

tussell



Sinéad Magill

Managing Partner (EMEA), Palladium

Industry: Consultancy

Founded: 1965

Employees: ~2,500

Tussell customers since: 2020

What's your favourite thing about Tussell?

The clarity of the data and the ease of use. We are able to produce excel downloads and persuasive graphics using Tussell's data.

What's the biggest benefit of using Tussell?

The ease of information. Before Tussell we were assembling from a variety of sources: now it's all there in one straightforward database.

What results have you seen by using Tussell?

We have identified new market opportunities to inform new target markets.

How has Tussell aided you in your position as Managing Partner (EMEA)?

Tussell has definitely informed our go-to-market strategy by enabling us to hone in on those government departments that spend on the types of services Palladium offers.

Tussell has enabled us to identify clients who spend a considerable amount on our areas of expertise, but for whom all tendering opportunities are closed for the next four to five years, and those clients that are now looking to the next phase of their delivery and are therefore open to new strategic partners.

What has Tussell helped you do?

We have used Tussell to:

- ✓ Map and assess our position in the market and how that's changed over time.
- ✓ Inform our growth strategy by reviewing spend and contract award data against key clients and sectors.
- ✓ Track new opportunities through daily tender alerts.



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