

**United Kingdom-York: IT services: consulting, software development, Internet and support
OJ S 68/2019 05/04/2019
Contract award notice – utilities
Services**

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: London North Eastern Railway
National registration number: 04659712
Postal address: East Coast House, 25 Skeldergate
Town: York
NUTS code: UKE2 North Yorkshire
Postal code: YO1 6DH
Country: United Kingdom
Contact person: Dave Edwards
E-mail: Tenders@LNER.co.uk
Internet address(es):
Main address: www.LNER.co.uk
Address of the buyer profile: <https://www.lner.co.uk>

I.6. Main activity

Railway services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Revenue Management System
Reference number: 2018-175-397192

II.1.2. Main CPV code

72000000 IT services: consulting, software development, Internet and support

II.1.3. Type of contract

Services

II.1.4. Short description

LNER relies on a Revenue Management System (RMS) to enable the Revenue Growth team to make decisions on what products are to be available for sale at any given time. The principle of this is to sell the right product to the right customer at the right time at the right price. LNER currently use a price sensitive forecasting and optimisation solution with fully integrated competitor fares. The current contract expires on 1.2.2020 and in order to meet our highly ambitious targets, we are looking to the market to see which system/solution is suitable to ensure we are in the best position to deliver incremental revenue beyond the current Revenue Management (RM) benefit. Now more than ever as we take our first step towards the

East Coast Partnership, bringing track and train closer together, it is important that any investment made offers real value to the taxpayer. We would essentially be looking at pay back over a 5-year period.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 4 962 863,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Here at LNER we want to deliver a real step change in revenue growth through transforming our revenue management capability by introducing a state of the art revenue management system, totally integrated to other systems, supporting optimal decision making in a highly competitive marketplace.

The Company is looking for a supplier that will make a difference; one that has a proactive approach to the provision of services and will provoke fresh ideas. This supplier will want to work with LNER to support the Company vision “together, through our people, brilliant basics and pioneering spirit, we’ll deliver great experiences for our colleagues, customers and communities”. We are looking for a supplier to provide a superior innovative solution with the potential to evolve over the life of the contract and beyond.

The new Revenue Management System should enable us to make a significant step change in revenue growth by introducing leading-edge RM capabilities built into a robust, intuitive platform from which our Revenue Managers can make the most informed decisions. We are seeking to benchmark the industry to not only get the best out there but a system that will give LNER a leading edge. We are looking for a solution that’s scalable, can cope with changes in user requirements and also with growing passenger demand.

Ensuring that we have the latest and most innovative RMS will enable us to make the best decisions to maximise revenue and benefit customers. With the RMS linked directly to the new CEM system, we will be able to offer individualised customer offers, which will WOW our customers

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

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Negotiated procedure with prior call for competition

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.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a periodic indicative notice

Section V: Award of contract

Contract No: LNER/03/2019/RM

Title:

Revenue Management System

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Revenue Analytics Inc

Town: Georgia

NUTS code: 00 Other or Not Specified

Postal code: GA30339

Country: United States

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 4 000 000,00 GBP

Total value of the contract/lot: 4 962 863,00 GBP

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: London North Eastern Railway
Postal address: East Coast House, 25 Skeldergate
Town: York
Postal code: YO60 7RZ
Country: United Kingdom
E-mail: Tenders@LNER.co.uk
Internet address: www.LNER.co.uk

VI.5. Date of dispatch of this notice

01/04/2019