

France-Boulogne-Billancourt: Customer Relation Management software package
OJ S 72/2021 14/04/2021
Contract award notice
Supplies

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: OPCO mobilités

Postal address: 204 rond Point du Pont de Sèvres

Town: Boulogne-Billancourt

NUTS code: FR France

Postal code: 92100

Country: France

E-mail: Concoursexternes@opcomobilites.fr

Internet address(es):

Main address: <https://www.opcomobilites.fr/>

Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

I.4. Type of the contracting authority

Other type: Opérateur de compétences collecte de fonds pour des formations professionnelles

I.5. Main activity

Other activity: Collect de fond de formation professionnelles

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Projet de CRM pour OPCO mobilités

Reference number: EH05-20

II.1.2. Main CPV code

48445000 Customer Relation Management software package

II.1.3. Type of contract

Supplies

II.1.4. Short description

Projet de CRM pour OPCO mobilités.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 006 824,29 EUR

II.2. Description

II.2.1. Title

Lot 1: logiciel CRM

Lot No: 1

II.2.2. Additional CPV code(s)

48445000 Customer Relation Management software package

II.2.3. Place of performance

NUTS code: FR105 Hauts-de-Seine

II.2.4. Description of the procurement

Mise à disposition d'un logiciel CRM en mode SAAS, support technique et fonctionnel dans l'exploitation du logiciel CRM et maintien en conditions opérationnelles.

II.2.5. Award criteria

Quality criterion - Name: Qualité CRT / Weighting: 40

Quality criterion - Name: Qualités technique CRT / Weighting: 30

Price - Weighting: 30

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

II.2. Description

II.2.1. Title

Lot 2: Intégration du logiciel CRM

Lot No: 2

II.2.2. Additional CPV code(s)

72220000 Systems and technical consultancy services

II.2.3. Place of performance

NUTS code: FR105 Hauts-de-Seine

II.2.4. Description of the procurement

Intégration technique dans l'écosystème du SI d'OPCO mobilités.

II.2.5. Award criteria

Quality criterion - Name: Qualité crt / Weighting: 30

Quality criterion - Name: Qualités technique crt / Weighting: 20

Quality criterion - Name: Delais / Weighting: 30

Price - Weighting: 30

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

Competitive procedure with negotiation

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 152-370449](#)

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 prior information notice

Section V: Award of contract

Contract No: 2021-008-001

Lot No: 1

Title:

Logiciel CRM

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/03/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Almavia

Postal address: 18 rue d'Hauteville

Town: Paris

NUTS code: FR101 Paris

Postal code: 75010

Country: France

Internet address: <https://almaviacx.com/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 600 000,00 EUR

Total value of the contract/lot: 693 404,29 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2021-008-002

Lot No: 2

Title:

Intégration du CRM

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

16/03/2021

V.2.2. Information about tenders

Number of tenders received: 4

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: Almavia

Postal address: 18 rue de Hauteville

Town: Paris

NUTS code: FR101 Paris

Postal code: 75010

Country: France

Internet address: <https://almaviacx.com/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 200 000,00 EUR

Total value of the contract/lot: 313 420,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal judiciaire de Nanterre

Postal address: 179-191 avenue Joliot Curie

Town: Nanterre cedex

Postal code: 92020

Country: France

Telephone: +33 140971010

Internet address: <https://annuaire.service-public.fr/ile-de-france/hauts-de-seine/tgi-92050-01>

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal judiciaire de Nanterre

Postal address: 179-191 avenue Joliot Curie

Town: Nanterre cedex

Postal code: 92020

Country: France

Telephone: +33 140971010

Internet address: <https://annuaire.service-public.fr/ile-de-france/hauts-de-seine/tgi-92050-01>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Tribunal judiciaire de Nanterre

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

Official name: Tribunal judiciaire de Nanterre

Postal address: 179-191 avenue Joliot Curie

Town: Nanterre

Postal code: 92020

Country: France

Telephone: +33 140971010

Internet address: <https://annuaire.service-public.fr/ile-de-france/hauts-de-seine/tgi-92050-01>

VI.5. Date of dispatch of this notice

09/04/2021