

Ticon Foresight: The competitive advantage for suppliers to government

July 2011

Ticon Foresight: A unique data service to suppliers working with Government.

Purpose of this briefing pack

Explain how Ticon Foresight can help you:

- Receive early warning for upcoming tenders before they are advertised.
- Price benchmark your contracts against rival suppliers.
- Understand the market, know who is winning business where.
- Make better use of your bid resources.

Ticon Foresight: A unique data service to help suppliers to Government understand the market.

Public Procurement challenge

- The UK Central Government has savings targets of £44bn to meet by 2013.
- Savings will come from aggregating demand and leveraging buying power.
- Government recognises that their data is poor, more emphasis will be placed on price comparison and supplier performance.
- Suppliers will need to select opportunities carefully and demonstrate that they are making savings for their clients.
- Ticon Foresight can help you find the right deals and benchmark your pricing.

What does Ticon Foresight do?

- Gives you a competitive advantage, with complete insight to a market.
- Early warning for tenders, showing when they are due before they are advertised.
- Monitor contract values and other criteria to show market trends.
- Benchmark contract prices between yourselves and other suppliers.
- Compare performance against rival suppliers.
- Works for all categories across all European markets.

Ticon Foresight: An overview.

	Procurement Planner	Market insight	Price performance	Customised research
	<i>Early sight of every opportunity.</i>	<i>Your market, fully mapped.</i>	<i>The market prices laid bare</i>	<i>The data you need for your business</i>
Purpose?	A clear view of all opportunities before they go to tender.	Know the whole market, know which suppliers have business, with whom, at what price.	Map your contract against others to identify who is offering what price on different contracts.	Research programmes built to meet our customers' specific needs.
What do you get?	Data covering every contract, let by different organisations for different categories. Including start dates, end dates, break clauses, extensions, contract value.	A detailed analysis report covering your category; Market trends, market analysis and upcoming tenders all charted and provided in an easy to read format.	A price benchmark that shows you what price you're paying against the market average and against the high and low prices in the market.	Custom databases, specialist insight and bespoke reporting to help you understand your opportunities and your rival's performance.

Example analysis: Insurance data in Housing Associations

A sample of what Ticon
Foresight can do

Housing Association's insurance contract analysis: prices and savings.

Understanding the market

Insurance contracts let by Housing Associations between 1 April 2010 to 31 March 2011:

• No. of contracts:	84
• Total amount of business:	£41m
• Total number of suppliers:	13
• Per cent of tenders won by leading supplier:	31%
• Per cent of business with leading supplier:	26%
• Per cent of tenders won by top 3 suppliers:	64%
• Per cent of business with top 3 suppliers:	54%

Ticon Foresight: Procurement Planner features.

