

Denmark-Brøndby: Sales or marketing software package

OJ S 28/2023 08/02/2023

Contract notice

Supplies

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Danske Spil A/S

National registration number: 64011715

Postal address: Korsdalsvej 135

Town: Brøndby

NUTS code: DK01 Hovedstaden

Postal code: 2605

Country: Denmark

Contact person: Bo Andersen

E-mail: Boan@danskespil.dk

Telephone: +45 30851781

Internet address(es):

Main address: <http://www.danskespil.dk>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/62993>

I.1. Name and addresses

Official name: Danske Licens Spil A/S

National registration number: 33034474

Postal address: Korsdalsvej 135

Town: Brøndby

NUTS code: DK01 Hovedstaden

Postal code: 2605

Country: Denmark

Contact person: Bo Andersen

E-mail: Boan@danskespil.dk

Telephone: +45 30851781

Internet address(es):

Main address: <http://www.danskespil.dk>

I.1. Name and addresses

Official name: Danske Lotteri Spil A/S

National registration number: 33034482

Postal address: Korsdalsvej 135

Town: Brøndby

NUTS code: DK01 Hovedstaden

Postal code: 2605

Country: Denmark

Contact person: Bo Andersen

E-mail: Boan@danskespil.dk

Telephone: +45 30851781

Internet address(es):

Main address: <http://www.danskespil.dk>

I.1. Name and addresses

Official name: Det Danske Klasselotteri A/S

Postal address: Korsdalsvej 135

Town: Brøndby

NUTS code: DK01 Hovedstaden

Postal code: 2605

Country: Denmark

Contact person: Bo Andersen

E-mail: Boan@danskespil.dk

Telephone: +45 30851781

Internet address(es):

Main address: <http://www.danskespil.dk>

I.2. Information about joint procurement

The contract involves joint procurement

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=352600&B=DS

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=352600&B=DS

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Betting and lottery

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Tender for Contract for Delivery of Ad Server and Demand Side Platform (DSP) Services

II.1.2. Main CPV code

48481000 Sales or marketing software package

II.1.3. Type of contract

Supplies

II.1.4. Short description

The contracting authority wishes to conclude a contract for the delivery of Ad Server and Demand Side Platform services as Software as a Service (SaaS) for digital marketing on the Danish market. The services also include implementation and support services. The procurement will be conducted as a negotiated procedure.

II.1.5. Estimated total value

Value excluding VAT: 120 000 000,00 DKK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

48481000 Sales or marketing software package

II.2.3. Place of performance

NUTS code: DK Danmark

II.2.4. Description of the procurement

The services to be provided under the contract are:

- An Ad Server platform
- A Demand Side Platform (DSP)

The contracting authority needs both an Ad Server and DSP technology, to be able to buy digital advertisement. The Supplier must provide access for the contracting authority to an Ad Server and DSP solution that are efficient, but also with the quality and service-level that can support the Contracting authority to get most out of the display and video advertisement that the Contracting authority buys. Both platforms should give access to functionality that overall makes the process of hosting, serving and buying programmatic ads easy to handle, but also with the needed functionality so the programmatic buying can be done with the highest level of quality when it comes to use of both technical capabilities within the platform and added data from the contracting authority, publisher and/or 3-party vender.

The contracting authority (Danske Spil and its subsidiary companies involved in this tender, cf. section 1.2) are Danish companies, that only operates in Denmark on the Danish market. It is therefore important that the future Supplier of the Ad Server and DSP has experience with a solution that can reach the Danish advertisement market. Furthermore, a high number of impressions is important for the contracting authority in order to reach specific target group(s).

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 120 000 000,00 DKK

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The contract can be renewed two times 12 month.

II.2.9. Information about the limits on the number of candidates to be invited

Maximum number: 3 Objective criteria for choosing the limited number of candidates:

The shortlisting of candidates invited to tender will be based on an evaluation of which candidates have documented the most relevant experiences, see section III.1.3)

The evaluation of the most relevant experiences will be made on the basis of the extent to which the documented experiences with comparable services cf. sections II.1.4) and II.2.4).

