OCTOBER 2022

# Tech Titans

The UK public sector's top
technology suppliers

**tussell**°

Trusted Insight on Government
Contracts and Spend

# Who are the Tech Titans?

Thousands of companies, of all shapes and sizes, supply the public sector with technology. But some stand above the rest, earning millions of pounds each year by providing products and services that the public sector simply could not manage without. Who are they?
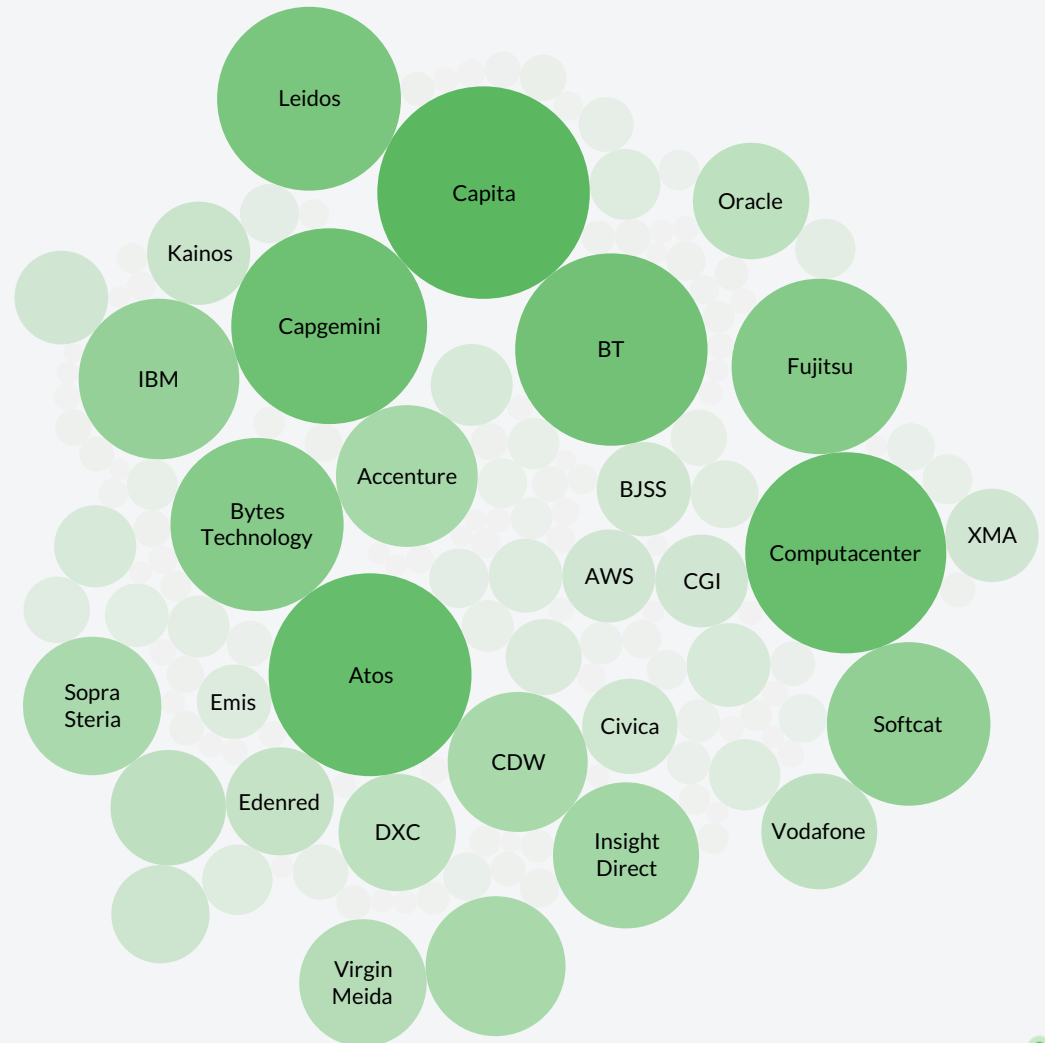
Meet the Tech Titans: our list of the top 150 technology suppliers by public sector revenue in calendar 2021.

The list - whose members range from household names to high-growth SMEs – is based on publicly available invoice data published by contracting authorities and analysed by Tussell. This invoice-level expenditure data is a more reliable way of measuring spend than procurement contract values, which can be overstated or understated.

This report explores the Tech Titans' significant footprint in public procurement, and what it means for their customers, partners, and competitors.

