

An Advice Cloud case study

CLIENT: AirWalk Consulting

SERVICE: Framework Listing Services

airwalk

AirWalk Reply is a leading international digital transformation consultancy, with offices in the UK and south-east Asia. They have a wealth of expertise in delivering complex, cloud-based technology change programmes - specialising in highly regulated industries, such as financial services and the public sector.

AirWalk combine deep technical subject matter expertise with business domain expertise, and delivery capability with a strong commitment to core values. And with experience of working on multi-year, multi-billion pound projects for the Crown Commercial Service and the Bank of England, AirWalk are no stranger to the public sector and the challenges it poses.

“Advice Cloud’s expertise and input was invaluable. We would absolutely recommend them to anyone that wants to improve their presence and success on public sector frameworks.”

HOW IT ALL STARTED

Prior to 2020, AirWalk had approached G-Cloud on their own. When the latest iteration of G-Cloud (12, at the time of writing) came around, they decided to get some support. That’s where Advice Cloud came in.

AirWalk were determined to make the most of their listing to entice potential clients in the public sector. Their mission was to create a G-Cloud listing that would effectively showcase their offerings in the limited space provided, and in a format that would be easily searchable - improving their odds of securing public sector business.

“We had previously muddled through our listings, without eliciting any support. What we thought was a reasonable attempt was coming up short, and we needed to see better results from our Public Sector presence.”

HOW WE HELPED

We began the G-Cloud 12 process with a kick-off call to ascertain AirWalk’s offer to the public sector and put in place a set of deadlines as part of our managed submission process.

We then reviewed their existing listing and researched competitor listings to establish a baseline and gauge what needed to be changed. Output from this review process provided AirWalk with a set of effective keyword suggestions to use when re-writing their listing.

We then went through our comprehensive 3-draft review process to ensure AirWalk’s listing was not only compliant but optimal in terms of both communicating their offer, and searchability on the digital marketplace.

By carefully project managing the submission, and having set out achievable deadlines (tailored to AirWalk’s capacity to deliver, and with in-built flexibility), we were able to collaboratively craft an effective and compliant listing, run our internal QA process and submit with time to spare.

“The structured approach to creating and finessing our listing was incredibly helpful - Advice Cloud provided a huge amount of support every step of the way.”



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OUTCOME

In early 2021, in the midst of the global Coronavirus pandemic, AirWalk were awarded a prestigious £2m contract through their G-Cloud 12 listing.

This contract is for the provision of cloud transformation and implementation services for a buyer in the Central Government sector. Awarded through a listing evaluation process, this success highlights the importance of having a strong G-Cloud listing in order to win business.

We look forward to continuing working with AirWalk and celebrating their future successes!



“Our engagement with Advice Cloud has moved us forward significantly in our approach to growth in the Public Sector, obviously culminating in a brand new client in 2021.

We are in a much stronger position to continue this growth, and will continue to leverage Advice Cloud to help make this a great success.”

Framework Listing and Support Services

Our framework listing support services help suppliers get on to the routes to market they want. With **our clients receiving 90%+ average quality scores on their applications**, we take pride in getting our clients not only listed, but in a good place to win business!

We always say, getting listed is easier said than done! Applications need to be handed in on time and listings should be of high quality - and compliant. This process can often be very labour and time intensive. For large organisations this might not be an issue, but for SMEs it can be a real obstacle to public sector success. The costs can quickly ramp up and we often see unprepared suppliers quitting half way though.

With our Listing Services and post-Live support, Advice Cloud can take charge of the heavy-lifting and free up suppliers' time and resources - as well as increase their chances of success on their desired framework.



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