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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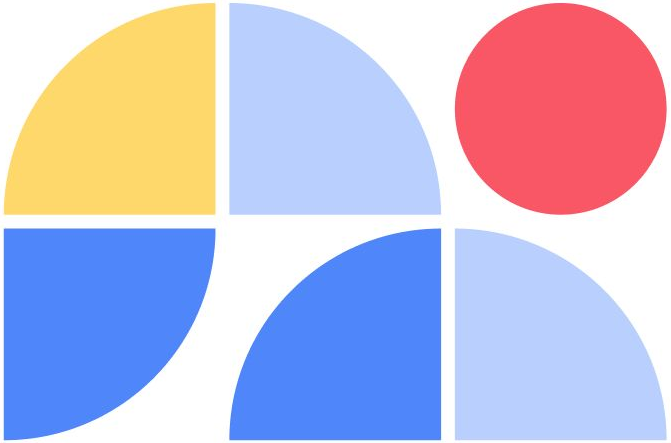

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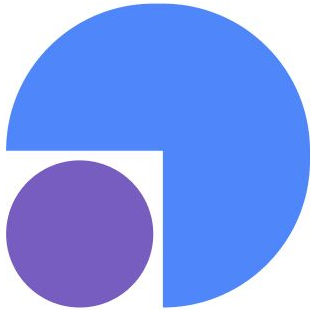
The platform for
doing business
with government

Microsoft GENESYS appian workday CLOUDFLARE salesforce

snowflake dun & bradstreet AtkinsRéalis CGI CIVICA

UiPath HashiCorp zscaler vodafone ZOOM Moody's



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.

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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

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More competition than ever

£126.7m

Spent through G-Cloud 14

582

Unique suppliers awarded

<14%

Of total suppliers on G-Cloud 14 awarded

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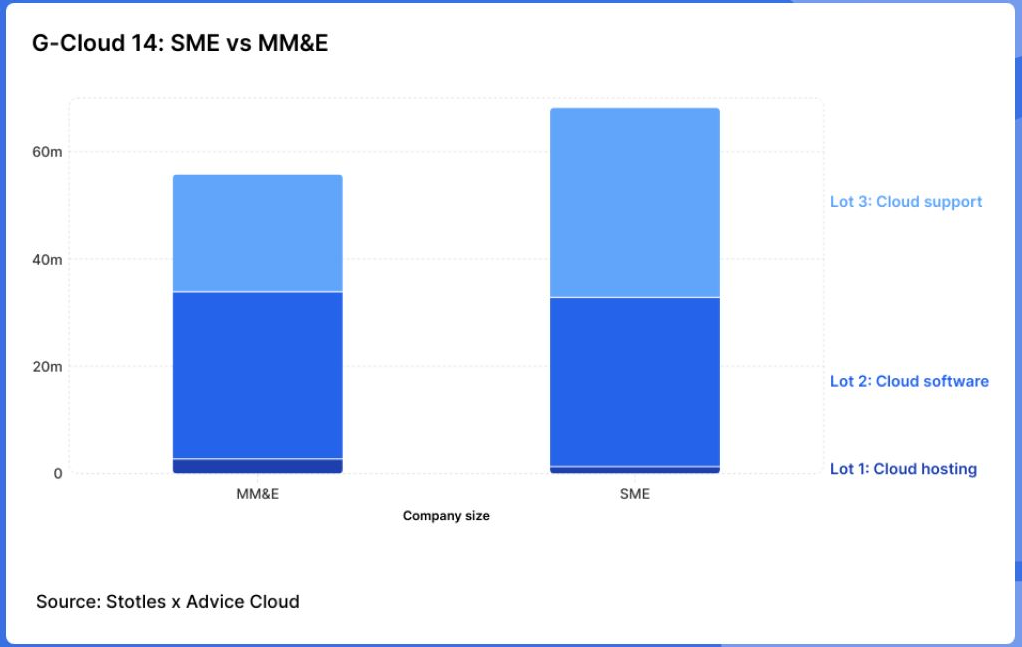
MM&E vs SME



