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G-Cloud 14
How do top suppliers use
it to their advantage?

Welcome 👋

Dylan Keth

Sales Lead at Stotles

Aims of the webinar 🎯

Understand the role G-Cloud can play in your **public sector GTM strategy** 🧠

Send you away with **concrete tactics** for getting the most out of a G-Cloud 14 listing 🏆

Agenda.

Introduction to G-Cloud 14

Pros and cons of G-Cloud 14

How do top public sector suppliers use G-Cloud to **gain an edge?**

Expert spotlight: John Kelly, Head of Customer Success at Stotles and Former Head of Public Sector at Freshworks UK & Vodafone IR

Expert spotlight: David Mitton, Head of Government and Patrice Bendon, Customer Success Director at Dun & Bradstreet

Expert spotlight: Jennifer Benge, Head of Sales and Marketing at Bedroq

Using framework **intelligence to get ahead**

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The platform for
doing business with government.

Trusted by thousands of public sector
suppliers - big and small - including...

CIVICA

salesforce

workday.

JUNIPER
NETWORKS

M

hippodigital

freshworks

snowflake

Medallia

ATKINS

MOTT
MACDONALD

M

MultiTime

Pulse question.

What is your level of experience for working with the public sector?

A | We're **brand new** and looking to land our first pubsec contract.

B | We've **dipped our toes**, won a couple but looking to do better.

C | We're **gaining steam.** We've won over ten contracts and are looking to expand.

D | We're **seasoned pubsec professionals** and we repeatedly win over 10 contracts per year.

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What is your history with G-Cloud?

A | We've **never been on G-Cloud** and are hoping 14 will be our first listing.

B | We've been on Gloud 13 or a previous iteration but **didn't have much success.**

C | We've been on G-Cloud 13 or a previous iteration, had some success but **want to get even more out of it.**

D | We've been on every G-Cloud iteration **since the beginning.**

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What is **G-Cloud 14?**

The basics.

G-Cloud (RM1557) is a framework designed to help the government purchase **cloud-based solutions**

Hosted by **Crown Commercial Service** (CCS)

Broken down into **4 lots,** depending on the type of product or service you're listing

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The lots.

Lot 1 🏡
Cloud Hosting (IaaS & PaaS)

Lot 2 🙍‍♀️
Cloud Software (SaaS)

Lot 3 ⚒️
Cloud Support

Lot 4 💯
End-to-End Cloud Services

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G-Cloud 14 timeline.

ITT live
Mon 19th Feb

Framework award
Autumn 2024

Pre-market engagement
Up to 24th Jan 2024

Applications close
Tues 7th May

G-Cloud 14 live
Sun 24th Nov

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What do I need to do before I apply?

G-Cloud 13 veterans 📜
Nothing - if you are on G-Cloud 13, you <u>should</u> already be registered.

G-Cloud novices 🐣
If you've not bid before you need to register on Digital Marketplace.

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The usual things to remember.

Lots 1-3

It might seem obvious...

🌐 Download the ITT from the **CCS website** or **Find a Tender**

📥✉️ Apply via **Digital Marketplace**

📖 **Read** and **understand** the bid pack

🔍 Double check your **company details**

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Save yourself time.

Lots 1-3

👯 **Copy** what you can...

💬 Answers to G-Cloud 13 **services questions**

📝 G-Cloud 13 **service description,** features and benefits

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New for G-Cloud 14.

Lots 1-3

Be aware of the changes...

🤨 There is a **new Standard Selection Questionnaire** PPN 03.23

♻️ You will **NOT be able to reuse** previous G-Cloud **declaration questions**

🥉 Lots 1-3 will be subject to a **Bronze Plus EFS approach**

Things are a little different.

Lot 4

🧠 Think of this as a **separate framework and competition**

🫴 There are **only 40 spaces**

🏃 It **works the same** as Lots 1-3 but is runs separately

🥇 Every supplier is subject to the **EFS Gold Standard**

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Things are a little different.

Lot 4

🕵️ Every bidder will **need to complete an FVRA** and submit as part of their tender submission

📊 Financial metrics

🗂️ Supporting evidence

💬 Bidder commentary

📈 Metric outputs

💡 Look at the Cabinet Office's **Financial Viability and Risk Assessment Tool**

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Need help getting onto G-Cloud 14.

Talk to our partners...

advicecloud

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Advice G-Cloud listing services.

