

United Kingdom-London: Networking, Internet and intranet software package
OJ S 112/2017 14/06/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tate Gallery

Postal address: Millbank

Town: London

NUTS code: UKI London

Postal code: SW1P 4RG

Country: United Kingdom

E-mail: michael.casartelli@tate.org.uk

Internet address(es):

Main address: <http://www.tate.org.uk/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing Automation Tool — Software, Configuration, Integration and Support.

II.1.2. Main CPV code

48200000 Networking, Internet and intranet software package

II.1.3. Type of contract

Services

II.1.4. Short description

Please note: This is an Award Notice, NOT an opportunity to bid. Thank you.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 200 000,00 GBP

II.2. Description

II.2.1. Title

Marketing Automation Software

Lot No: 1

II.2.2. Additional CPV code(s)

48481000 Sales or marketing software package

II.2.3. Place of performance

NUTS code: UKI London

Main site or place of performance: London.

II.2.4. Description of the procurement

This is a Contract Award Notice for a Marketing Automation tool that will integrate with an existing back-end Customer Master Database and facilitate the targeting and delivery of regular and campaign based marketing messages (e.g. email, social media messaging) to Tate's audience.

Please note, it is NOT an opportunity to bid as the procurement process has now passed.

II.2.5. Award criteria

Quality criterion - Name: Functional fit / Weighting: 40

Quality criterion - Name: Non-functional fit / Weighting: 30

Cost criterion - Name: Value / Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Options as identified in the invitation to tender.

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

Marketing Automation Configuration, Integration and Support

Lot No: 2

II.2.2. Additional CPV code(s)

72212481 Sales or marketing software development services

II.2.3. Place of performance

NUTS code: UKI London

Main site or place of performance: LONDON.

II.2.4. Description of the procurement

This is a Contract Award Notice relating to the procurement exercise to configure and implement a Marketing Automation software tool. An application support agreement to support the implementation in production. An on-going framework agreement to support future implementation projects related to the Marketing Automation software. It is not an opportunity to bid.

II.2.5. Award criteria

Quality criterion - Name: Delivery Approach / Weighting: 45

Quality criterion - Name: Technical Response / Weighting: 25

Cost criterion - Name: Value / Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Tate is open to flexible options for engagement to deliver the services.

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

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.2.8. 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

Lot No: 2

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/04/2017

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: Emarsys

Postal address: 100 Euston St

Town: London
NUTS code: UKI1 Inner London
Postal code: NW12HQ
Country: United Kingdom
The contractor is an SME: yes

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

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

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=253997748>

GO Reference: GO-2017613-PRO-10412149.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tate Gallery
Postal address: Millbank
Town: London
Postal code: SW1P 4RG
Country: United Kingdom

VI.5. Date of dispatch of this notice

13/06/2017