

# Industry Enrichment Service



Fast intelligence briefings on any aspect of the public sector

## WHATS THE SERVICE?

Our Industry Enrichment service provides clients with extra background intelligence on areas of the public sector, quickly and in a completely digestible format. We use our own experience, contacts and research to deliver content directly to you that helps you:

- Understand what's going on in that particular area right now
- Shape your presentations and conversations with prospects and customers
- Have instant access to statistics and current viewpoints
- Quote sources and show understanding of the news agenda
- Know public sector priorities and pain points in order to help early engagements flow better

## WHO'S IT SUITABLE FOR?

Our Industry Enrichment service helps clients feel instantly confident, whether it's in a new market area or one you're revisiting. We think it's most suitable for:

- People who need to get up to speed with new customers, departments, regions etc very quickly
- Teams or individuals working on long-term deployments who need to understand the customer and its stakeholders
- Teams or individuals who need to understand particular policies or policy areas and their backgrounds, fast
- People or teams who are new to your business and onboarding remotely, who need to understand parts of the public sector and its relationship to technology and digital in-depth
- Staff who'd like the extra comfort of enriched knowledge on a very specific subject, to boost their gravitas at events or customer engagements

## HOW'S IT DELIVERED?

Industry Enrichment is available in three packages. Each delivered briefing is supplemented by an in-person walkthrough and analysis from a Director-level member of the Mantis team.

# Industry Enrichment packages

## LIGHT-TOUCH ENRICHMENT

£1000 per briefing, 48hr delivery

On demand, comprehensive briefing paper on a specific public sector body.

Includes:

- Current objectives and priorities
- Notable staff and their profiles
- Recent media and social postings
- Relevant spend figures and finances
- Achievements and missed targets
- Reputational analysis and potential pain points
- Connections and preferred suppliers
- Event attendance and networking opportunities

**Best suited for:** Government departments, local gov bodies, Trusts, CCGs, police forces, Universities, third sector organisations

## REGULAR ENRICHMENT

£1500 per briefing, 72hr delivery

On demand briefing paper on the key developments in a sector, sub sector or policy area.

Includes:

- Policy developments and changes
- Ministerial/civil service staff involved in developments (profiles, backgrounds)
- Media and social media roundup of developments
- Working groups, committees and PMQs on subject
- Pressure group/think tank and policy advisor activity
- Civilian reaction/public perception information
- Relevant competitor vendor news and comment
- Relevant events/feedback/consultations on subject (upcoming)

**Best suited for:** health and social care policy, devolved decision-making, education (EYFS-HE), criminal justice, local government, large transformation projects

## INTEGRATED ENRICHMENT

£10k per annum for 12 papers, 72hrs notice per paper

Retained commitment to receive 12 briefing papers (1 per month, or on demand as required) on either sector, sub sector, policy or public sector body, as detailed in short and mid term packages.

**Best suited for:** individuals and teams with longer-range marketing plans to enter new markets in place, those looking to quicken procurement cycles, those with sales teams that need short-notice but guaranteed support.