Managed service to submit on time

G-Cloud Buyability™ Experts help you **craft your listings**

Reviewing your submission, keywords and associated documents (Service Definition)

Already listed? Advice Cloud help you make sure you're in a **better position** on G-Cloud 14

Navigate the **Selection Questionnaire** easily

Easy to **understand templates** and **review feedback**

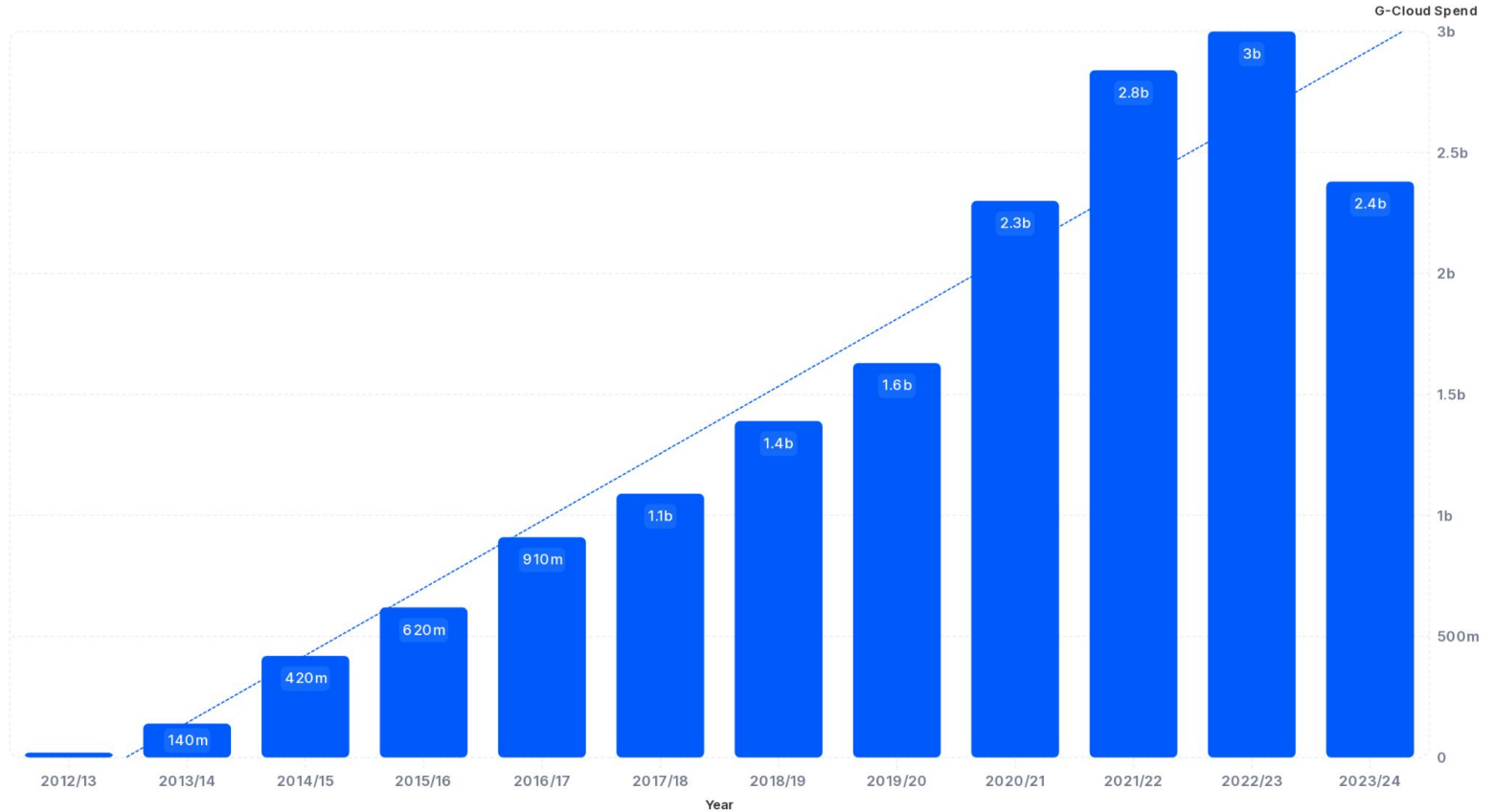**Designated specialist** at hand to get you to the finish line

