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FREE WEBINAR

Maximise your G-Cloud 14 listing: Winning strategies for securing more contracts

 10:00-11am, Thursday 28th November

Agenda

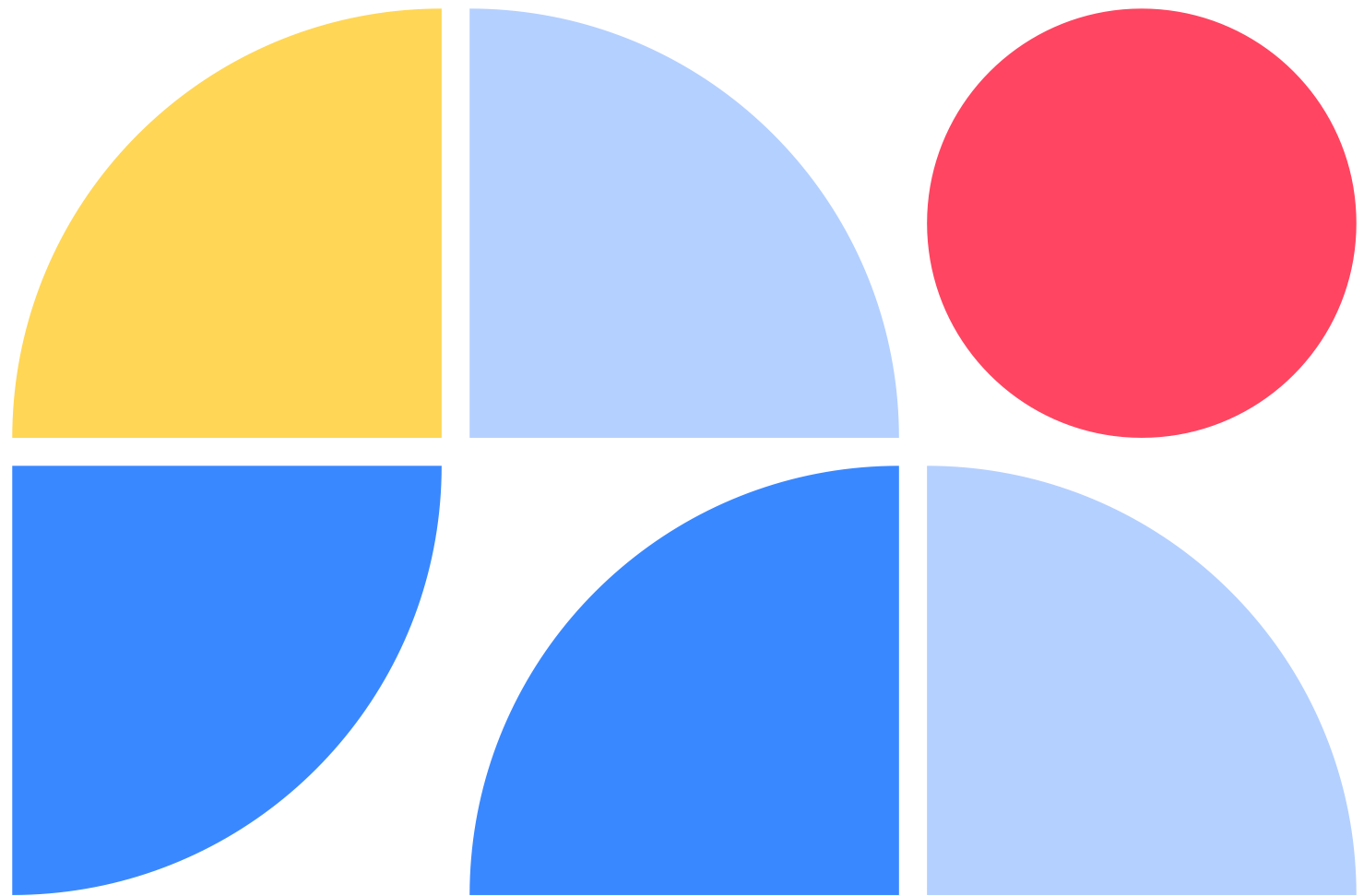
- **Introductions**
- **Section 1: G-Cloud basics**
- **Section 2: Myths, realities and resulting challenges**
- **Section 3: What are best in class suppliers doing**
- **Q&A**