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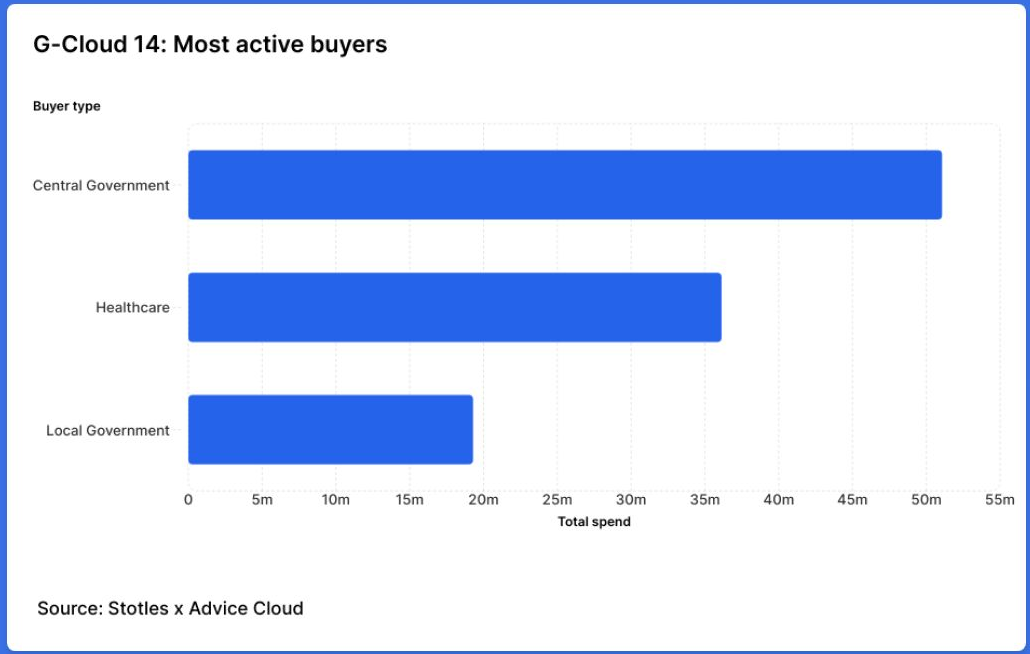
Which verticals are spending the most?

Discrepancy in spend by verticals

Central Government - £51m

Healthcare - £36m

Local Government - £19.2m



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What’s actually being bought

Title & buyer	Supplier(s)	Value	Publish date	Expiry date
HMPPS Data Hub Support, Maintenance and Enha... 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**

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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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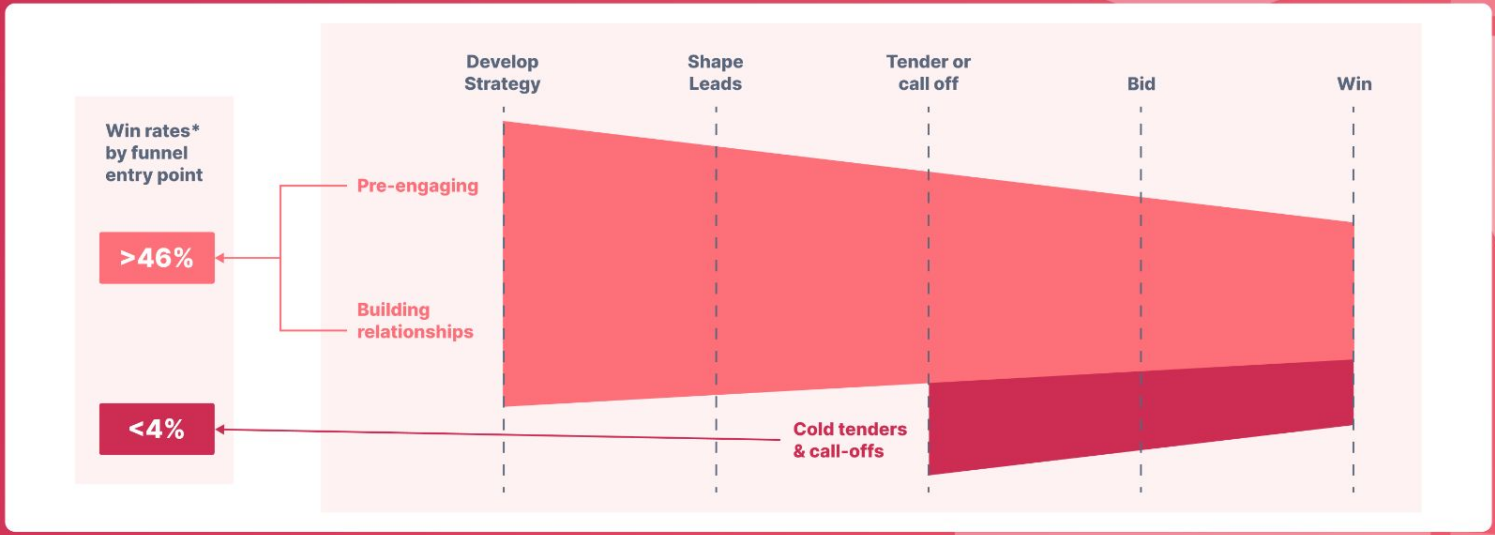
Why do you need a G-Cloud strategy?



