

Digital Outcomes and Specialists (DOS3) Webinar

Thank you for joining.

Please could you keep your mics or phones on mute, to cut down on background noise.

Please ask any questions via the chat box, to the host. These will be answered at the end of the presentation.



A woman with long brown hair, wearing glasses and a headset, is smiling and looking towards the camera. She is sitting at a desk with a computer monitor in front of her. The background is a bright, out-of-focus office environment. The image is overlaid with a dark grey semi-circle on the left and a red triangle on the bottom right.

Digital Outcomes and Specialists 3 (DOS 3) Supplier Webinar



Crown
Commercial
Service

Agenda

- Updates on CCS and DOS 3
- Monthly MI reporting
- DOS 4 provisional timetable
- DOS 4 proposed changes
- Some advice from Triad
- Any questions?

Updates on CCS and DOS 3

- New CCS website <https://www.crowncommercial.gov.uk/> went live on 28 March 2019
- **Digital Marketplace** is now owned by CCS from GDS
- **2497 suppliers** have signed FWA to date

Monthly MI reporting

- Submit on Report MI
<https://www.reportmi.crowncommercial.gov.uk>
- Every 7th day of the month
- Use MI template
- Nil return if no contract awarded during the period

DOS 4 provisional timetable

- Applications and clarifications open 8 July
- Deadline for asking clarifications 1 August
- Clarifications published 8 August
- Applications for DOS 4 close 15 August
- Successful applicants notified mid-September
- Go-live 1 Oct

DOS 4 proposed changes

- Inclusion of Modern Slavery Act compliance
- Inclusion of Corporate Social Responsibility
- Clarity on a few Intellectual Property Rights clauses
- Transposed Confidentiality clauses
- Clarification on clause 34 - Liability of the Call-Off Contract

Some advice from Triad

Ed Duval, Business Manager

(transcript of presentation)

Good afternoon everyone, as Jose said, my name is Ed Duval from Triad.

Before we begin, I'd like to say a quick, but big thank you to Jose and his team at Crown Commercial Services, for the invitation to talk to you today and I hope you all take something helpful away from this session.

Whilst Triad does have other service streams, over the past few years we have been predominantly working as a Digital Services supplier to the Public sector and we've been supplying via the Crown Commercial Frameworks since 2013. that's G-Cloud 2 to 11, Digital Services Framework which then became DOS 1,2 and 3, and also Management Consultancy and DaS Frameworks.

We've had the opportunity to win work at several local councils, with Bodies such as Qualifications Wales, NHS Trusts and many large Central Government Departments. The work Triad has done in the past 6 years has now positioned it, as a top 10 Digital services supplier, via the framework to central government.

We've been bidding for opportunities via the new CCS frameworks for 5 over years and trust me, we've lost more than we've won, but by using some or all of the advice we're going to discuss, you can certainly improve your chances of success.

I'd also like to say from the outset, that disappointingly, there really is no magic formula or secret key that'll win you bids. At the end of the day it's really down to you getting exposure for your business and nailing those 100 words responses! So, apologies now if you were expecting to hear about the perfect ingredients to a bid.

So what have we learned in those intervening years? Well here are few key points I think have been instrumental in getting Triad where it is today.

Firstly talk to Commercial Depts./Procurement and "Heads Of", it was widely appreciated that the old formula of moratorium of silence and a solid wall between clients and suppliers only ever really helped the large Service Integrators or the incumbents. So "permission" was granted to allow buyers to have open and informative conversations with potential suppliers. As long as that conversation can be repeated with other suppliers and information shared. So...do so and introduce yourself to potential clients, Get involved in a very open conversation to start with, have no set agenda apart from making them aware of the business and its services. Don't forget that there's a government wide agenda to procure 30% + of services from SME's, so there is an incentive for them to explore opportunities with you to.

Use social media.. do make sure you push out your success stories via, for example, Twitter and LinkedIn, don't release to many and do make sure they are relevant to the market you're looking to break into. Overkill will dilute your message and client may begin to skip your postings, so keep them relevant and succinct.

Don't lose site of the wood for the trees.. there are 100's of government departments, local councils, nhs trusts, police forces etc etc. so focus your attention on a market that will be most receptive to your area of expertise or perhaps you believe can benefit most from it. If you use the scattergun approach, you'll more than likely do a lot of things "ok" rather than do a few things successfully. Don't spend time/effort and money responding to every single DoS opp, because you feel you have to do it.. Ideally you should only go for those you truly believe you've a strong chance of success with.

Of course when you have success, and you've delivered your programme successfully (and with permission from the client) liaise with Crown Commercial Services to see if you can have a Case Study made of your work. This will help you promote your business to a wider market.

Participate, do go to events, for example ones held by CCS and TechUK, obviously do go to *relevant* exhibitions and seminars, there are 100's so again, choose wisely, but do become known in the wider market. As an aside if you aren't a member of TechUK, please do join, they hold some excellent events and have good facilities.

IF you don't already work with a professional bid writer / assessor, do so, they are a god send and invaluable in giving you an outside view of your work and of course they can help you iteratively improve your responses reducing time and effort as you go.

Take time to familiarise yourself with GDS and it's aims, standards and principles, they typically set the standards for most Digital by Default and Digital First programmes in the Public Sector. So, for example, the service standards have now been tweaked for Local Government to use, so if that's your market take the time to digest them. So in essence being able to talk to a client with knowledge around the foundations of any public sector Digital project will go along way to them believing you understand the approach that'll be needed to deliver most projects. Also, as an aside, do get to know your potential clients Tech Stack, platform etc etc, or indeed anything relevant, that demonstrates you've taken the time to understand them before hand.

Lastly and perhaps most importantly, Give clients a solution to a Business problem, not a spiel on your products. Most buyers in Procurement / Commercial are non technical, even some "heads of" positions can tend to be more business driven than tech. When looking to introduce your app or service or solution do not talk about its technical application or code etc etc, talk about what issues it can solve for them. So before engaging with a potential client, find a little bit about them, most will have a 2 or 3 year strategy published, some might be in the recent news (computing / digital age / techmarket view etc etc) outlining an issue or an initiative of some sort. So explain to them how your app, services or solution will be saving them Time, Money or making them more efficient with less. This will grab their attention a lot more and if they can demonstrate efficiencies it'll be an easier reason for them to buy from you.



Any questions?

Please ask them via the chat box, to the host.

Meet our team



Gareth Bayliss



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Keep in touch



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Crown Commercial Service



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