Book a chat with Advice Cloud

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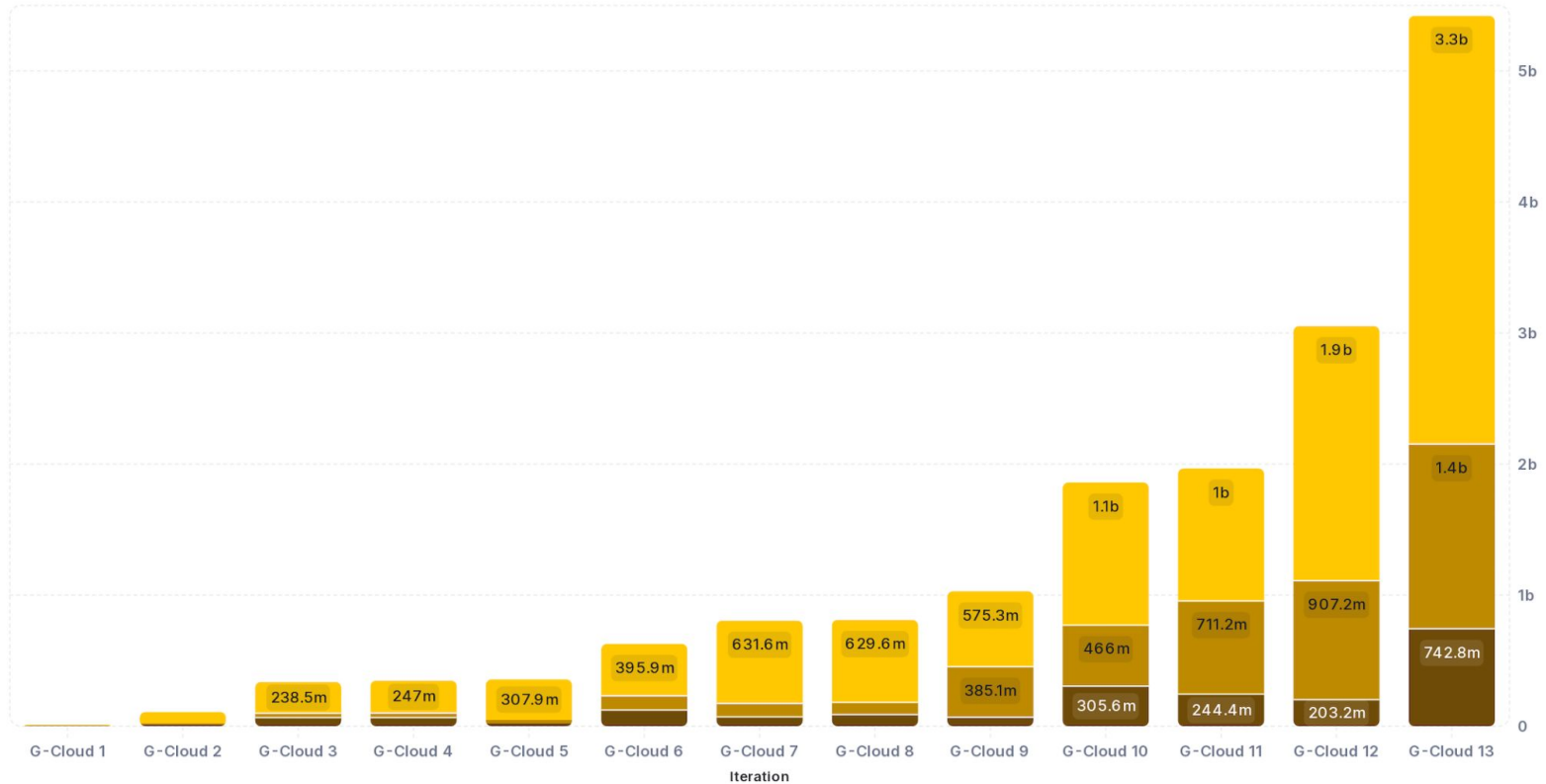# Historical G-Cloud
Performance

Annual Spend on G-Cloud

Year	G-Cloud Spend
2012/13	
2013/14	140m
2014/15	420m
2015/16	620m
2016/17	910m
2017/18	1.1b
2018/19	1.4b
2019/20	1.6b
2020/21	2.3b
2021/22	2.8b
2022/23	3b
2023/24	2.4b

Spend by G-Cloud lot

Lot 1 - Hosting **Lot 2 - Software** **Lot 3 - Support**

Iteration	Lot 1 - Hosting	Lot 2 - Software	Lot 3 - Support
G-Cloud 3			238.5m
G-Cloud 4			247m
G-Cloud 5			307.9m
G-Cloud 6			395.9m
G-Cloud 7			631.6m
G-Cloud 8			629.6m
G-Cloud 9		385.1m	575.3m
G-Cloud 10	305.6m	466m	1.1b
G-Cloud 11	244.4m	711.2m	1b
G-Cloud 12	203.2m	907.2m	1.9b
G-Cloud 13	742.8m	1.4b	3.3b

