

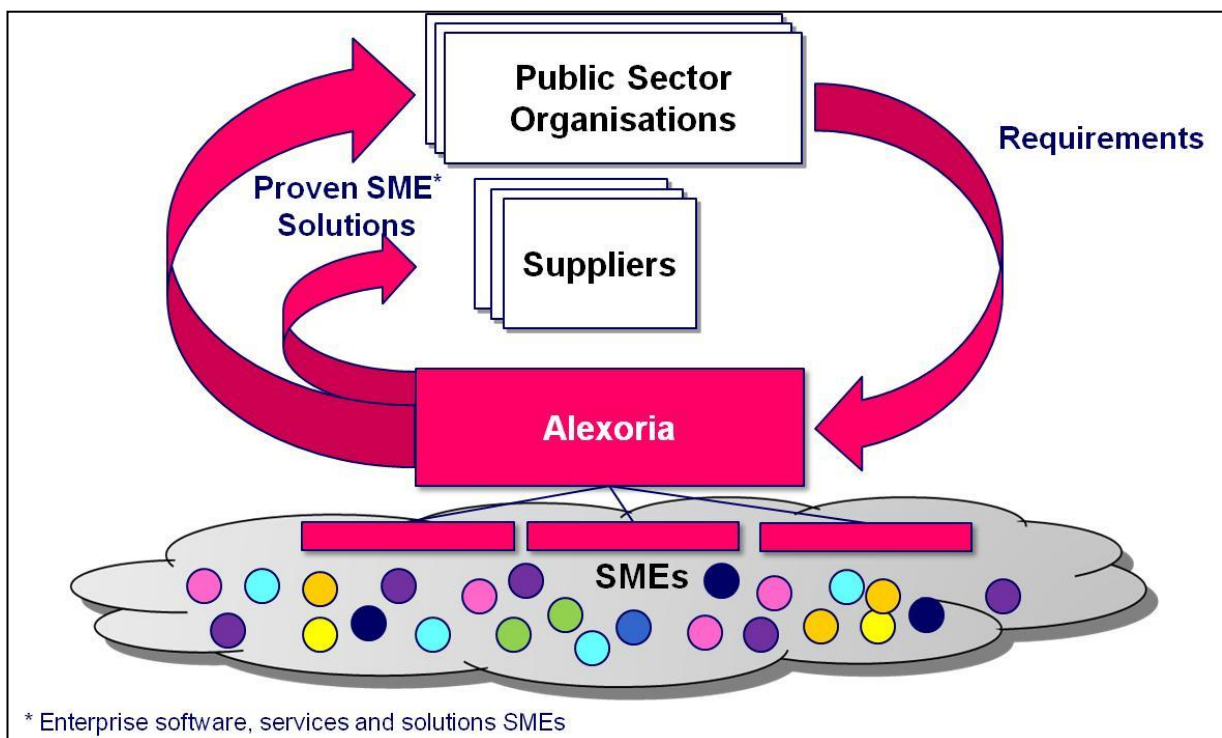
The UK public sector spends around £190bn per year procuring products and services from suppliers. In many markets public sector spend constitutes between 10% - 15% of that market. The UK public sector therefore represents a large market opportunity for SMEs provided they can find a cost effective way of accessing it.

Our SME Partnering Programme for the Public Sector helps relevant enterprise solution, software and services organisations generate more revenues from the UK public sector. We do this by:

- Carefully selecting SMEs that have cost effective solutions to the key problems in the public sector
- Helping them position what they have to offer for mutual benefit
- Helping them access senior public servants or senior business people in key service providers to the UK public sector that might have a need for their solutions or services
- Providing cultural guidance and support to help them navigate procurement and engagement processes.

We have provided a conceptual overview of our delivery model in figure 1 below. Our principal route to the UK public sector is direct to public sector organisations, although sometimes we work through existing government service providers.

Figure 1: Delivery Model



This delivery model:

- Enables government organisations to quickly harness low risk, relevant and innovative solutions in a cost effective way
- Provides SMEs with a cost effective way of accessing the UK public sector market
- Enables government to take advantage of better value for money solutions from the SME sector
- Supports the government’s strong aspiration to award 25% of central government business to SMEs, either directly or through the supply chain
- Stimulates the creation of jobs in the SME sector
- Pulls through additional revenues for government service providers.

Our clients typically have credible, compelling and distinctive solutions that will help reduce costs in the UK public sector or help the UK public sector comply with legislation or policy in a cost effective way.

We have shown the categories of SMEs in our portfolio in table 1 below and have included some examples of SMEs for whom we work in Appendix 1.

Back Office Effectiveness	Front Office Effectiveness	Fraud Prevention and Detection	Information Security and Assurance
Business Intelligence	Assisted Digital	Green IT	Customer Engagement

Table 1: Portfolio Categories

Our services include:

- Strategy and Planning: help you decide where to focus and how to execute so that you achieve your goals more effectively and efficiently
- Market Research: help you understand the nature of opportunities in the public sector so that you can position your business to benefit from them while benefitting the public sector
- Positioning: help you communicate what you do to prospects so that they ask for meetings
- Opportunity Generation: help you generate a stream of good opportunities in a sustainable and cost effective way so that you have a reasonable pipeline to pursue
- Opportunity Qualification: help you help your prospects articulate the overall case and requirement for change so that you can decide whether you want to continue to invest in a specific opportunity (and so that prospects ask for proposals)
- Proposal Development: help you develop proposals so that prospects buy.

The principal of the business is [Graham Kennedy](#). Graham is a senior alumnus from Accenture and A.T. Kearney’s technology and public sector practices. He is also the SME

Champion for the public sector at Intellect, the trade association for the UK technology industry, Vice-chair of Intellect's public sector Council, Chair of Intellect's Government Group, one of the principal founders and chair of Intellect's Innovation Den and chair of the Genesis Initiative's working group on Public Procurement for SMEs. He has over 25 years experience of selling and delivering solutions and services, the last 10 of which have been focused on the UK public sector.

While at A.T. Kearney, Graham led the team that helped position Hewlett Packard (HP) for its \$1bn contract extension with the Department for Work and Pensions, securing a sale of around \$50m for HP in the process.

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