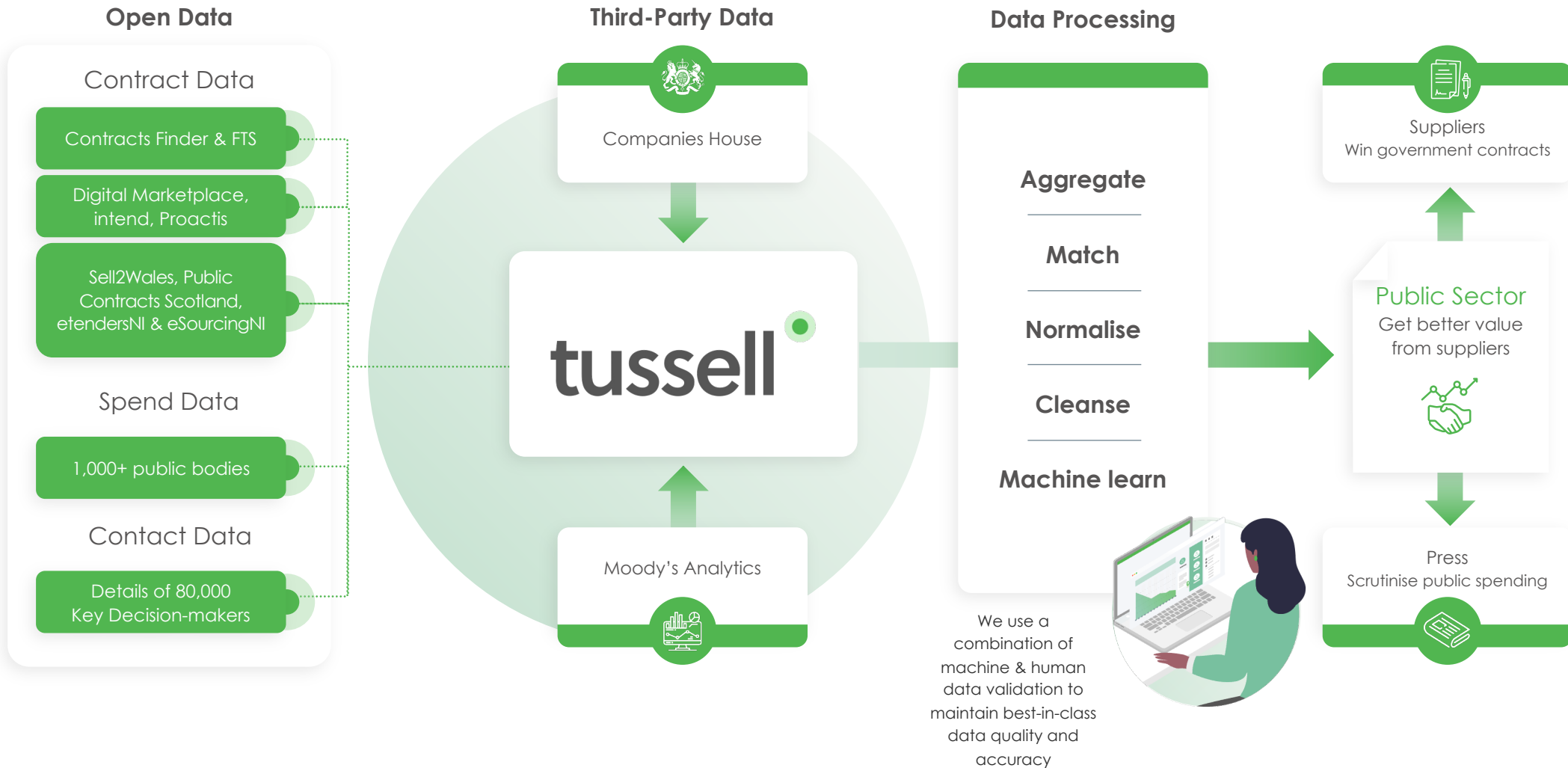


# Transforming open data into actionable data

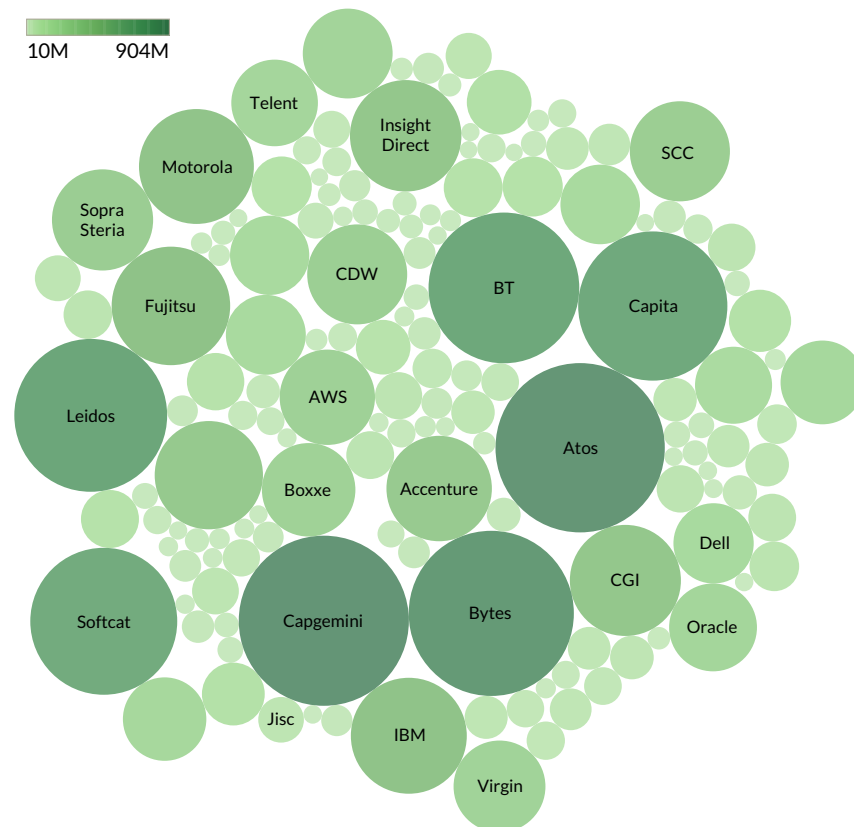


# Data you can act on: why Tussell is built for decision-making

- **From noise to insight: Hundreds of millions of invoices cleaned and matched to suppliers**  
Enabling accurate sector-level insights – like defining the size of the tech market.
- **See the real players: Grouped suppliers and departments for meaningful analysis**  
Consolidation to highlight your competitor's true market share, and to facilitate accurate account planning.
- **Cut the hype: De-duping £11.2 trillion of contract award value**  
We clean to avoid inflated opportunity and market sizes.
- **Fix the pipeline gap: Adding almost 45,000 missing end dates to contracts**  
Enriching contracts with end dates so you can build an accurate, forward-looking sales pipeline.
- **Know the route to market: Matching 26,000+ call-offs, worth £80bn to frameworks**  
So you can see how buyers *actually* buy – and which frameworks are worth the investment.

# How we compiled the Tech Titans Report

Tech Titans direct public sector revenue, FY23/24



The Tech Titans are the **150 highest-earning** technology suppliers to the UK public sector.

Ranked by their **direct** public sector revenue in FY23/24, as per government published invoices.

Technology suppliers have been identified using their SIC code, contract key-word analysis, and manual verification, and are analysed at a **group-level**.

# Key Takeaways

## 1. 2% of suppliers, 84% of spend

Just 150 top Technology suppliers dominate the public sector market. It is imperative to understand how these firms operate, or how to partner with them.

## 2. Central Government = scale

The largest titans get the bulk of their revenue from Central government, while resellers scale through a broader base of customers. Know your entry point.

## 3. Frameworks are critical

Don't lock yourself out of opportunities. Map which frameworks your target buyers are *actually* using.

## 4. 28.2bn up for grabs

Waiting for the tender to drop puts you on the back-foot – follow renewals and pre-buying signals. Build a pipeline of expiring contracts.

# The macro factors affecting public sector sales



## The Procurement Act

The biggest shake-up to procurement law in over a decade – turn it into an opportunity to engage with buyers ahead of a tender.



## Tightening budgets and investment

Think like a buyer: what cost-savings will your solution help deliver?  
How can you communicate the ROI?



## The Labour Government's agenda

The government are using procurement as a strategic lever to deliver on their missions – align your offering with this agenda.



## The push for English Devolution

District and County councils are set to merge, meaning contracts may consolidate.