G-Cloud spend by supplier type

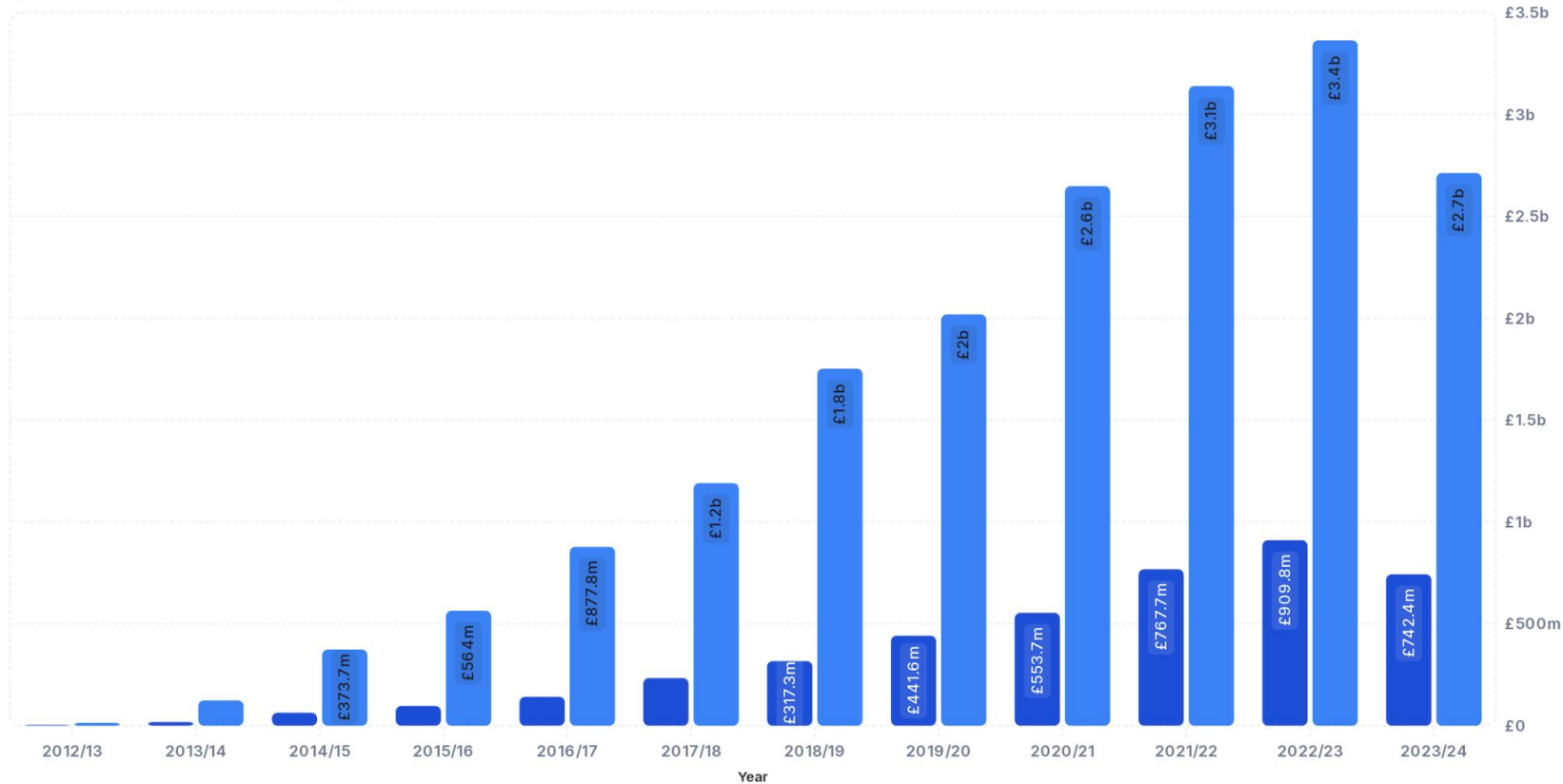Large | SME | Unclassified | SME (Unclassified)