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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

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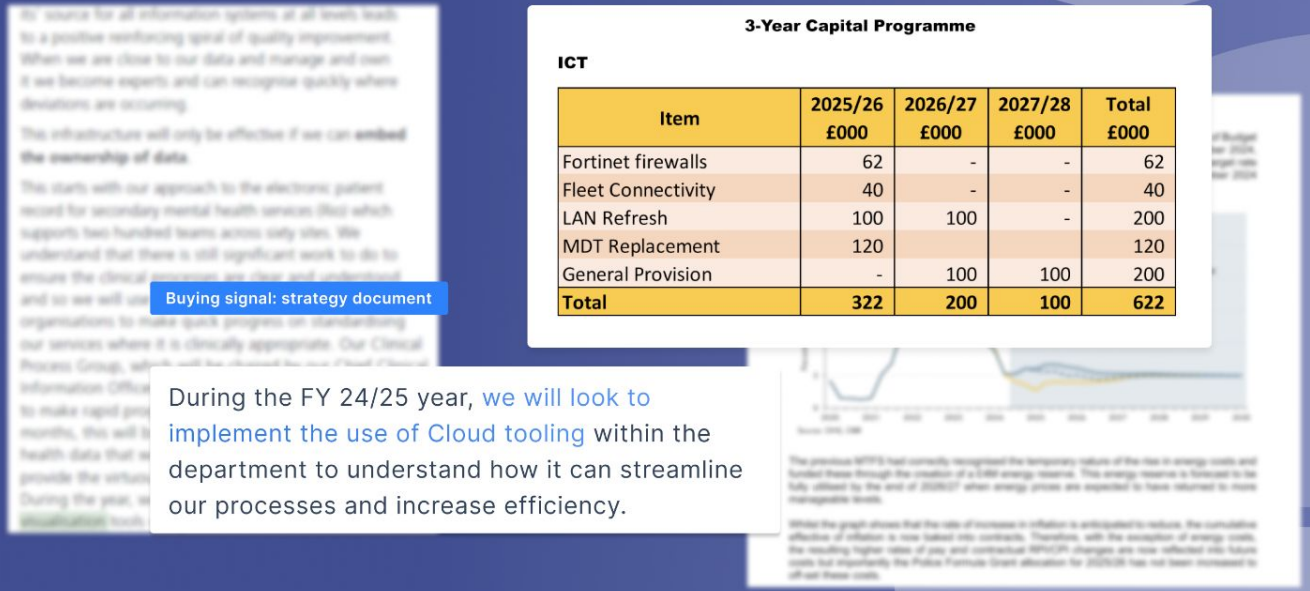
02 Research and qualify your accounts

Understand challenges and budgets



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**

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.

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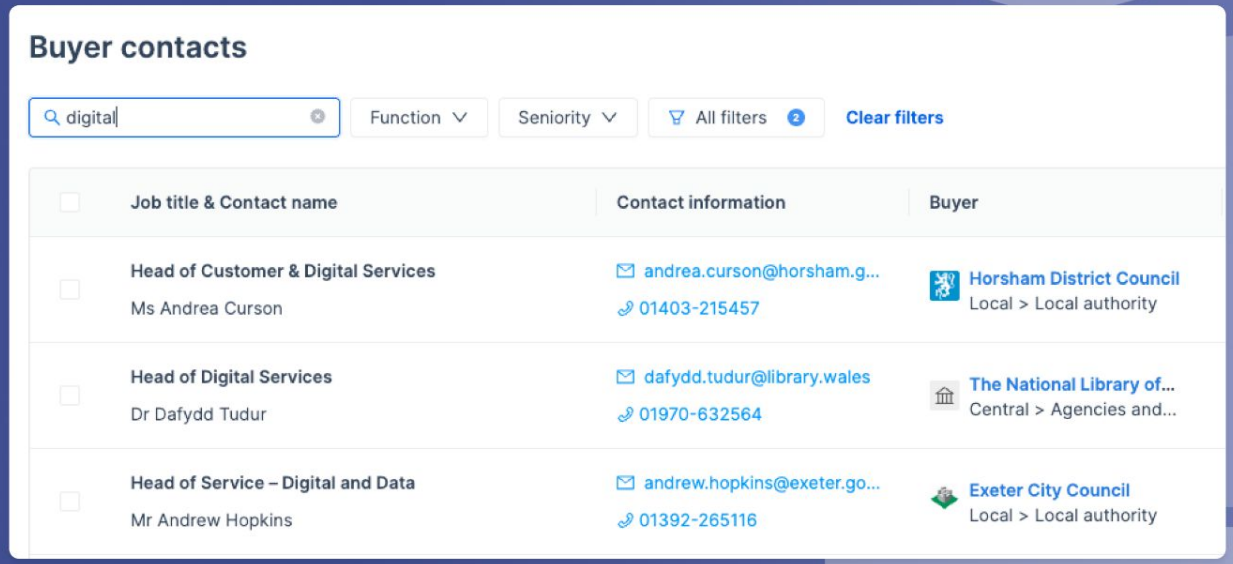
03 Pre-engage with your key accounts

Start speaking to stakeholders



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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

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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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