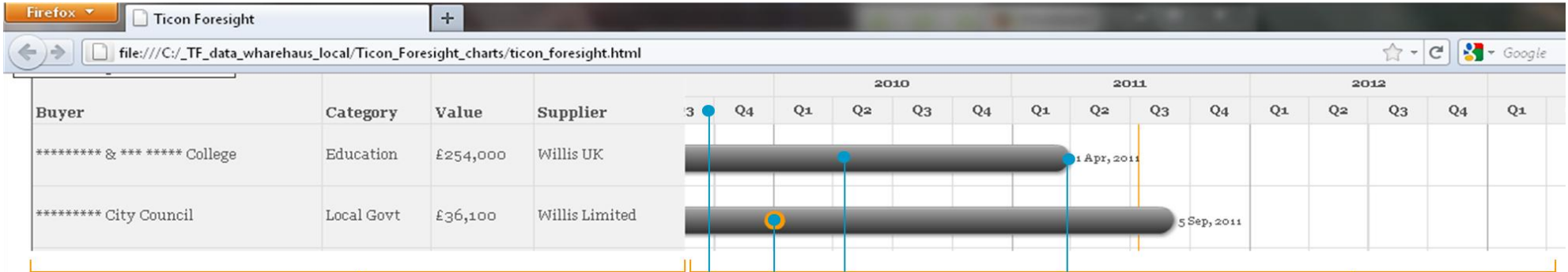


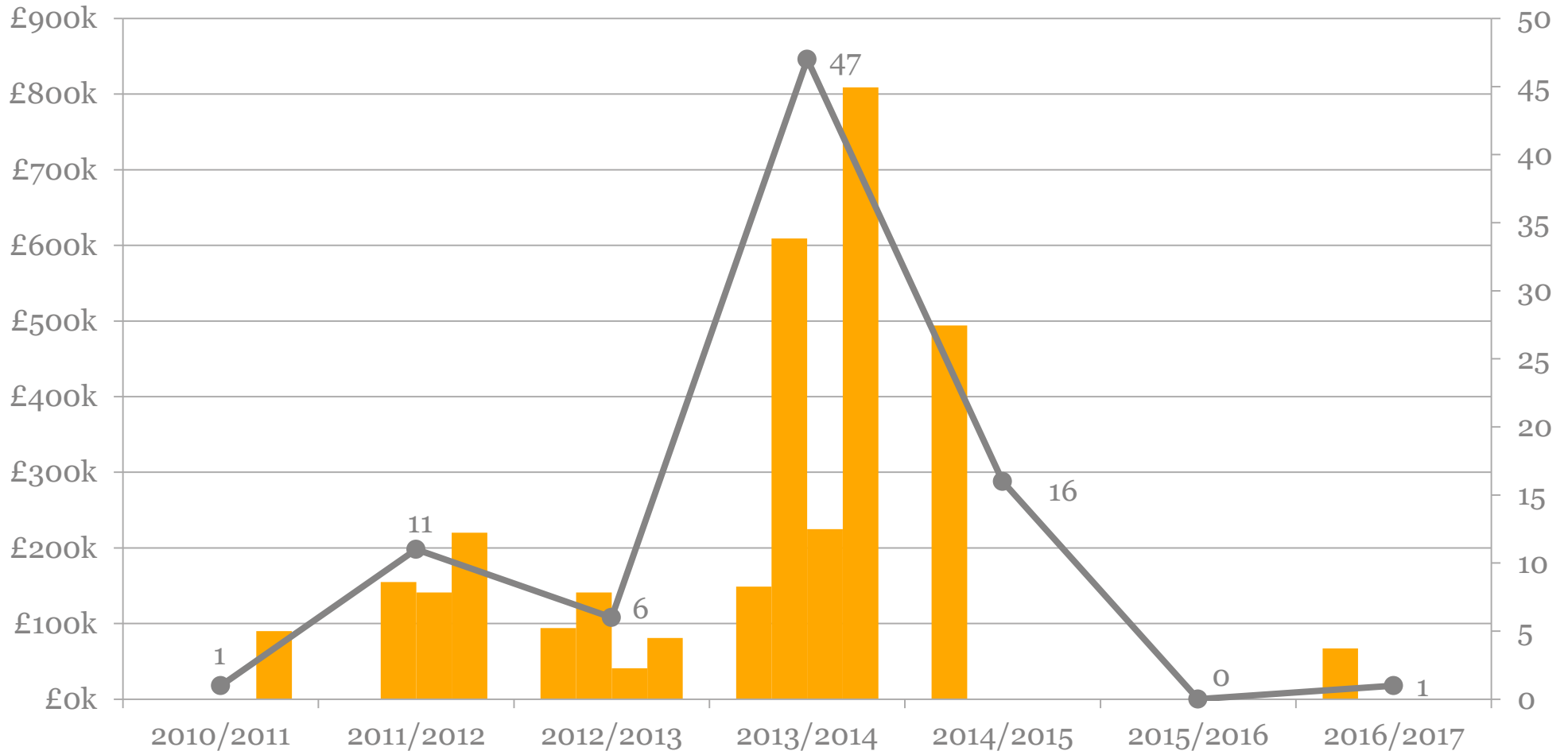
Table data

- Buyer name
- Buyer type
- Value of contract
- Supplier name

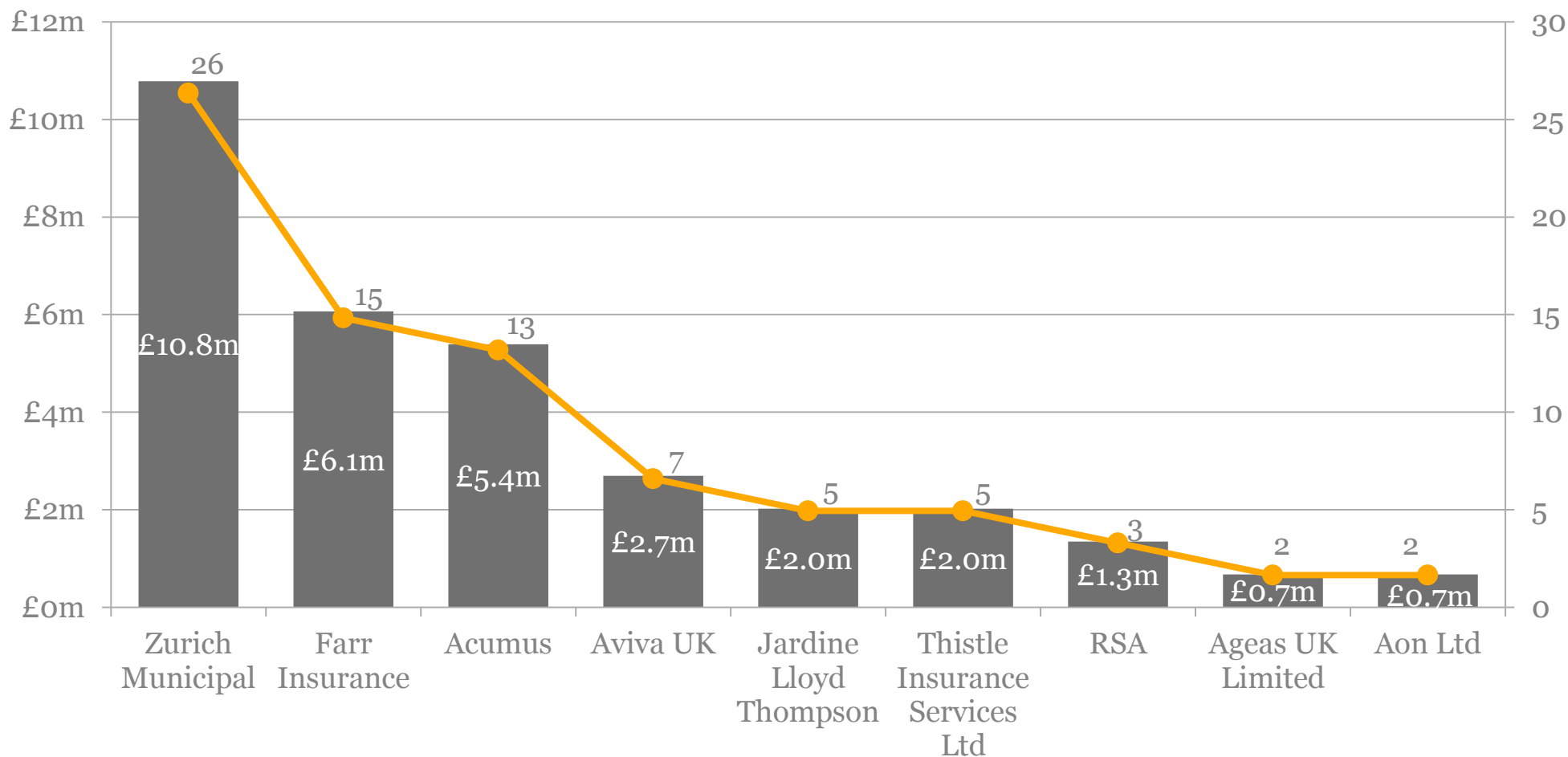
Timeline data

- Quarterly timeframe
- Break clause
- Contract timeline
- Contract end date

Example: Insurance - Annual value (bar) and number (line) of insurance contracts ending in upcoming financial quarters.



