

282726-2026 - Competition

Finland – IT services: consulting, software development, Internet and support – Optimizely License Maintenance and Support Services

OJ S 80/2026 24/04/2026

Contract or concession notice – standard regime

Services - Supplies

1. Buyer

1.1. Buyer

Official name: Helsingin seudun liikenne -kuntayhtymä

Email: hankinnat@hsl.fi

Activity of the contracting entity: Urban railway, tramway, trolleybus or bus services

2. Procedure

2.1. Procedure

Title: Optimizely License Maintenance and Support Services

Description: Helsinki Region Transport (HSL, Contracting Entity) intends to procure an extension period for the maintenance and support of the software licenses in use (Optimizely). The procurement has been divided into three parts for contractual reasons. However, the Contracting Entity is looking for one supplier for the object of the procurement. The object of the procurement and its requirements are described in detail in this Call for Tenders and its appendices. A detailed product list of the required licenses and services is provided in Price Appendix.

Procedure identifier: d72731da-0aed-45dc-9a73-93a3dbd56cd7

Previous notice: 6c9b5e31-ae04-49f2-a07d-c90432f5dd81-01

Internal identifier: 4/02.08.00/2026

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): 48000000 Software package and information systems, 72260000 Software-related services, 72267000 Software maintenance and repair services

2.1.2. Place of performance

Anywhere in the European Economic Area

2.1.4. General information

Additional information: This procurement exceeds the EU threshold defined in Section 13 of the Act on Procurement and Concession Contracts of Entities Operating in the Water and Energy Supply, Transport and Postal Services Sectors (1398/2016, hereinafter the Act on Procurement in Special Sectors). An open procedure will be used for the procurement (Section 36 of the Act on Procurement in Special Sectors). PROCUREMENT PROCEDURE STEPS 1. Publication of the call for tenders and related documents 2. Submission of questions and responses to them 3. Submission of tenders 4. Opening of tenders 5. Requesting possible

clarifications from tenderers 6. Evaluation of the suitability of the tenderers 7. Verification of the compliance of tenders with the call for tenders 8. Tender comparison 9. Procurement decision and notification to tenderers 10. Signing a contract with the selected tenderer
LANGUAGE USED IN THE TENDERING PROCESS The procurement documents are available in English. If the tenderer requires the documents in another language, the tenderer is responsible for arranging the translation and covering its costs. The tender must be submitted in English.

Legal basis:

Directive 2014/25/EU

2.1.5. Terms of procurement

Terms of submission:

The tenderer must submit tenders for all lots

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: ODP

Description: HSL's multi-channel communications solution utilizes the Optimizely Campaign and ODP products to centrally manage customer communications targeted at consumer customers. The solution supports, among other things, email communications and mobile application notifications, as well as the personalization of digital services and the targeting of paid advertising.

Internal identifier: 1-0

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): 48000000 Software package and information systems, 72260000 Software-related services, 72267000 Software maintenance and repair services

Options:

Description of the options: See the Call for Tenders and its annexes.

5.1.2. Place of performance

Anywhere in the European Economic Area

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: After the fixed term, the contract is valid until further notice, for approximately 12 months at a time or for a longer fixed term if it proves to be more economically advantageous.

5.1.6. General information

Reserved participation:

Participation is not reserved.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7. Strategic procurement

Social objective promoted: Fair working conditions

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document, European Single Procurement Document (ESPD)

5.1.10. Award criteria

Criterion:

Type: Price

Description: The cheapest price

Category of award fixed criterion: Fixed value (total)

Award criterion number: 100

5.1.11. Procurement documents

Deadline for requesting additional information: 04/05/2026 09:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tarjouspalvelu.fi/hsl?id=596064&tpk=2568fd63-c2d5-4d56-b2a3-77d0be6e0813>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tarjouspalvelu.fi/hsl?id=596064&tpk=2568fd63-c2d5-4d56-b2a3-77d0be6e0813>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 25/05/2026 09:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 25/05/2026 09:01:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: See the Call for Tenders "Contract procedure".

Financial arrangement: See the appendix "Key terms and conditions".

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: Markkinaoikeus

Information about review deadlines: The exact information regarding the deadlines for the review and appeal procedure will be stated in the procurement decision.

Organisation providing additional information about the procurement procedure: Helsingin seudun liikenne -kuntayhtymä

5.1. Lot: LOT-0002

Title: CMS

Description: Hsl.fi is HSL's official website, which presents HSL's services and ticket products with prices, directs users to purchasing channels, provides information on the traffic situation, and describes HSL's organization and operations in general. The current hsl.fi website is implemented using Optimizely CMS.