**NOTE:** *For a detailed methodology, see the dedicated page at the end of the report.*

## Tech Titans by direct public sector revenue, 2021



Leidos, Capita, Oracle, Kainos, Capgemini, BT, Fujitsu, IBM, Accenture, BJSS, Bytes Technology, Computacenter, XMA, AWS, CGI, Atos, Sopra Steria, Emis, Civica, Softcat, CDW, Edenred, DXC, Insight Direct, Vodafone, Virgin Meida

tussell

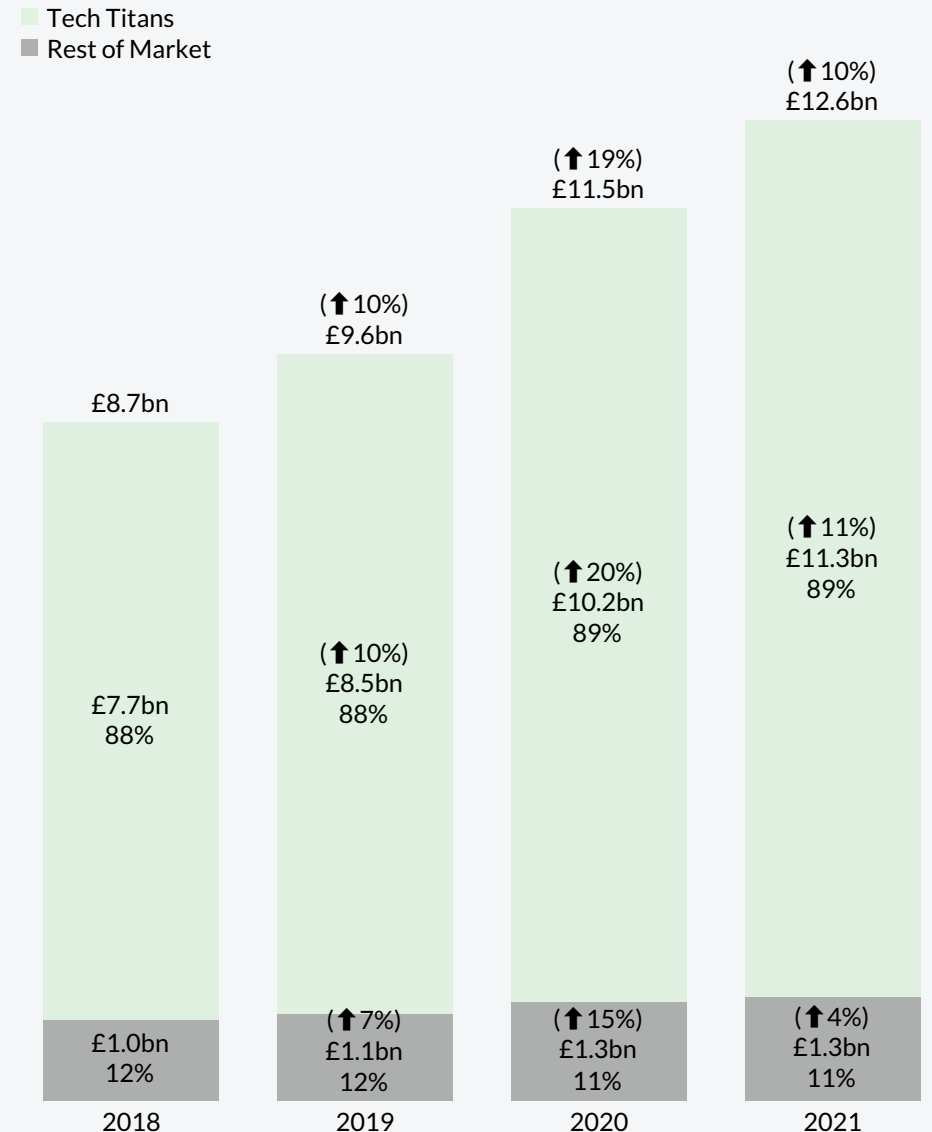# Tech Titans command nearly 90% of the IT market

Annual spend on IT procurement has grown from £8.7 billion in 2018 to £12.6 billion in 2021 – an average annual growth rate of 13%, which far outpaced inflation over that period. This growth has been driven by the uptake of cloud-based digital services, which are transforming government just as they are disrupting businesses and enabling the lives of consumers.

Of the total IT spend in 2021, 89% - equivalent to £11.3 billion – was spent with the Tech Titans. The remaining market of £1.3 billion was split among the long tail of 5,298 other IT suppliers.

If this trend continued into 2022 once all the data is in, then 9 in every 10 pounds spent on IT in the public sector will go to one of these 150 companies.

*\* For the purposes of this report, "public sector" refers to Central Government and all the wider public sector bodies that publish their procurement expenditure data.*