3.41%

39.67%

56.92%
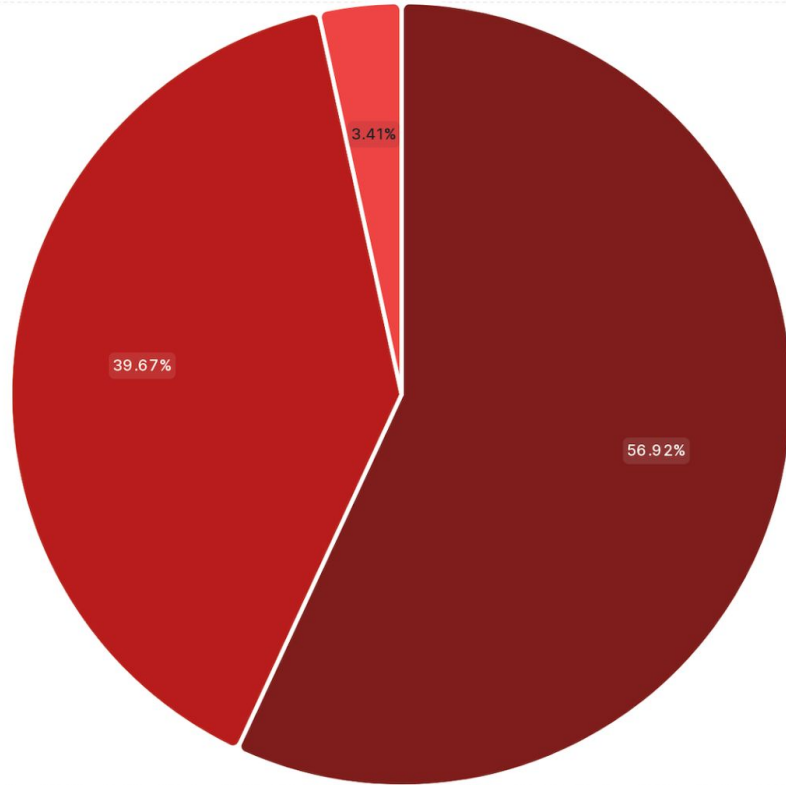
Spend by area of public sector

£4,291,235,564 **£18,772,050,431**

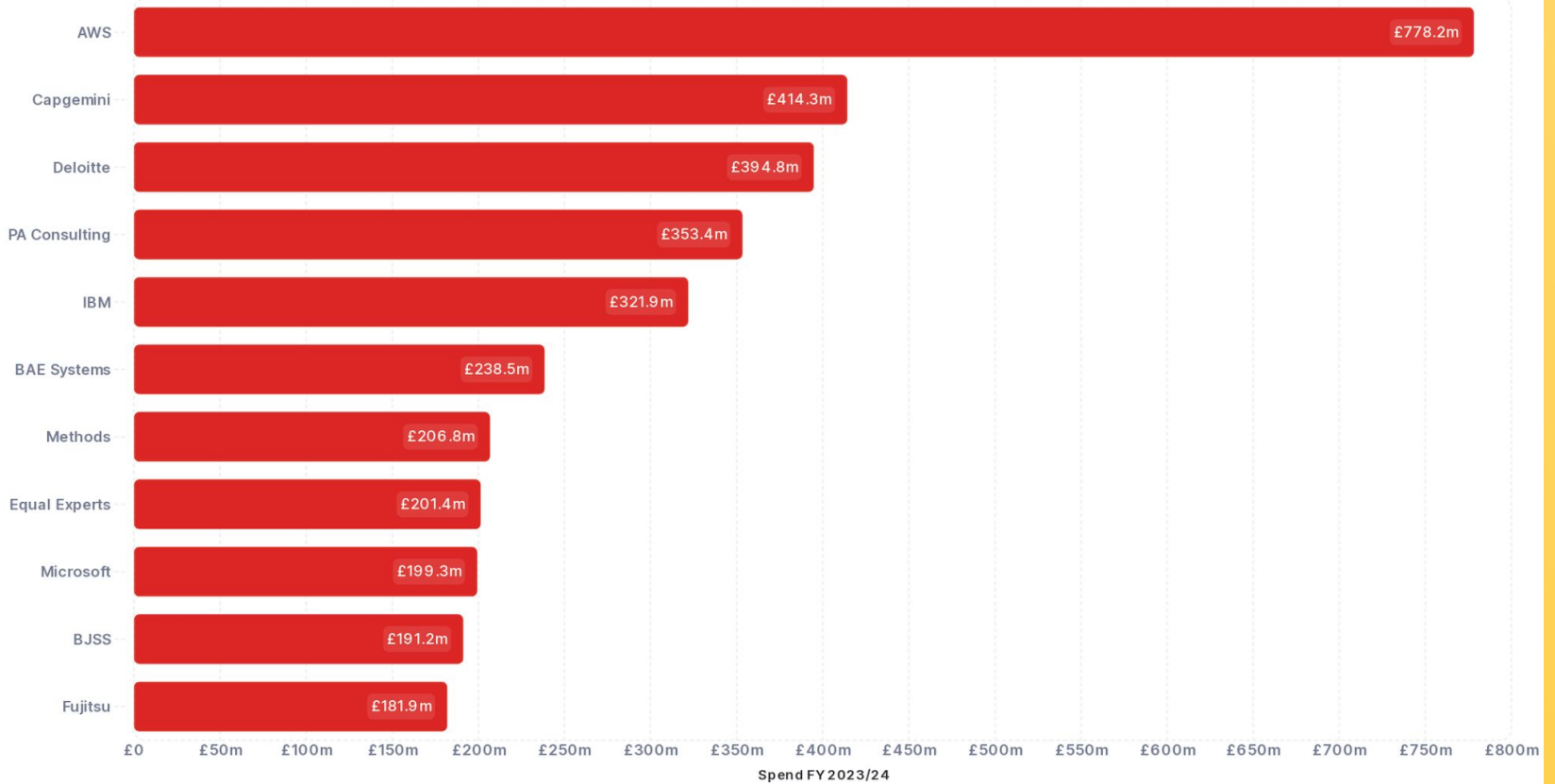■ Total Wider Public Sector Spend ■ Total Central Gov Spend

Year	Total Wider Public Sector Spend	Total Central Gov Spend
2012/13		
2013/14		
2014/15		£373.7m
2015/16		£564m
2016/17		£877.8m
2017/18		£1.2b
2018/19	£317.3m	£1.8b
2019/20	£441.6m	£2b
2020/21	£553.7m	£2.6b
2021/22	£767.7m	£3.1b
2022/23	£909.8m	£3.4b
2023/24	£742.4m	£2.7b

