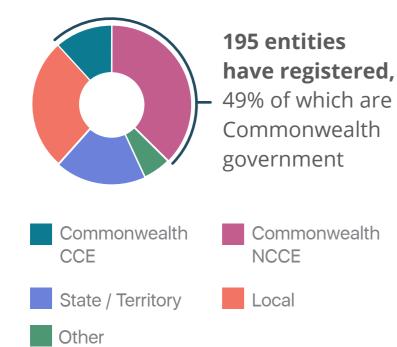
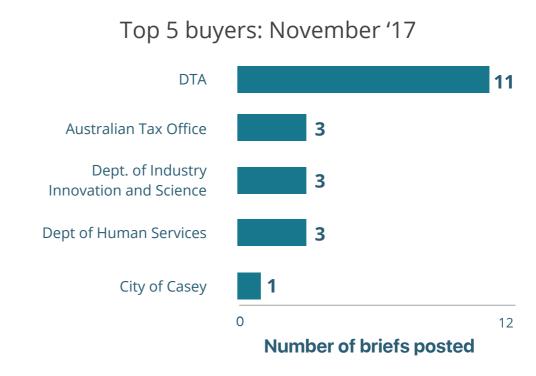
### **Digital Marketplace insights: November 2017**

#### Who are we?

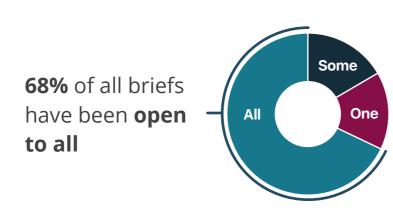
The Digital Marketplace is a simple and fast way to buy and sell with government. It breaks down the barriers of entry for SMEs (a small to medium enterprise with less than 200 employees) and makes it easier to compete for the governments annual ICT spend (\$6.2 billion in financial year 2015-16).

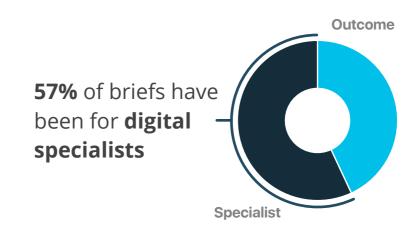
### Who is buying?





# How are we encouraging competition?





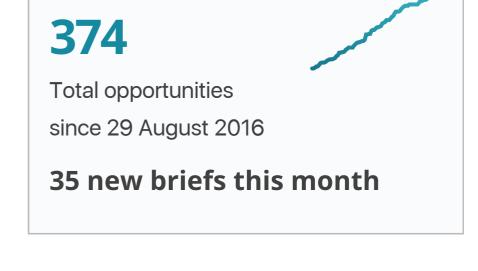
## 72% Of the **dollar value** contracted

16%

through the Marketplace since 29 August 2016 has been awarded to SMEs\*

\$55.13M Contracted through the Marketplace since 29 August 2016\* \$7.46M this month

# **730** Sellers registered to offer digital and ICT services 28 new sellers this month



14%

8%

15%

34%

How does the Marketplace break down procurement?



Briefs by phase



#### 408 397

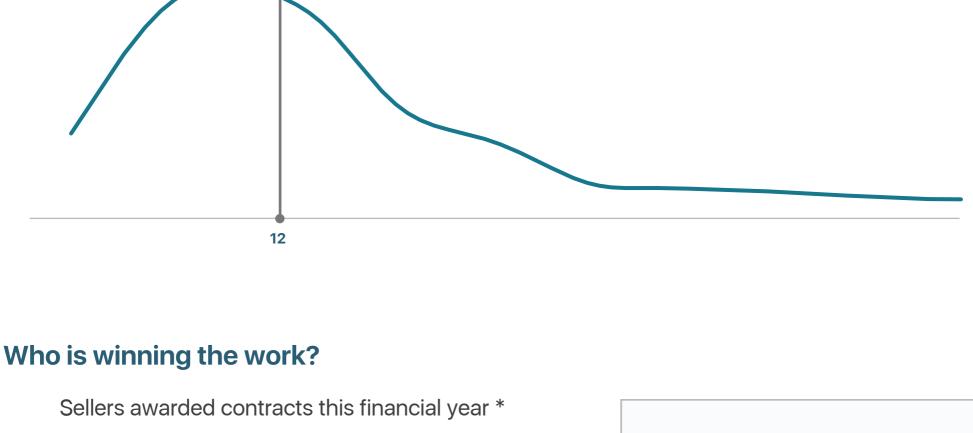
332

How active is the Marketplace?

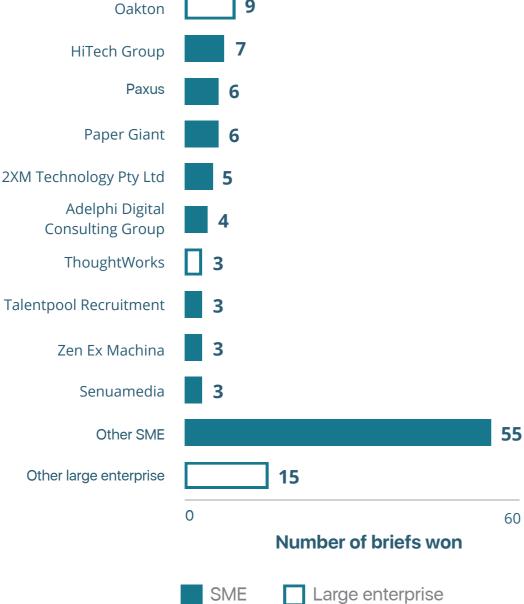
#### 233 204 185 168 150 148 **137** Strategy and Agile delivery and Support and Change, training, Cyber security Emerging policy governance operations transformation technologies User research Software engineering Content and Marketing, communications Data science and development and design publishing and engagement Buyers receive on average 12 responses per brief

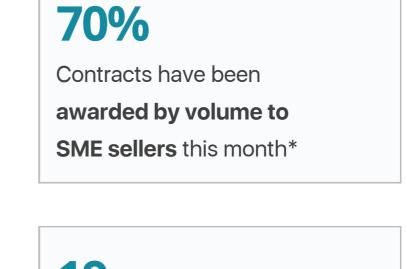
Areas of expertise offered by sellers

312



### HiTech Group





19 Briefs have been contracted this month\*

through Austender and contracts under \$10,000. Contracts may take up to 42 days to be published.

<sup>\*</sup> Contract information is sourced from Austender. It excludes contracts awarded by entities that don't report