

Luxembourg-Luxembourg: World wide web (www) site design services
OJ S 170/2016 03/09/2016
Contract award notice
Supplies

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Société de l'Aéroport de Luxembourg S.A.

Postal address: B.P. 635

Town: Luxembourg

Postal code: 2016

Country: Luxembourg

Contact person: Luxembourg Airport Terminal A

For the attention of: Mr Chris Bruck (consultant)

E-mail: webtender@lux-airport.lu

Internet address(es):

General address of the contracting authority: <http://www.lux-airport.lu>

I.2. Type of the contracting authority

Other: airport under supervision of the Ministry of Sustainable Development and Infrastructure

I.3. Main activity

Other: airport

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

New Website and Mobile Application.

II.1.2. Type of contract and place of performance or delivery

Supplies

Main site or place of performance: Luxembourg Airport.

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

1.) Website (general requirements):

— Include dark site for crisis communications.

— Functionality as per Worksheet.

— Website shall be easy to use and elegant/professional looking.

— Web pages pre-formatted for print/one click print whenever needed.

— Fast loading pages on the average computer.

— Compatibility with main web browsers.

- Content expiration and archiving functionality shall be built in.
- Extensive search capability shall be included. Search will include all webpages, documents, and collateral housed on the website.
- Website shall provide a 'rich' user experience (video, graphics, etc.).
- Created so that it is search engine optimized.
- Intuitive navigation.
- Social media republishing/RSS.
- Capabilities to translate content to foreign languages (English, French, German) on demand.
- Preserve URLs of existing webpages so as not to lose ranking in search engines.
- After go live, optimize webpages to address any issues discovered.
- Allow for future services such as a moderated customer service portal.

2.) Mobile application (general requirements):

- Native development for both iOS and Android, unless it is demonstrated that hybrid development attains same quality level or maintenance of key functionality would be impossible (e.g. loyalty program integration by 3rd party.)
- iOS and Android old versions backward compatibility to be discussed.
- Hosted solution: Lux-Airport will make available to the proposed developer all source data such as flight and concession information on a scheduled basis in xml format or through other web services.
- Metrics dashboard and reporting for app: Required metrics will need to be provided for total app downloads per platform; number of unique and returning users and frequency; utilization by language (how many downloads per language); top features used within the applications; screen flow: where are users staying the longest and where do they drop off the app; usage duration: how long are our users on the app; deletions of the app. If possible, additional metrics are: top locations of users on the app; age and gender of users on the app; times of day of usage; app load time; app share/send (via the Stores).

3.) Maintenance/Management:

Applicants are requested to include a drafted maintenance and service contract proposal in their offer covering the first year after implementation. Said proposal constitutes a non-binding example for the given time-frame in strict accordance with the applicant's pricing policy. It serves as comparative means under the present tender to evaluate the applicant's offer. The actual terms and duration of the maintenance and service contract being part of the present tender will be addressed during the negotiation rounds following the pre-selection process.

II.1.5. CPV code(s)

72413000 World wide web (www) site design services, 72416000 Application service providers

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Negotiated with a call for competition

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Responsiveness to work scope and program needs. Weighting 30
2. Cost and time effectiveness. Weighting 30
3. Demonstrated experience in similar projects. Weighting 20
4. Personal assigned: bios and qualifications specific to aviation industry. Weighting 10
5. Overall quality of the proposal. Weighting 10

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2016/S 015-021607](#) of 22.1.2016

Section V: Award of contract

Contract No: 1

V.1. Date of conclusion of the contract

6.6.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: ICON Studios Ltd

Postal address: JPR Buildings, Taz-Zwejt Street

Town: San Gwann

Postal code: MT-SGN 3000

Country: Malta

Internet address: <https://www.icon.com.mt/>

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: Tribunal Administratif
Postal address: Nouvel Hémicycle, 1 rue du Fort Thüngen
Town: Luxembourg
Postal code: 1499
Country: Luxembourg
Telephone: +352 421051
Fax: +352 421057889

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Summary and extraordinary appeal procedures can be lodged during fifteen (15) days following the designation of the winning candidate.

Full appeal procedures can be lodged during three (3) months following the designation of the winning candidate.

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

29.8.2016