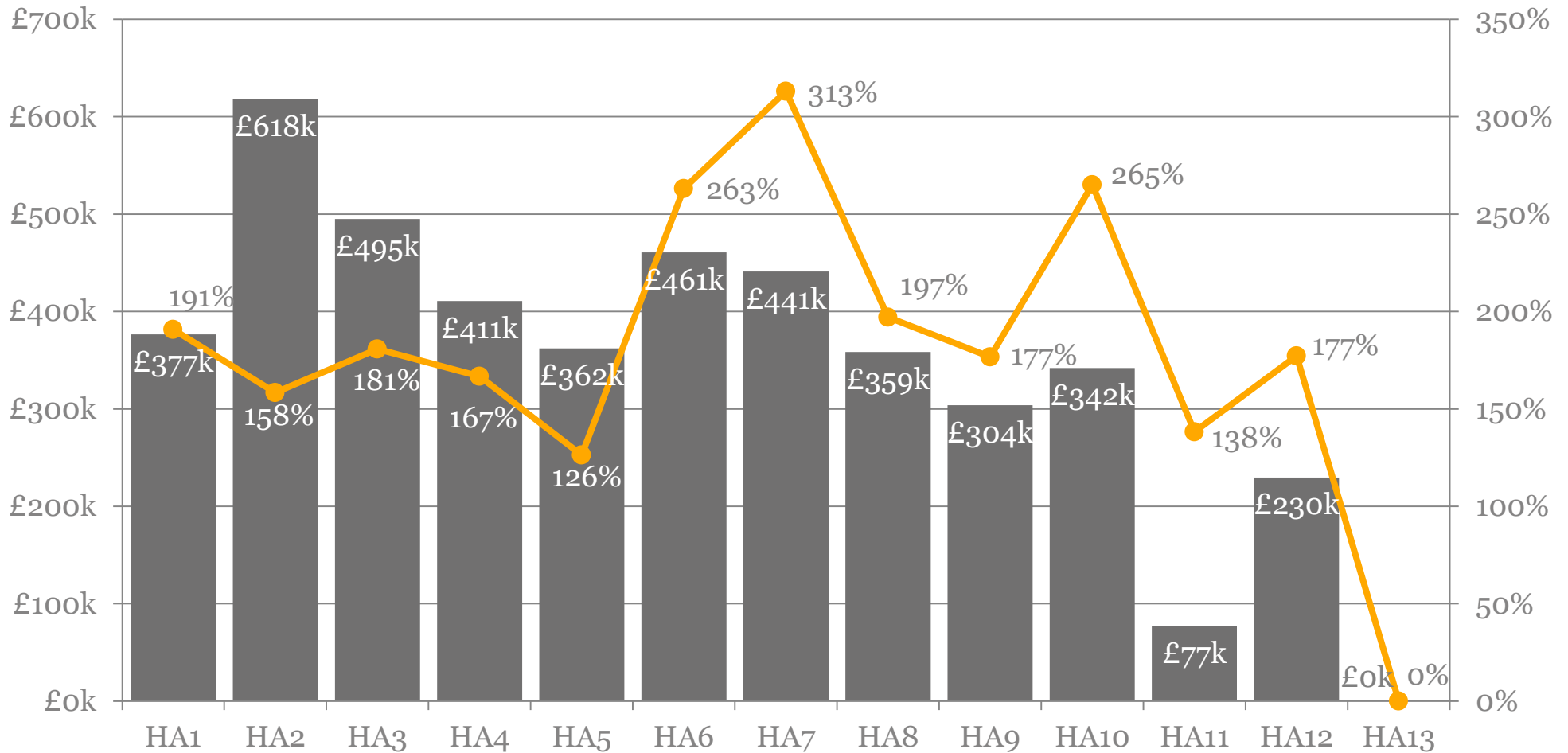
Example: Insurance - Annual value (bar) and number (line) of contracts awarded by Housing Associations between 1 April 2010-31 March 2011.



Insurance contract analysis: A sample of 13 Housing Associations annual turnover (bars) and non-life insurance costs (per property per year).



