

**Norway-Tromsø: Promotional services**  
**OJ S 20/2020 29/01/2020**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Hålogaland Teater

National registration number: 920093914

Postal address: Teaterplassen 1

Town: Tromsø

NUTS code: NO Norge

Postal code: 9007

Country: Norway

Contact person: Sturla Bertheussen

E-mail: [sturla@ht.tr.no](mailto:sturla@ht.tr.no)

Telephone: +47 97191312

**Internet address(es):**

Main address: <https://permalink.mercell.com/115716905.aspx>

Address of the buyer profile: <http://www.ht.tr.no/>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Ticketing System

Reference number: 07-2019

**II.1.2. Main CPV code**

79342200 Promotional services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

A tender contest for the procurement of a ticketing system for Hålogaland Theatre's performances in Tromsø.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 1 700 000,00 NOK

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

22459000 Tickets, 48100000 Industry specific software package, 48110000 Point of sale (POS) software package, 48480000 Sales, marketing and business intelligence software package, 79211120 Sales and purchases recording services

### **II.2.3. Place of performance**

NUTS code: NO072 Troms

### **II.2.4. Description of the procurement**

The objective of the tender contest is procurement and implementation of a user-friendly ticketing system that ensures a professional journey for our customers and hence increases our customers' contentment and loyalty. The system must enable the contracting authority to develop the existing customers and attract new loyal customers. The system must ensure efficient work processes and support targeted communications with our customers.

### **II.2.5. Award criteria**

Cost criterion - Name: Price / Weighting: 35

Cost criterion - Name: CRM system / Weighting: 30

Cost criterion - Name: Functionality / Weighting: 25

Cost criterion - Name: Security, stability and support / Weighting: 10

### **II.2.11. Information about options**

Options: yes

Description of options:

The contracting authority has an exclusive right for extending the contract with 2 + 2 years.

The maximum contract period is to 31.5.2026

### **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**

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### **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: [2019/S 206-503430](#)

#### **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**

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**Title:**

Ticketing system

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

27/01/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 6

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 6

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

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

##### **V.2.3. Name and address of the contractor**

Official name: Billetten A/S

Postal address: Åbogade 15

Town: Aarhus N

NUTS code: DK Danmark

Postal code: 8200

Country: Denmark

E-mail: [info@billetten.dk](mailto:info@billetten.dk)

Telephone: +45 87345620

The contractor is an SME: yes

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

Total value of the contract/lot: 1 700 000,00 NOK

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Hålogaland Teater AS

Postal address: Postboks 840

Town: Tromsø

Postal code: 9258

Country: Norway

E-mail: [sturla@ht.tr.no](mailto:sturla@ht.tr.no)

Telephone: +47 97191312

Internet address: [www.halogalandteater.no](http://www.halogalandteater.no)

**VI.5. Date of dispatch of this notice**

28/01/2020