Direct IT procurement spending by public sector bodies, 2018 - 2021

- Tech Titans
- Rest of Market

**2018**
- £8.7bn
- £7.7bn 88%
- £1.0bn 12%

**2019**
- (↑10%) £9.6bn
- (↑10%) £8.5bn 88%
- (↑7%) £1.1bn 12%

**2020**
- (↑19%) £11.5bn
- (↑20%) £10.2bn 89%
- (↑15%) £1.3bn 11%

**2021**
- (↑10%) £12.6bn
- (↑11%) £11.3bn 89%
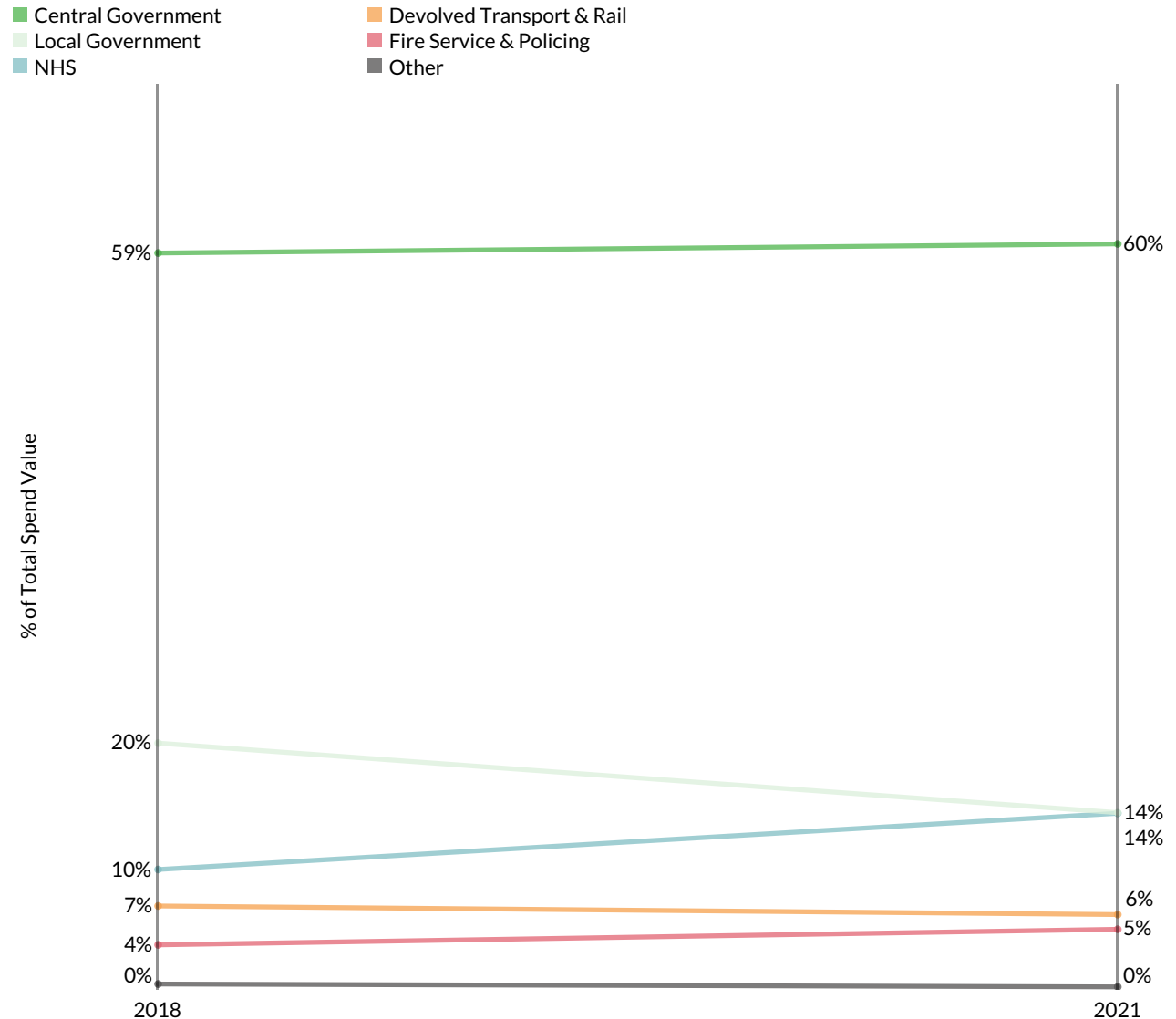- (↑4%) £1.3bn 11%

tussell

# NHS share of total spend increasing over time

---

Although the Tech Titans' market share has been steady since 2018, the split of their public sector revenue by source has not remained static over time.

Since 2018, the NHS's share of total IT spend has increased rapidly, while Local Government has fallen steadily. Assuming this trend continues, in 2022 the NHS will overtake Local Government as the second biggest source of public sector revenue for the Tech Titans.

Increasing investment in the NHS is both a long-term trend and a legacy of COVID-19. The medium-term trajectory of IT investment in the rest of government – central and local – will depend on spending decisions arising from the debate between boosting economic growth and reducing the country's deficit.

Direct IT procurement spend with Tech Titans by public sector body type, 2018 - 2021

- Central Government
- Local Government
- NHS
- Devolved Transport & Rail
- Fire Service & Policing
- Other

