tussell

Perspective Economics

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Industry: Consultancy & Research

Founded: 2017

Employees: 4

Tussell customers since: 2019

What's your favourite thing about Tussell?

Tussell's blend of UK-wide contract notices, awards and spend data provides a much greater depth of insight than any other procurement site we've used in the past. We get great value from being able to have multiple contract notices in one place, which allows our team to save time and share opportunities.

What has Tussell helped you do?

We use Tussell in three important ways. Firstly, it provides our team with a single store of all relevant tender opportunities coming through from central and local government clients. This allows us to quickly scout out new opportunities, and respond quickly and efficiently.

Secondly, the award and spend data provides critical insight for what our competitors are delivering, and helps us to inform bid strategy, and our approach to secure new contracts.

Finally, as an economic consultancy practice, we're interested in how different sectors and regions are engaging in public procurement markets. Being able to access hundreds of thousands of contract awards means that we can pinpoint which sectors of the economy are engaging with the public sector and how.

What's the biggest benefit of using Tussell?

Tussell has been a game-changer in how we identify, share and analyse opportunities. Being able to track new opportunities across multiple frameworks saves us significant time, cost and effort, and being able to understand who has won similar opportunities in the past enables us to take an evidence informed approach to how we bid for tenders and partner with other research organisations

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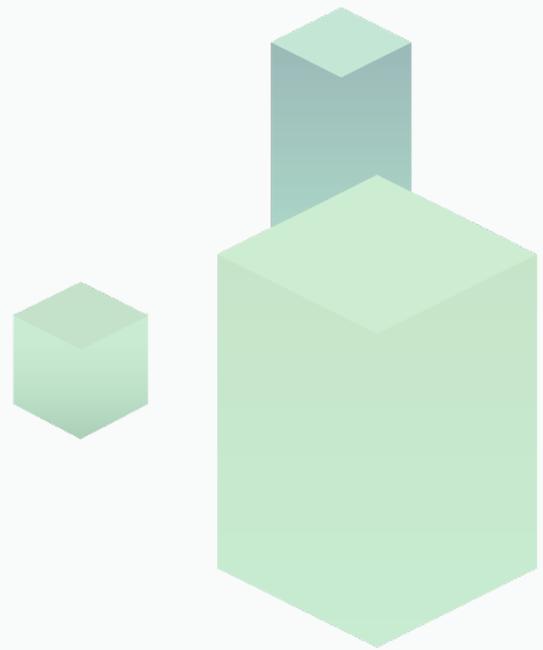## Return on Tussell based on time-savings alone

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What results have you seen by using Tussell?

We've used Tussell to flag and review almost two hundred potential opportunities in the last three years. Of these:

- ☑ We've been able to review tender requirements, and identify potential competitors rapidly. It now only takes two hours, not days to inform go / no-go decisions for our tenders team.

- ☑ Tussell allows our team to be much smarter when bidding on contracts, as we can identify incumbent providers or established relationships early on, and take informed decisions in our bid process.

- ☑ Since working with Tussell, we have seen a much higher win rate for public contracts that we bid for. This frees up more time for delivery with our clients, and creates a more sustainable pipeline of work.

Taken together, for every £1 we spend with Tussell, we estimate this benefits our organisation by £3 through reduced analyst time, fewer meetings to discuss tenders, quicker decision making, improved intelligence about our clients and competitors, and having a robust evidence base to inform our own market research and sector research.

How has Tussell aided you in your capacity as researchers? How has Tussell enabled you to conduct better, more efficient, or more thorough public sector research?

The Tussell database is a really useful tool for research. Being able to segment contract awards and spend data by variables such as location, keywords, and CPV codes means that we can identify innovative companies working with government in a matter of minutes, and rapidly export the data to CSV format for further analysis.

We recently used Tussell data in a research report we led for the Department for Digital, Culture, Media and Sport. This identified how UK cyber security firms were winning over £350m per year through public procurement opportunities.

The Tussell team were very helpful, and developed a bespoke query to identify cyber security related contracts in the public sector.