AMPITO GROUP LLP	£8,300,000	10 Apr, 2025	27 Mar, 2029
Payroll and HR SaaS Solution University of Lincoln	Zellis UK Ltd	£6,117,152	14 Feb, 2025	31 Mar, 2028
Provision of Consultation Services Department for Levelling Up, Housing and Communities (...)	LIVEWIRE CONSULTANCY LIMITED	£4,500,000	28 Feb, 2025	9 Feb, 2028
C-Scope Maritime Domain Awareness System Maritime and Coastguard Agency	Kongsberg Norcontrol Ltd	£4,215,572	21 Mar, 2025	31 Mar, 2028

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02

Successful G-Cloud strategies

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Bad strategy

Good strategy

- ⊗ **Treating G-Cloud as an automatic revenue generation machine**
- ⊗ **Poor service definitions and lack of searchability on Digital Marketplace**
- ⊗ **Reactive sales processes waiting for the buyer to come to you**

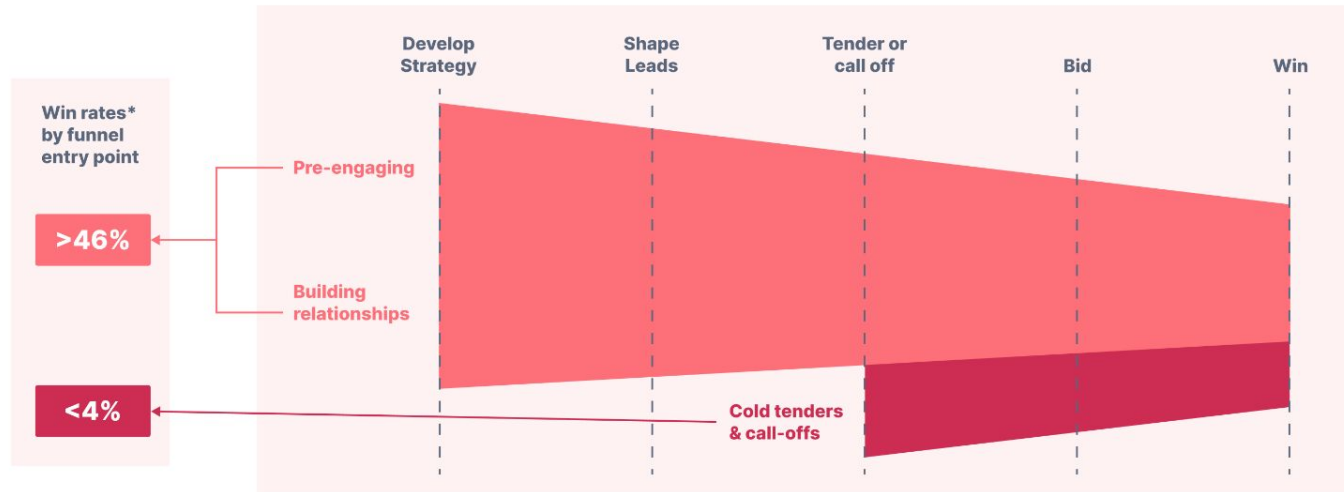
Bad strategy

Good strategy

- ✓ **Using G-Cloud to start conversations with buyers**
- ✓ **Proactively identifying buyers with intent and confirmed pipelines**
- ✓ **Leveraging data to position your services against competition**

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Why do you need a G-Cloud strategy?









