

How to Convert Your New DigiGov Expo Connections into Sales – with Smart Procurement Data

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Founder, Tussell

 **in DigiGov Expo**

 **DIGIGOVEXPO**

SEPTEMBER 2024

Convert public sector leads into sales with procurement intel

Gus Tugendhat, Founder

24th September 2024

tussell^o

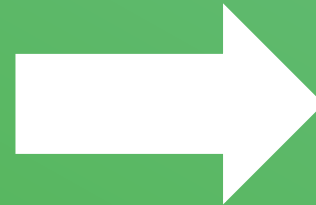
DIGIGOV
24-25 SEPTEMBER
EXCeL LONDON EXPO'24

Trusted Insight on Government Contracts
and Spend



So you've attended this event, now what?

You've got your leads...



Imagine you could see



Invoices



Contract awards



Framework agreements



Suppliers

Stop guessing, start planning

What's the addressable market in each of my leads?

Which one is easier to break into?

Which primes do they rely on?

How do my leads usually go to market?

Which upcoming renewals can I pre-engage with?

Case study:



Cabinet Office

vs.

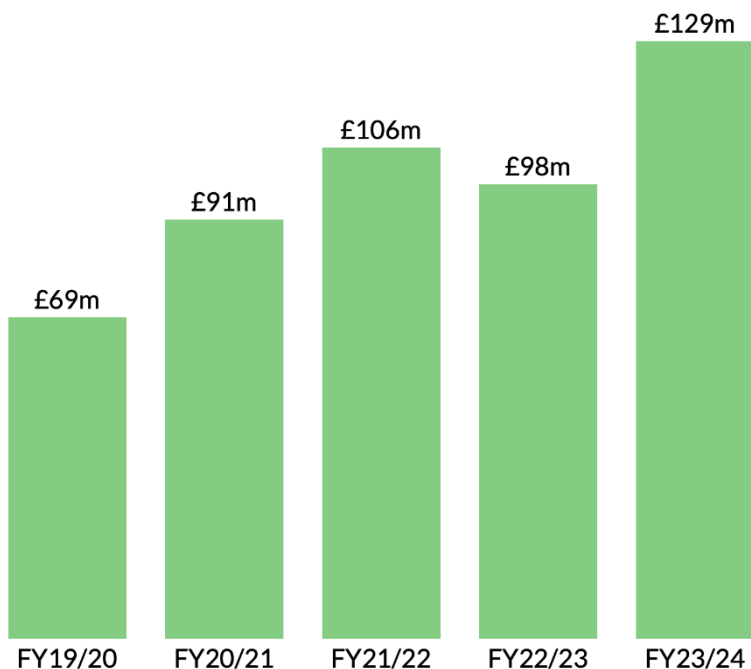


Staffordshire
County Council

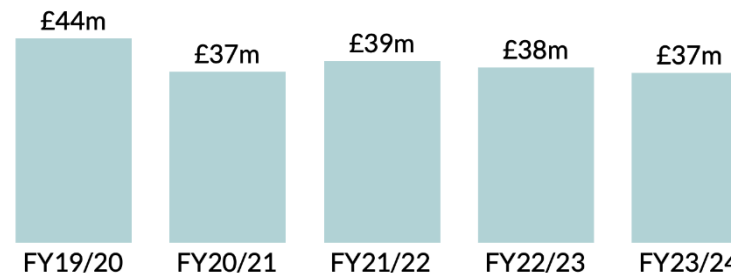
Q: What's the addressable market in each of my leads?