% of Total Spend Value

| | 2018 | 2021 |
|---|---|---|
| Central Government | 59% | 60% |
| Local Government | 20% | 14% |
| NHS | 10% | 14% |
| Devolved Transport & Rail | 7% | 6% |
| Fire Service & Policing | 4% | 5% |
| Other | 0% | 0% |

tussell

# Capita has retained the crown as the largest Tech Titan since 2018

Largest Tech Titans ranked by direct public sector revenue, 2018 - 2021

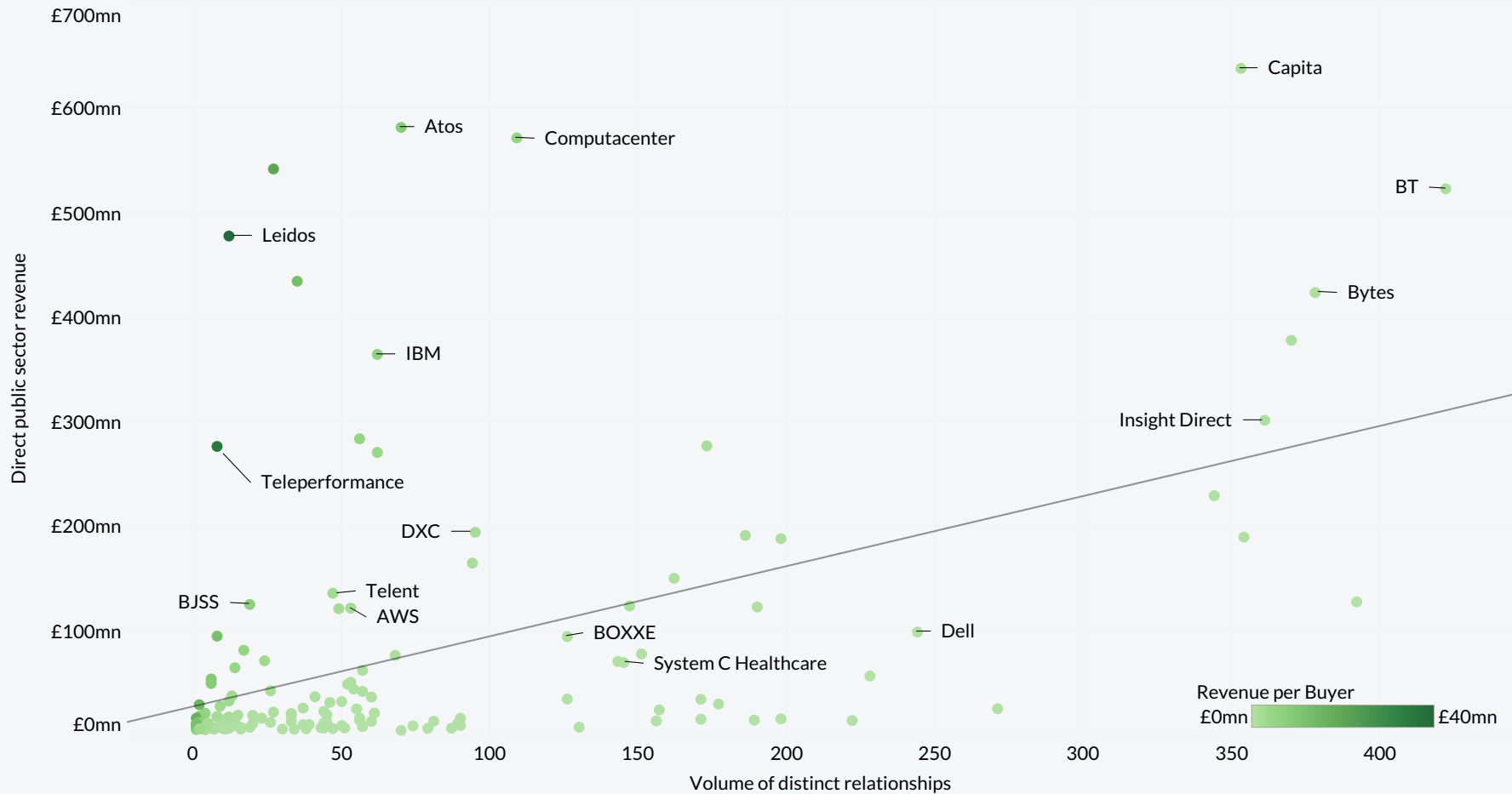| 2018 | 2019 | 2020 | 2021 |
|------|------|------|------|
| Capita 1 | Capita 1 | Capita 1 | Capita 1 |
| BT 2 | BT 2 | BT 2 | Atos 2 |
| Atos 3 | Atos 3 | Atos 3 | Computacenter 3 |
| Fujitsu 4 | Leidos 4 | Computacenter 4 | Capgemini 4 |
| Capgemini 5 | Fujitsu 5 | Capgemini 5 | BT 5 |
| Leidos 6 | Capgemini 6 | Leidos 6 | Leidos 6 |
| DXC 7 | DXC 7 | Edenred 7 | Fujitsu 7 |
| IBM 8 | IBM 8 | Fujitsu 8 | Bytes Technology 8 |
| Sopra Steria 9 | Computacenter 9 | Softcat 9 | Softcat 9 |
| Computacenter 10 | Sopra Steria 10 | Bytes Technology 10 | IBM 10 |
| Insight Direct 11 | Insight Direct 11 | IBM 11 | Insight Direct 11 |
| Oracle 12 | Softcat 12 | Insight Direct 12 | Accenture 12 |
| CGI 13 | Accenture 13 | DXC 13 | CDW 13 |
| Virgin Meida 14 | Bytes Technology 14 | Accenture 14 | Teleperformance 14 |
| Accenture 15 | Vodafone 15 | Sopra Steria 15 | Sopra Steria 15 |

