

**Ireland-Dublin: Customer Relation Management software development services**

OJ S 85/2018 03/05/2018

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.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://irl.eu-supply.com/app/rfq/rwlentrance\\_s.asp?PID=126448&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=126448&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

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

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**

Marketing Technology Systems Integration Services  
Reference number: BG/CEEM/2018

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

72212445 Customer Relation Management software development services

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

Services

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

Tourism Ireland is seeking to appoint a Provider of systems integration services for its current and future marketing technology stack. The Provider will manage evaluation, acquisition, integration and establishment of marketing technology systems and services as required by Tourism Ireland. The Provider will act as a 'smart customer' on behalf of Tourism Ireland, evaluating and recommending appropriate marketing technology and services to meet Tourism Ireland's business requirements and integrate effectively with existing platforms. The Provider will procure these systems on Tourism Ireland's behalf, manage relationships with the platform supplier and act as platform champion within Tourism Ireland, managing delivery of training and support. The Provider will manage or deliver robust integrations of new marketing technology applications into the existing stack and be responsible for maintenance of these integrations.

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

Value excluding VAT: 7 000 000,00 EUR

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

This contract is divided into lots: no

## **II.2. Description**

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

72222100 Information systems or technology strategic review services, 72222200 Information systems or technology planning services, 72223000 Information technology requirements review services, 72227000 Software integration consultancy services, 72267100 Maintenance of information technology software

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

NUTS code: IE Éire / Ireland

Main site or place of performance: Across Tourism Ireland's global network of markets.

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

Tourism Ireland is seeking to appoint a Provider of systems integration services for its current and future marketing technology stack. The Provider will manage evaluation, acquisition, integration and establishment of marketing technology systems and services as required by Tourism Ireland. The Provider will act as a 'smart customer' on behalf of Tourism Ireland, evaluating and recommending appropriate marketing technology and services to meet Tourism Ireland's business requirements and integrate effectively with existing platforms. The Provider will procure these systems on Tourism Ireland's behalf, manage relationships with the platform supplier and act as platform champion within Tourism Ireland, managing delivery of training and support. The Provider will manage or deliver robust integrations of new marketing

technology applications into the existing stack and be responsible for maintenance of these integrations. Please refer to the documents attached for downloading for further information.

#### **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: 7 000 000,00 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 initial Contract Period will be for three [3] years subject to budget, annual performance review and other factors, with the option to extend annual for up to a further four [4] years up to a maximum contract term of seven [7] years.

#### **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:

Pre-Qualification Criteria.

Completed ESPD Document.

Evidence of appropriate turnover.

Evidence of appropriate insurance cover.

Suitability Criteria.

Demonstrable experience of evaluating, implementing, integrating and establishing marketing technology platforms [30 %].

Qualifications and Experience of proposed account management team, the marketing technology architects, the project implementation and the professional services team [30 %].

Delivery of previous marketing technology integration projects of equivalent scale [20 %].

Evidence of specific experience with technologies in Tourism Ireland's existing marketing technology stack [10 %].

Technical Capacity / Adequate Resources to fulfil the requirements [10 %].

Total 100.00 %.

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

Variants will be accepted: yes

#### **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 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:

Please refer to the tender documents available for downloading.

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

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

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

### **III.2.2. Contract performance conditions**

Please refer to the tender documents available for downloading.

### **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**

Restricted procedure

#### **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 01/06/2018 Local time: 13:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

Date: 15/06/2018

#### **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: 6 (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**

1) Interested parties must register their interest on the eTenders website ([www.etenders.gov.ie](http://www.etenders.gov.ie)) in order to be included on the mailing list for clarifications. All information relating to

attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal ([www.etenders.gov.ie](http://www.etenders.gov.ie)) only. Registration is free of charge. Tourism Ireland will not accept responsibility for information relayed (or not relayed) via third parties;

- 2) This is the 1st stage in a 2-stage Restricted Tender process. This is the sole call for requests to participate for this contract;
- 3) The contracting authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers;
- 4) Contract award will be subject to the approval of the Board of Tourism Ireland;
- 5) It will be a condition of award that the successful tenderer is and remains tax compliant;
- 6) At its absolute discretion, the contracting authority may elect to terminate this procurement process, or any contract awarded at any time;
- 7) Please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words "or equivalent" will always be appended;
- 8) Without prejudice to the principle of equal treatment, the contracting authority is not obliged to engage in a clarification process in respect of the procurement documents with missing or incomplete information. Therefore, respondents are advised to ensure that they return completed documentation in order to avoid the risk of elimination from the competition;
- 9) At Section II.2.9 we have indicated that 5 applicants will be invited to tender, please note that the contracting authority reserves the right to invite at least 5 subject to that number qualifying;
- 10) Requests to Participate must be delivered as per the Instructions;
- 11) Tourism Ireland will not accept or consider Requests to Participate delivered after this deadline;
- 12) Tourism Ireland will not be responsible for costs, charges or expenses incurred by applicants, whether or not a final contract is awarded;
- 13) Tourism Ireland is subject to the provisions of the Code of Practice on Freedom of Information for North / South Implementation Bodies and Tourism Ireland, which is available on Tourism Ireland's website;
- 14) To the extent that any Personal Data is processed in connection with the provision of the Services or otherwise, the provisions set out in Tourism Ireland's ICT and GDPR guidelines shall apply to such processing;
- 15) The contract will be subject to Irish law;
- 16) 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.

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

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

Official name: The High Court  
Postal address: The Four Courts  
Town: Dublin 7  
Country: Ireland

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

02/05/2018