

217956-2026 - Result

Ireland – IT services: consulting, software development, Internet and support – Provision of a Customer Relationship Management (CRM) System built on Microsoft Dynamics in a client tenant

OJ S 62/2026 30/03/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Irish Red Cross

Email: mkeane@redcross.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Provision of a Customer Relationship Management (CRM) System built on Microsoft Dynamics in a client tenant

Description: The Irish Red Cross seeks to procure a comprehensive and scalable Customer Relationship Management (CRM) system that will support the organisation's evolving needs in volunteer and member engagement, training, and donor relationship management. The basic requirement is for a Customer Relationship Management System built on Microsoft Dynamics within the Irish Red Cross Microsoft 365 Tenant. The proposed solution must:

- Provide a centralised, secure database for all supporter types.
- Automate and streamline workflows across departments.
- Enable volunteer self-service for registration, training and availability.
- Improve oversight of local activities and branch coordination.
- Enhance donor and volunteer engagement through personalised journeys.
- Support training and event management with integration to Moodle.
- Enable data-driven decision-making through real-time reporting and analytics.

In general, delivery is expected to be phased, with an initial focus on developing a Minimum Viable Product that can then be iteratively developed over the duration of the contract. Specifically, the CRM should fulfil the following objectives:

1. Centralised Database Management Establish a secure, centralised database to manage comprehensive records of volunteers, members, training participants and donors. This will eliminate duplication, improve data accuracy and support efficient access to up-to-date information across all organisational levels.
2. Automation and Streamlining of Processes Replace current manual and fragmented workflows with automated, integrated processes across registration, onboarding, training, renewals and reporting. This will improve internal efficiencies, reduce administrative burden and minimise delays - especially during times of high demand or crisis response.
3. Volunteer Self-Service Functionality Enable volunteers to access a self-service portal where they can:
 - o Register and update personal information
 - o Track and log volunteer hours
 - o Register for training and events
 - o View eligibility for roles or advanced training based on participation
4. Oversight and Coordination of Local Activities Provide real-time visibility into local branch activities and volunteer engagement levels, allowing national and regional staff to better support, coordinate and align activities across the organisation.
5. Enhanced Volunteer and Donor Engagement Facilitate more efficient and personalised communication through the

creation of tailored volunteer and donor engagement journeys. The CRM should support segmentation, scheduling, and tracking of communications and interactions to build stronger relationships and increase retention. 6. Training and Event Management Enable effective planning, delivery, and tracking of training and events, including demand analysis by location and prerequisites such as volunteer qualifications. This will support strategic training delivery and resource allocation. 7. Data-Driven Decision Making Provide real-time dashboards, analytics, and reporting capabilities to allow evidence-based decision-making, impact measurement, and proactive engagement at local and national levels. Tenderers should refer to the tender documentation for more detailed information.

Procedure identifier: 8a80beae-3959-4d39-91bb-eb945ff1bcc7

Previous notice: 780d9ddb-c776-4c0a-97d6-5b8e06e8839c-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 72200000 Software programming and consultancy services, 72600000 Computer support and consultancy services, 72500000 Computer-related services

2.1.2. Place of performance

Postal address: 16 Merrion Square

Town: Dublin

Postcode: D02XF85

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 175 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Provision of a Customer Relationship Management (CRM) System built on Microsoft Dynamics in a client tenant

Description: The Irish Red Cross seeks to procure a comprehensive and scalable Customer Relationship Management (CRM) system that will support the organisation's evolving needs in volunteer and member engagement, training, and donor relationship management. The basic requirement is for a Customer Relationship Management System built on Microsoft Dynamics within the Irish Red Cross Microsoft 365 Tenant. The proposed solution must: ● Provide a centralised, secure database for all supporter types. ● Automate and streamline workflows across departments. ● Enable volunteer self-service for registration, training and availability. ● Improve oversight of local activities and branch coordination. ● Enhance donor and volunteer engagement through personalised journeys. ● Support training and event management with integration to Moodle. ● Enable data-driven decision-making through real-time reporting and analytics. In general, delivery is expected to be phased, with an initial focus on developing a