 **John Witt**

CEO & Co-Founder
of Stotles

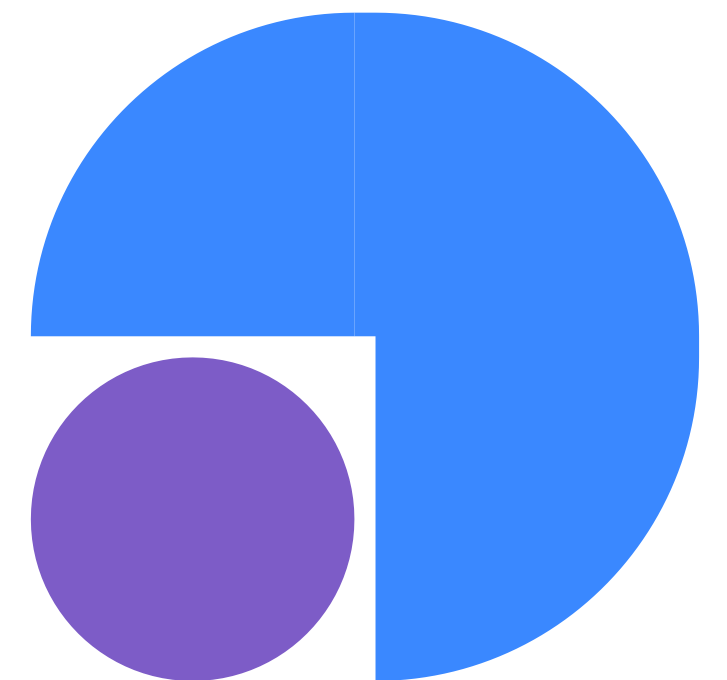


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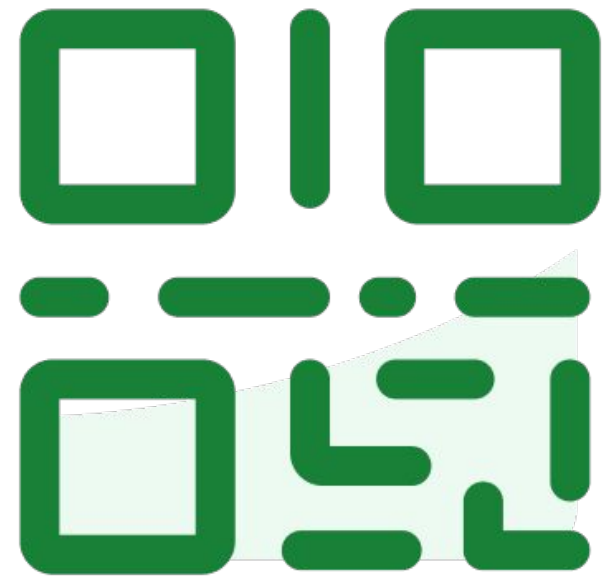


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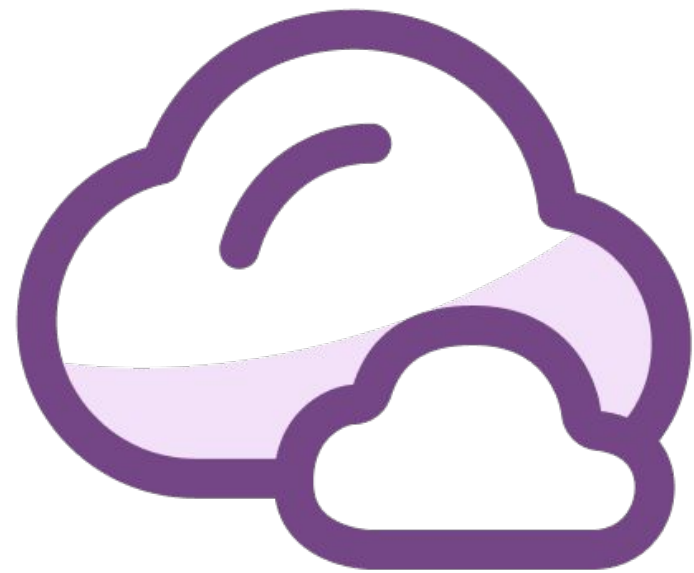
What is the level of your company's public sector experience?

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How much preparation have you put into succeeding on G-Cloud?

