

Ireland-Dublin: Communication and multimedia software package
OJ S 34/2014 18/02/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland
Postal address: 5th Floor - Bishop's Square, Redmond's Hill
Town: Dublin
Postal code: D2
Country: Ireland
For the attention of: Hannah Hughes
E-mail: hhughes@tourismireland.com
Telephone: +353 14763474
Fax: +353 14763642
Internet address(es):
General address of the contracting authority: <http://www.ireland.com>

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: Tourism Marketing

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: yes

Section II: Object of the contract

II.1. Description

II.1.1. Title

Provision & Support of a Digital Asset Management [DAM] Solution.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 7: Computer and related services

Main site or place of performance: Island of Ireland.

NUTS code IE Éire / Ireland

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Contract awarded to the highest scoring tenderer following a competitive tender process. With advancements in technology and the ever changing requirement for users to access more media rich content/assets quickly on a 24/7 basis, Fáilte Ireland & Tourism Ireland came together in a joint initiative to tender for the provision and support of a suitable Digital Asset Management (DAM) solution.

II.1.5. CPV code(s)

48500000 Communication and multimedia software package, 72212500 Communication and multimedia software development services, 72212520 Multimedia software development services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Proposed Solution in response to specified requirements. Weighting 25
2. Methodology for Delivery. Weighting 10
3. Support Solution. Weighting 10
4. Delivery Timelines and Key Milestones. Weighting 5
5. Expertise of Proposed Management Team. Weighting 10
6. Ultimate Cost. Weighting 40

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority DAM/FITI/2013

IV.3.2. Previous publication concerning this procedure no

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Provision & Support of a Digital Asset Management Solution

V.1. Date of conclusion of the contract 31.1.2014

V.2. Information about tenders Number of tenders received: 12

V.3. Name and address of the contractor

Official name: Label A [Bynder] B.V.
Postal address: Max Euweplein 46
Town: Amsterdam
Postal code: 1017 MB
Country: Netherlands
Internet address: <http://www.getbynder.com>

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

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

VI.2. Additional information

V.4) Information on value of contract
Initial estimated total value of the contract
Currency: EUR
Excluding VAT
Total final value of the contract
Currency: EUR
Excluding VAT

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

14.2.2014