

632133-2026 - Konkurrencevilkår

Finland – It-tjenester: rådgivning, programmeludvikling, internet og support – ROMI (Return on marketing Investment) tool

OJ S 177/2026 14/09/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen

Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: Veikkaus Oy

E-mail: hankinnat@veikkaus.fi

Køberens retlige status: Enhed med særlige eller eksklusive rettigheder

Den ordregivende myndigheds aktivitet: Fritid, kultur og religion

2. Procedure

2.1. Procedure

Titel: ROMI (Return on marketing Investment) tool

Beskrivelse: The object of the procurement is Return On Marketing Investments (ROMI) tool and Marketing Performance Measurement as a SaaS solution. Purpose of the tool is to analyze and optimize marketing strategies and actions. Veikkaus is looking for a ROMI modelling software, which can model, how the marketing investments on offline and online marketing channels affects gaming revenue, and based on the modelling can forecast the optimal allocation to different marketing channels. Additionally, Veikkaus is looking for tool for marketing performance measurement. This means short term marketing campaign analysis and ability to react and optimize campaigns on short term (weekly – monthly level). The modelling software should be offered as SaaS. The procurement also covers support and expert services associated with the solution.

Identifikator for proceduren: ade5d09f-da77-4ffb-8f33-8e7d2df0347c

Intern ID: 627387

Udbudsprocedure: Offentligt udbud

Proceduren er en hasteprocedure: nej

Hovedpunkterne i proceduren: 1. GENERAL The legislation concerning the public procurement is applied to the procurement. Type of procedure is open procedure. 2.

CONTRACT NOTICE A contract notice has been published on the website www.hankintailmoitukset.fi and <http://ted.europa.eu>. The contract award notice shall be published after the award decision. 3. SUBMITTING THE TENDER AS A GROUP OF ECONOMIC OPERATORS AND SUBCONTRACTING A tender may be submitted by a group of economic operators (a consortium or group). If awarded the contract, all group members must sign the contract and will be jointly liable for its performance. The composition of the group may not change during the procurement process or the contract period. The group, as well as a supplier with subcontractors, must possess the necessary technical, economic, financial, and other capacities to deliver the goods and services in accordance with the contract for its entire duration. During the tender process and throughout the contract period, the contracting authority may request proof of commitments and agreements with declared subcontractors that could impact the supplier's ability to fulfill the contract obligations. Similarly, the group may be required to provide evidence of the arrangements governing relationships among its

members. If a tenderer engages subcontractors, it remains fully responsible for their work as if it were its own. A tenderer submitting an independent bid while relying on subcontractors must specify in the Subcontractors Form how each subcontractor contributes to service delivery. During the contract period, subcontractors may only be replaced with the contracting authority's approval, provided such changes do not lead to significant or material modifications of the contract.

4. USING RESOURCES OF OTHER ENTITIES A tenderer or a group of economic operators may rely on the resources of other entities to meet the requirements of the invitation to tender, regardless of the legal nature of their relationship. However, these resources must be available to the tenderer or group throughout the procurement process and the contract period. Such resources may include, for example:

- Professional experience – Relying on the expertise of another economic entity, such as a company within the same corporate group, provided that the entity is named in the tender as a subcontractor and actively participates in delivering the service.
- Personnel – Using employees from another company to meet professional qualification requirements, provided that these individuals actively contribute to service delivery.
- Economic and financial standing – Leveraging the financial capacity of another entity.
- Technical capabilities – Utilizing another entity's technical resources, provided they are genuinely used to meet the procurement requirements.

In these instances, the entity being relied on must be appropriately indicated in the subcontractors annex.