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What emoji best describes your readiness for G-Cloud 14?

01

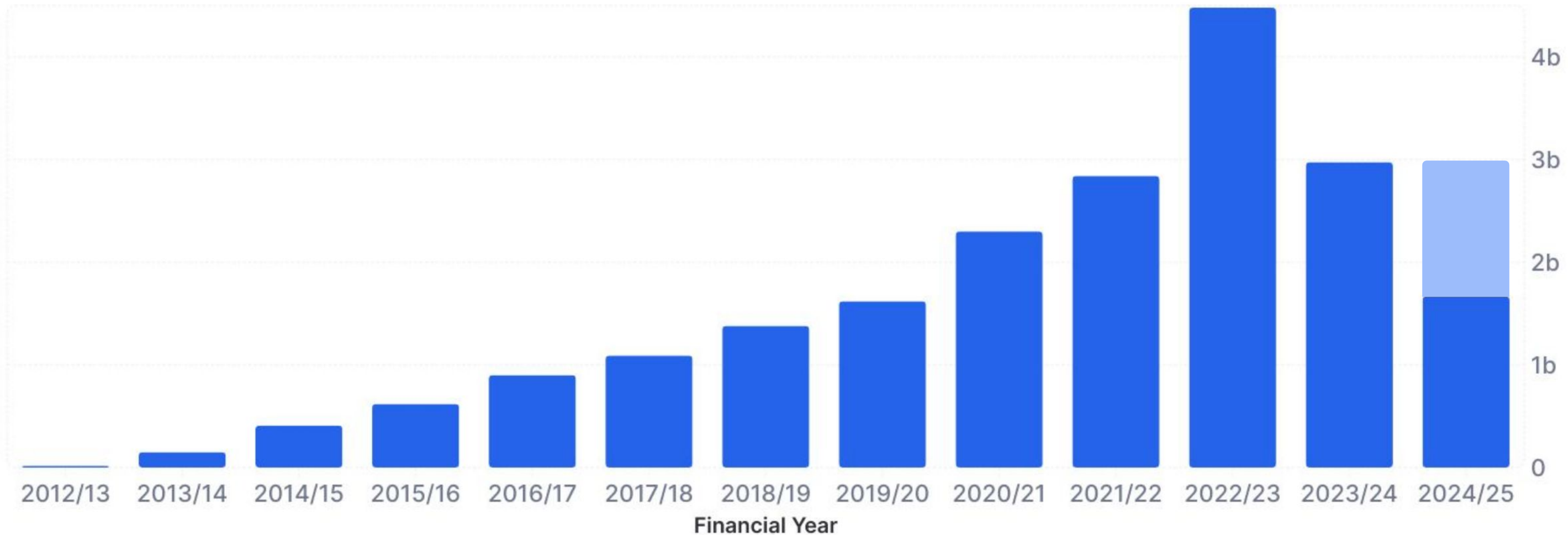
G-Cloud Basics

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01

An increasing prize

Annualised G-Cloud spend



For suppliers big and small

G-Cloud 13 spend by supplier size

Supplier type



03

But competition is tough

5384

Suppliers on G-Cloud 13



27%

Won awards



>3900

Suppliers who didn't win anything

02

Myths, realities and challenges

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Myths, realities and resulting challenges

G-Cloud is...

- ✓ A permit to play
- ✓ A route to transact

G-Cloud is not...

- ✗ A marketing engine
- ✗ The God of all tech buying

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Myth

Reality

Challenge

G-Cloud is a marketing engine



“We’re on G-Cloud so we’re set to grow.”

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Myth

Reality

Challenge

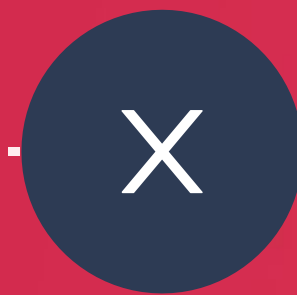
G-Cloud is not a marketing engine



Want public sector growth



On G-Cloud 14



Opportunities & leads fall in your lap



X You get public sector growth

“We haven’t won any opportunities via G-Cloud.”