Insurance contract analysis: Savings £ (bars) and savings % (line) if 13 Housing Associations used the lowest price for non-life insurance.



Housing Association's insurance contract analysis: prices and savings.

Understanding the market

Average price:	£44.74 per property
Lowest price:	£15.92
Highest price:	£65.76
Lowest price supplier:	Zurich Municipal Insurance
Highest price supplier:	Farr Insurance

How does Ticon Foresight work for your organisation?

What is Ticon Foresight?

- Unique contract analysis tool for any category of spend.
- A service combining detailed research and a comprehensive database, to provide you with the insight you need.
- Giving you a competitive advantage.

What do you gain?

- Early warning of upcoming contracts.
- Pricing on current contracts.
- Price comparisons between all like for like contracts.
- Benchmarking performance against your rivals.

What do we do?

- Build a thorough picture of your current opportunity pipeline.
- Map out all upcoming opportunities.
- Compare your contracts with rival suppliers.
- Analyse the data to show benchmark your prices against rivals.

How does it help?

- Allows you to select the best opportunities and plan your bidding activity.
- No more 'blind' bidding as you can know the current contract price.
- Allows you to monitor market trends and the activities of rival suppliers.

Ticon Foresight gives buyers a unique insight into potential collaborators, and the value that they are getting from the market.

Understanding the market

- **Time:** when do contracts come up for renewal, including break clauses?
- **Location:** analyse any category of spend across the whole of Europe.
- **Type of buyer:** Analyse a particular sector of the market, e.g. health.
- **Size of organisation:** Analyse opportunities in large or small organisations.
- **Supplier:** Analyse organisations using a particular supplier?
- **Requirements:** Analyse contracts with specific requirements.

Price analysis

- Ticon Foresight gives buyers a better understanding of the market prices. You can now know the real value of different contracts.
- We can use a range of data to benchmark your pricing on different contracts and against your rivals.

How is Ticon Foresight delivered?

Data gathering

- Using our unique contracts database to gather the data relating to your specific needs.
- If necessary, further data collected from direct suppliers to ensure a complete picture of the market is built.

Workshop

- Our team can support you through group or individual workshops, taking you through the data to ensure your complete understanding of the market and the upcoming opportunities.

Desk based analysis

- Our team will pull apart the data to get to the answers that you need.
- We will uncover the best opportunities for your team, when they are due and with whom.

Reporting

- We aim to help you understand where your opportunities are in the most concise, relevant and informative manner, ensuring that you can bid competitively for all the best opportunities.

The benefits of using Ticon Foresight.

Everything to gain

Ticon's unique data service, Ticon Foresight, can give you the competitive advantage you need. This is why:

- **Uniqueness of data.** Ticon Foresight has the most comprehensive database of contracts, tenders and suppliers across the UK and Europe.
- **Variation of data sources.** Ticon Foresight utilises a wide range of data sets so that individual categories can be analysed in the right way. Only by doing this can we benchmark the prices of individual contracts.
- **Skilled analysts.** With 10 years experience, Ticon's consultants have the expertise to analyse complex procurement data and to provide real market analysis.

Ticon Foresight and Ticon's consultants give you the complete process of data, analysis and reporting that cannot be gained from a database alone. We ensure that you gain a competitive advantage from our service.

Gaining Foresight.

Next steps

- To find out more about how you can know more than anyone else about your market, please get in touch.
- Ian Makgill
ian.makgill@ticon.uk.com
+44 (0)20 7836 1999

About Ticon

- Ticon is a research based consultancy with a strong data focus and specialist knowledge of suppliers, contracts and tenders across all areas of the European public sector.
- With the skills of high calibre consultants and multilingual researchers, Ticon has the ability to complete extensive and detailed research into the European procurement market and has already developed unparalleled Essential Insight.
- Ticon's focus is to provide our clients with knowledge, data and essential insight that our clients need to solve their problems and make the most of their opportunities.

Ticon Foresight: The competitive advantage for suppliers to government

Ian Makgill
Ticon UK Ltd
ian.makgill@ticon.uk.com
www.ticon.uk.com
020 7836 1999