tussell

# The top 10 Tech Titans are heavily embedded within the top departments by IT spend

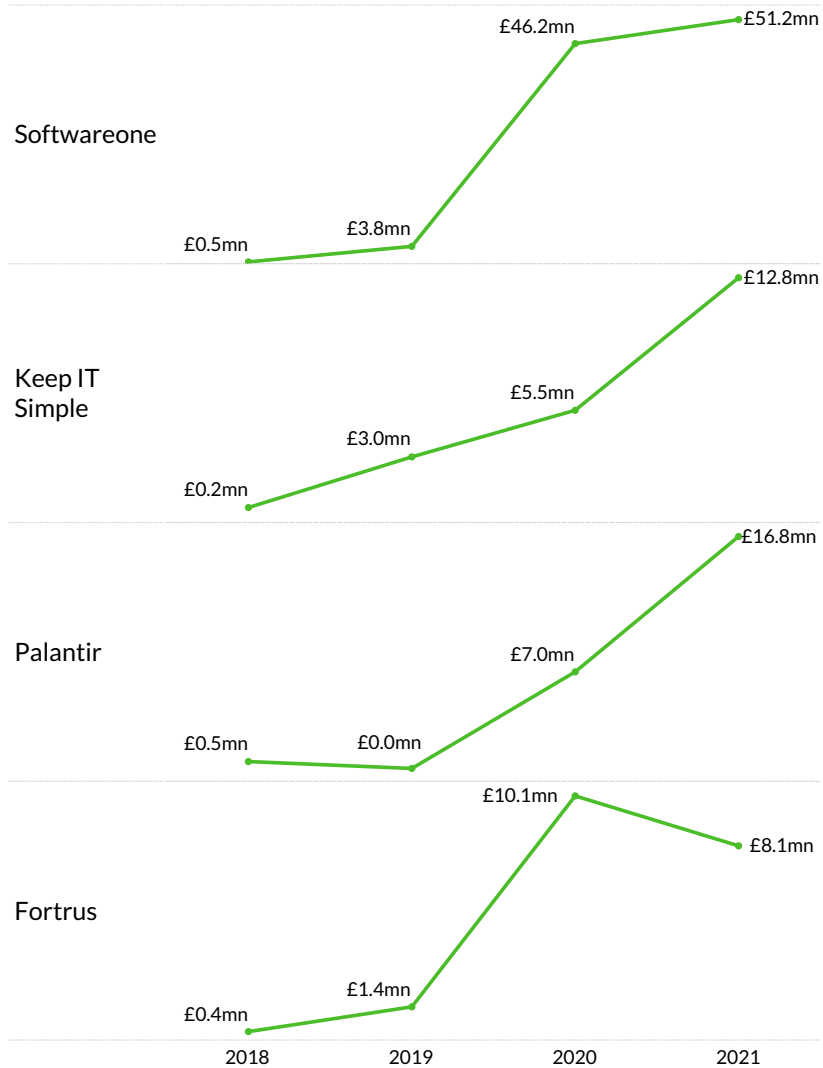Market share of the top 10 Tech Titans and top 10 wider public sector bodies, 2021

| | Capita | Atos | Computacen.. | Capgemini | BT | Leidos | Fujitsu | Bytes Technology | Softcat | IBM | Other Tech Titans |
|---|---|---|---|---|---|---|---|---|---|---|---|
| HM Revenue & Customs | 0% | 0% | 3% | 32% | 0% | | 28% | 0% | 3% | 1% | 32% |
| Department for Work & Pensions | 10% | 22% | 12% | 5% | 5% | | 0% | 0% | 7% | 6% | 33% |
| Ministry of Defence | 2% | 1% | 0% | 3% | 3% | 52% | 2% | 0% | 1% | 3% | 34% |
| Transport for London | 54% | 0% | 8% | | 1% | | | 2% | 0% | | 36% |
| Department for Education | 3% | | 51% | 0% | 1% | | 0% | 4% | 0% | | 41% |
| Home Office | 1% | 2% | 4% | 6% | 23% | 4% | 8% | 0% | 1% | 4% | 47% |
| Network Rail | 8% | 7% | 11% | 2% | 3% | | 2% | | 2% | 1% | 64% |
| Metropolitan Police | 8% | 8% | | 2% | 12% | 3% | | | 1% | | 66% |
| Other | 6% | 6% | 2% | 0% | 5% | 0% | 0% | 6% | 4% | 3% | 67% |
| Department of Health and Social Care | 0% | 3% | 1% | 1% | 0% | | 0% | 11% | 1% | 10% | 71% |
| NHS Digital | | 0% | 0% | 1% | 0% | | 0% | 1% | 10% | 2% | 85% |

tussell

# On average the Tech Titans do business directly with 71 public bodies, but the correlation between no. of customers and amount of revenue is weak