Direct IT procurement spend

Cabinet Office

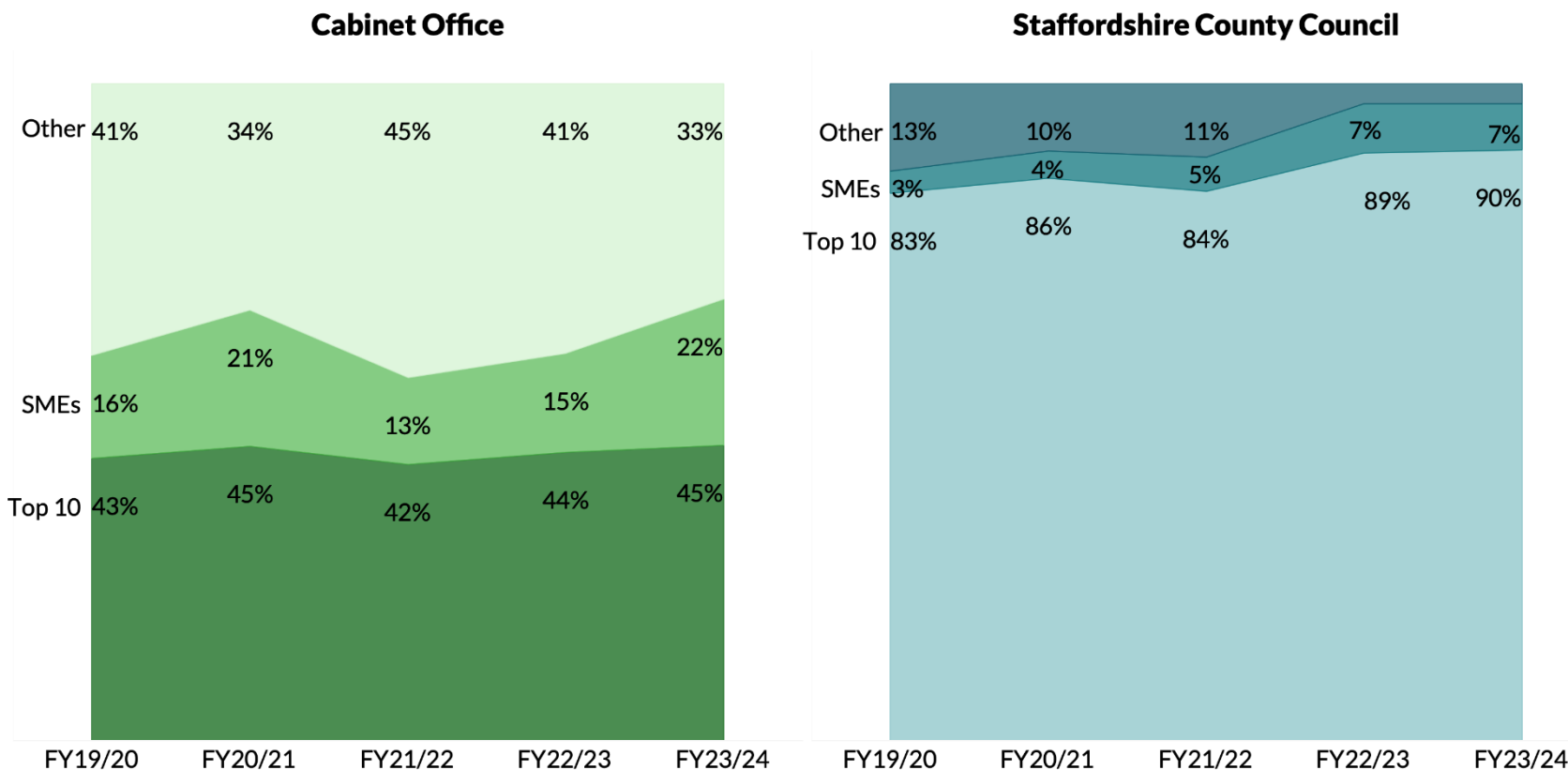


Staffordshire County Council



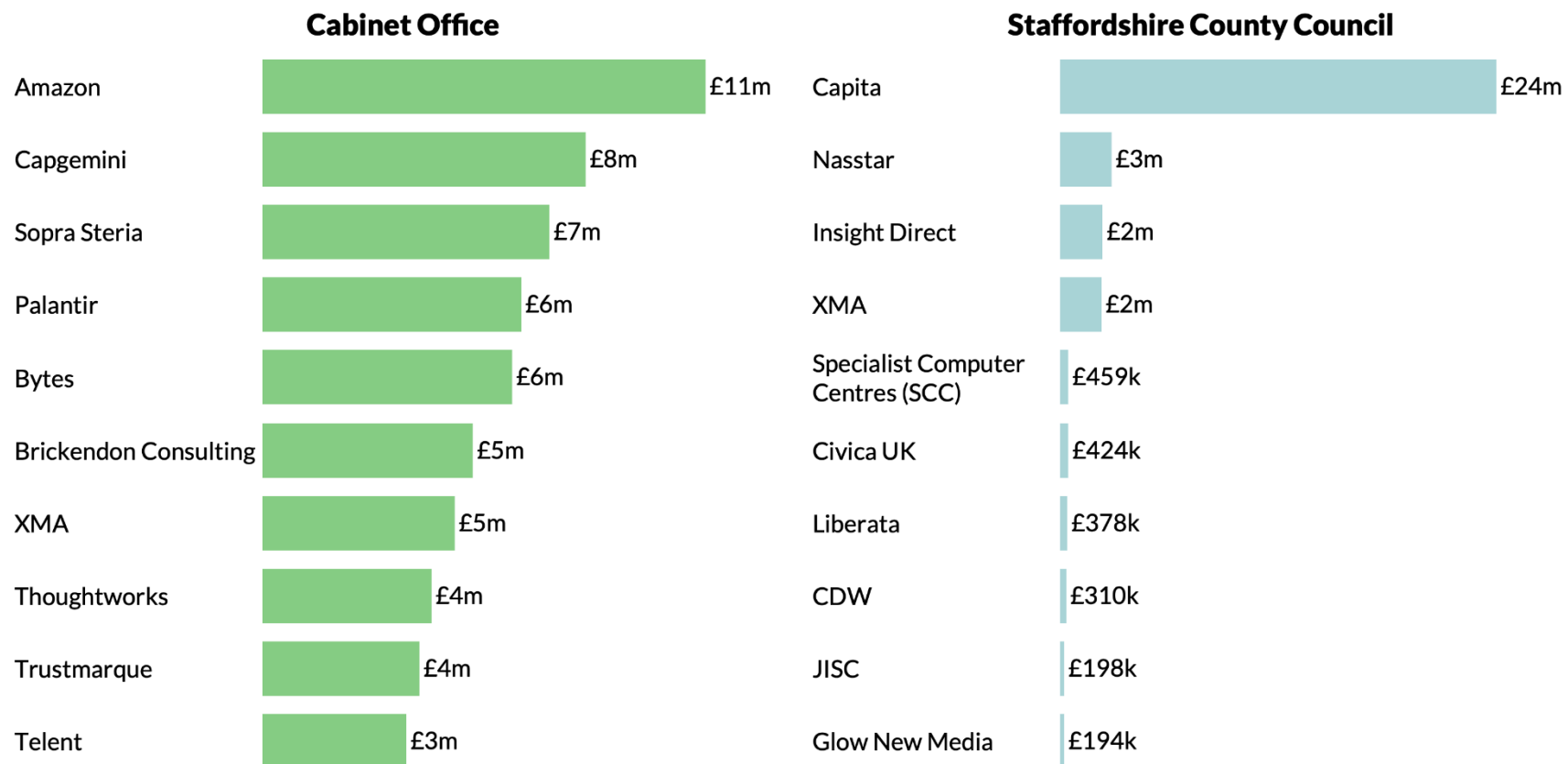
Q: Which lead is easier to break into?

Direct IT procurement spend with Top 10 suppliers, SMEs and Other IT suppliers



Q: Which primes do my leads rely on?

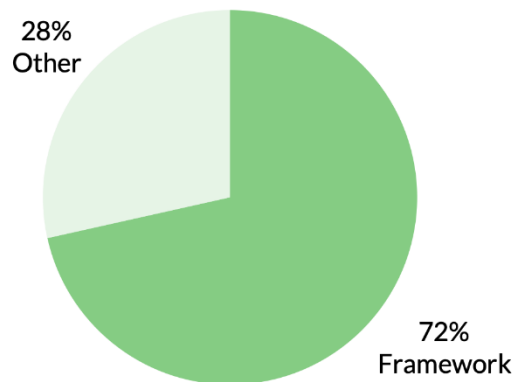
Top 10 IT suppliers by direct procurement spend, FY22/23



Q: How do my leads usually go to market?