5. PROCESSING OF TENDERS

5.1 SUITABILITY OF TENDERS Before the tenders are processed it shall be assessed whether the tenderers meet the technical, professional and economic and financial requirements presented in clause/form "Exclusion and suitability (ESPD)". The tenderer's suitability shall be examined using the information provided in the tender, other financial statements (if separately requested) and the information available from risk rating reports. Tenderers who do not meet the minimum requirements set in the Call for Tenders shall be excluded from the tender competition. A tenderer who has been convicted of or in which any person with powers of representation, decision making or control has been convicted of an offence as referred in EU Public Procurement Directive 57 article, section 1 or to extortioneate work discrimination as stated in the Criminal Code of Finland, chapter 47 section 3(a) shall also be excluded from the tender competition. A tenderer to whom a criterion for exclusion as referred to in Public Procurement Act may also be excluded from the tender competition.

5.2 COMPLIANCE WITH THE CALL FOR TENDERS The goods and services offered must fully comply with the requirements outlined in the Call for Tenders and its annexes. All requested information and required annexes must be submitted as part of the tender. Compliance will be assessed based on the tender's overall content. Tenders that do not meet the requirements of the Call for Tenders or fail to adhere to the conditions of the tendering procedure will be disqualified from the competition.

5.3 EVALUATION OF TENDERS The evaluation of the tenders shall be made according to chapter "Grounds for decision".

5.4 AWARD DECISION AND ITS NOTIFICATION The award decision shall be sent to all tenderers party to the decision via email. The contract does not enter into force as a result of the notification of the decision, but requires a separate written contract.

2.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 72000000 It-tjenester: rådgivning, programmeludvikling, internet og support

2.1.2. Udførelsessted

Hvor som helst

2.1.4. Generelle oplysninger

Yderligere oplysninger: The Agreement shall enter into force once both parties have signed the agreement. The Agreement shall be effective for an initial term of twenty-four (24) months after the effective date. Following the Initial Term, the Agreement shall automatically renew for successive twelve (12) month periods.

Retsgrundlag:

Direktiv 2014/24/EU

2.1.6. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Udbudsdokument

5. Delkontrakt

5.1. Delkontrakt: LOT-0000

Titel: ROMI (Return on marketing Investment) tool

Beskrivelse: The object of the procurement is Return On Marketing Investments (ROMI) tool and Marketing Performance Measurement as a SaaS solution. Purpose of the tool is to analyze and optimize marketing strategies and actions. Veikkaus is looking for a ROMI modelling software, which can model, how the marketing investments on offline and online marketing channels affects gaming revenue, and based on the modelling can forecast the optimal allocation to different marketing channels. Additionally, Veikkaus is looking for tool for marketing performance measurement. This means short term marketing campaign analysis and ability to react and optimize campaigns on short term (weekly – monthly level). The modelling software should be offered as SaaS. The procurement also covers support and expert services associated with the solution.

Intern ID: 627387

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 72000000 It-tjenester: rådgivning, programmeludvikling, internet og support

5.1.2. Udførelsessted

Hvor som helst

5.1.3. Anslået varighed

Anden varighed: Ubegrænset

5.1.6. Generelle oplysninger

Reserveret deltagelse:

Deltagelse uden forbehold.

Indkøbsprojekt, der ikke finansieres med EU-midler

Udbuddet er omfattet af aftalen om offentlige udbud (GPA): ja

Dette udbud er også egnet for små og mellemstore virksomheder (SMV'er): ja

Yderligere oplysninger: The Agreement shall enter into force once both parties have signed the agreement. The Agreement shall be effective for an initial term of twenty-four (24) months after the effective date. Following the Initial Term, the Agreement shall automatically renew for successive twelve (12) month periods.

5.1.7. Strategiske udbud

Socialt mål, som fremmes: Due diligence i forbindelse med menneskerettigheder i globale forsyningskæder

5.1.9. Udvalgelseskriterier

Kilder til udvalgelseskriterier: Udbudsdokument

5.1.10. Tildelingskriterier

Kriterium:

Type: Pris

Navn: Price

Beskrivelse: Total price

Kategori for tildelingskriteriet vægt: Vægtning (pointantal, præcis)

Tildelingskriterium talværdi: 90

Kriterium:

Type: Kvalitet

Navn: Quality

Beskrivelse: Quality points

Kategori for tildelingskriteriet vægt: Vægtning (pointantal, præcis)