Top G-Cloud buyers 2023/24

Buyer

Buyer	Spend
Department for Work and Pensions	£183m
Home Office	£167.6m
HM Revenue & Customs (HMRC)	£151.1m
Ministry of Justice	£107m
Defence Digital	£74m
NHS England	£57.5m
Cabinet Office	£52.6m
Ministry of Defence	£51m
National Highways	£38.1m
Department for Environment, Food and Rural Affairs	£34.1m
HM Courts and Tribunals Service	£32.8m

Spend FY 2023/24
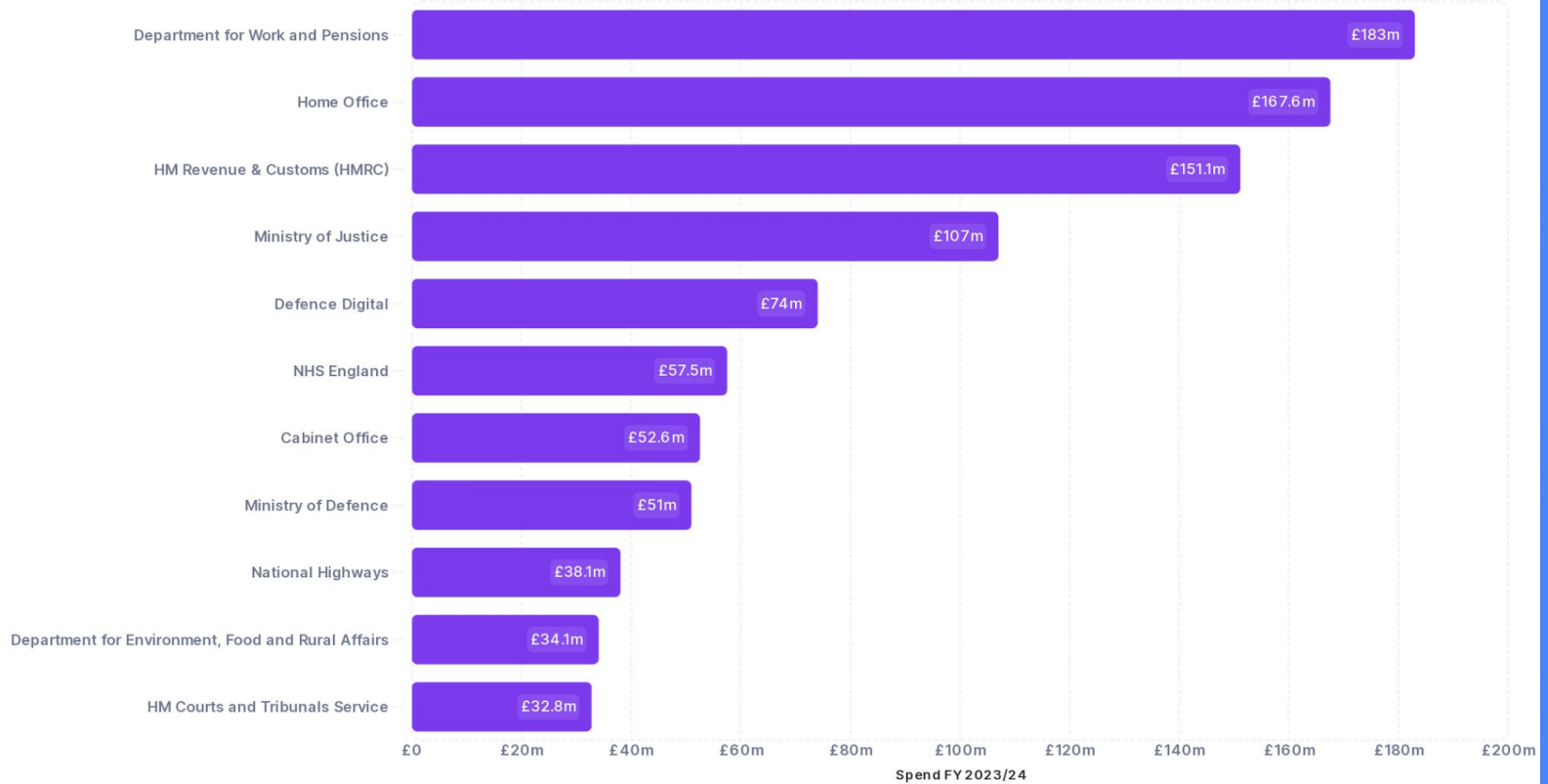
Top G-Cloud suppliers

Supplier

Supplier	Spend FY 2023/24
AWS	£778.2m
Capgemini	£414.3m
Deloitte	£394.8m
PA Consulting	£353.4m
IBM	£321.9m
BAE Systems	£238.5m
Methods	£206.8m
Equal Experts	£201.4m
Microsoft	£199.3m
BJSS	£191.2m
Fujitsu	£181.9m

£0   £50m   £100m   £150m   £200m   £250m   £300m   £350m   £400m   £450m   £500m   £550m   £600m   £650m   £700m   £750m   £800m

Spend FY 2023/24

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Pros and **cons**
of G-Cloud

The pros.