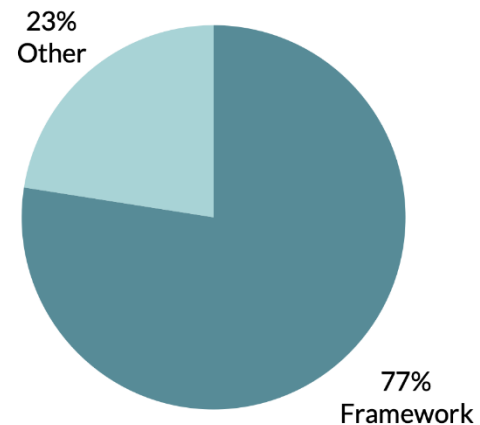
Proportion of IT contract value awarded via a framework in FY22/23, and top 3 IT frameworks by value (FY19/20-FY23/24)

Cabinet Office



1	G-Cloud	£256m
2	RM6100 Technology Services 3	£168m
3	Digital Outcomes and Specialists	£47m

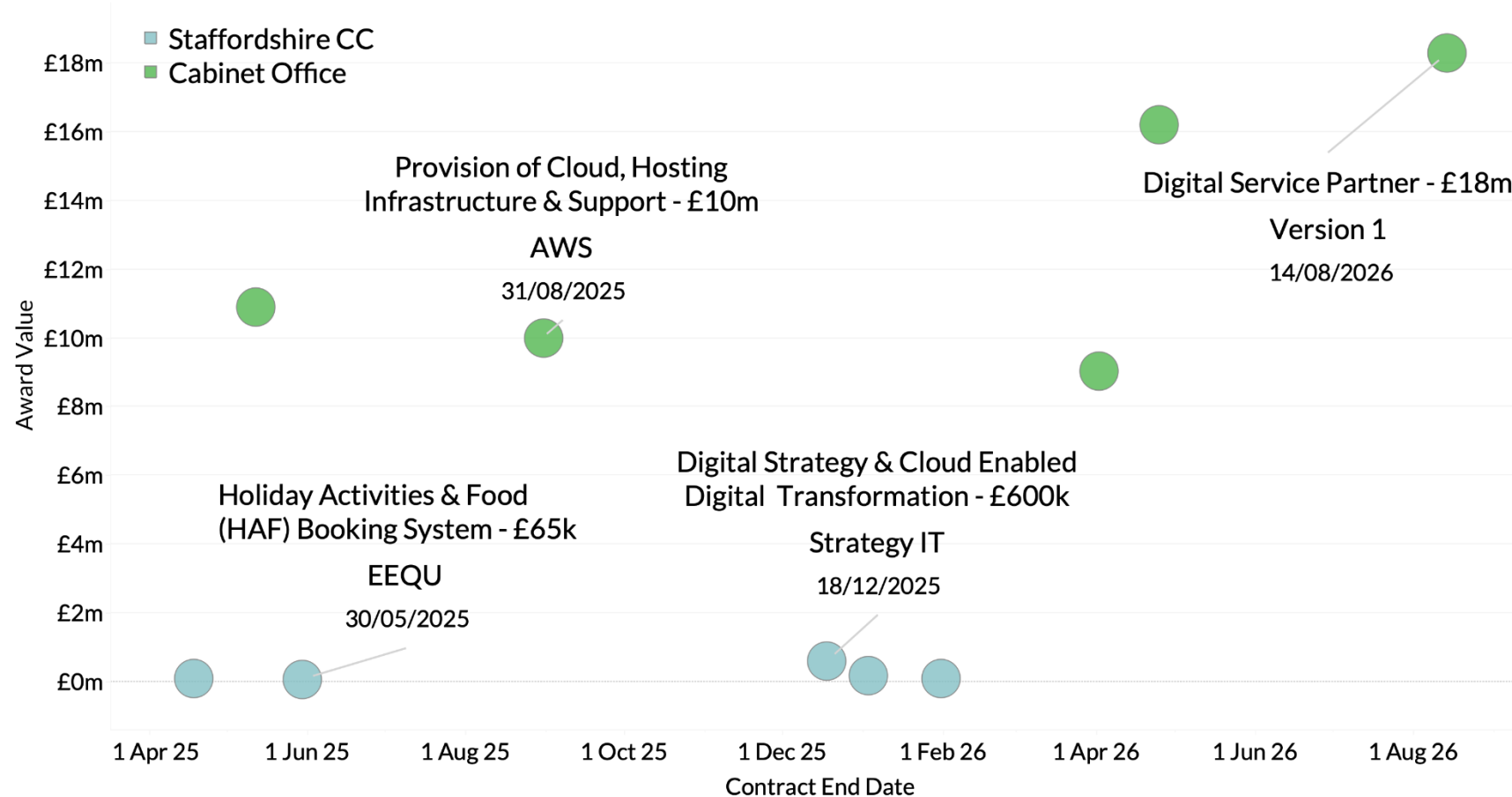
Staffordshire County Council



1	Provision of Pensions Administration Software	£2m
2	G-Cloud	£1m
3	Y16018 - Managed Services for Business Solutions.	£500k

Q: Which upcoming renewals can I pre-engage with?


Top 5 live IT service contracts awarded by the Cabinet Office and Staffordshire CC expiring in 2025 - 2026




Top suppliers and buyers already rely on Tussell

