

128497-2026 - Competition

Sweden – IT services: consulting, software development, Internet and support – CRM and Marketing Automation System

OJ S 38/2026 24/02/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Svenska Institutet

Email: emanuel.reuter@sidecore.se

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: CRM and Marketing Automation System

Description: The Swedish Institute invites tenders for the delivery, implementation and maintenance of a cloud-based CRM and marketing automation system. The system shall support contact management, communication, application and grant administration, reporting and integrations. The procurement includes implementation, data migration, training and ongoing support in accordance with the procurement documents.

Procedure identifier: 35203bda-58bc-4106-a0be-91bcc6ec74d1

Internal identifier: 00017/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 48445000 Customer Relation Management software package, 72212445 Customer Relation Management software development services, 72260000 Software-related services

2.1.2. Place of performance

Anywhere in the European Economic Area

2.1.3. Value

Estimated value excluding VAT: 14 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: CRM and Marketing Automation System

Description: The Swedish Institute invites tenders for the delivery, implementation and maintenance of a cloud-based CRM and marketing automation system. The system shall support contact management, communication, application and grant administration, reporting and integrations. The procurement includes implementation, data migration, training and ongoing support in accordance with the procurement documents.

Internal identifier: 00017/2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 48445000 Customer Relation Management software package, 72212445 Customer Relation Management software development services, 72260000 Software-related services

5.1.2. Place of performance

Anywhere in the European Economic Area

5.1.3. Estimated duration

Start date: 01/05/2026

Duration end date: 30/04/2033

5.1.5. Value

Estimated value excluding VAT: 14 000 000,00 SEK

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/03/2026 23:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticId=84383>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticId=84383&GoTo=Tender>

Languages in which tenders or requests to participate may be submitted: Swedish, English

Electronic catalogue: Allowed

Deadline for receipt of tenders: 23/03/2026 22:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 181 Days

Information about public opening:

Opening date: 23/03/2026 23:00:00 (UTC+00:00) Western European Time, GMT

Place: Stockholm

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Stockholm

Organisation providing more information on the review procedures: Förvaltningsrätten i Stockholm

8. Organisations

8.1. ORG-0001

Official name: Svenska Institutet

Registration number: 2021004961

Department: Svenska institutet

Postal address: Virkesvägen 2

Town: Stockholm

Postcode: 120 30

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Emanuel Reuter

Email: emanuel.reuter@sidecore.se

Telephone: +46 (0)8 453 78 00

Internet address: <http://si.se>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Förvaltningsrätten i Stockholm

Registration number: 202100-2742

Town: Stockholm

Postcode: 115 76

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: forvaltningsrattenistockholm@dom.se

Telephone: 08-561 680 00

Internet address: <https://www.domstol.se/forvaltningsratten-i-stockholm/>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

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