

# G-Cloud Enterprise Service



For Suppliers who want to sell cloud services to the Public Sector, G-Cloud is the place to be. Our G-Cloud Enterprise service can help you make the most of your listing. We specialise in helping you complete your application with minimum effort. We advise you on what you need to do to qualify and manage the process from start to finish.

After you are listed, we then provide year long benefits and support: drafting call-off contracts, exclusive networking events, spend reporting through MISO, 20 hours a year phone support and 1:1 sessions with your prospective buyers and more...

Every aspect of our Enterprise service is designed to maximize your G-Cloud opportunities by supporting and educating you in all things G-Cloud!

# An Advice Cloud case study

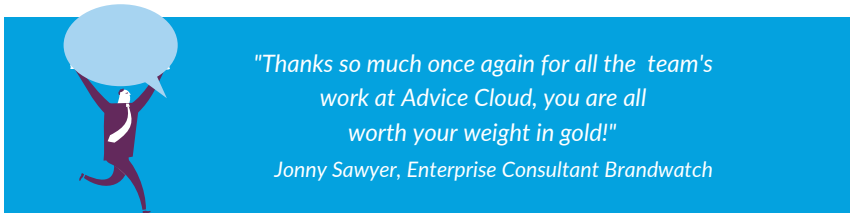


**CLIENT:** Brandwatch

**SERVICE:** Social Media Analytics Software

**FRAMEWORK:** G-Cloud 6,7,8 and 9

Brandwatch are one of Advice Cloud's very first clients and we have successfully taken them through 4 iterations of G-Cloud. Brandwatch continue to use Advice Cloud's services to save on time, resources and build up their internal knowledge of the public sector.



*"Thanks so much once again for all the team's work at Advice Cloud, you are all worth your weight in gold!"*

*Jonny Sawyer, Enterprise Consultant Brandwatch*

## HOW IT ALL STARTED

Brandwatch is a leading enterprise social intelligence company, which allows users to analyse and utilize conversations from across the social web.

Brandwatch were recently named a global leader in enterprise social listening platforms by an independent research firm Forrester Research Inc. - with their platforms being used by over 1,300 brands and agencies today.

The relationship between Advice Cloud and Brandwatch began when our MD Chris - in true Brandwatch style - started a conversation on social media. Chris soon discovered that the company were looking to submit to G-Cloud 5! Following their chat, by early morning we had scheduled a meeting with Sales Director Naomi Trickey. The next day, we had a PO to review their G-Cloud submission. Brandwatch became Advice Cloud's second G-Cloud client and they remain so today - four iterations later!



*"Brandwatch are our longest standing client and we are incredibly proud to be working with one of the UKs best "Big Data" companies that also happen to be a local success"*

*Chris Farthing, MD, Advice Cloud*

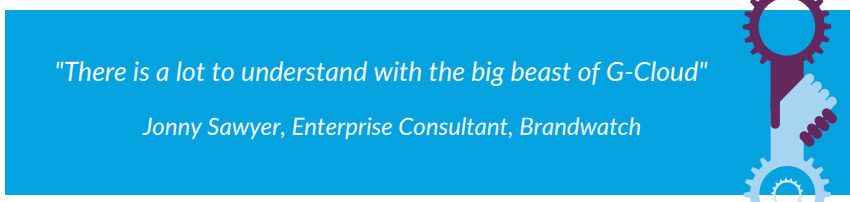
Before listing on G-Cloud, Brandwatch had yet to delve into the Public Sector market. Their initial aim was to get onto G-Cloud on time and with a quality and compliant listing. They wanted to see if they could make a splash in this new market. A rapidly expanding and fast-moving company like Brandwatch, don't often have the time to step back and delve into understanding these larger procurement frameworks.

## HOW WE HELPED

We have helped Brandwatch to achieve their initial goals and then some. Since working with Advice Cloud, Brandwatch have been successfully accepted onto every iteration of G-Cloud.

The manpower of what happens behind the scenes here at Advice Cloud means that we could do a lot of the 'heavy lifting' and save on their already scarce internal resources. Making the application process, as Brandwatch puts it, 'really quite painless!'

Their listing is compliant and has brought remarkable success to their business. Feedback from public sector buyers is always positive. They know that Brandwatch is the perfect tool for them even before they engage with the company. A lot of the hurdles they would normally have to jump over in doing business with the Public Sector are removed by their listing on G-Cloud. Knowing how to position yourself and what information potential buyers will need takes time to learn, and Brandwatch are a time poor company.



*"There is a lot to understand with the big beast of G-Cloud"*

*Jonny Sawyer, Enterprise Consultant, Brandwatch*

Brandwatch's relationship with us has progressed throughout the years. They have been able to use our expertise to build up their own knowledge of G-Cloud. Their long-term goal is building up a proficiency in-house to handle the Digital Marketplace and G-Cloud. Even though this would mean losing a brilliant client, we hope they will get there soon. We are always happy to share our insights and one of our goals is to build internal capacity so companies are equipped to eventually do it themselves.

Since engaging with Advice Cloud, Brandwatch have been able to cut through the procurement jargon, learn a lot about public sector procurement and 'tame the beast' of G-Cloud. They are now proud G-Cloud veterans and consistently deliver a high-quality listing. More importantly, the Public Sector has now become one of their most consistent and constant growing markets!



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