03

Quick wins to start today

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01 Identify accounts for proactive outreach

Find early buying signals

Signal score	Title & buyer	Expiry date	Value	Supplier(s)	Framework
 3	Digital Robotic Process Automation Department for Environment, Food and Rural A...	30 Nov, 2025	£242,000	UIPath SRL	G-Cloud 13 Call-off
 3	Robotic Process Automation United Lincolnshire Hospitals NHS Trust	8 Aug, 2027	£528,320	E18 CONSULTING LTD	G-Cloud 13 Call-off
 3	Robotic Process Automation Software Devon & Cornwall Police+ 5 more	30 Oct, 2027	£575,000	Softcat PLC	Technology Products &... Call-off
 3	UKHO User Experience Capability UK Hydrographic Office	4 Sept, 2025	£1,000,000	BJSS Limited	Digital Outcomes 6 Call-off
 3	ecm_11330 - DWP Intelligent Automation Gara... Department For Work and Pensions (DWP)	17 Oct, 2026	£9,993,614	UIPath SRL	G-Cloud 13 Call-off
 3	Robotic Process Automation (RPA) Licences HM Land Registry (HMLR)	24 Oct, 2025	£318,440	UIPath SRL	G-Cloud 13 Call-off

02 Research and qualify your accounts

Understand challenges and budgets

its source for all information systems at all levels leads to a positive reinforcing spiral of quality improvement. When we are close to our data and manage and own it we become experts and can recognise quickly where deviations are occurring.

This infrastructure will only be effective if we can embed the ownership of data.

This starts with our approach to the electronic patient record for secondary mental health services (SEd) which supports two hundred teams across city sites. We understand that there is still significant work to do to ensure the clinical processes are clear and understood and so we will use organisations to make quick progress on standardising our services where it is clinically appropriate. Our Clinical Process Group, with the Information Office, will be working to make rapid progress in the next few months, this will be followed by a period of health data that will provide the virtual care. During the year, we will be looking to

Buying signal: strategy document

During the FY 24/25 year, we will look to implement the use of Cloud tooling within the department to understand how it can streamline our processes and increase efficiency.

3-Year Capital Programme

ICT

Item	2025/26 £000	2026/27 £000	2027/28 £000	Total £000
Fortinet firewalls	62	-	-	62
Fleet Connectivity	40	-	-	40
LAN Refresh	100	100	-	200
MDT Replacement	120	-	-	120
General Provision	-	100	100	200
Total	322	200	100	622












The previous WPI's had correctly recognised the temporary nature of the rise in energy costs and funded these through the creation of a £4M energy reserve. This energy reserve is forecast to be fully offset by the end of 2026/27 when energy prices are expected to have returned to more manageable levels.

Whilst the graph shows that the rate of increase in inflation is anticipated to reduce, the cumulative effect of inflation is now baked into contracts. Therefore, with the exception of energy costs, the resulting higher rates of pay and contractual WPI/PI changes are now reflected into future costs but importantly the Police Pensions Grant allocation for 2025/26 has not been increased to offset these costs.

03 Pre-engage with your key accounts

Start speaking to stakeholders

Buyer contacts		
<input type="text" value="digital"/>	Function ▾	Seniority ▾
All filters 2		Clear filters
<input type="checkbox"/> Job title & Contact name	Contact information	Buyer
<input type="checkbox"/> Head of Customer & Digital Services Ms Andrea Curson	 andrea.curson@horsham.g...  01403-215457	 Horsham District Council Local > Local authority
<input type="checkbox"/> Head of Digital Services Dr Dafydd Tudur	 dafydd.tudur@library.wales  01970-632564	 The National Library of... Central > Agencies and...
<input type="checkbox"/> Head of Service – Digital and Data Mr Andrew Hopkins	 andrew.hopkins@exeter.go...  01392-265116	 Exeter City Council Local > Local authority

Key takeaways

- ⚡ G-Cloud presents a big opportunity if used correctly
- 💡 It's not a marketing engine, nor a sole source of truth
- 💪 Focusing on the right buyers & pre-engaging proactively drives 10x results



04

Getting ready for G-Cloud 15

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Key dates and information

 G-Cloud 15 tender to be issued 23 July 2025

 The framework will run from 18 March 2026 - 17 September 2027

 Predicted to be even more competitive, due to effects of the Procurement Act 2023

 Estimated value to be £4.8B ex VAT



Offering G-Cloud listing services with **90%+ average quality score**

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Final words

Want to put these tactics into action?

Book a quick follow-up with our team - we'll help you shape a winning public sector strategy.



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