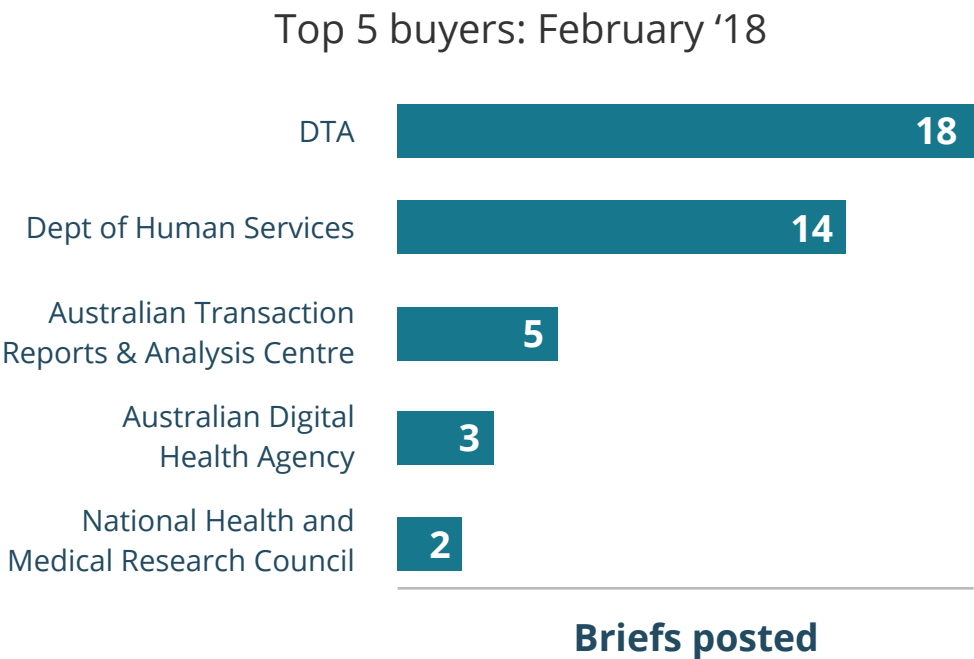
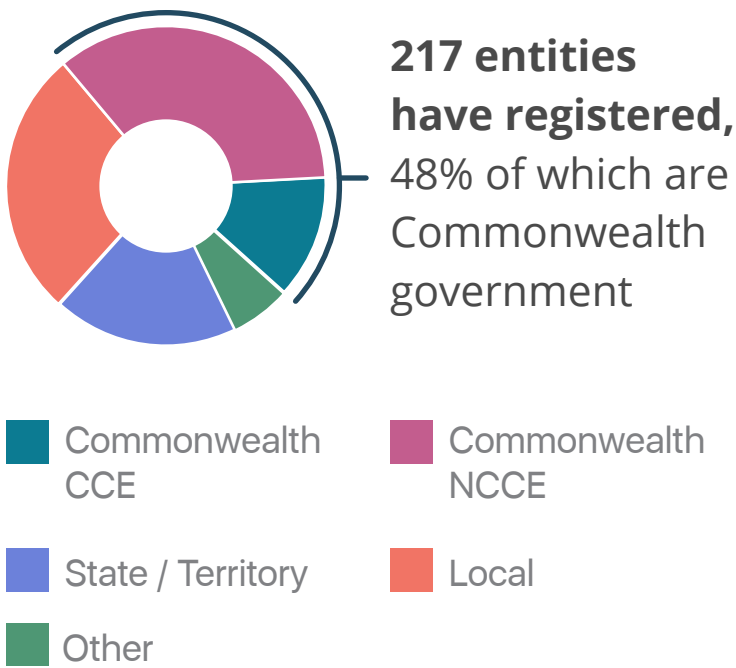


