

The vision for G-Cloud was for it to be the all-encompassing, easy route-to-market for cloud services – be it hosting, software or support. The framework has come a long way since the ‘Cloudstore’ – and CCS are constantly making improvements to enhance the buyer and supplier experience. So what is the value of G-Cloud, and why should buyers and suppliers use it? We’ve taken a look.

Benefit to Buyers

Crown Commercial Service set up the G-Cloud framework to provide an easy route-to-market for buyers. The framework cuts down procurement time by dozens of hours – especially with the ability for buyers to directly award. This means that buyers can directly award services to the most suitable supplier. Buyers search by keywords, filtering down results until they get a shortlist of suitable suppliers, where the procurement then goes to further clarification. If only one supplier appears in the search, and has been evaluated as the most relevant and with the best value, the buyer has the option to forego further clarification and directly award a contract to that supplier. Saving time in the procurement process, and as such, money!

As applications to G-Cloud are checked through by Crown Commercial Service, and certain insurances and certifications are needed for suppliers to gain access, the framework provides buyers with a catalogue of compliant, certified suppliers – saving buyers time searching for up-to-scratch businesses.

Suppliers prices are fixed at the point of entry to the framework – with them not being able to raise their prices once on the framework and are not allowed to change their prices for different buyers, ensuring a fair procurement ground for all public sector buyers.

Benefit to Suppliers

G-Cloud is the encouraged route-to-market for buyers looking to procure Cloud Services – it is the most commonly used cloud services framework, and as such very important for cloud suppliers to be on!

Benefits for suppliers include:

- A ‘shop window display’ facing public sector buyers – there aren’t many other places where you’re able to display your services directly to buyers
- A fair procurement process – no supplier has precedence over another on G-Cloud – so the smallest SME supplier with a great listing can trump a large business with a rubbish listing!
- Buyers can directly award to the most relevant, and best value, supplier
- Its a compliant route-to-market
- Part of the Governments ‘£1 of every £3’ to SMEs pledge

CCS Updates - Vision for G-Cloud 12

CCS are always working to improve G-Cloud, listening to feedback from both the supplier and the buyer side. Their ultimate goal is to make G-Cloud a more attractive marketplace for buyers – ultimately letting them know that being on it can help them save a lot of money and effort!

One of the biggest changes confirmed by CCS is that Service Definitions will be mandatory from G-Cloud 12. This means that all suppliers listing on the framework will have to upload this at application. Suppliers will now have to make sure that they make their's clear, informative and useful to buyers when they're choosing their supplier.

CCS have also mentioned a few other possible changes for G-Cloud 12:

- Clearer contractual documentation
- Clearer guidance for buyers and suppliers
- Making the buying process clear, providing better value for money and time

How CCS plans to action some of these has not yet been finalised, but we're looking forward to seeing what G-Cloud 12 holds this Spring!

What's the point? We don't sell anything!

There's more work to do around G-Cloud than just getting listed. Suppliers have to make sure their Marketing and Sales strategies incorporate it too. As we always say, the framework isn't a source of inbound leads. You've still got to get out there and make sure potential buyers know who you are, and make sure they know that you're on G-Cloud.

Is your listing compliant, informative and a great shop window for your solution? We find that many suppliers who don't make sales through G-Cloud fall flat with their listing and associated docs – many don't even upload a Service Definition!


So, the value of G-Cloud is most definitely there. Nearly £5.5bn in sales through the framework since it began shows that it is! Hopefully though, this article has explained how using G-Cloud can help you get a slice of that spend, and why G-Cloud 12 should definitely be part of your plans.

WANT TO KNOW MORE ABOUT HOW YOU CAN GET THE MOST OUT OF G-CLOUD?

BOOK A FREE CONSULTATION AND LET'S TALK ABOUT HOW YOU CAN WIN MORE PUBLIC SECTOR BUSINESS WITH G-CLOUD 12!

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