

**Ireland-Dublin: Multimedia software development services**

OJ S 43/2018 02/03/2018

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Tourism Ireland Limited

National registration number: N/A

Postal address: 5th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Hannah Hughes

E-mail: [hhughes@tourismireland.com](mailto:hhughes@tourismireland.com)

Telephone: +353 14763474

Fax: +353 14763642

**Internet address(es):**Main address: <http://www.ireland.com>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://irl.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=125665&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=125665&B=ETENDERS_SIMPLE)[PID=125665&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=125665&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [http://irl.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=125665&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=125665&B=ETENDERS_SIMPLE)

Tenders or requests to participate must be submitted to the following address:

Official name: Tourism Ireland

Postal address: 5th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

Postal code: D02 TD99

Country: Ireland

Contact person: Hannah Hughes Procurement Officer

E-mail: [TenderResponse@tourismireland.com](mailto:TenderResponse@tourismireland.com)

NUTS code: IE Éire / Ireland

**Internet address(es):**Main address: <http://www.ireland.com>**I.4.**

## **Type of the contracting authority**

Body governed by public law

### **I.5. Main activity**

Other activity: Tourism - Destination Marketing

## **Section II: Object**

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

#### **II.1.1. Title**

Provision of a 2nd Generation Digital Marketing Asset Management System  
Reference number: DAM/2018/01

#### **II.1.2. Main CPV code**

72212520 Multimedia software development services

#### **II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Tourism Ireland, together with Fáilte Ireland and Tourism Northern Ireland, is procuring the services of a suitably qualified and experienced digital marketing asset management vendor and/or partners to provide and deploy a large scale enterprise 2nd Generation DAM technology system. Digital asset management has been in place and in practice at Tourism Ireland, Fáilte Ireland, and Tourism Northern Ireland for 5+ years, and this project seeks to evolve DAM into the next generation. In addition to offering core functions of a DAM including ingestion and transformation of many different asset types, sophisticated search functionality, intuitive user experience, and multi-channel distribution, we seek a DAM that also includes the ability to service the requirements set out in the supporting documentation. Please refer to the documentation available for downloading.

#### **II.1.5. Estimated total value**

Value excluding VAT: 1 050 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

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

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

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

NUTS code: IE Éire / Ireland

Main site or place of performance: Island of Ireland.

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

Tourism Ireland, Tourism Northern Ireland and Failte Ireland are seeking a suitably qualified and experienced digital marketing asset management vendor and/or partner to provide and deploy a large scale enterprise 2nd Generation DAM technology system.

#### **II.2.5.**

### **Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 1 050 000,00 EUR

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

Duration in months: 84

This contract is subject to renewal: yes

Description of renewals:

The contract shall be for a period of four [4] years, subject to satisfactory performance, budget and other factors, with the option to extend for a further period not exceeding 36 months; up to a maximum term of seven [7] years, again subject to satisfactory performance, budget and other factors.

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

Envisaged number of candidates: 5  
Objective criteria for choosing the limited number of candidates:

Please refer to the documentation available for downloading.

#### **II.2.10. Information about variants**

Variants will be accepted: no

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

Options: no

#### **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**

Applicants should provide the required documentation as detailed in the PQQ which is available for downloading from the Irish Government procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)  
Please note that the maximum limit for incoming emails is 10 MB.  
Please refer to the documents attached for downloading.

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

As stated in the procurement documents and PQQ which are available for downloading from the Irish Government procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

##### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Candidates must demonstrate that they have at their disposal effective and efficient technical resources to facilitate a 2nd Generation Digital Asset Management solution to deliver all aspects of the project.

Operational Presence: Candidates must confirm that they have an on-the-ground operational presence within the European Union: to enable turnaround of information requests.

As stated in the procurement documents and PQQ which are available for downloading from the Irish Government procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

### **III.2. Conditions related to the contract**

#### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **Section IV: Procedure**

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### **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.1.4. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **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: 03/04/2018 Local time: 12:00

#### **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: 12 (from the date stated for receipt of tender)

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

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

The supporting procurement documents and PQQ in relation to this Contract Notice are available for downloading free of charge from the Irish Government procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

This Call for Requests to Participate is the first stage in a staged Competitive Process With Negotiation.

In the first instance, interested parties are required to complete and submit the Qualification Questionnaire to commence the first stage of the process. Candidates will be assessed on the basis of the rules, criteria and weightings set out in Appendix A of that document, which are aimed at establishing the technical and professional abilities of candidates as well as their financial standing. The purpose of this document is to obtain sufficient information to enable Tourism Ireland to evaluate the suitability of candidates who will be invited to negotiate with Tourism Ireland.

Shortlisted candidates will then be invited to participate in negotiation and submit an initial Tender. The submission of initial tenders will signal the commencement of negotiation. Upon conclusion of negotiations, remaining candidates will be invited to submit a final tender. Final tenders will be evaluated against the award criteria as detailed in the ITT documentation. The award criteria will include both economic [50 %] and also qualitative [50 %] criteria. Tourism Northern Ireland and Failte Ireland will opt to avail of the Services procured as a result of this competition.

Requests to Participate, in the form of a completed PQQ plus completed ESPD and supporting documents must be submitted in by the deadline stated as per the Instructions. Applicants should provide the required documentation as detailed in the PQQ which is available for downloading from the Irish Government procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie) Please note that the maximum limit for incoming emails is 10 MB.

Late submissions cannot be accepted. Please note that it is the responsibility of each individual applicant to ensure that its submission is delivered to Tourism Ireland by the stated deadline. Responsibility for proof of delivery to the correct email location before the Tender Deadline rests with the Tenderer. Please note that proof of receipt by the deadline will be determined by the time detailed on the receipt email only and not by the time sent by the applicant.

Tourism Ireland will not be responsible for costs, charges or expenses incurred by participants, whether or not a final contract is awarded.

An Applicant may utilise the experience and capabilities of its parent company in meeting the pre-qualification requirements. In such case the Applicant must supply a written statement, signed by an authorised representative of the parent company, indicating the parent company's agreement in principal to offer a parent company guarantee.

The Contracting Authority reserves the right to partner/merge members of a consortium with member(s) of another consortium to deliver the services.

Tourism Ireland is subject to the provisions of the Code of Practice on Freedom of Information for North South Implementation Bodies and Tourism Ireland.

Award of this contract will be subject to selected candidates, if resident in Ireland, obtaining a Tax Clearance Certificate or equivalent as required by the Irish Revenue Commissioners.

The contract will be subject to Irish law.

Tourism Ireland reserves the right without advance notice (and without giving reasons unless so required by law and without liability to the applicants) to amend or otherwise change the process or to terminate the process. This notice does not represent a commitment to enter into any contract(s).

For an overview of Tourism Ireland, please refer to our corporate website: <https://www.tourismireland.com/>

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

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

Official name: The High Court

Town: Dublin

Postal code: D7

Country: Ireland

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

28/02/2018