Digital Marketplace insights: February 2018

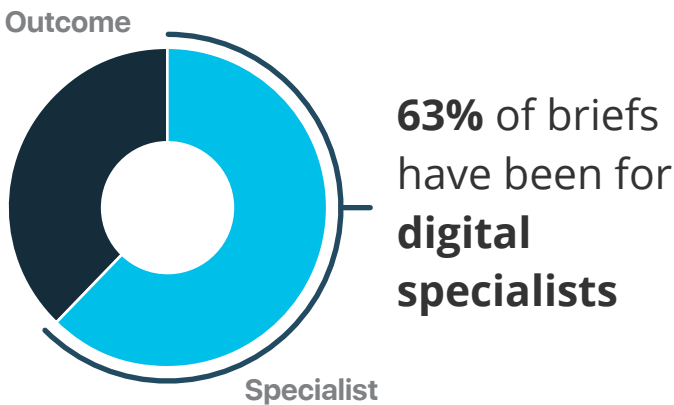
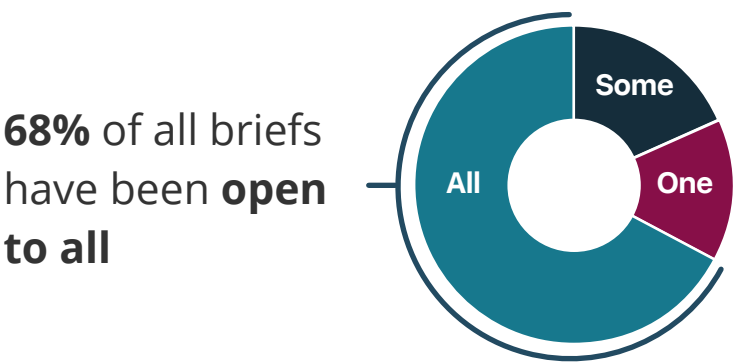
Who are we?

The Digital Marketplace is a simple and fast way to buy and sell with government. **It breaks down the barriers of entry for SMEs** (a small to medium enterprise with less than 200 employees) and makes it **easier to compete for the Australian Government’s annual ICT spend** (\$6.2 billion in financial year 2015-16).

Who is buying?



How are we encouraging competition?



72%

Of the **dollar value** contracted through the Marketplace since 29 August 2016 has been **awarded to SMEs***

\$84.82M

Contracted through the Marketplace since 29 August 2016*

\$8.51M this month

819

Sellers registered to offer digital and ICT services

33 new sellers this month

541

Total opportunities since 29 August 2016

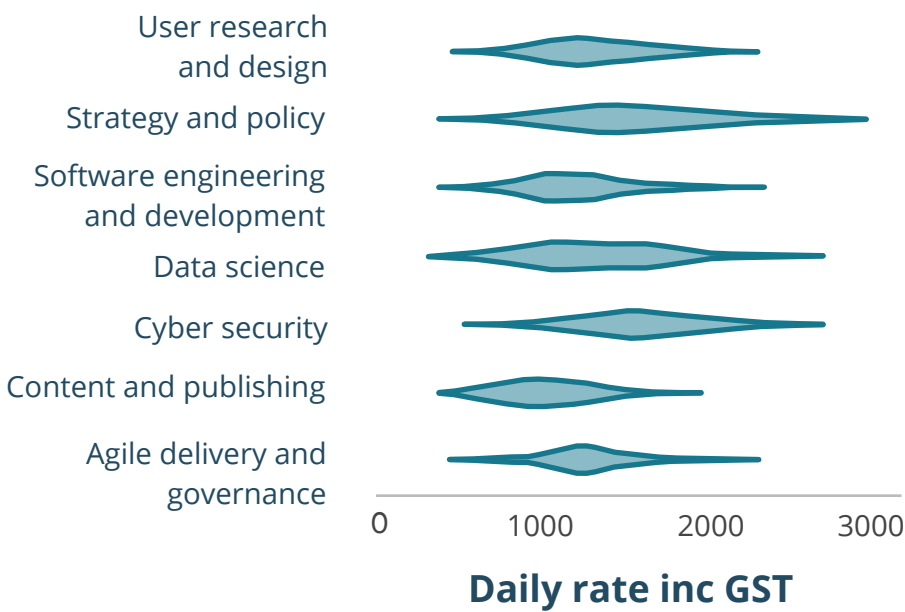
67 new briefs this month

How does the Marketplace break down procurement?

