



kMatrix for the Public Sector

For the public sector we transform economic and business data into actionable intelligence and programmes of business support. We achieve this by providing knowledge-rich, evidence-based and web-enabled analysis tools and research services. Our “know- how” is the result of a twenty-year international research programme into business survival and commercial/ market risk. Our USP with public sector organisations is based upon our long term experience of selecting, monitoring, evaluating, triangulating and then analysing multiple data sources to produce numbers, forecasts and economic/ industrial indicators with explicitly measured confidence levels.

We have provided detailed, evidence- based data and research on industrial competitiveness to local, regional and national government on three continents for a number of years. The benefits of our products and services are that we provide affordable, timely, current and fully qualified economic assessments, market intelligence and trend analysis to support commercial decision making, resource allocation and risk management. Our public sector clients are spread across policy, operational, analytical and marketing teams and they use us because we:

- Quantify industries/ sectors that are difficult to define and measure using traditional means
- Thoroughly segment sector markets and analyse performance at the product/ service level
- Rank, weight and analyse multiple measures of economic and market performance, including key measures of sales, employment, companies and growth
- Assess competitiveness by product/ service at the local, regional and national level
- Conduct both historical and forecast trend analysis for all areas of market/ economic activity
- Visualise complex data so that it enlightens analysis and simplifies the decision process.

We now have multiple, repeat clients who also value our breakthroughs in productivity (in-house data analysis tools and training), cost- effectiveness (automatic information updating), efficiency (customised data- sharing across networks) and innovation (multi-purpose use of data for teams).

We publish a range of specialist data sets for each sector in our portfolio. These include:

- Locality/ regional economic baselines and comparative benchmarking
- Employment and skills measurement and forecasting
- Company data sets at locality, regional and national level
- Global market analysis and national/ regional benchmarking
- International trade flows, competitive performance and export opportunities
- Historical and forecast market growth measurement and benchmarking
- Private Sector Investment, historical and forecast
- Trend analysis and benchmarking of industrial and market performance indicators.

Our work with the public sector include national, regional and local government for multiple industrial sectors, particularly Low Carbon, Renewable Energy, Environmental, Digital, Healthcare & Life Sciences, Aerospace, Space, Security, the Built Environment, Carbon Markets and Marine. Working with specialist partners in the Low Carbon sector we are now the UK’s leading provider of, and benchmark for, global market intelligence in this rapidly developing and increasingly important field. Public Sector clients include BIS, DECC, Defra, NERC, Carbon Trust, Met Office and the UK Space Agency and have included most of the RDAs and DAs.