In this evaluation the following is weighted positively:

- It is weighted positively to which extent the candidate has experience with Danish Publishers where the amount of Danish inventory is as big as possible on high impact formats and video-formats
- It is also weighted positively that the candidate has experience with the largest Danish online-publishers in Denmark on both display and video inventory. This would include sites such as ekstrabladet.dk, bt.dk, tv2.dk, bold.dk, seoghoer.dk, dba.dk on desktop, and include bt.dk, ekstrabladet.dk, viafree, and tv2 on video.
- It is weighted positively to which extent the candidate has 250.000.000 display impressions in the DSP from Denmark and 100.000.000 video impressions (only pre-rolls not outstream-impressions) in the DSP from Denmark

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

The Contract contains voluntary options, cf. the Contract clause 4.5

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.3. Technical and professional ability

List and brief description of selection criteria:

As stated in section II.2.4) the contracting entity only operates in the Danish market. Hence, it is important for the contract authority to be able to access and buy media-inventory from as many Danish online-publishers as possible.

Therefore, the candidate should submit references that includes the candidates experience with Danish online publishers as stated below. The requested information is supposed to give the contract authority insight in the candidate experiences with offering of Danish media-inventory from Danish Online-publishers. Furthermore, the level of display and video impressions will indicate whether the candidate has experience with delivering content to a volume comparable with the contracting authority's needs as described in section II.2.4. If possible, the candidate should state the name of the advertiser of the reference.

Selection of candidate will be in accordance with the information described in section II.2.9.

The candidate must submit the ESPD with references for the last 12-month period that show, if possible:

- The amount of Danish ad requests offered that can serve high impact formats (such as wallpaper, top scroll and/or inter scroll).
- The amount of Danish ad requests offered that can serve video-formats (such as pre-roll, outstream, bumper).
- A list of top 25 Danish publisher site-list for mobile and desktop inventory included with ad requests from the specific publishers split up on display inventory.

- A list of top 10 Danish publisher site-list for video inventory included with ad requests from the specific publishers.
- Information regarding how many display impressions there has been offered in the DSP served from Denmark.
- Information regarding how many video impressions (only pre-rolls not outstream-impressions) there has been offered in the DSP served from Denmark.

If the candidate relies on the education/training and professional qualifications or professional experience of other entities for the performance of specific parts of the services comprised by the contract, see section II.2.4), such specific parts of the services under the contract must be performed by the entity on which the candidate relies.

The ESPD serves as provisional documentation the candidate's compliance with the selection criterion, see section II.2.9).

Before the award decision is made, the tenderer to whom the contracting entity intends to award the contract must submit documentation that the information stated in the ESPD is accurate. However, no additional documentation of technical and professional capacity will be required from the candidate.

Minimum level(s) of standards possibly required:

No minimum level is required.

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

The contract requires compliance with Danske Spil's Code of Conduct.

The contract lays down requirements on compliance with the law on processing of personal data.

If the contract is awarded to a group of operators (such as a consortium), the participants of the group must undertake joint and several liability and appoint a joint representative.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

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

IV.1.5. Information about negotiation

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

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

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 07/03/2023 Local time: 10:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4.

Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

It is Danske Spil's expectation that further notices will be published in relation to the end of this contract.

VI.3. Additional information

Participation in the tendering procedure may only take place by electronic means via the electronic tendering system used by the contracting entity, see the address set out in section I. 3). If the candidate encounters problems with the system, please contact support by e-mail, dksupport@eu-supply.com, or telephone (+45) 70 20 80 14.

The candidate must as its application submit an ESPD as preliminary documentation of the circumstances set out in section 148(1), paras 1-3 of the Danish Public Procurement Act (udbudsloven).

The candidate will be excluded from participation in the tender procedure if the candidate is subject to the compulsory grounds for exclusion set out in sections 134 a, 135 and 136 of the Danish Public Procurement Act, unless the candidate has submitted sufficient documentation of its reliability in accordance with section 138 of the Danish Public Procurement Act.

Before the award decision is made, the tenderer to whom the contracting entity intends to award the contract must provide documentation of the information submitted in the ESPD pursuant to sections 151-152, cf. section 153 of the Danish Public Procurement Act. As an alternative to the documentation mentioned in sections 153-155, 157 and 158 of the Danish Public Procurement Act, the applicant and tenderer may submit to the contracting entity a certificate of registration in an official list of approved economic operators, see section 156 of the Danish Public Procurement Act, issued by the competent authority. The contracting entity only accepts certificates of registration in an official list from applicants and tenderers established in the country holding the official list.

