

Ireland-Dublin: Systems consultancy services

OJ S 95/2023 17/05/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Fáilte Ireland-National Tourism Development Authority

National registration number: N/A

Postal address: 88-95 Amiens Street

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Dublin 1

Country: Ireland

Contact person: Sabrina Jones

E-mail: Procurement@failteireland.ie**Internet address(es):**Main address: www.failteireland.ieAddress of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1169>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=242525&B=ETENDERS_SIMPLE[PID=242525&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=242525&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=242525&B=ETENDERS_SIMPLE

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

MarTech & Content Personalisation Solution

Reference number: DI/2023/01

II.1.2. Main CPV code

72246000 Systems consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

The scope of this tender is to provide a SaaS solution to power data intelligence and personalisation at scale. Fáilte Ireland is looking for a single platform to deliver an efficient and user-friendly system, which allows us to track users on our properties whilst creating a unique customer view that is actionable via email, advertising and website personalisation, all in the same platform.

II.1.5. Estimated total value

Value excluding VAT: 500 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

72240000 Systems analysis and programming services, 79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

The scope of this tender is to provide a SaaS solution to power data intelligence and personalisation at scale. Fáilte Ireland is looking for a single platform to deliver an efficient and user-friendly system, which allows us to track users on our properties whilst creating a unique customer view that is actionable via email, advertising and website personalisation, all in the same platform.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 500 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 60

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

As per the Invitation to Tender documentation available to download on www.etenders.gov.ie

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

As per the Invitation to Tender documentation available to download on www.etenders.gov.ie

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 12/06/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 12/06/2024

IV.2.7. Conditions for opening of tenders

Date: 12/06/2023 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used
Electronic invoicing will be accepted
Electronic payment will be used

VI.3. Additional information

- 1) Interested parties must register their interest on the eTenders web site (www.etenders.gov.ie) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal (www.etenders.gov.ie) only. Registration is free of charge. The contracting authority will not accept responsibility for information relayed (or not relayed) via third parties
- 2) This is the sole call for competition for this service.
- 3) The contracting authority will not be responsible for any costs, charges or expenses incurred by candidates, participants or tenderers.
- 4) Establishment of this contract will be subject to the approval of the competent authorities.
- 5) If for any reason it is not possible to conclude the contract with the designated successful tenderer emerging from this competitive process; or if having concluded contract the contracting authority considers that the successful tenderer has not met, or cannot meet its obligations; the contracting authority reserves the right to contract with the next highest scoring tenderer on the basis of the same terms at any time during the tender validity period. This shall be without prejudice to the right of the contracting authority to cancel this competitive process and/or initiate a new contract award procedure at its sole discretion.
- 6) At its absolute discretion, the contracting authority may elect to terminate this procurement process, at any time.
- 7) Without prejudice to the principle of equal treatment, the contracting authority is not obliged to engage in a clarification process in respect of tender responses/questionnaires with missing or incomplete information. Therefore, tenderers/candidates are advised to ensure that they return FULLY COMPLETED tenders/questionnaires in order to avoid the risk of elimination from the competition at the evaluation/application stage.

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court
Postal address: Chief Registrar, The Four Courts
Town: Dublin
Postal code: 7
Country: Ireland
Telephone: +353 18886000
Internet address: www.courts.ie

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The contracting authority will not conclude this contract to which a standstill period applies in accordance with Irish Statutory Instrument SI 130 of 2010, until after the expiry of the standstill period which commences on the day following the date of notification of concerned candidates and tenderers. The duration of the standstill period will be 14 calendar days where notifications are sent electronically or by fax and 16 calendar days where these are sent by any other means. The Statutory Instrument mentioned above provides that review procedures are

available in the High Court to a person who has or has had an interest in obtaining the contract and alleges that he or she has been harmed or is at risk of being harmed by an infringement of the law in relation to that contract.

VI.5. Date of dispatch of this notice

12/05/2023