

Hermix

Analytics & automation for public sector sales

Winner of **EUDATATHON'22** 

Deloitte Fast50 CEE Impact Star Award 2022

Deloitte & Google CE Tech Rocketship! Award 2023

'Best Value 2023' from Capterra / Gartner



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Bridge the gap

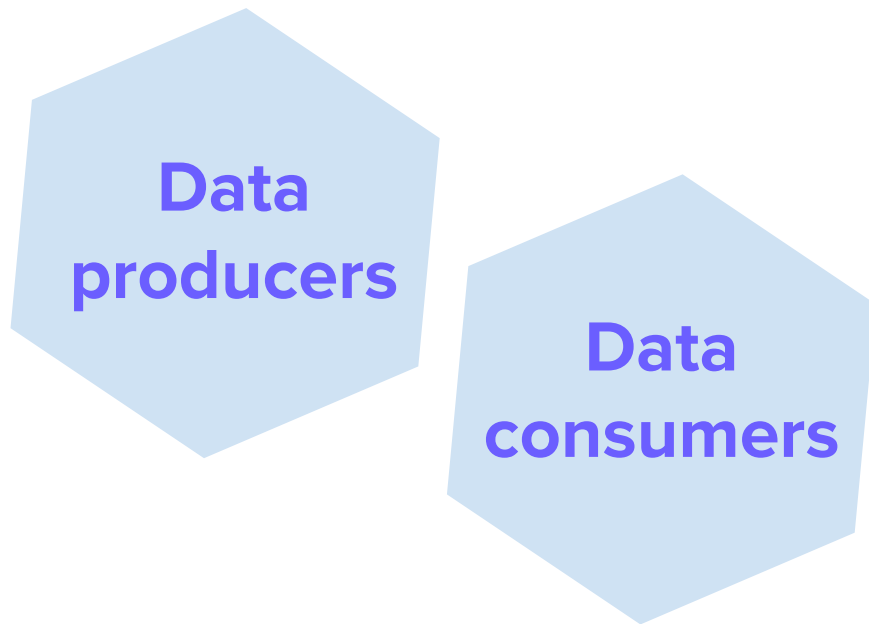


**Public
sector**

The diagram consists of two light blue hexagons positioned side-by-side with a small gap between them. The left hexagon contains the text 'Public sector' and the right hexagon contains the text 'Private sector'. Both texts are in a bold, dark red font.

**Private
sector**

Bridge the gap



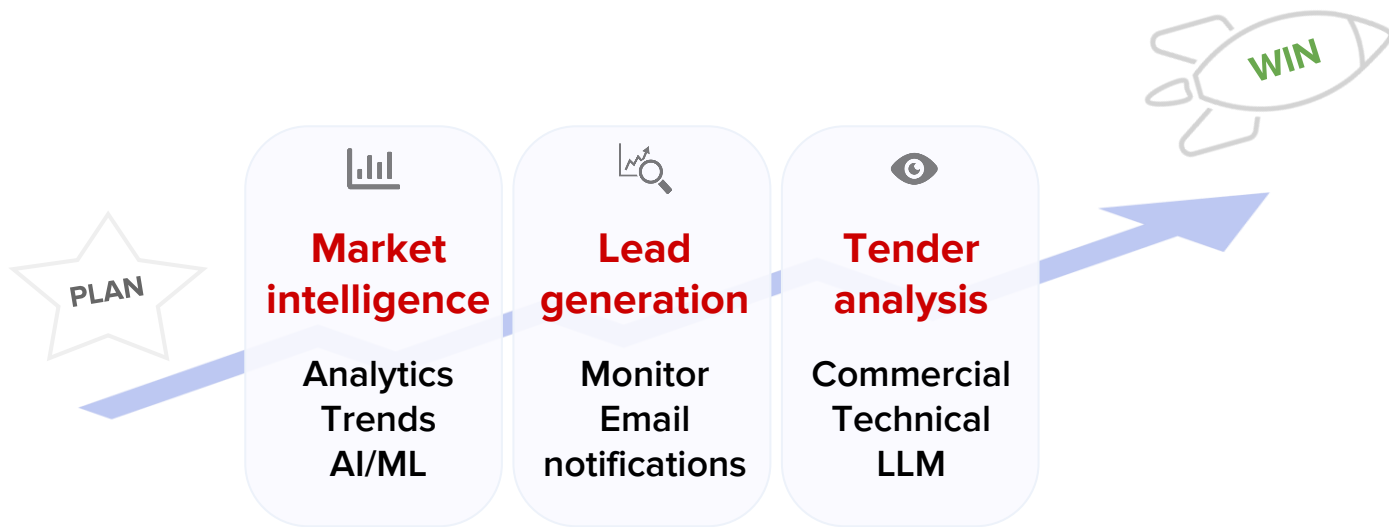
Bridge the gap



Authorities

Contractors

We help companies win public contracts



Public sector is huge

54% of GDP

Tendering is 14% of GDP

€2 trillion / year in EU

€13 trillion worldwide

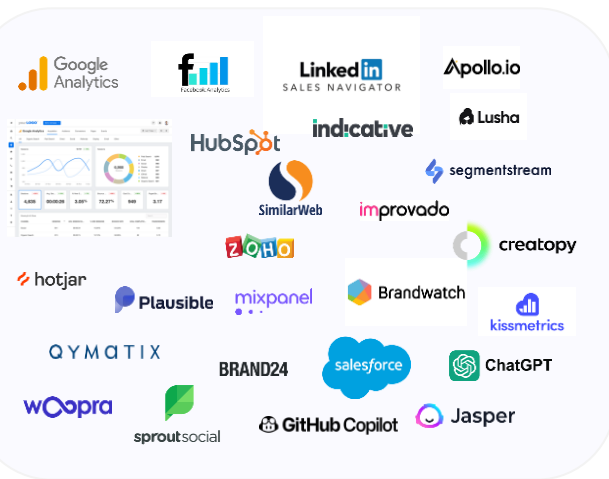


Public sector - B2G

(Business-to-Government)

- Huge, stable, relevant
- Complex, opportunistic
- Manual, expensive
- Difficult to access

B2C/B2B marketing is data-driven



25% inefficiencies in public procurement spending (World Bank, 2022)

Key factors for

Repeatable success

in public sector sales



Pains in B2G sales



50% of presales:
tender qualification



Proposals
written by hand



HIGH COST OF SALES

2% of contract value
6% of revenue

Scientific & technical framework



Public governance

- Public spending efficiency
- Transparency
- Increase participation & competition
- Open the market to new / smaller players

Data is essential for evidence-based policymaking and policy compliance (Scerri et al, 2022)

Access to public data improves spending transparency, accountability and quality, and supports fighting against corruption, enabling innovative 'gov tech', 'reg tech' and 'legal tech' applications (EC, The European Strategy for Data, 2020).



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