Exclusive and direct **market access** 🚪

Gaining a **competitive edge** ⚔️

Efficient sales process 🏎️

Visibility and **credibility** 🔦

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The cons.

High **resource** requirement 😴

Standing out in a **static landscape** 👀

Getting **frozen in time** while the market shifts 🧊

Limited interaction with buyers 🚫

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How do **top suppliers** use G-Cloud to **gain an edge?**

1. Keep your eyes on the market.

Be proactive - the most meaningful work is done **before it is time to procure**
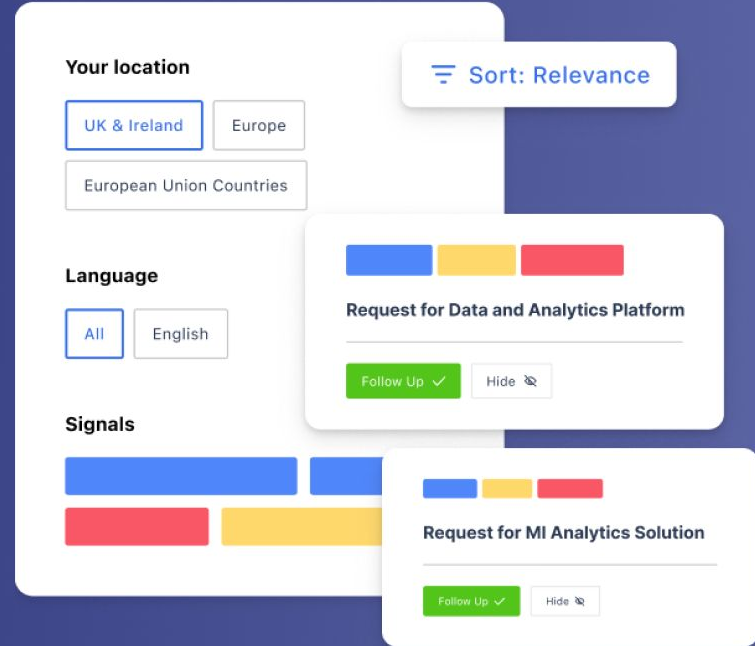
2. Know the competition.
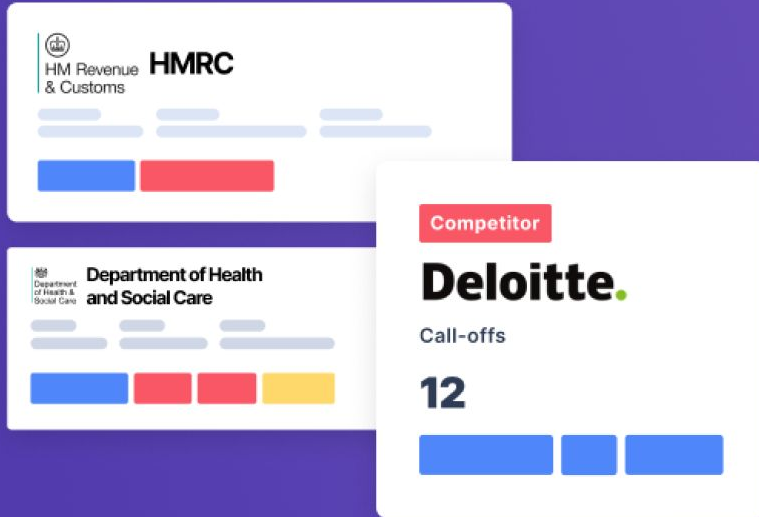
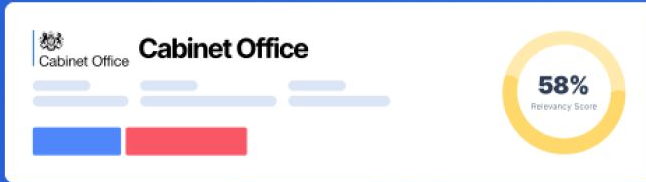Understanding where your competitors are and **how entrenched they are with a buyer** is invaluable

3. Partner your way to success.

Partnerships are a key way for SMEs to access G-Cloud, either through a **VAR** or find **warm 'ins'**