Tildelingskriterium talværdi: 10

5.1.11. Tilbudsdokumenter

Frist for anmodning om yderligere oplysninger: 25/09/2026 11:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Adresse på udbudsdokumenterne: <https://tarjouspalvelu.fi/veikkaus?id=627387&tpk=01b3e854-de08-44c4-be7b-0ab2d7216920>

5.1.12. Tilbudsvilkår

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://tarjouspalvelu.fi/veikkaus?id=627387&tpk=01b3e854-de08-44c4-be7b-0ab2d7216920>

Sprog, som tilbud og ansøgninger om deltagelse kan indgives på: engelsk

Elektronisk katalog: Ikke tilladt

Tilbudsgivere kan indgive mere end ét tilbud: Tilladt

Frist for modtagelse af tilbud: 15/10/2026 13:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Varighed, hvor tilbuddet skal forblive gyldigt: 6 Måneder

Oplysninger om offentlig iværksættelse:

Åbningsdato: 16/10/2026 06:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Betingelser for kontraktens udførelse:

Udførelsen af kontrakten skal ske inden for rammerne af programmer for beskyttet

beskæftigelse: Nej

Elektronisk fakturering: Tilladt

Der vil blive anvendt elektronisk bestilling: ja

Der vil blive anvendt elektronisk betaling: ja

5.1.15. Teknikker

Rammeaftale:

Ingen rammeaftale

Oplysninger om det dynamiske indkøbssystem:

Intet dynamisk indkøbssystem

5.1.16. Yderligere oplysninger, mægling og gennemgang

Organisation med ansvar for klager: Markkinaoikeus

Oplysninger om klagefrister: 14 days

Organisation, der leverer yderligere oplysninger om klageprocedurerne: Markkinaoikeus

8. Organisationer

8.1. ORG-0001

Officielt navn: Markkinaoikeus
Registreringsnummer: 3006157-6
Postadresse: Radanrakentajantie 5
By: Helsinki
Postnummer: 00520
Landsdel (NUTS): Helsinki-Uusimaa (FI1B1)
Land: Finland
E-mail: markkinaoikeus@oikeus.fi
Telefon: +358 295643300
Internetadresse: <http://www.oikeus.fi/markkinaoikeus>

Denne organisations roller:

Organisation med ansvar for klager
Organisation, der leverer yderligere oplysninger om klageprocedurerne

8.1. ORG-0002

Officielt navn: Veikkaus Oy
Registreringsnummer: 2765220-1
Postadresse: PL 1
By: Veikkaus
Postnummer: 01009
Landsdel (NUTS): Helsinki-Uusimaa (FI1B1)
Land: Finland
Enhed: Veikkaus Oy
E-mail: hankinnat@veikkaus.fi
Telefon: +358 20055000
Internetadresse: <https://www.veikkaus.fi>

Denne organisations roller:

Køber

8.1. ORG-0003

Officielt navn: Hansel Oy (Hilma)
Registreringsnummer: FI09880841
Postadresse: Mannerheiminaukio 1a
By: Helsinki
Postnummer: 00100
Landsdel (NUTS): Helsinki-Uusimaa (FI1B1)
Land: Finland
Enhed: eSender
E-mail: tekninen@hankintailmoitukset.fi
Telefon: 029 55 636 30
Internetadresse: <http://hankintailmoitukset.fi>

Denne organisations roller:

TED eSender

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: e8009061-989c-427d-be4d-181e9baecb1b - 01
Formulartype: Konkurrencevilkår
Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen
Bekendtgørelsesundertype: 16
Afsendelsesdato for bekendtgørelsen: 11/09/2026 12:08:10 (UTC+00:00) vesteuropæisk tid, GMT
Dato for afsendelse af bekendtgørelsen (eSender): 11/09/2026 12:08:11 (UTC+00:00) vesteuropæisk tid, GMT
Bekendtgørelsens officielle sprog: engelsk
Bekendtgørelsesnummer: 632133-2026
EUT-S-nummer: 177/2026
Offentliggørelsesdato: 14/09/2026