Tech Titans' direct public sector revenue and volume of distinct relationships with public sector bodies, 2021

tussell

## Top Tech Titans by direct public sector revenue growth, 2018 - 2021



**Softwareone**

£0.5mn — £3.8mn — £46.2mn — £51.2mn

**Keep IT Simple**

£0.2mn — £3.0mn — £5.5mn — £12.8mn

**Palantir**

£0.5mn — £0.0mn — £7.0mn — £16.8mn

**Fortrus**

£0.4mn — £1.4mn — £10.1mn — £8.1mn

2018    2019    2020    2021

# The Tech Titans to watch out for

Many of the Tech Titans have experienced significant growth in public sector revenue over the past few years: of the four fastest growing, two of them are UK-based SMEs:

**Softwareone**

Softwareone is a Swiss software provider, specialising in end-to-end software and cloud technology solutions. After earning significant revenue from the FCDO, Manchester University NHS Foundation Trust and Defra, Softwareone's public sector income grew by over 10,000% between 2018 and 2021.

**Keep IT Simple**

Keep IT Simple is a London-based IT solutions provider, which specialises in digital transformation. Keep IT Simple has seen its public sector revenue grow by 6,300% between 2018 and 2021 - almost entirely due to its work with Defra.
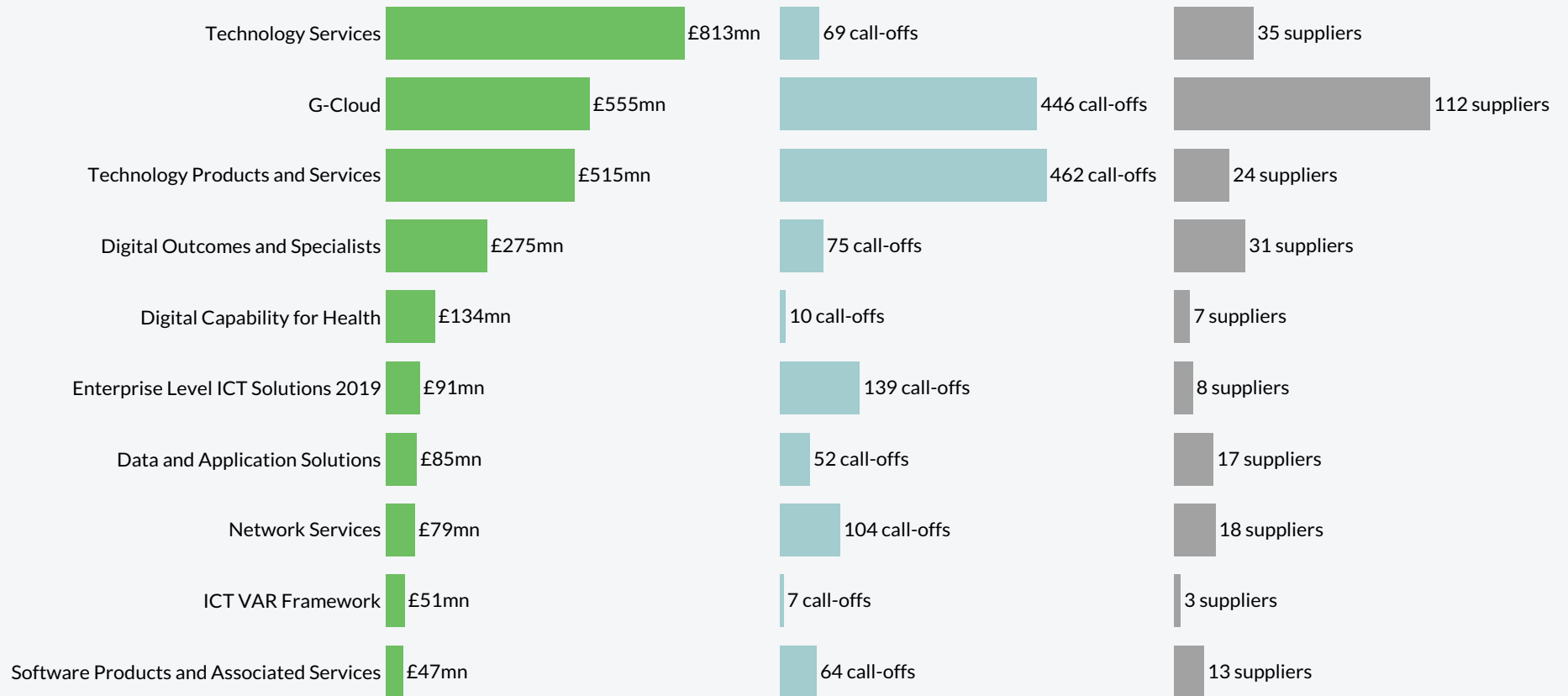
**Palantir**

Palantir is a US-based data analytics company that helps organisations to leverage "big data". Palantir's public sector revenue has increased by 3,260% over the period, arising from work on behalf of the MOD, the Cabinet Office (Future Borders) and the NHS, which used Palantir software to optimise aspects of the COVID-19 vaccine roll-out.

