



# Applying to list your services on Marketplace

## Information Pack

July 2020

New Zealand Government

# Common Capabilities

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- DIA is the Lead Agency for managing ICT Common Capabilities for NZ Govt
- Marketplace.govt.nz is our preferred platform for delivering common capabilities
- This info pack is designed to give suppliers, looking to list products and services in Marketplace, tips on the application process and catalogue setup
- If you have any questions, reach out to [Marketplace@dia.govt.nz](mailto:Marketplace@dia.govt.nz)

# Marketplace

Marketplace is NZ Govt's digital procurement portal, which currently has 3 channels, 19 catalogues and 52 services – you can see a full list of products and services here:

<https://marketplace.govt.nz/supplier-form/select>

We will use the service Visual Design in our screenshots

## Register as a supplier

Please select below one Channel, one Catalogue, and any number of Services which you would like to apply for.

If you wish to apply for Services in more than one Catalogue or Channel, please submit a separate application for these.

If you are unsure which Services are open for applications, you can use the keyword search box below to discover available Services in the Marketplace.

### Choose services to apply for

Can't find a channel, catalogue or service?

#### Channel

- SaaS >
- Consultancy and Professional Services >**
- Managed Services >

#### Catalogue

- ICT Professional Services >
- Construction Consultancy >
- Digital Experience Professional Services >**
- Data & Information Services >
- Information Security Services >
- Marketing Services >

#### Services

- Information Architecture
- Content Design
- User Insight
- Analytics and Search Engine Optimisation
- Application Testing
- Visual Design**
- Front-end Development
- Back-end Development

[Start over](#)

[CONTINUE](#)

# Becoming a Supplier on Marketplace

There are two steps to listing your products and services on Marketplace:

- Complete the on-line application for each product or service
- Complete the digital catalogue for each product or services

## On-line Application



### 1. Company details

Your information will be saved for 30 days to allow you to complete your application at a later stage.

You must answer all questions marked with an asterisk (\*)

#### New Zealand Business Number

Enter your 13 digit New Zealand Business Number (NZBN)

New Zealand Business Number

PRE-FILL DETAILS

Look up your New Zealand Business Number at <https://www.nzbn.govt.nz>.

#### Global Location Number

Enter your 13 digit Global Location Number

Global Location Number

13 digit GLN

If you do not have a Global Location Number, you can set one up at <https://www.gs1.org/need-gs1-barcode>.

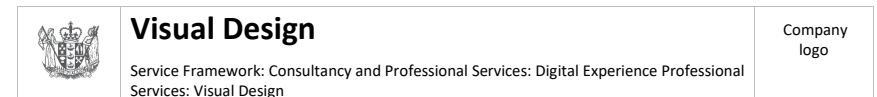
#### Business name

Trading name \*

Your trading name is the name you do business under.

Legal name \*

## Digital Catalogues



### Service Definition

Visual design involves the use of imagery, colour, shapes, typography, and form to enhance usability and improve the user experience for a website.

### Service Contact Details

Contact Name:	
Contact Number:	
Contact Email:	

### Service Competencies

Visual design competencies (tick all that apply):

- experience providing graphic and visual design advice and services.
- expertise in generating design ideas based on artistic sensibility and a strong design style, including creative design solutions within the constraints of the digital format.
- proven ability for solving design challenges by creating balanced compositions while conveying meaning.
- expertise in digital design practices and web production software to execute designs.
- expertise in interface design to improve accessibility and user experience.

only viewable by agencies

# Application Process

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To become a supplier in the Marketplace, you must complete the online application and meet our minimum criteria, including:

- Supplier must accept the Collaborative Marketplace Agreement
- Company information, authorised personnel, legal counsel, financial viability, Insurance information
- Relevant experience, specific questions related to the service
- Security questions relevant to the services
- Service summary – please describe your services at a high level

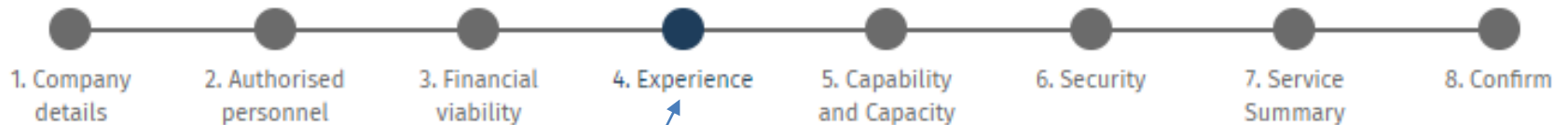
# Application Tips

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- Prepare your answers in advance, to both the application and the catalogue
- Be clear who from your organisation will complete the online form, ensure their name is written as the administrator, and that they have received the link to continue
- Ensure that your responses are relevant to the products and services you are applying to list in Marketplace
- Once you submit your application, it is locked (can't be edited)
- If you're declined, you can apply again at any time (though should remedy reasons for decline)
- If you have any questions, reach out to [Marketplace@dia.govt.nz](mailto:Marketplace@dia.govt.nz)