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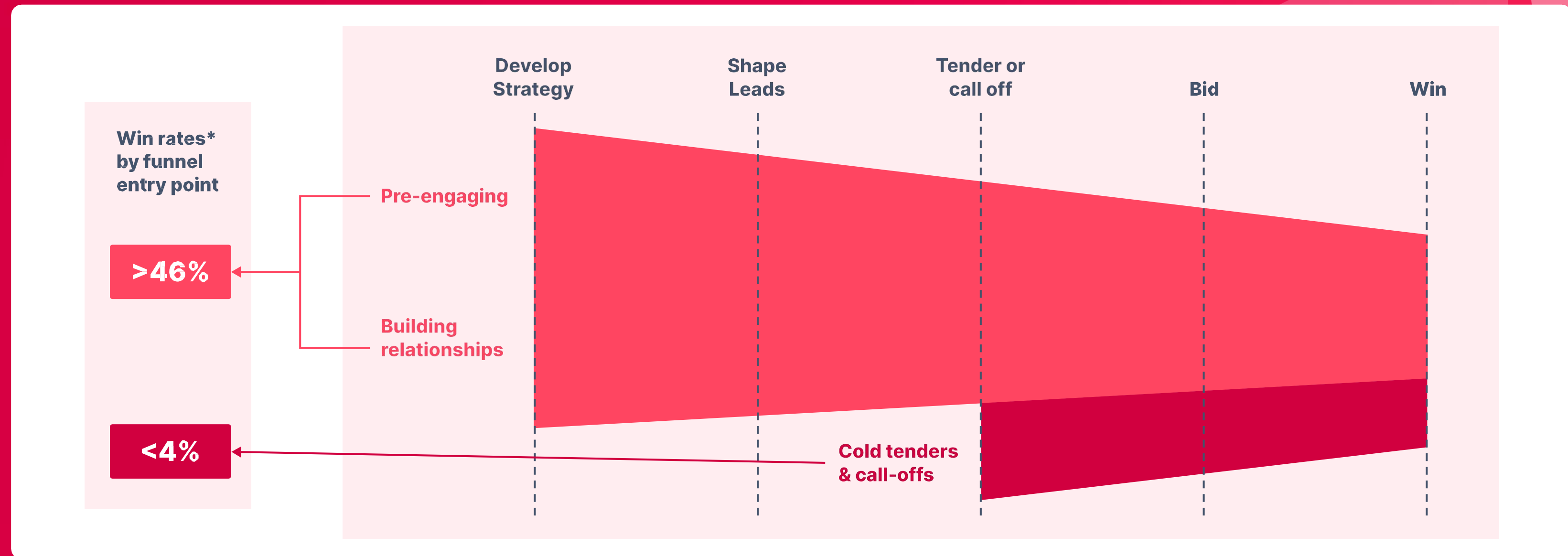
Myth

Reality

Challenge

Waiting for opportunities = losing strategy

Public sector sales data tells a frustrating story



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03

What are the best in class suppliers doing now?

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Why do you need a G-Cloud 14 strategy?

I'm on G-Cloud 14. That's the hard part done... right?

🤪 Less than 30% of G-Cloud 13 listed suppliers won a contract

🙅 G-Cloud listing \neq contract wins

📊 Data-driven strategies will help you optimise your listing

01 Identify upcoming expirations

Pre-engage before competitor renewals go to tender

The screenshot shows a software interface for managing procurement notices. The main heading is 'Upcoming contract expiries' with a sub-note: 'All contract awards matching your signal settings due to expire from today onward.' There are navigation tabs for 'Open opportunities', 'Upcoming contract...' (highlighted in blue), 'Competitor activity', and 'Partner activity', along with an 'All views' button. Below this is a search bar and filter controls. The main content is a table with 1387 results, sorted by relevance score. The table columns are: Signal score, Title & buyer, Expiry date, Value, Supplier(s), Qualification, and Assignee. The first six rows of the table are as follows:

