

13 Reasons to List on G-Cloud 13

Your competitors use it

This one goes without saying. If your competitors are listing on G-Cloud then you should, too. Being on the framework gives an easy way to do business with the public sector - and if you're not on it, you're missing out. You can see if your competitors use G-Cloud by looking at the spend data, which is made publicly available by Crown Commercial Service.

1



Your competitors don't use it

On the flip side, if you look at the spend data and see your competitors aren't using G-Cloud, then you might have the opportunity to get an edge over them. If you get on to the framework and make deals with the right buyers, your competitors will be missing out - rather than you.

2

You want to sell more to the public sector

If you're already selling to the public sector, there is always an opportunity to sell more. G-Cloud is a well-known and well-used framework for buyers to procure cloud tech. With £10.5bn+ spent by the public sector through G-Cloud alone since 2012, there's much more to come.

3



It's quick and efficient

The whole point of G-Cloud is to create a way for the public sector to procure technology easily, and quickly. Where normal tender process can take months, G-Cloud can be cut down to weeks or even days. This is because of the ability for buyers to directly award contracts in some cases!

4

You're an SME

The Digital Marketplace is one of Crown Commercial Services' flagship frameworks and the Government's main way of ensuring that at least £1 of every £3 spent is with an SME. Currently, 44% of sales on G-Cloud are with an SME. Over 90% of all G-Cloud suppliers are SMEs, but if you're not on it you can't be involved.

5

You've been asked if you're on frameworks

If buyers are asking you if you are on any frameworks - then you need to be. Buyers will want to use methods that are fast and less effort for themselves. Frameworks such as G-Cloud do just that!

6



A buyer told you to use it

In some cases, a buyer might ask you directly if you use G-Cloud. As above, if you're not on it and they want to do business this way, you'll have to wait until the next iteration opens up. It's not worth missing out on the business, and buyers won't want to hang around.

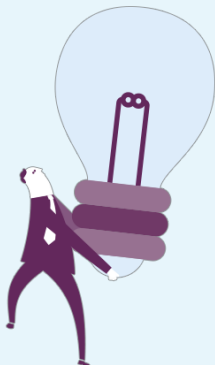


You're currently using a partner to be on G-Cloud

You might be helping a partner or working as a subcontractor for another supplier who is on G-Cloud. While this is all well and good, you could also be on there yourself. Increasing your chances of success and doing business.

Buyers can directly award

As briefly mentioned before, G-Cloud is one of the few framework agreements that let buyers directly award if their search provides only one supplier. This all has to be done fairly, though - and the chosen supplier has to be evaluated and shown to provide the best value. Buyers also have to prove that they fairly narrowed down their search to just one supplier.



You're wanting to do business with ethical buyers

With new regulations, many CCS frameworks now require an upfront disclosure of social value efforts. Many public sector bodies are looking to engage in business with ethical suppliers, and G-Cloud is a great way to win business with these organisations.

It's better to list on G-Cloud 13 than not!

Finally, it's just worth being involved. If you're not on it, then you run the risk of missing out on a buyer or a tool for your public sector marketing and sales strategies! (Top tip: if your buyer doesn't use it, explain to them why they should!).



You can incorporate it into your marketing strategy

It's worth pointing out, getting on G-Cloud doesn't guarantee you sales and contracts. We always suggest suppliers think about how they can promote themselves and build relationships within the public sector to boost their presence on G-Cloud.

Ts&Cs are adhered to by using G-Cloud

Applying to list on G-Cloud 13 means you'll have to adhere to its terms and conditions, as well as its overall agreement. This way buyers know you're safe to do business with. The whole point of G-Cloud is to make it so that all services and tech is procured fair and square.



DO YOU WANT A QUALITY AND COMPLIANT G-CLOUD 13 LISTING?

Book a free consultation and let's talk all things G-Cloud!

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