

# WHITE PAPER DEVELOPMENT

Reinforcing your brand's value proposition to government.

**Position with government decision makers as the go-to expert with answers to the big questions on their minds.**

Well-written, fact-based and research-driven white papers are powerful tools for earning trust and building brand authority with government readers.

White papers establish you as an industry leader and influencer, differentiate you from your competitors, and persuade your target government market of your subject matter expertise.

Independent research is the highly valued component of white papers that sets them apart from 'brochureware'.

Intermedium will deliver the independent research that will produce the best outcome for your goals whilst evidencing the empirical, objective view favoured by government.

Well written, 'active voice' prose, devoid of marketing hype is a key element of white papers which resonate with government. Intermedium's authors are highly experienced report writers who will produce copy that you will regard as ready for publication with relatively few editorial changes required.

## Benefits to Your Organisation

ESTABLISH YOUR BRAND AS AN AUTHORITATIVE SOURCE

DELIVER VALUED AND INFORMATIVE RESEARCH THAT ALIGNS YOUR VALUE PROPOSITION WITH THE NEEDS OF YOUR TARGET MARKET

DISCOVER MORE ABOUT YOUR TARGET MARKET AND THEIR NEEDS AS A RESULT OF THE RESEARCH

REPURPOSE THE FACTS AND FINDINGS OF YOUR WHITE PAPER TO ENHANCE YOUR SALES AND MARKETING COLLATERAL

RECEIVE PUBLICATION-READY COPY THAT WILL REQUIRE LITTLE RE-DRAFTING BY YOU PRIOR TO PUBLICATION, THEREBY SAVING YOU TIME AND EFFORT.



## A Thought Leadership Piece Tailored To Your Objectives

Intermedium's white paper services enable you to provide independent research tailored to your target public sector market at the same time as supporting your goals and referencing your solution.



### Scope

**Defining the framework** – Intermedium will work with you to develop the white paper outline, including the subject of the research, target jurisdictions or sectors (eg public health or education) and / or key agencies. Topical research subjects include government attitudes to emerging technologies, to migrating workloads to the cloud, and to using technology to improve productivity.

### Design

**Agreeing the parameters** – Intermedium will discuss and agree with you the title and structure of the white paper, the research methodology(s) to be employed, the extent and depth of the research. Should interviews be part of the methodology, the number of interviews, the profile of the interviewees and the questions to be asked will all be explicitly agreed as will the best means of positioning of the paper with public sector audiences.

### Research

**Executing the study** – Intermedium can use any one or a combination of: desk research; data analysis and one-on-one qualitative interviews to perform the research.

Desk research will comprise of public (and where appropriate or available, private) domain sources of information including government publications, agency web sites, press articles, budget papers, tender documents, reported contracts, reports of Parliamentary hearings and Intermedium research articles.

Data analysis can span both Intermedium's extensive database of government contracting and budget data, other government data sets (sourced from e.g. ABS and data.gov), and relevant commercial data sets if agreed with you.

One on one interviews of senior government personnel will be conducted with the promise of anonymity and the offer of the provision of a summary of the research findings.

### Deliverables

**Delivering the results** – Intermedium will provide you with a comprehensive report covering the agreed scope, a summary of each interview and a summary table that allows for comparison between anonymised interviewees on specific question/topic areas.

## CONTACT US

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