Signal score	Title & buyer	Expiry date	Value	Supplier(s)	Qualification	Assignee
3	RDE553 Application of Deep Learning Artificial Intelligence to Automate Seabed Department for Environment, Food and Rural Affairs (DEFRA)	2025-02-26	£107,280	University of Plymouth	Unqualified	
3	ecm_11330 - DWP intelligent Automation Garage: Robotic Process Automation (RPA) - UiPath... Department For Work and Pensions (DWP)	2026-10-17	£9,993,614	UiPath SRL	Unqualified	
3	Blue Prism Robotic Process Automation (RPA) Frimley Health NHS Foundation Trust	2027-04-28	£781,470	Softcat PLC	Unqualified	
3	Rochdale Borough Council - Cognitive RPA, Intelligent Automation & AI Cloud Platform and Virtual W... Stockport Metropolitan Borough Council	2025-10-29	£234,800	Davies Group Ltd	Unqualified	
3	Robotic Process Automation (RPA) licences Lancashire Constabulary	2025-09-12	£449,000	Softcat PLC	Unqualified	

accenture
Competitor

Deloitte.
Strategy Partner

Nexus AI (Market Information)
Follow Up ✓ Hide

02 Leverage strategic documents

Get proactive using early buying signals

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 (IIS) which supports two hundred...

understand that the ensure the clinical p and so we will use organisations to make our services where it Process Group, who Information Officer,

to make rapid progress. Over the next twelve to eighteen months, this will build up a set of structured mental health data that we can use to redesign our services and provide the virtuous feedback loop that we are seeking. During the year, we will investigate and pilot new **AI** **innovation** tools using our transformation work as a

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.

Filter By: Seniority ▾ Function ▾

 Chief Digital Officer

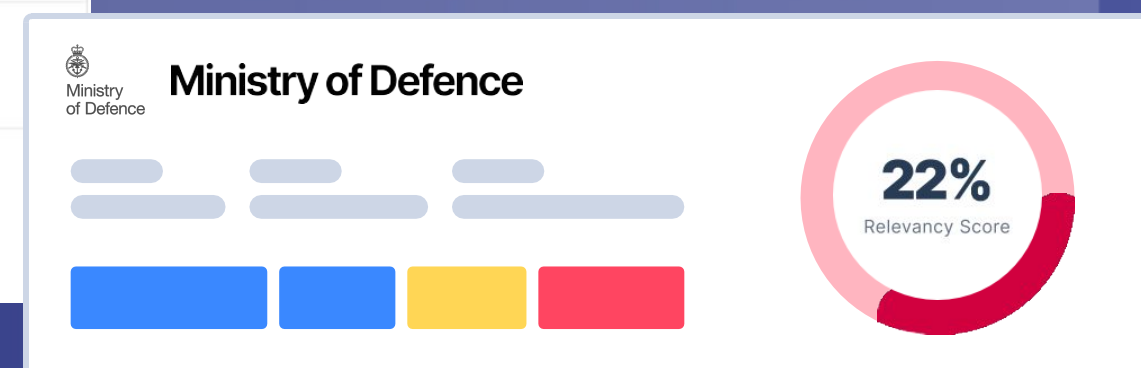
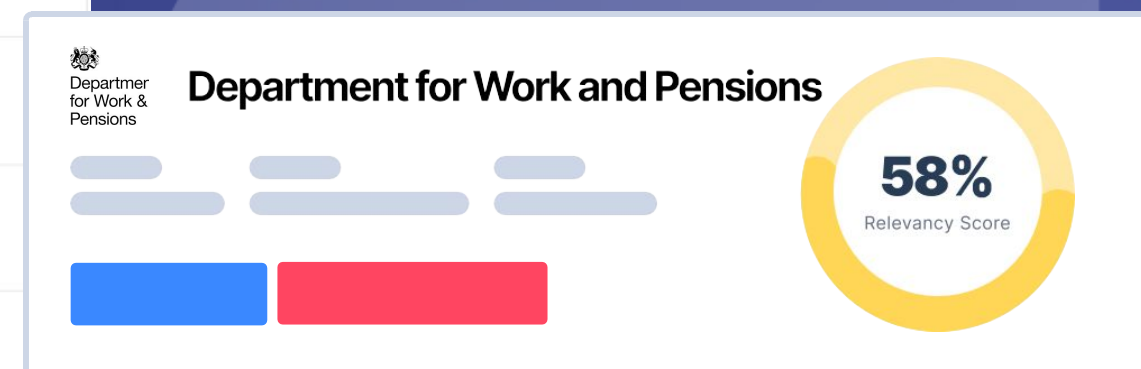
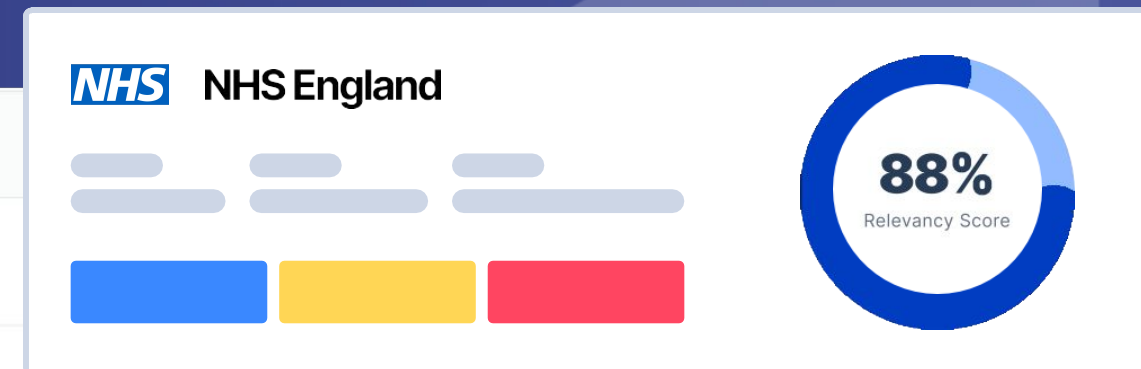
 Head of Procurement