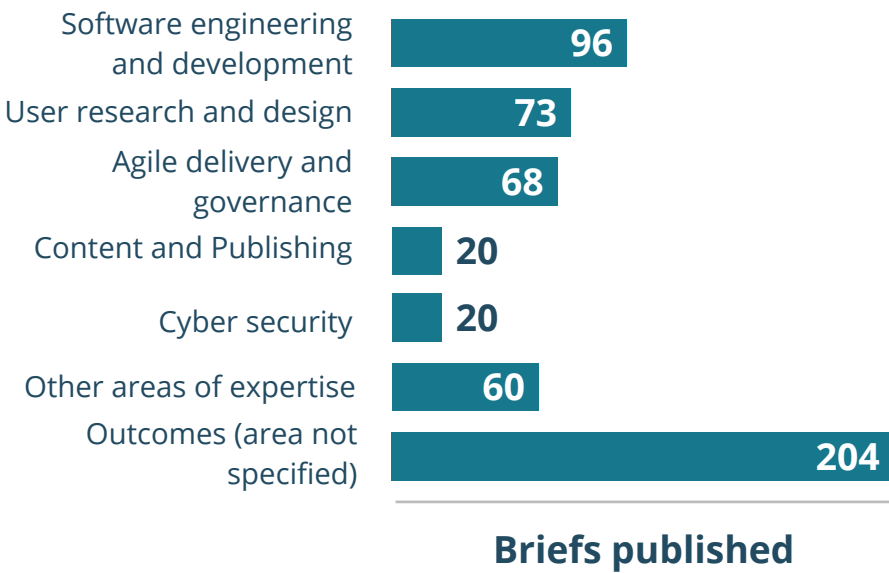
Briefs by phase



Daily rates sellers have bid for specialist roles

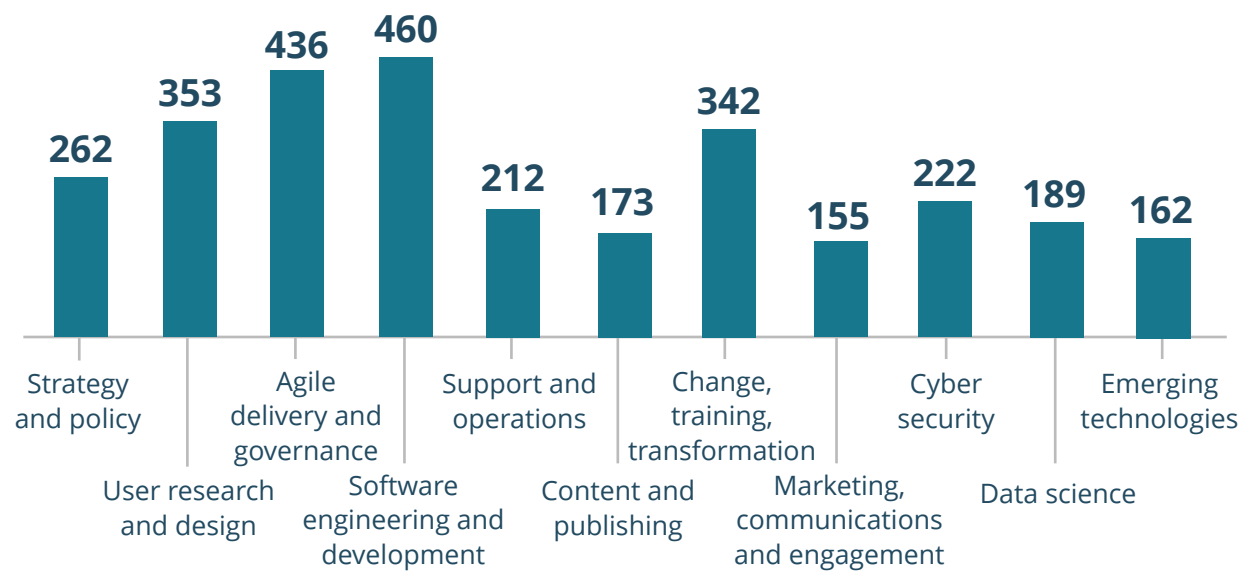


Top 5 areas of expertise since 29 August 2016

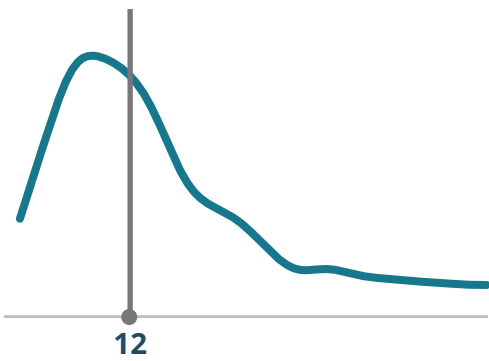


How active is the Marketplace?

Number of sellers per area of expertise



Buyers receive on average 12 responses per brief



Who is winning the work?