As regards sections II.1.5) and II.2.6), it should be noted that the amount is an estimate of the expected campaign budget. The estimate is based on an expected yearly campaign budget of DKK 24 000 000 from which the tenderer will calculate their fee(s). Candidate can on that basis calculate the expected contract price for the entire term of the contract. The prices for voluntary options, cf. the contract clause 4.5, will not be a part of the evaluation of "Prices", because it will be unreasonable in favour of tenderer who does not offer these tools if such prices should be included in the total evaluation-technical price. If a tenderer offers these tools, it will be a part of the qualitative evaluation under the sub-sub criteria Demand side Platform (DSP) in accordance with the evaluation requirements in Appendix 1, cf. Appendix A.

As regards section II.2.9) it should be noted that each candidate may only submit one application for prequalification.

The contracting entity may use the procedure of section 159(5) of the Danish Public Procurement Act in the event that applications or tenders do not comply with the requirements of the procurement documents.

The negotiation will be at Danske Spil's office in DK-Brøndby or virtual. For further information on the process of the negotiations, reference is made to the tender specifications and the related Appendix C.

The Contracting Entity will pay no remuneration for participating.

See also the document "Additional information about the contract notice" which contains additional information regarding this section. The document is accessible via the electronic tendering system at the address set out in section I.3).

VI.4. Procedures for review

VI.4.1. Review body

Official name: Klagenævnet for Udbud

Postal address: Nævnenes Hus, Toldboden 2

Town: Viborg

Postal code: 8800

Country: Denmark

E-mail: klfu@naevneneshus.dk

Telephone: +45 72405600

Internet address: <https://kfu.naevneneshus.dk/>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Pursuant to the Danish Act on the Complaints Board for Public Procurement, etc. (lov om Klagenævnet for Udbud m.v.) (the Act is available (in Danish) at www.retsinformation.dk), the following deadlines apply to the lodging of complaints:

Complaints for not having been selected must be submitted to the Danish Complaints Board for Public Procurement before the expiry of 20 calendar days, see section 7(1) of the Act, from the day after submission of notification to the candidates concerned of the identity of the successful tenderer where the notification is accompanied by an explanation of the grounds for the decision in accordance with section 2(1), para (1) of the Act and section 171(2) of the Danish Public Procurement Act.

In other situations, complaints of award procedures, see section 7(2) of the Act, must be lodged with the Danish Complaints Board for Public Procurement before the expiry of:

1) 45 calendar days after the contracting entity has published a notice in the Official Journal of the European Union that the contracting entity has entered into a contract. The deadline is calculated from the day after the day when the notice was published.

2) 30 calendar days calculated from the day after the day when the contracting entity has notified the candidates concerned that a contract based on a framework agreement with reopening of competition or a dynamic purchasing system has been entered into where the notification has included an explanation of the relevant grounds for the decision.

3) 6 months after the contracting entity entered into a framework agreement calculated from the day after the day when the contracting entity notified the candidates and tenderers concerned, see section 2(2) of the Act and section 171(4) of the Danish Public Procurement Act.

4) 20 calendar days calculated from the day after the contracting entity has submitted notification of its decision, see section 185(2) of the Danish Public Procurement Act.

Not later than at the time of lodging a complaint with the Danish Complaints Board for Public Procurement, the complainant must notify the contracting entity in writing that a complaint has been lodged with the Danish Complaints Board for Public Procurement and whether the appeal was lodged during the standstill period, see section 6(4) of the Act. In cases where the complaint was not lodged within the standstill period, the complainant must furthermore

indicate whether a suspensory effect of the complaint has been requested, see section 12(1) of the Act.

The e-mail address of the Complaints Board for Public Procurement is set out in section VI.4.1.

The Complaints Board's own complaints procedure is available at <https://naevneneshus.dk/start-din-klage/klagenaevnet-for-udbud/vejledning/>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Konkurrence- og Forbrugerstyrelsen

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postal code: 2500

Country: Denmark

E-mail: kfst@kfst.dk

Telephone: +45 41715000

Internet address: <http://www.kfst.dk>

VI.5. Date of dispatch of this notice

03/02/2023