

France-Paris: Internet development services
OJ S 89/2019 08/05/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Comité régional du tourisme Paris Île-de-France

National registration number: 301 072 880 00091

Postal address: 11 rue du Faubourg Poissonnière

Town: Paris

NUTS code: FR1 Ile-de-France

Postal code: 75009

Country: France

Contact person: Nouredine Ouana

E-mail: nouana@visitparisregion.com

Telephone: +33 173007764

Fax: +33 173007710

Internet address(es):

Main address: <http://www.visitparisregion.com>

Address of the buyer profile: <https://marches.maximilien.fr>

I.4. Type of the contracting authority

Other type: Association loi 1901

I.5. Main activity

Other activity: Tourisme

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Assistance globale au projet de plate-forme digitale de la destination Paris Region

Reference number: 1800004

II.1.2. Main CPV code

72420000 Internet development services

II.1.3. Type of contract

Services

II.1.4. Short description

Le marché a pour objet une assistance globale au projet de plate-forme digitale de la destination Paris Region.

II.1.6.

Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 6 234 400,00 EUR

II.2. Description

II.2.1. Title

Assistance à maîtrise d'ouvrage

Lot No: 1

II.2.2. Additional CPV code(s)

72420000 Internet development services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

Le lot 1 a pour objet une assistance à maîtrise d'ouvrage du CRT dans la conception, la mise en œuvre et la médiatisation d'une plate-forme digitale.

II.2.5. Award criteria

Quality criterion - Name: Qualité des réponses apportées aux notes et cas pratiques exigés pour chaque phase du lot 1 / Weighting: 50

Quality criterion - Name: Pertinence des moyens humains mobilisés / Weighting: 20

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

Développements techniques et évolutions fonctionnelles de www.visitparisregion.com

Lot No: 2

II.2.2. Additional CPV code(s)

72420000 Internet development services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

Le lot 2 a pour objet la recherche d'un prestataire en charge des développements et de la TMA (Tierce Maintenance Applicative) du site www.visitparisregion.com

II.2.5. Award criteria

Quality criterion - Name: Qualité de l'argumentaire aux deux notes exigées au titre des projets
2 projets de développements / Weighting: 50

Quality criterion - Name: Pertinence des moyens humains mobilisés / Weighting: 20
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

Acquisition
Lot No: 3

II.2.2. Additional CPV code(s)

72420000 Internet development services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

Le lot 3 a pour objet la co-construction et l'exécution de la stratégie de médiatisation et d'acquisition (SEO et SEA, acquisition à la performance...) définie au titre du lot 1.

Le lot 3 est un accord-cadre à marchés subséquents multi-attributaire, conformément aux articles 78 et 79 du décret no 2016-360 du 25.3.2016 relatif aux marchés publics.

Il est conclu sans minimum et sans maximum.

II.2.5. Award criteria

Quality criterion - Name: Expertise et références des moyens humains mobilisés dans le domaine du webmarketing touristique en France et à l'international, parfaite connaissance des marchés cibles / Weighting: 40

Quality criterion - Name: Compréhension de la problématique du CRT et force de propositions adaptées par supports et par marchés appréciée à travers la note méthodologique / Weighting : 30

Quality criterion - Name: Pertinence de la réponse à l'exercice pratique / Weighting: 10
Price - Weighting: 20

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

Lot 3 — accord-cadre — marchés subséquents multi-attributaires

3 lauréats: Ernst & Young Advisory, Capgemini Technology Services et Proximity BBDO.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open 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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 236-540270](#)

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: 1800004

Lot No: 1

Title:

Assistance à maîtrise d'ouvrage

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Proximity BBDO

National registration number: FR - 382163087 00044

Town: Boulogne-Billancourt

NUTS code: FR1 Ile-de-France

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 2 756 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 1800004

Lot No: 2

Title:

Développements techniques et évolutions fonctionnelles de www.visitparisregion.com

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/03/2019

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Clever AGE SAS

National registration number: FR - 439024209 00058

Town: Paris

NUTS code: FR1 Ile-de-France

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 2 478 400,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 1800004

Lot No: 3

Title:

Acquisition

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/04/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Ernst et Young Advisory

National registration number: FR - 348006446 00234

Town: Courbevoie

NUTS code: FR1 Ile-de-France

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de grande instance

Postal address: Parvis du tribunal de Paris

Town: Paris Cedex 17

Postal code: 75859

Country: France

Internet address: <http://www.justice.gouv.fr/>

VI.5. Date of dispatch of this notice

06/05/2019