**Fortrus**

Based in Stevenage, Fortrus provide a range of 'Digital Transformation' framework agreements for the public sector. Between 2018 and 2021, Fortrus' public sector revenue grew by 1,925% after working regularly with numerous NHS Trusts.

tussell

# In 2021, Tech Titans won contracts worth over £2.5bn through large frameworks, circa 34% of their total contract value

Value and volume of identified call-offs awarded to Tech Titans by framework, 2021

| Framework | Value | Call-offs | Suppliers |
|---|---|---|---|
| Technology Services | £813mn | 69 call-offs | 35 suppliers |
| G-Cloud | £555mn | 446 call-offs | 112 suppliers |
| Technology Products and Services | £515mn | 462 call-offs | 24 suppliers |
| Digital Outcomes and Specialists | £275mn | 75 call-offs | 31 suppliers |
| Digital Capability for Health | £134mn | 10 call-offs | 7 suppliers |
| Enterprise Level ICT Solutions 2019 | £91mn | 139 call-offs | 8 suppliers |
| Data and Application Solutions | £85mn | 52 call-offs | 17 suppliers |
| Network Services | £79mn | 104 call-offs | 18 suppliers |
| ICT VAR Framework | £51mn | 7 call-offs | 3 suppliers |
| Software Products and Associated Services | £47mn | 64 call-offs | 13 suppliers |

**Click here to learn more about Tussell's advanced framework analysis capability**

tussell

# £6.4bn of live Tech Titan contracts come up for renewal in the next 24 months. Are you positioned to shape these upcoming opportunities?

Value of IT awards held by Tech Titans from public sector bodies, expiring 2023 - 2024

| | 2023 | | | | 2024 | | | | Grand Total |
|---|---|---|---|---|---|---|---|---|---|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | |
| Central Government | £786mn | £594mn | £970mn | £563mn | £778mn | £627mn | £473mn | £134mn | £4.9bn |
| Local Government | £69mn | £93mn | £35mn | £76mn | £121mn | £75mn | £62mn | £53mn | £0.6bn |
| NHS | £86mn | £27mn | £47mn | £163mn | £43mn | £45mn | £6mn | £12mn | £0.4bn |
| Fire Service & Policing | £10mn | £53mn | £68mn | £10mn | £62mn | £17mn | £13mn | £6mn | £0.2bn |
| Devolved Transport & Rail | £23mn | £4mn | £4mn | | £28mn | | £18mn | £0mn | £0.1bn |
| Other | £5mn | £19mn | £16mn | £21mn | £31mn | £36mn | £34mn | £9mn | £0.2bn |
| Grand Total | £1.0bn | £0.8bn | £1.1bn | £0.8bn | £1.1bn | £0.8bn | £0.6bn | £0.2bn | £6.4bn |

tussell

# Turning these insights into action

—

So, what have we learned from this report?

1. The Tech Titans accounted for 89% of public sector IT spend in 2021.

2. They rely on Central Government for nearly two thirds of their revenue, but since 2020 the NHS has grown quickly as a target market.

3. Tech Titans dominate the market, but they are competing strongly with one another: since 2018, only one company (Capita) has maintained the same position in our ranking.

4. There's an open and competitive market for the best tech solutions: of the four fastest growing Tech Titans by revenue, two are foreign and two are home-grown SMEs.

5. Frameworks are growing in popularity as a procurement channel, but not all frameworks are equally used by the public sector.

6. Responding to tenders isn't enough. The earlier you engage with public sector stakeholders, the more chance you will have to shape new opportunities.

If you're looking to break into the club of Tech Titans, then be as prepared as they are: use market intelligence to find out who is buying the services that you're selling; monitor your competitors' contracts in order to engage with their customers well before the renewal; and identify which routes-to-market your customers are using to get on to those frameworks.

14 out of the 150 Tech Titans are SMEs (9% of the total), but many of the big companies want to partner with SMEs either to leverage best-of-breed solutions or to enhance the social value of their bids. To get on the front foot, find out which of the Tech Titans has a leading position with the end-customers you want to serve, and which major deals will likely require subcontractor support.

Many of the leading Tech Titans are already harnessing Tussell's market intelligence to do more business with government. To learn how Tussell customers stay ahead of the curve, click here.

---

**Deepen your knowledge of the public sector tech market**

- **The Tech200** – our list of the top 200 fastest growing public sector technology companies, produced in partnership with techUK.

- **Public Sector IT market landscape: Q4 2021 Update** – trends and opportunities in government procurement of tech.

- **Central Government procurement of tech w/ SMEs: 2022 analysis** – our deep-dive into the evolving role of SMEs in meeting the Central Government's tech needs.

tussell°

# Tech Titans 1-75

Listed alphabetically.

