

**Belgium-Brussels: IT services: consulting, software development, Internet and support**  
**OJ S 118/2018 22/06/2018**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: BOSA-DG Transformation digitale

National registration number: 0671.516.647\_550141

Postal address: Boulevard Simon Bolivar 30

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

Contact person: Björn Maras

E-mail: [bjorn.maras@bosa.fgov.be](mailto:bjorn.maras@bosa.fgov.be)

Telephone: +32 22129524

**Internet address(es):**

Main address: <https://bosa.belgium.be>

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=312462>

**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

La mise a disposition des institutions fédérales d'un outil d'emailing en SaaS

Reference number: BOSA-DGDT-2018/M1055bis-F03\_0

**II.1.2. Main CPV code**

72000000 IT services: consulting, software development, Internet and support

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

La mise a disposition des institutions fédérales d'un outil d'emailing en SaaS

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

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 278 750,00 EUR

### **II.2. Description**

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

48000000 Software package and information systems

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

NUTS code: BE Belgique / België

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

Le présent marché porte sur la mise à disposition des institutions fédérales un outil en SaaS pour:

La création, le lancement, la gestion et l'évaluation d'une campagne d'e-mailing.

La gestion des contacts de manière automatique et dynamique.

La mise à disposition d'une page cible (landing page) pour entre autre l'inscription à une lettre d'information.

#### **II.2.5. Award criteria**

Quality criterion - Name: Qualité de l'offre / Weighting: 30

Price - Weighting: 70

#### **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**

Toute question relative au présent marché sera posée exclusivement par le biais du «forum» attendant à l'avis de marché accessible sur le site <https://enot.publicprocurement.be>, au plus tard le mardi 6.3.2018.

## **Section IV: Procedure**

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### **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 036-078674](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:2018/S_036-078674)

#### **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**

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**Contract No:** 1

**Lot No:** 1

**Title:**

La mise à disposition des institutions fédérales d'un outil d'emailing en SaaS

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

19/05/2018

##### **V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

##### **V.2.3. Name and address of the contractor**

Official name: Measuremail

Postal address: 93 Burgemeester de Raadsingel

Town: Dordrecht

NUTS code: NL Nederland

Postal code: 3311 JG

Country: Netherlands

E-mail: [Joost.vanderham@measuremail.com](mailto:Joost.vanderham@measuremail.com)

The contractor is an SME: yes

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

Total value of the contract/lot: 278 750,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

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

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

Official name: Conseil d'État

Postal address: 33 rue de la Science

Town: Bruxelles

Postal code: 1040

Country: Belgium

#### **VI.5.**

**Date of dispatch of this notice**

20/06/2018