03 Data-rank relevant buyers

Focus on the buyers showing the need for what you're selling

<input type="checkbox"/> Buyer name & buyer type	Call offs	Role	Last activity
<input type="checkbox"/> Ministry of Defence Central > Ministerial department	218 Call-offs £1,226,545 Avg.	Transacting buyer	9 days ago
<input type="checkbox"/> Department For Work and Pensions (DWP) Central > Ministerial department	188 Call-offs £1,773,943 Avg.	Transacting buyer	9 days ago
<input type="checkbox"/> Crown Commercial Service Central > Agencies and non-departmental public bodies	117 Call-offs £34,792,622 Avg.	Contracting authority Provider Transacting buyer	22 days ago
<input type="checkbox"/> Ministry of Justice Central > Ministerial department	104 Call-offs £2,422,416 Avg.	Transacting buyer	2 days ago
<input type="checkbox"/> Home Office Central > Ministerial department	98 Call-offs £6,003,887 Avg.	Transacting buyer	2 days ago
<input type="checkbox"/> UK Shared Business Services Ltd Central > Other central	92 Call-offs £200,956 Avg.	Transacting buyer	7 days ago
<input type="checkbox"/> NHS England Healthcare > Central healthcare organisations & 1 more	86 Call-offs £538,068 Avg.	Transacting buyer	3 days ago



Key takeaways

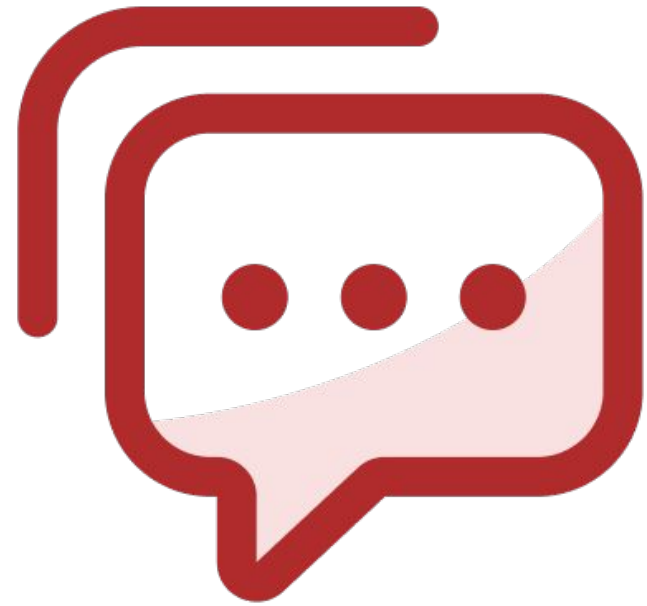
- ⚡ G-Cloud presents a big opportunity if used correctly
- 💡 It's not a marketing engine, nor a sole source of truth
- 💪 Focusing on the right buyers & pre-engaging proactively drives 10x results

Webinar exclusive...

Email Xavier@Stotles.com with “Stotles GCloud offer” in the subject line for 10% discount on all paid plans.

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Audience Q&A