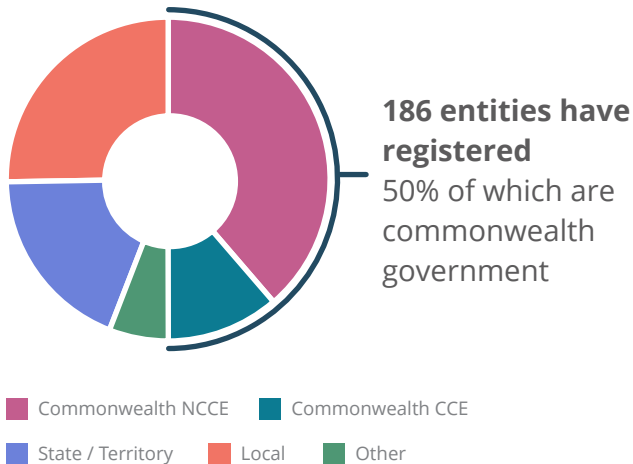


Digital Marketplace insights: October 2017

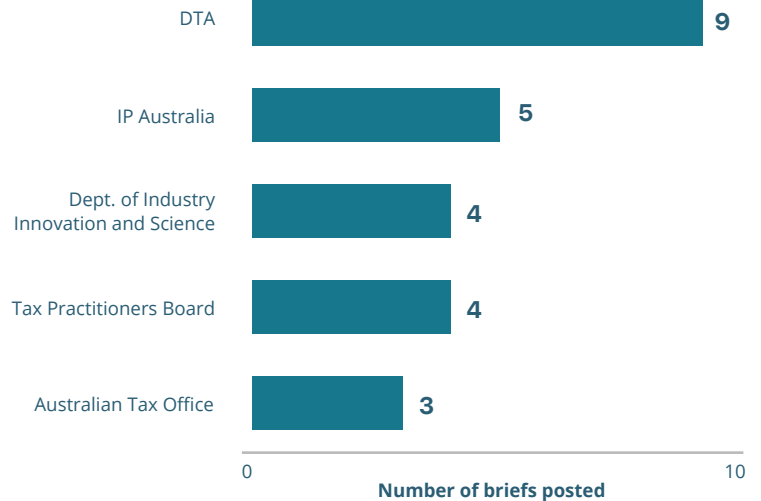
Who are we?

The Digital Marketplace is a simple and fast way to buy and sell with government. It **breaks down the barriers of entry to 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?



Top 5 buyers this month: October '17

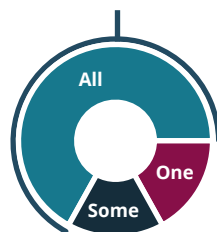


How are we encouraging competition?

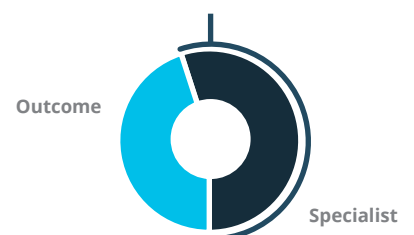
77%

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

67% of all briefs have been **open to all**



56% of briefs have been for digital **specialists**



\$47.19M

Contracted through the Marketplace since 29 August 2016*

\$2.95M this month

702

Sellers registered to offer digital and ICT services

57 new sellers this month

339

Total opportunities since 29 August 2016

47 new briefs 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.

How do we break down procurement?

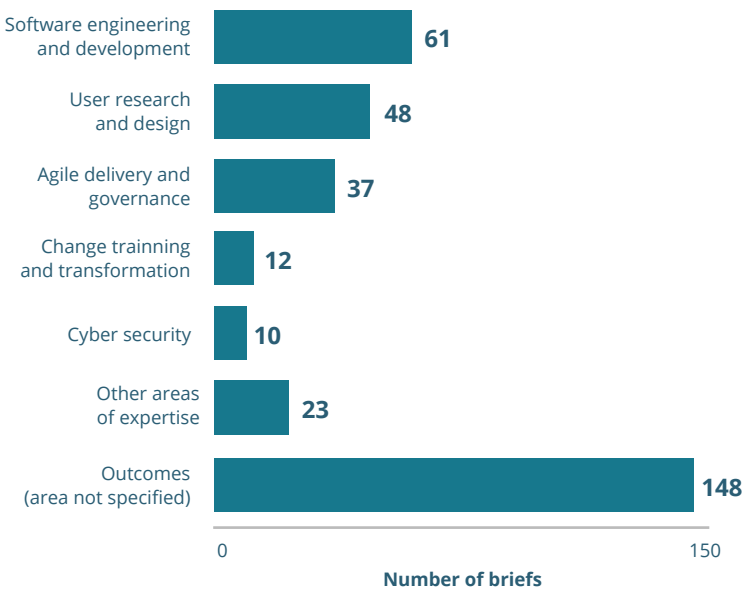
Briefs by phase



Daily rates sellers have bid for specialist roles

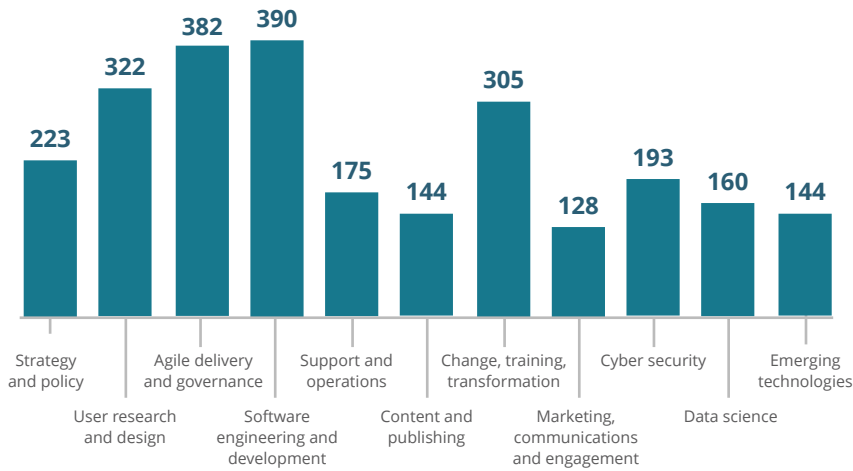


Top 5 areas of expertise since 29 August 2016

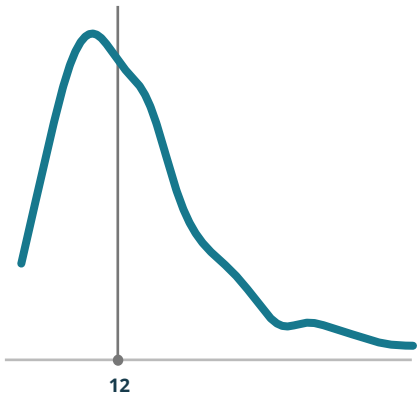


How active is the Marketplace?

Areas of expertise offered by sellers



Buyers receive on average 12 responses per brief: October '17



Who is winning the work?

75%

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

24

Briefs have been contracted this month*

Sellers awarded contracts this financial year