Internal identifier: 3-1

5.1.1. Purpose

Main nature of the contract: Supplies

Main classification (cpv): 48000000 Software package and information systems

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

Options:

Description of the options: See the Call for Tenders and its annexes.

5.1.2. Place of performance

Anywhere in the European Economic Area

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: After the fixed term, the contract is valid until further notice, for approximately 12 months at a time or for a longer fixed term if it proves to be more economically advantageous.

5.1.6. General information

Reserved participation:

Participation is not reserved.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7. Strategic procurement

Social objective promoted: Fair working conditions

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document, European Single Procurement Document (ESPD)

5.1.10. Award criteria

Criterion:

Type: Price

Description: The cheapest price

Category of award fixed criterion: Fixed value (total)

Award criterion number: 100

5.1.11. Procurement documents

Deadline for requesting additional information: 04/05/2026 09:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tarjouspalvelu.fi/hsl?id=596064&tpk=2568fd63-c2d5-4d56-b2a3-77d0be6e0813>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tarjouspalvelu.fi/hsl?id=596064&tpk=2568fd63-c2d5-4d56-b2a3-77d0be6e0813>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 25/05/2026 09:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 25/05/2026 09:01:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: See the Call for Tenders "Contract procedure".

Financial arrangement: See the appendix "Key terms and conditions".

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: Markkinaoikeus

Information about review deadlines: The exact information regarding the deadlines for the review and appeal procedure will be stated in the procurement decision.

Organisation providing additional information about the procurement procedure: Helsingin seudun liikenne -kuntayhtymä

5.1. Lot: LOT-0003

Title: Campaign

Description: HSL's multi-channel communications solution utilizes the Optimizely Campaign and ODP products to centrally manage customer communications targeted at consumer customers. The solution supports, among other things, email communications and mobile application notifications, as well as the personalization of digital services and the targeting of paid advertising.

Internal identifier: 2

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): 48000000 Software package and information systems, 72260000 Software-related services, 72267000 Software maintenance and repair services

Options:

Description of the options: See the Call for Tenders and its annexes.

5.1.2. Place of performance

Anywhere in the European Economic Area

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: After the fixed term, the contract is valid until further notice, for approximately 12 months at a time or for a longer fixed term if it proves to be more economically advantageous.

5.1.6. General information

Reserved participation:

Participation is not reserved.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7. Strategic procurement

Social objective promoted: Fair working conditions

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document, European Single Procurement Document (ESPD)

5.1.10. Award criteria

Criterion:

Type: Price

Description: The cheapest price

Category of award fixed criterion: Fixed value (total)

Award criterion number: 100

5.1.11. Procurement documents

Deadline for requesting additional information: 04/05/2026 09:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tarjouspalvelu.fi/hsl?id=596064&tpk=2568fd63-c2d5-4d56-b2a3-77d0be6e0813>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tarjouspalvelu.fi/hsl?id=596064&tpk=2568fd63-c2d5-4d56-b2a3-77d0be6e0813>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 25/05/2026 09:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 25/05/2026 09:01:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: See the Call for Tenders "Contract procedure".

Financial arrangement: See the appendix "Key terms and conditions".

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: Markkinaoikeus

Information about review deadlines: The exact information regarding the deadlines for the review and appeal procedure will be stated in the procurement decision.

Organisation providing additional information about the procurement procedure: Helsingin seudun liikenne -kuntayhtymä

8. Organisations

8.1. ORG-0001

Official name: Helsingin seudun liikenne -kuntayhtymä

Registration number: 2274586-3

Postal address: Opastinsilta 6A, PL 100

Town: HSL

Postcode: 00077

Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)

Country: Finland

Contact point: Helsingin seudun liikenne -kuntayhtymä

Email: hankinnat@hsl.fi

Telephone: +358 947664444

Internet address: <http://www.hsl.fi>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Markkinaoikeus

Registration number: 3006157-6

Postal address: Radanrakentajantie 5

Town: Helsinki

Postcode: 00520

Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)

Country: Finland

Email: markkinaoikeus@oikeus.fi

Telephone: +358 295643300

Internet address: <https://www.markkinaoikeus.fi>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Hansel Oy (Hilma)

Registration number: FI09880841

Postal address: Mannerheiminaukio 1a

Town: Helsinki

Postcode: 00100

Country subdivision (NUTS): Helsinki-Uusimaa (F11B1)

Country: Finland

Contact point: eSender

Email: tekninen@hankintailmoitukset.fi

Telephone: 029 55 636 30

Internet address: <http://hankintailmoitukset.fi>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 440f4e98-5e30-4426-8119-b168ca57490f - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 17

Notice dispatch date: 23/04/2026 07:56:46 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 23/04/2026 07:56:47 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

Notice publication number: 282726-2026

OJ S issue number: 80/2026

Publication date: 24/04/2026