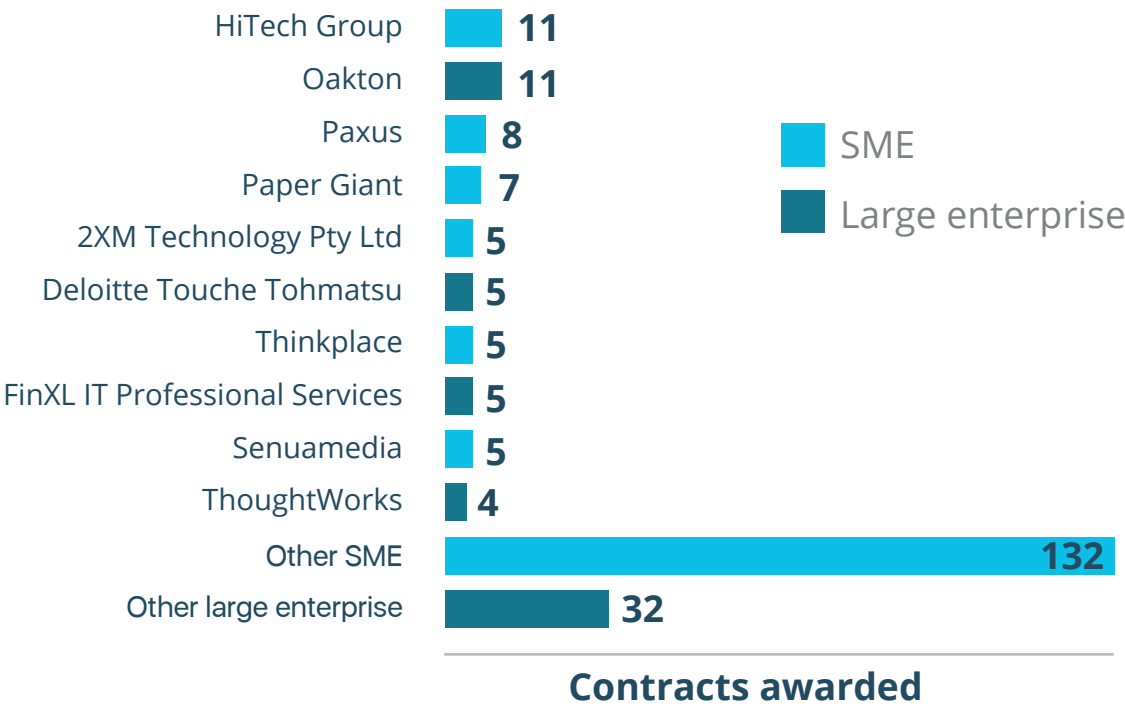
Top 10 sellers awarded contracts this financial year *

80%

Contracts have been awarded by volume to SME sellers this month*

50

Briefs have been contracted this month*



* Contract information is sourced from Austender. It excludes contracts awarded by entities that don't report through Austender and contracts under \$10,000. Contracts may take up to 42 days to be published.