

GovMarket: Ecosystem for digital public administration

Sovereign Cloud provides a forward-looking foundation for the GovTech marketplace

Reference project:



“With the T-Systems Sovereign Cloud powered by Google Cloud, we’ve found a platform that permanently puts our business model on a sovereign foundation.”

Jana Janze, GovMarket

Digitalization in government administration is still a major construction site – not only due to general skepticism regarding cloud computing, but also because customers and contractors often have difficulties finding one another. This is particularly the case for collaboration with startups and SMEs that offer GovTech services.

61 percent of government workers say that procuring services is one of their greatest challenges. The extensive applicable regulations make finding the right partner for successful collaboration a protracted task. Actors on the other side often face perplexity, too: 71 percent of startups and SMEs find it difficult to complete the tender documents. This makes for difficult conditions for implementing innovative eGovernment solutions and digitalizing public administration.

GovMarket, a joint venture between PUBLIC Germany and PwC, wants to eliminate these very obstacles between public-sector customers and contractors. “With GovMarket, we aim to establish a leading GovTech ecosystem, to permanently improve the innovative capacity of the state and enable digital administration,” says Rainer Bernnat, Managing Director, Public Sector, at PwC Strategy& Germany and one of the sponsors of the joint venture, about its vision. Nils Hoffmann, Managing Director of PUBLIC, confirms the possibilities: “GovMarket presents the opportunity to make innovative technologies accessible and applicable throughout public administration.”

Founded in 2022, the Berlin-based company has built a marketplace where GovTech startups can present themselves and their services to public-sector clients. This makes GovMarket a kind of app store, where public sector employees can find suitable suppliers for specific digitalization matters. This makes it easier to procure innovative technology solutions – for both sides. It’s a minor revolution.

At a glance

- New business model: GovTech marketplace
- Minimum financial risk combined with full flexibility
- Potential to develop additional marketplace features
- Fulfills the compliance requirements of public-sector customers
- GDPR-compliant marketplace operation in the T-Systems Sovereign Cloud powered by Google Cloud
- Access to a mature, comprehensive innovation ecosystem
- A business model ready for the future: prepared for even stricter regulations
- Continual, agile further development of the marketplace

Reference in detail

The challenge

Of course, GovMarket needs a suitable technical platform for its marketplace to serve as a reliable and – above all – scalable foundation. Of course, cloud platforms are the standard when it comes to offering young companies the flexibility and possibilities for the growth they need. They support agile work, to develop quickly and together with customer requirements. And above all, they help the team at GovMarket concentrate on their core business: building their network and speeding up procurement for these solutions.

But what happens when the requirements change? Here, too, the cloud platform is ready for the future, ensuring that it will meet the demands of public-sector clients and enabling the startup to succeed with its business model.

The solution

Following Lengoo, MindDoc, and ENIO, the Berlin-based startup GovMarket has moved to the T-Systems Sovereign Cloud powered by Google Cloud. This offering from T-Systems combines the opportunities and features of the established Google Cloud ecosystem with the sovereignty requirements of the public sector. The Sovereign Cloud integrates sovereignty controls in its architecture. Among other features, this means the data is stored only in Germany. When operations staff access the platform (both physically and virtually), this access is strictly monitored and logged (by T-Systems). Last but not least, cryptographic keys are stored and managed outside the platform – in a T-Systems data center.

Customer benefits

By running their marketplace on the T-Systems Sovereign Cloud powered by Google Cloud, GovMarket has gained a forward-looking operating platform that has the potential to tap many new technological possibilities. The resulting sovereignty makes the startup and its business model a partner at eye level with the demands of public-sector clients for data security, privacy protection, and other compliance demands. They have defined their roadmap to the future and the sovereign cloud has their backs.

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Published by

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