2i
2T Security
6 Point 6
8X8 UK
Accenture
Access Group
Advanced
Agilisys
Aire Logic
Aker Systems
Akhter Computers
Allocate Software
Allscripts Healthcare
ANS Group
Answer Digital
Arvato
Atos
Automation Logic
AWS
Axiom International
BAE Systems
Bates I.T
Bentley Systems
BJSS
Block Solutions

BOXXE
Brightly Software
BT
Bytes Technology
CAE Technology Services
Capgemini
Capita
CDW
Centerprise International
Certest IT Service Solution
CGI
Channel 3 Consulting
Cisco Systems
Cisilion
Civica
Clinisys Solutions
Cognizant
Computacenter
Corporate Document Solutions
CSS Media
Dell Technologies
DIGI2AL
DXC
Dynatrace
Edenred

Education Software Solutions
Emis
EPIC Systems
Equal Experts
Esri
Esynergy Solutions
Eurofins Digital Testing International
European Electronique
Exception
Experian
Financial Data Management
First Databank
Fortrus
Fujitsu
Granicus
Graphnet Health
HCL Technologies
Hippo Digital
Hitachi
HP
IBM
Idox
Informed Solutions
Insight Direct
Iron Mountain

tussell

# Tech Titans 76-150

Listed alphabetically.

| | | |
|---|---|---|
| Issured | OLM Group | Softwareone |
| Jigsaw Systems | Open Text | Sopra Steria |
| Jisc | Opencast Software Europe | Specialist Computer Centers |
| Kainos | Oracle | Stone Technologies |
| KCOM | Oxford Computer Consultants | Sungard Availability Services |
| Keep IT Simple | Palantir | System C Healthcare |
| Leidos | Park NOW | Telent Technology Services |
| Liberata | Pegasystems | Teleperformance |
| Little Fish | Pitney Bowes | The Phoenix Partnership |
| Lumen Technologies | Privitar | Thoughtworks |
| Made Tech Group | Proact | Tisski |
| Maintel | Probrand | Total Computer Networks |
| Mason Advisory | Qinetiq Group | Trapeze Group |
| Mass Consultants | Quadient | Trustmarque Solutions |
| Mastek | Rackspace International | UBDS |
| Methods | Redcentric Solutions | Unit4 Business Software |
| MHR International | Resonate Group | Version 1 Solutions |
| Microsoft | Ricoh | Virgin Media |
| Monitor Intelligence Services | RM Education | Visionist |
| NEC Corporation | SAP | Vodafone |
| Netcall | SAS Software | Wellbeing Software Group |
| Netcompany | Scrumconnect | Wonde |
| Niaxo | Shivom Consultancy | Xerox |
| NTT | Siemens | XMA |
| Nomensa | Softcat | Zuhlke Engineering |

tussell

# All the data in this report comes directly from Tussell's online market intelligence platform

**Contract Awards**

📄 **Contract**
Contains any of these keywords
☑ Human Resources
☑ HR

**Key Decision-Makers**

🛡 **Job Title**
Job title
☑ Commercial Director

📄 **By Contact Information** ⌄
☑ Has email
☑ Has phone number

📄 **By Function** ⌄
☑ Finance

**Frameworks**

🏢 **By Framework**
Contract framework
☑ G-Cloud 12
☑ Technology Services 2 - RM3804

**Spend Data**

📄 **Transaction**
Spend type, category or description contain any of these keywords
☑ Facilities Manager
☑ FM

## To learn more and see it in action
### visit tussell.com

tussell°

# Data coverage and methodology

This report is based on open procurement data from official sources aggregated, organised and augmented by Tussell.

Except for the analysis of expiring contracts and frameworks, all the charts in the report are based on spend data. This refers to the supplier invoices published by public sector contracting authorities for transparency purposes. This disclosure is a legal requirement for all Central Government departments in the UK (including most of their executive agencies and arm's length bodies), and for Local Government and NHS bodies in England (but not in the other UK nations). In total, Tussell collects spend data from over 930 live sources.

Any under-statement of IT revenue in the data arises from the exclusion of 278 contracting authorities, who were late to publish their spend data for 2021. These authorities have been removed from the analysis not just in that year, but in prior years as well for comparative purposes. In aggregate, the excluded bodies account for approximately 16% of procurement spend from 2018-2020 – which is a proxy for the amount by which our analysis may be under-represented.

The majority of these exclusions are small NHS and Local Government bodies, however a few of the larger contracting authorities which have been excluded due to the publication of their spend data include:

•   NHS England

•   Ministry of Justice

•   HM Prison and Probation Service

The list of the largest 150 technology suppliers to government is based on the value of their public sector invoicing in 2021, as per the published procurement expenditure data referred to prior. Technology suppliers have been identified based on their SIC code (the industry sector used by companies when they register with Companies House). The list includes a few large telecommunications companies such as Vodafone and BT that operate across both IT and communications, though pure-play telecoms companies such as Motorola and Airwave have been excluded.

Where possible, the suppliers are shown on a consolidated "group" basis including their subsidiaries. This grouping was done using company accounts and data from Bureau van Dijk, a company information database owned by Moody's.

Among conglomerates like Hitachi, we have tried to select only those corporate entities providing ICT solutions, not their sister companies providing construction or infrastructure services.

Finally, the analysis covers only *direct* procurement by public sector bodies with their IT suppliers (the so-called "primes") – not *indirect* revenue earned by subcontractors or companies that sell their technology hardware or software substantially through third parties, of which the most obvious example is Microsoft.

For any queries regarding the data, please get in touch at
**contact@tussell.com**

tussell