



INDUSTRY  
CAPABILITY  
NETWORK  
New Zealand

# Selling To Government

29<sup>th</sup> April, 2009

New Zealand  
TRADE & ENTERPRISE 



# Agenda

- Introduction, ICN and what government is doing to help
- The procurement process
- What really happens with an RFx
- Partnering for success
- NZICT
- Open forum



## Industry Capability Network (ICN)

- The Industry Capability Network helps New Zealand suppliers gain access to government procurement opportunities
- Health, ICT, defence and energy and entry into major Australian projects
- Major successes include – Project Protector, Wellington Hospital, Unimarket etc.
- Assisted with >\$100M of New Zealand input in the last year
- Working on SKA and broadband rollout
- The quiet achievers in government



# Myths and Legends

## Introduction

- Once it is on GETS it is too late
- Nobody won business when they found the deal on GETS
- Another vendor wrote it if it is on GETS



# Revera

## Infrastructure replacement

- No prior relationship
- Blue chip government department
- Core business application
- Over \$1,000,000 for the life of the contract
- Excellent process
- Differentiation was key
- Culture match and solution fit decided it



# NZTE

## Document Management Solution

- Had two vendors in mind prior
- No knowledge of or relationship with selected solution
- Two on short list
- Functionality was decider
- Core business solution for NZTE



## The time is right

Minister of Commerce, Simon Powell

- “Reform government procurement processes to improve access by SMEs”, as a key priority.
- Single procurement policy across the wider state services
- Model ICT contracts already being developed
- Collaboration to reduce duplication of effort
- Common procurement practices and training
- More constructive supplier debriefings
- A range of future initiatives to make it easier for SMEs



# The time is right for ICT

## Introduction

- New Government
- The right tools
- The right role models and heroes
- Case studies for success
- The right economic crisis
- Weightless economy
- Cheap



# Government Procurement Development Group

A change agent:

- Helping government become a better customer
- Professionalizing procurement in NZ
- Ensuring training and education is available
- Centre of advice and expertise
- Responsible for procurement policy framework
- Avenue for raising issues/complaints – ICN assists
- Administer GETS



## The time is right

### GETS Review

- Results are published on MED web site
- Only “killer app” in government – 35,000 registered users
- Predicated on procurement review
- Common tools and templates
- Less duplication and more collaboration
- Market message is end-to-end interactive solution
- Incremental approach on existing system initially



## Caveats

- It won't happen overnight but it will happen
- It is recognised and accepted that government is not always easy to deal with
- It is recognised that procurement standards are inconsistent



## The goal

- Quicker
- Easier
- Cheaper
- Fairer



# Andrew McLean – Expert Procurement Solutions

## The Procurement Process



# Risk

- Best widget in two but still no sale
- Mandatory



## Partnering

- MNCs make great partners
- Rip margin and IP
- Good New Zealand citizens
- Increased specialisation
- But - onerous processes. You need to be organised
- Tangible evidence!
- ICN can help - facilitation



## Partnering. Unimarket - A Case Study

- Incubator to multi-national in 18 months
- Risk mitigation was key
- Range of partners to suit customer including Tranzsoft, Strategic Sourcing, Management Toolbox, Ernst & Young
- Wherescape for reporting, i-Scio for contract management
- Strong Advisory Group and governance
- Assisted by ICN, NZTE and Beachheads



## Partnering – Unimarket Case Study

- Align with likeminded organisations who have a common goal that is significant to their business
- Be selective in partnering and put effort into a few key organisations rather than spreading the net too wide
- Establish a incentive plan that will reward appropriately for the amount of effort required from the partner, don't be mean on sharing the benefits of success
- Establish a plan to regular communicate with partners and seek feedback and then stick to it



## ICT Industry Body - NZICT

- Tried before and failed – we all know why
- IntellectUK success
- Reputation of the ICT sector
- Channel for all government ICT projects
- Trusted partner
- Countered the “INCIS Effect”
- Tangible benefits for all

- <http://nzict.co.nz/>



## Feedback

- [David.sheppard@icn.govt.nz](mailto:David.sheppard@icn.govt.nz)
- Collateral [www.icn.govt.nz](http://www.icn.govt.nz)
- This seminar – what worked, what didn't
- What you would like for future seminars
- Government procurement
- GETS

***“We are from the government - we are here to help”***