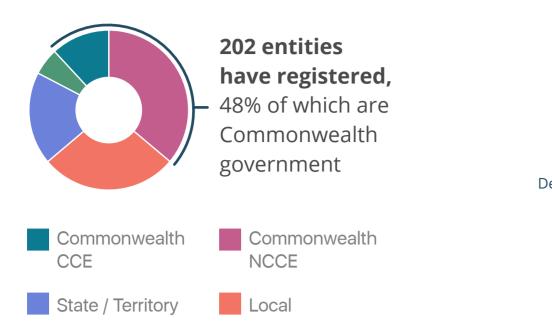
Digital Marketplace insights: December 2017

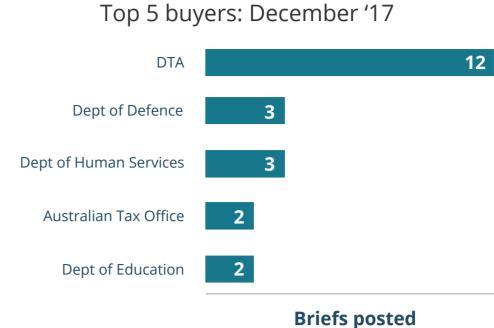
Who are we?

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 governments annual ICT spend (\$6.2 billion in financial year 2015-16).

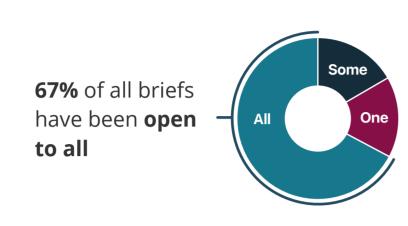
Who is buying?

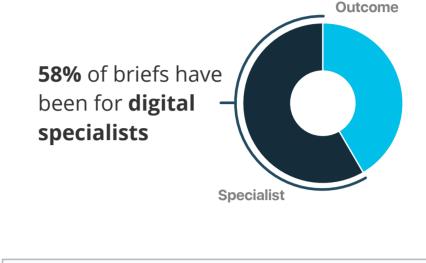
Other



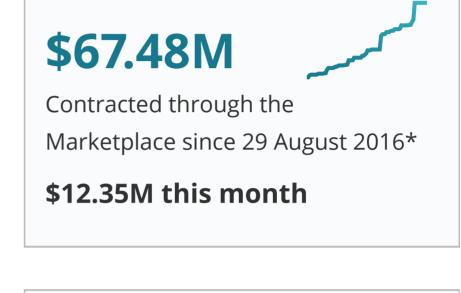


How are we encouraging competition?

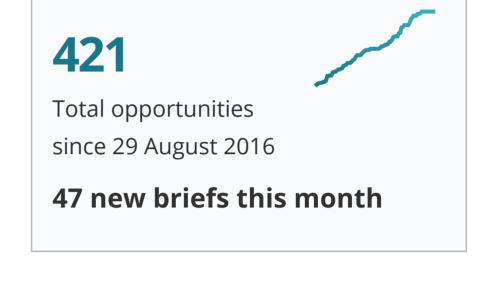




71% Of the dollar value contracted through the Marketplace since 29 August 2016 has been awarded to SMEs*