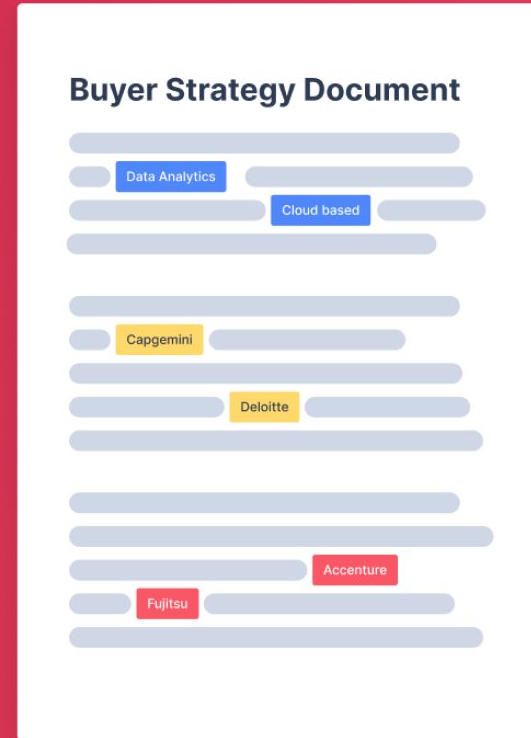Suppliers can benefit from partnering on an opportunity to fulfil the **full requirements** of a tender

VAR
Insight
Call-offs
15

Partner
Capgemini
Call-offs
21

HM Revenue & Customs **HMRC**

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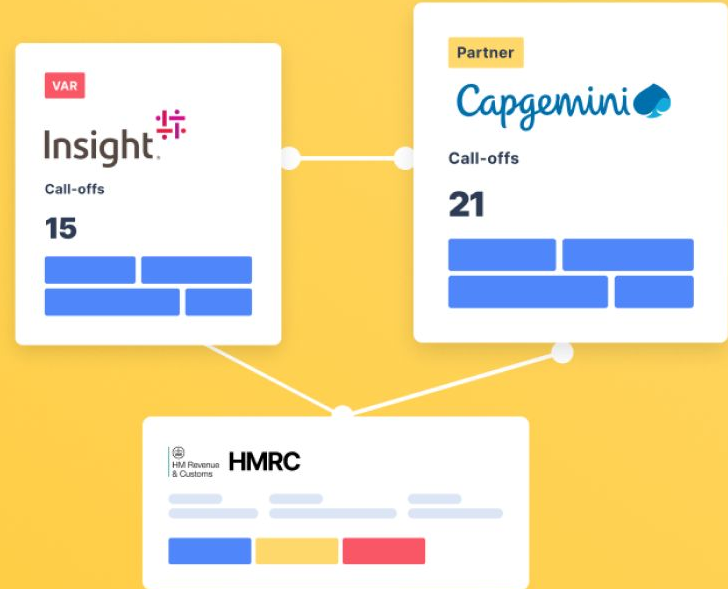
4. Target G-Cloud buyers

Top suppliers build their **sales and marketing campaigns** around buyers who procure through the frameworks they're on

5. Look out for early buying signals.

Pay attention to signs where net-new opportunities may be about to come to the market

Buyer Strategy Document

Data Analytics

Cloud based

Capgemini

Deloitte

Accenture

Fujitsu

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Expert Spotlight: Dun & Bradstreet

Expert

Patrice Bendon

Director of Customer Success
at Dun & Bradstreet

dun&bradstreet

Data & analytics services to support supplier onboarding, contract and grant award due diligence, & screening for sanctions and investigations

Work with **200+** public sector bodies across Central and Local Government, Police Authorities and the NHS

The **DUNS number** is a pre-requisite for suppliers applying to the G-Cloud framework

Expert spotlight: Bedroq

Expert

Jennifer Benge

Head of Sales and Marketing at Bedroq

Bedroq

Secure networks & managed IT solutions for critical national infrastructure, law enforcement agencies

Changing the way they use G-Cloud 14 in their GTM

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John's G-Cloud tips...

👀 **Snoop** on the competition

✅ List your solutions *and* **services**

🤷‍♀️ **Help** buyers to buy

📈 Build commercials
for **scale**

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Using framework intelligence to **get ahead**

Notices

Relevant notices	Open Opportunities	Upcoming Contract Expiries
All notices that match your signal settings.	Open tenders that match your signal settings.	Contract awards matching your signal settings due to expire.

🔍 Search notice title and descriptions   ⧩ Filters

17,221 Notices • Sorted by **Published date** • Filtered by   Signals ⊗   Qualification ⊗   ⊗ Clear Filters

☐	Signal score ⇅	Notice Title & Buyer ⇅	Stage

Get exclusive early access.

**Be the first to access
Stotles' framework intelligence**

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Resources to take action.

Be proactive

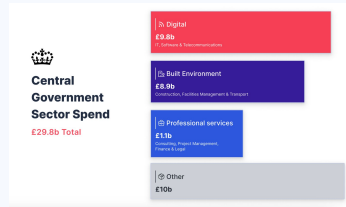### Speak to a member of the team

Book a demo

Pubsec spend strategies

Central Government Report

Central Government Sector Spend
£29.8b Total

- Digital £9.8b
  IT, Software & Telecommunications
- Built Environment £8.9b
  Construction, Facilities Management & Transport
- Professional services £1.1b
  Consulting, Project Management, Finance & Legal
- Other £10b

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Q&A.

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