

**Sweden-Stockholm: Advertising and marketing services**  
**OJ S 116/2019 19/06/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: AB Svenska Spel

National registration number: 556460-1812

Postal address: 106 10

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 106 10

Country: Sweden

Contact person: Susanne Bergh

E-mail: [susanne.bergh@svenskaspel.se](mailto:susanne.bergh@svenskaspel.se)

**Internet address(es):**

Main address: <http://www.svenskaspel.se>

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

National or federal agency/office

**I.5. Main activity**

Other activity: Nöjesbranchen

---

**Section II: Object**

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

**II.1.1. Title**

Digital Skyltning – Tjänster, Produkter och Support

Reference number: 17/5

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Svenska Spels behov av digital signage lösning:

Content Management System- publicerings- och admin. verktyg. CMS köps som tjänst, leverantören ansvarar nödvändig hårdvara, programvaror, drift, övervakning, uppgr. etc.

Mediaspelare – Svenska Spel köper och äger utrustningen, leverantören ansvarar för funktionalitet och kompatibilitet för CMS-tjänsten.

Support, dokumentation (systemdokumentation etc) och utbildning. Produktnära tjänster tex strategisk rådgivning av det digitala signage koncept.

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

This contract is divided into lots: no

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

Value excluding VAT: 11 662 932,00 SEK

## **II.2. Description**

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

72000000 IT services: consulting, software development, Internet and support, 72700000 Computer network services, 79341100 Advertising consultancy services

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

NUTS code: SE110 Stockholms län

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

Svenska Spels behov av digital signage lösning:

Content Management System- publicerings- och admin. verktyg. CMS köps som tjänst, leverantören ansvarar nödvändig hårdvara, programvaror, drift, övervakning, uppgr. etc.

Mediaspelare – Svenska Spel köper och äger utrustningen, leverantören ansvarar för funktionalitet och kompatibilitet för CMS-tjänsten.

Support, dokumentation (systemdokumentation etc) och utbildning. Produktnära tjänster tex strategisk rådgivning av det digitala signage koncept.

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

Quality criterion - Name: Tjänster och Produkter, Användbarhetstest och Miljökrav / Weighting: 49 %

Price - Weighting: 51 %

### **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**

## **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: [2017/S 194-398367](#)

#### **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**

---

A contract/lot is awarded: yes

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

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

12/02/2018

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

Number of tenders received: 5

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

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

Official name: MultiQ Products AB

National registration number: 556339-8634

Postal address: Scheelevägen 17

Town: Lund

NUTS code: SE11 Stockholm

Postal code: 223 70

Country: Sweden

E-mail: [lars.paulsson@multiq.com](mailto:lars.paulsson@multiq.com)

Internet address: <http://multiQ.se>

The contractor is an SME: yes

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

Total value of the contract/lot: 11 662 933,00 SEK

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

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

---

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

Visma annons: <https://opic.com/id/afvdavgzby>

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

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

Official name: Förvaltningsrätten i Stockholm

Town: Stockholm

Country: Sweden

##### **VI.5. Date of dispatch of this notice**

17/06/2019