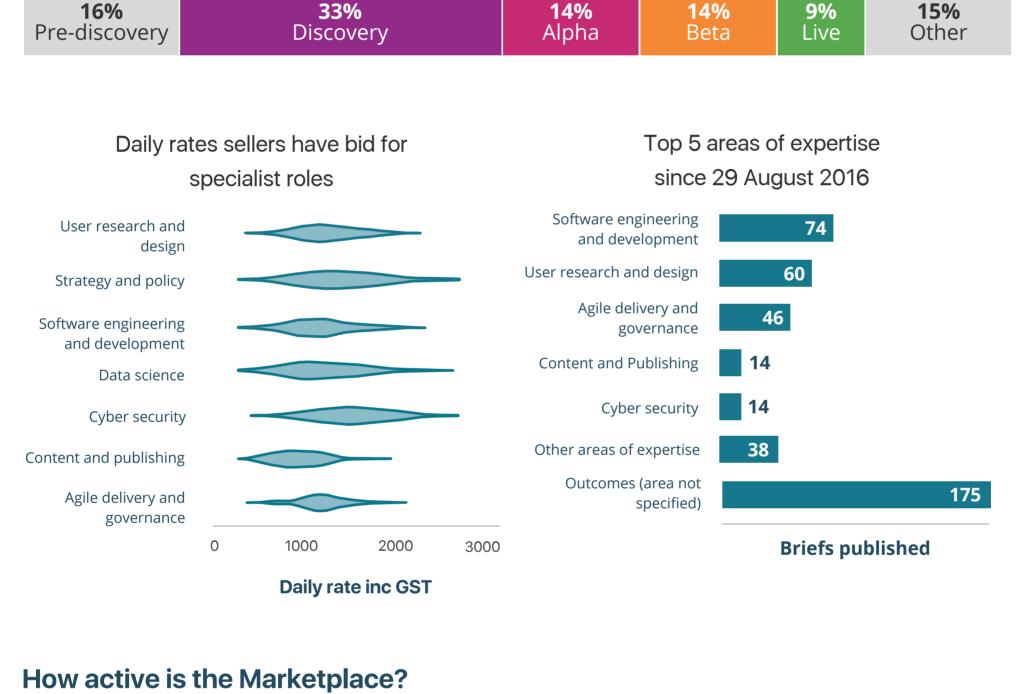




How does the Marketplace break down procurement?

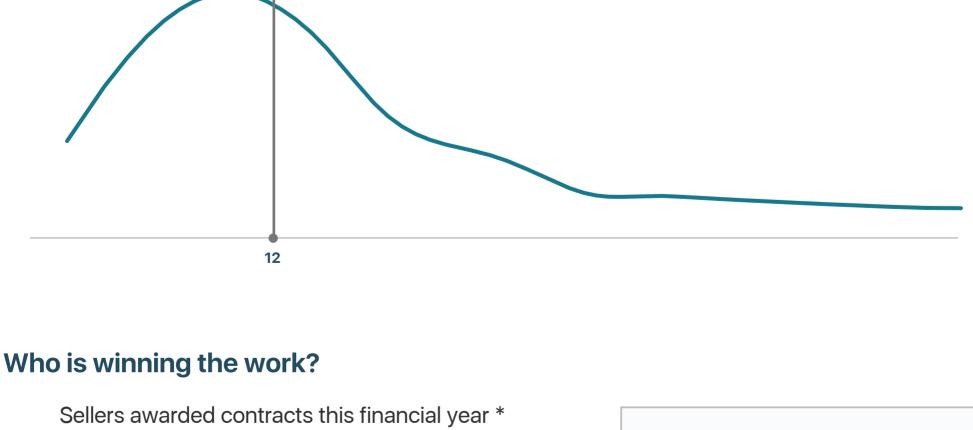
14%

Briefs by phase

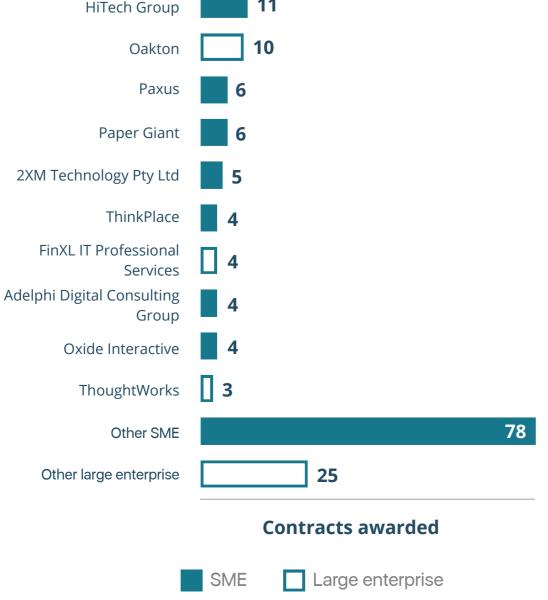


Areas of expertise offered by sellers 426 405

339 320 239 210 194 180 160 152 142 Strategy and Agile delivery and Support and Change, training, Cyber security **Emerging** policy governance operations transformation technologies User research Software engineering Content and Marketing, communications Data science and design and development publishing and engagement Buyers receive on average 12 responses per brief



11 HiTech Group



63% Contracts have been awarded by volume to **SME sellers** this month*

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.