Minimum Viable Product that can then be iteratively developed over the duration of the contract. Specifically, the CRM should fulfil the following objectives: 1. Centralised Database Management Establish a secure, centralised database to manage comprehensive records of volunteers, members, training participants and donors. This will eliminate duplication, improve data accuracy and support efficient access to up-to-date information across all organisational levels. 2. Automation and Streamlining of Processes Replace current manual and fragmented workflows with automated, integrated processes across registration, onboarding, training, renewals and reporting. This will improve internal efficiencies, reduce administrative burden and minimise delays - especially during times of high demand or crisis response. 3. Volunteer Self-Service Functionality Enable volunteers to access a self-service portal where they can: o Register and update personal information o Track and log volunteer hours o Register for training and events o View eligibility for roles or advanced training based on participation 4. Oversight and Coordination of Local Activities Provide real-time visibility into local branch activities and volunteer engagement levels, allowing national and regional staff to better support, coordinate and align activities across the organisation. 5. Enhanced Volunteer and Donor Engagement Facilitate more efficient and personalised communication through the creation of tailored volunteer and donor engagement journeys. The CRM should support segmentation, scheduling, and tracking of communications and interactions to build stronger relationships and increase retention. 6. Training and Event Management Enable effective planning, delivery, and tracking of training and events, including demand analysis by location and prerequisites such as volunteer qualifications. This will support strategic training delivery and resource allocation. 7. Data-Driven Decision Making Provide real-time dashboards, analytics, and reporting capabilities to allow evidence-based decision-making, impact measurement, and proactive engagement at local and national levels. Tenderers should refer to the tender documentation for more detailed information.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 72200000 Software programming and consultancy services, 72600000 Computer support and consultancy services, 72500000 Computer-related services

5.1.2. Place of performance

Town: Dublin

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information: Some work may be carried out remotely

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information: Some activities may be remote in nature

5.1.3. Estimated duration

Duration: 24 Months

5.1.5. Value

Estimated value excluding VAT: 175 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Fitness for purpose of the proposed solution Ultimate Cost Personnel and Resource Management Contract Management Support and Maintenance Sustainability

Description: MEAT, with the criteria specified in the RFT documentation.

Description of the method to be used if weighting cannot be expressed by criteria: Standard relative price scoring methodology for cost criterion

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Irish Red Cross

Organisation providing more information on the review procedures: The High Court of Ireland

6. Results

Value of all contracts awarded in this notice: 175 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Synchronicity Technology Services Ltd

Tender:

Tender identifier: 000149681

Identifier of lot or group of lots: LOT-0001

Value of the tender: 175 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 438647

Date of the conclusion of the contract: 02/03/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 8

8. Organisations

8.1. ORG-0001

Official name: Irish Red Cross
Registration number: RCN: 20005184
Postal address: 16 Merrion Square
Town: Dublin
Postcode: D02XF85
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: mkeane@redcross.ie
Telephone: 0872227922
Internet address: www.redcross.ie
Buyer profile: www.redcross.ie

Roles of this organisation:

Buyer
Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Synchronicity Technology Services Ltd
Size of the economic operator: Micro, small, or medium
Registration number: 7495028
Postal address: 2A Davenant Road
Town: Oxford
Postcode: OX2 8BX
Country: United Kingdom
Email: alex.brown@synchronicity-systems.com
Telephone: 00 44 1865 648551

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: The High Court of Ireland
Registration number: The High Court of Ireland
Department: The High Court of Ireland
Postal address: Four Courts, Inns Quay, Dublin 7
Town: Dublin
Postcode: D07 WDX8
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: HighCourtCentralOffice@courts.ie
Telephone: +353 1 8886000

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0004

Official name: European Dynamics S.A.
Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 4dd58943-900b-43de-bc0e-dde59a3f3701 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 26/03/2026 15:50:56 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

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