Sample Customers and Media Partners


Suppliers



Public Sector



Media



1500+

Press citations since 2018

“

Serious-minded business data provider Tussell”

Matthew Vincent

FINANCIAL TIMES

tussell

Power your decisions with data.

Contract Awards

- Contract
Contains any of these keywords
- Human Resources
- HR

Key Decision-Makers

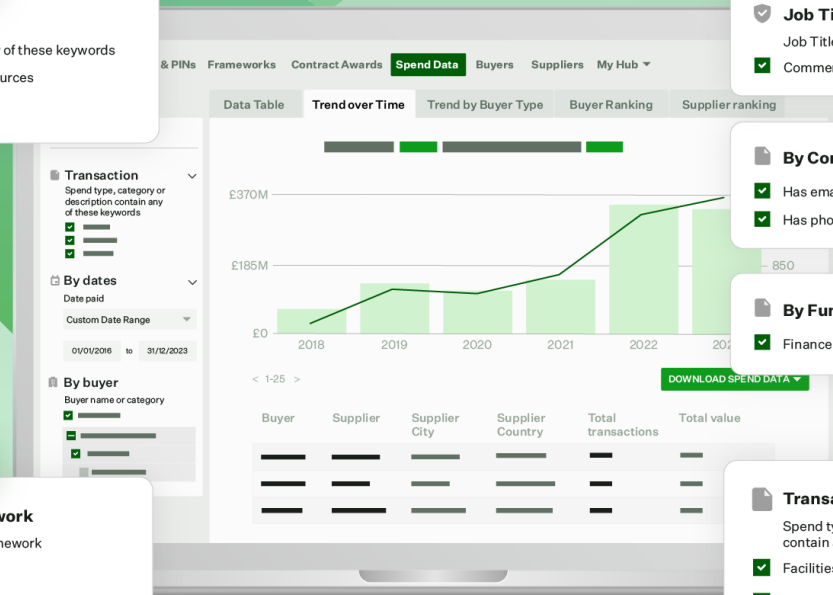
- Job Title
Job Title
- Commercial Director

Frameworks

- By Framework
Contract Framework
- G-Cloud 12
- Technology Services 2 - RM3804

Spend Data

- Transaction
Spend type, category or description contain any of these keywords
- Facilities Manager
- FM



To learn more and see it in action visit [tussell.com](https://www.tussell.com)