

Norway-Bergen: Sales or marketing software package
OJ S 7/2022 11/01/2022
Contract award notice
Supplies

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Festspillene i Bergen

National registration number: 955 599 535

Postal address: Vaskerelvsmauet 6

Town: Bergen

NUTS code: NO Norge

Postal code: 5014

Country: Norway

Contact person: Helene Skoge

E-mail: helene@fib.no

Telephone: +47 45735920

Internet address(es):

Main address: <https://fib.no/>

Address of the buyer profile: <https://kgv.doffin.no/ctm/Company/CompanyInformation/Index/2865>

I.4. Type of the contracting authority

Other type: Stiftelse

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Ticketing and CRM system

Reference number: 202104

II.1.2. Main CPV code

48481000 Sales or marketing software package

II.1.3. Type of contract

Supplies

II.1.4. Short description

Festspillene i Bergen/Bergen International Festival is looking for a ticketing and CRM-system. The festival presents 300 productions in more than 20 venues across Bergen and its surrounding areas – both paid events and free outdoor events. The festival also sells tickets and subscriptions for 30 digital productions (both live stream and on-demand).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Lowest offer: 158 555,00 EUR / Highest offer: 405 187,00 EUR taken into consideration

II.2. Description

II.2.2. Additional CPV code(s)

48480000 Sales, marketing and business intelligence software package, 63512000 Sale of travel tickets and package tours services

II.2.3. Place of performance

NUTS code: NO0A2 Vestland

NUTS code: NO0A Vestlandet

NUTS code: NO Norge

II.2.4. Description of the procurement

Festspillene i Bergen (FIB)/Bergen International Festival, established in 1953, is the oldest and most substantial festival for music and theatre in Norway. The organisation consists of 18 permanent staff, as well as a large pool of temporary festival staff and crew.

For 15 days during May/June, the festival presents 300 productions in more than 20 venues across Bergen and its surrounding areas – both paid events and free outdoor events.

In 2021, the festival also sold tickets and subscriptions for 30 digital productions (both live stream and on-demand).

In 2022, Bergen International Festival will take place from the 25th of May to the 8th of June.

Volume of Business:

- A total of 300 productions a year (a mixture of paid/free as well as digital)
- 150 ticketed performances
- Average tickets sold: 28,000
- Average free tickets (including complimentary sponsor tickets): 7,000
- Average digital tickets sold: 500
- Average unique users on site for digital streaming: 1,500
- Average annual income: 7-9 million NOK (approx. 700,000 GBP / 900,000 USD)

The festival sells tickets through its website all year (single tickets and group tickets), and the box office team will also manage tickets for sponsors, volunteers, press, artists and VIPs. As well as the online box office, the festival also has a physical presence in Bergen city centre a week before the festival, and during the festival dates. On some occasions, the box office team will sell tickets at smaller venues from an hour before each performance.

Bergen International Festival works closely with a local organisation (Revy & Teaterservice in Grieghallen), which requires access to the ticketing system as a third party.

The festival would like to expand its digital offering, and it is desirable that the ticketing system also offers a solution to purchasing and viewing digital content.

II.2.5. Award criteria

Quality criterion - Name: Functionality / Weighting: 40

Quality criterion - Name: Presentation / Weighting: 15

Quality criterion - Name: Cost of change / Weighting: 15

Quality criterion - Name: Service / Weighting: 5

Price - Weighting: 25

II.2.11.

Information about options

Options: yes

Description of options:

3 years contract with option for 1 + 1 years

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 196-512320](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

Award: ticketing and CRM system

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/12/2021

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Tix AS

National registration number: 919892986

Postal address: Reidar Bergesgate 9

Town: Stavanger
NUTS code: NO Norge
Postal code: 4013
Country: Norway
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 158 555,00 EUR / Highest offer: 405 187,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Festspillene i Bergen
Postal address: Pb 183
Town: Bergen
Postal code: 5804
Country: Norway

VI.5. Date of dispatch of this notice

06/01/2022