



Crown
Commercial
Service



Ingenium were invited to respond to a CCS (Crown Commercial Service) mini competition.

CCS is the largest public procurement organisation in the UK. They help organisations in central government and the wider public sector to find the right commercial solutions for approximately £12 billion of spend each year. By helping organisations save money on the procurement of common goods and services, CCS can help deliver savings for the taxpayer. As an Executive Agency of the Cabinet Office, CCS also leads on developing and implementing the UK's public procurement policy and delivering government's commercial policy priorities.

CCS were interested in contracting with a supplier that could provide licensed access to a third-party database of organisation and individual contacts across the whole of the public sector. The database would principally support the delivery of a series of targeted e-marketing campaigns, used to collectively raise the profile of CCS across sectors including local government, the NHS, housing associations, charities and the education sector, as well as promoting a range of specific products and services that are offered via its extensive commercial agreements.

Ingenium have now contracted to deliver this service to CCS and are looking forward to a close working relationship moving forward. Reacting to the announcement Chris Schatynski, Account Director at Ingenium had this to say:

"The Crown Commercial Service is a unique organisation offering a diverse range of services across all areas of the Public Sector. Ingenium are proud to be able to offer not just our database and software but also advice, help and support based upon our team's extensive experience in this sector. It is a client that I am relishing having the chance to work with over the coming months and assist with their ambitious growth plans."

In respect of their decision to proceed with Ingenium, Neil Martin, Head of Marketing at CCS commented:

"We were extremely impressed by the quality of Ingenium's response and in particular their commitment to working alongside our team to help us achieve the best possible results. I am confident that the additional contact data that we will be able to access through Ingenium will play a key role in helping CCS to build closer working relationships with organisations across the entire public sector."

Ingenium has been helping businesses to successfully communicate with the UK public sector via digital marketing for over a decade. Working across all industries, Ingenium combines data excellence, with purpose-built technology and an experienced hand to deliver effective campaigns that deliver tangible outputs.

The competition was evaluated using a weighted requirements matrix covering; scope, quality, compliance, training and price. Key to a successful bid were, evidence of a best-in-class product, accreditations and processes confirming legislative compliance with all current DPA and future GDPR regulations and a developed approach to account management that's willing to go the extra mile.

Ingenium delivered a response that demonstrated contact coverage and quality across every segment of the public sector and could evidence an audit trail describing the collection and life-cycle of each contact. Ingenium takes its data protection obligations very seriously and operates a strict set of policies as part of an information security management system (ISMS) in relation to its data management activities and information security. These policies are designed in line with ISO27001 standards and to ensure strict compliance with the current Data Protection Act and future GDPR legislation.

