

United Kingdom-Cardiff: Electronic mail service provider
OJ S 94/2016 18/05/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Finance Wales

Postal address: 1 Capital Quarter, Tyndall Street

Town: Cardiff

Postal code: CF10 4BZ

Country: United Kingdom

Contact person: Business Services Manager

For the attention of: Sarah Patnett

E-mail: procurement@financewales.co.uk

Telephone: +44 2920338100

Fax: +44 2920338101

Internet address(es):

General address of the contracting authority: www.financewales.co.uk

Address of the buyer profile: http://www.sell2wales.gov.uk/search/Search_AuthProfile.aspx?ID=AA0555

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Economic and financial affairs

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

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Provision of E-mail marketing services.

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: Cardiff.

NUTS code UKL22 Cardiff and Vale of Glamorgan

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)

Finance Wales (FW) is seeking to identify an integrated e-mail marketing service provider to provide an email marketing platform/system/service ('the Solution') together with a managed

service and associated design, marketing and technical support services (the 'Services') in each case which meets the requirements in FW's invitation to tender for the Services and the Solution, a draft copy of which has been made available to the market with a copy of these instructions and the PQQ.

The Solution and the Services will enable FW to undertake a range of e-mail marketing campaigns to its target market to achieve its marketing objectives, which include:

- Stimulating the desire for investment;
- Stimulating the desire to invest in FW;
- Exploit the potential of its intermediaries channel;
- Exploit the potential of its portfolio.

A detailed specification and further information regarding FW's requirements can be obtained from Sections 1 and 3 (FW Requirements) of the Invitation to Tender and the draft contract appended to the Invitation to Tender.

II.1.5. CPV code(s)

72412000 Electronic mail service provider, 48223000 Electronic mail software package, 72212223 Electronic mail software development services, 48811000 E-mail system

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

Value: 128 325 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Managed service. Weighting 20
2. Campaign design. Weighting 8
3. Campaign management. Weighting 2
4. Campaign delivery. Weighting 10
5. Campaign reporting and performance measurement. Weighting 5
6. Technical security and backup. Weighting 8
7. Implementation support and training. Weighting 2
8. Costs. Weighting 35
9. Presentation. Weighting 10

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1.

File reference number attributed by the contracting authority

NJComms/2015

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 131-240997](#) of 10.7.2015

Section V: Award of contract

Lot title: Provision of E-mail marketing services

V.1. Date of conclusion of the contract

17.11.2015

V.2. Information about tenders

Number of tenders received: 1

V.3. Name and address of the contractor

Official name: Communigator Ltd

Postal address: The Old Byre, Peper Harow

Town: Godalming

Postal code: GU8 6BQ

Country: United Kingdom

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

Total value of the procurement:

Value: 128 325 GBP

excluding VAT

If annual or monthly value:

Number of years: 3

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

(WA Ref:45848).

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Finance Wales will incorporate a minimum standstill period in compliance with the time-scales within the Public Contracts Regulations 2015.

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

VI.4. Date of dispatch of this notice

16.5.2016