# How to see the questions in advance

- You can see the questions in a service category by:
  - Going to the [Register as a supplier](#) page
  - Selecting the service you are interested in – press continue button
  - Tick all questions – press continue button
  - Then you will see this navigation guide



- If you click on any step the questions in the step will be shown greyed out
- This will allow you to prepare your answers before commencing an application

## Organisation Experience

Please describe your organisation's experience in providing the service(s) included in this application.

## Organisation Experience \*

Limit 2000 characters.

## Case Studies or Use Cases

Please provide at least one case study to support your application. If you do not have any case studies, then please provide use cases that are

# Catalogue Setup

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- Once your applications have been approved, you will receive an email containing instructions on how to create your catalogue entries for those services
- The email will contain a template for you to create a catalogue entry, but it is up to you to best describe the services and call out relevant competencies, capabilities and experience
- Please keep your audience in mind, and only use as many words as necessary to get your point across
- We will review your catalogue entry before we publish it, and will provide feedback, if rework is required
- If you have any questions, reach out to [Marketplace@dia.govt.nz](mailto:Marketplace@dia.govt.nz)



# Catalogue – template example

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- This is an example of a catalogue service template

	<b>Visual Design</b> Service Framework: Consultancy and Professional Services: Digital Experience Professional Services: Visual Design	Company logo
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## Service Definition

Visual design involves the use of imagery, colour, shapes, typography, and form to enhance usability and improve the user experience for a website.

- Cut and paste your company logo here

## Service Contact Details

Contact Name:	
Contact Number:	
Contact Email:	

- Provide your contact details here

# Catalogue – template example (2)

- Opportunity to set out any other relevant competencies
- Please note limits
- Provide examples to support your claimed competencies
- Provide case studies – options to attach file or provide a link

## Service Competencies

Visual design competencies (tick all that apply):

- experience providing graphic and visual design advice and services.
- expertise in generating design ideas based on artistic sensibility and a strong design style, including creative design solutions within the constraints of the digital format.
- proven ability for solving design challenges by creating balanced compositions while conveying meaning.
- expertise in digital design practices and web production software to execute designs.
- expertise in interface design to improve accessibility and user experience.

Other Competencies	Please outline any other relevant competencies.
Provide Examples	Limit 1000 characters. Please provide examples which demonstrate how you have used the competencies described above in providing visual design services to your customers.
Case Studies	Please provide case studies (in pdf format) as supporting evidence.

# Catalogue – template example (3)

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- Think about your audience and how much information they can use when searching for offerings
- You would have answered these questions as part of your application, but you may wish to revise your answers for the audience

## Service Delivery Capabilities

Resource Availability	Please set out your organisation’s approach for selecting, maintaining and managing the availability of its resources so that requests from agencies can be met in a timely manner.
Capability Development	Please set out your organisation’s approach for developing and maintaining the capability of its resources, including the nature and level of investment in individual resources for keeping up-to-date with trends and techniques of their respective discipline and knowledge of the Public Sector environment.
Knowledge Management	Please set out your organisation’s approach for managing the retention and transfer of knowledge created by its resources, including: knowledge management practices that ensure transfer of knowledge within the organisation’s resources and agency staff, how resources will identify opportunities to improve agency systems and processes, and how resources will add value over and above the contracted service.
Security	Please confirm you have a personnel vetting process which includes the New Zealand Ministry of Justice criminal record checks or equivalent, covering all staff and that this covers any sub-contractors or 3rd parties who will deliver the proposed Service(s).

# Catalogue – template example (4)

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- Pricing is indicative and final pricing will be negotiated when you conclude the SOW



- Agencies will look at pricing to decide initial shortlist, so please provide meaningful info, such as

- Rate card
- Blended rates
- Volume discounts
- Outcome based pricing options

## Pricing Model

Standard Rate Card	Please provide your standard rate card or pricing model
Pricing Model	<p>Please note that this pricing is indicative and final pricing will be negotiated when you conclude the SOW.</p> <p>Agencies will look at pricing to decide initial shortlist, so please provide meaningful info, such as</p> <ul style="list-style-type: none"><li>• Rate card</li><li>• Blended rates</li><li>• Volume discounts</li><li>• Outcome based pricing options</li></ul>

# Questions

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- If you have any questions, reach out to [Marketplace@dia.govt.nz](mailto:Marketplace@dia.govt.nz)