



Are you searching for a new way to market your products or solutions across the public sector? If so, The Key is a new Innovation programme with a purpose to help you do just that and to find solutions for current public sector needs. Register for free today by clicking [here](#).

Dear All,

Did you know that the UK Public Sector spends over £14bn a year on the procurement of IT? A new initiative, **The Key**, is looking to provide greater opportunity for companies, particularly SMEs, who have innovative products and solutions to promote them across the Public Sector. Clicks and Links are working with the Department for Work and Pensions' E-Delivery Team where we have set up a public sector-wide IT Innovation Centre called **The Key**.

Aimed at businesses of all sizes, The Key will formally launch at the end of this month. It will soon be showcasing IT innovations from suppliers right across the public sector and procurement officers will regularly be visiting the Centre to see what's on offer. If you have an innovation, either a product or solution, we would encourage you to register on The Key's website at <http://gic.clicksandlinks.co.uk> (also accessible from [www.cio.gov.uk/thekey](http://www.cio.gov.uk/thekey)). Registration is free and will take no longer than a minute to complete. We will then contact you when the themes and technologies you have expressed your interest in are announced, at which point you can decide whether or not to apply to showcase your innovation.


#### Why register?


- The Key provides an opportunity to have your products seen by procurement decision makers and business managers right across the public sector
- If successful, The Key will also be providing formal support or mentoring to your organisation helping you to break the barriers into government procurement
- You'll gain first hand knowledge about current government needs, helping you shape your products and solutions accordingly
- It's free to register and we'll keep you up to date with The Key's activities
- And finally, The Key is designed to make it affordable and easier for smaller firms to promote their innovations across the public sector

This is an outstanding opportunity for you to promote your company across the public sector and to become an approved Government Gateway partner. Please do forward this to anyone in other companies who may be interested in promoting their solutions and products at The Key.

*If you prefer not receive emails of this nature, please reply and replace the subject line with Unsubscribe.*

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