



Supplier Selection Case Studies – 2018/19

Clients might engage me because they need to find a new supplier for a particular reason. Over the past 18 months I've helped the following organisations find new suppliers

South Bank London	https://southbanklondon.com/index
Reaction.Life	https://reaction.life
Frontline Aids	https://frontlineaids.org
LAMDA	https://www.lamda.ac.uk
Avert	https://www.avert.org
CLPE	https://clpe.org.uk
International Animal Rescue	https://www.internationalanimalrescue.org
IMEX Group	https://www.imexexhibitions.com
Brighton and Hove City Council	https://new.brighton-hove.gov.uk
NHS Brighton and Hove	https://www.brightonandhoveccg.nhs.uk

The quotes in these Case Studies come from:

Rachel Dindsdale - Head of Marketing at South Bank London

Simon Moore - Director of Communications and Digital Health Strategy at Avert

Laura Mundy - Adviser: Digital Communications at Frontline AIDS

Fiona Martin - Co-Owner at Reaction.Life

Richard Scandrett - Head of Marketing & Communications at LAMDA

T + 44 (0) 1273 358448

E info@miggle.co.uk

W miggle.one

 [@miggle](https://twitter.com/miggle)

PLATF9RM

Floor 2 Hove Town Hall

Tisbury Road BN3 3BQ

Registered Office: 100 Church

Street Brighton BN1 1UH

VAT: GB 909 8858 62

“We came to Alick for a second opinion because it had been suggested that rather than continue with WordPress, we should rebuild from the ground up on a bespoke system. He was able to demonstrate to us how if the fundamentals were done right, then WordPress was still a viable choice for us. He then helped us find an agency that could work with us as we wanted.” **Reaction.Life**

“We wanted a new and ambitious digital strategy to keep pace with our organisation's growth and were ready to make a significant investment into a rebuild from the ground up. We asked Alick to help us find an agency who could match our ambitions.” **LAMDA**

The process

Content management requirements need to be established, if the objective is to rebuild or to re-platform, or the state of the site assessed, if the objective is to hand it over to a new agency.

“Alick challenged our assumptions, and then helped us get our requirements in order, working closely with, and getting buy-in and engagement from, a number of internal stakeholders.” **LAMDA**

“We knew what we needed from a website in terms of the content that would engage our various audiences, but we didn't know how to translate these into technical deliverables.” **Frontline Aids**

“We'd taken on our website as part of a business acquisition, and we needed to get a solid idea of how it was built and on what it was dependant so that we could make decisions with clarity. Alick suggested we undertake a full business continuity exercise, documenting all our dependencies and processes, fully auditing our site, both front end and back and then prioritising all of these in a project management tool.” **Reaction.Life**

“Alick quickly identified a number of security vulnerabilities which we were unaware of.” **South Bank London**

Based on these requirements or the state of the website, the time required to meet the objective and the budget available to do the work, both of which I can help define, thinking can then be applied as to what sort of technology to use.

“Our initial budget was small, and our timeline tight. Alick helped us find the right technology to suit what we were prepared to invest. He was also able to help us solidify arguments to take up to the project team to demonstrate the risks inherent in our timeline, helping us revise it to something which was realistic.” **Frontline Aids**

“Alick helped us define a ballpark budget, which was realistic when set against our ideal timeline, which he helped validate.” **LAMDA**

“Alick was able to demonstrate that while our vision was unique, that our functional requirements were standard enough such that we could afford to take a solution agnostic approach to procurement, allowing us to solely focus on the right agency strategy wise, safe in the knowledge that he’d validate we were making the right technical choice” **LAMDA**

Once this is known, I can start to think about which type of agencies would be best placed to deliver that project. I have a database of agencies that I have personally assessed and researched, rated and categorised against a range of criteria and these form the basis of any long list I will pass over to clients.

“As a small private enterprise, we don’t have a procurement process we need to follow. Alick had a view on four agencies that might help us - two large, two small, with a recommendation that we appoint one of the larger agencies if they could come back with something affordable and convince us we wouldn’t get forgotten over time. They couldn’t, so we were able to evaluate the better of the two smaller agencies, fully aware of what the pros and cons were of a smaller outfit. Alick had an initial phone conversation with each and asked them to reply to a number of questions in an email)” **Reaction.Life**

The next stage is to write a brief, the format of which will depend on a number of factors, often related to procurement guidelines, which I ensure are met. The brief amalgamates the requirements, details on budget and timescale and also states the criteria under which the responses will be assessed.

“Alick established and drew up a full project timeline for a supplier selection process that started with a pre-qualifying stage, followed by an invitation to tender and then presentations from the agencies with the best proposals. He’d helped us establish key assessment criteria and ensured we scored against these at each stage.” **LAMDA**

“As we had some significant performance and security issues to address we needed to move fast in finding a new agency, ensuring we met our procurement guidelines of getting three estimates. Alick was able to write a simple brief which clearly differentiated between the urgent remedial work that needed doing, the on-going support requirement and the ability to help us innovate going forward.” **Southbank**

“We already had a good brief - we just needed the technical parts of it to meet the quality of the digital strategy sections so we could be confident in the document’s ability to be asking the right questions. Alick was able to pose those, and explain the rationale behind why having that information was key as part of the decision making process” **Frontline AIDS**

Before a client appoints, it will most likely want to have a presentation from a shortlist of agencies based on which proposals have scored the highest. I help with the shortlist decision, guiding clients through the process of evaluation. Based on the proposals that we shortlist, I will then define a framework for presentations for shortlisted agencies to follow. After the agencies have made their pitch I help support the client in making what can only ever be their decision.

"Alick stressed to us that his role in this was to ensure we made a safe technical decision as part of a robust process - and that all of those left standing at the presentation stage had the development credentials. So it was down to us to make a decision based on who we felt we'd best work with. Alick effectively questioned us on what we saw as risks or opportunities and this was invaluable in underscoring our decision." **LAMDA**

At every stage in the process, where we rule a supplier out, I will ensure that full feedback goes to that agency explaining why.

At some point during the process there often becomes a time when there's a need to negotiate on price. This usually comes down to being able to identify the key difference between what is of value and what is of cost. Having sat on both sides of the table and the supply selection process I am well placed to manage those negotiations and identify the trade-offs. The same also applies to contracts. A good contract in my opinion should equally provide reassurance to both parties.

"Once we had made our choice, Alick was able to present our preferred agency with a series of trade-offs to consider that might enable them to reduce the price, as well as cut out some of the 'nice to haves' we could afford to live without. This enabled the agency to re-cost their proposal and meet our budget." **South Bank London**

There's only one choice that's the right one - an informed one and miggel.one will help you make that decision.

"Alick's work to support our new supplier selection was invaluable, providing us with a trusted view on our options, an understanding of technical requirements and proposals, and the support to make a fully informed decision. After supplier selection, Alick worked with us and our new supplier to ensure a drama-free transition. I would thoroughly recommend him." **Avert**

"Our rebranded, re-platformed website launched on the day of delivery that we'd set six months previously - to time and budget - demonstrating that Alick had helped us make the right agency selection." **Frontline AIDS**

"Having worked with Alick we now feel we have a much clearer idea of how our website works under the hood, which will help us manage the new agency relationship he's helped us get in place." **Reaction.Life**