

**Norway-Oslo: Software package and information systems**  
**OJ S 173/2016 08/09/2016**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Nationaltheatret AS  
National registration number: 914531365  
Postal address: Postboks 1225 Vika  
Town: Oslo  
Postal code: 0110  
Country: Norway  
For the attention of: Ida Margreta Halvorsen  
E-mail: [ida.halvorsen@nationaltheatret.no](mailto:ida.halvorsen@nationaltheatret.no)  
Telephone: +47 95756187  
Fax: +47 22001431

**Internet address(es):**

Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/1987>  
Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/142302>

**I.2. Type of the contracting authority**

National or federal agency/office

**I.3. Main activity**

Recreation, culture and religion

**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**

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**II.1. Description**

**II.1.1. Title**

Customer Experience Management Platform.

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

Services  
Service category No 7: Computer and related services  
Main site or place of performance: Oslo.  
NUTS code NO011 Oslo

**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)**

Nationaltheatret are looking for a partner for Customer Experience Management and for implementing solutions for handling tickets and other add-ons, customer experience and for our digital channels. Nationaltheatret is the country's leading theatre and conducts nearly 1

000 performances and events annually linked to over 50 theatre productions. The theatre has since the start had a substantial annual audience, and has in recent years experienced strong growth which resulted in a new record in 2015 about 260 000 visitors.

The theatre shall play an important role in the society — also for those who are not visiting us. This means rethinking about what how we deliver on this role, and through which activities and channels. To ensure the artistic development and Nationaltheatret's position, we rely on the legitimacy of the population and amongst politicians, and high audience figures and to increase our own revenues.

Customer experience and digital channels is critical in this context. Digital channels play an important role in how we create and deliver on public's expectations, how we sell and distribute tickets, and how we build relationships and facilitate the audience to share their experiences with others.

#### **II.1.5. CPV code(s)**

48000000 Software package and information systems, 72000000 IT services: consulting, software development, Internet and support

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

The procurement is covered by the Government Procurement Agreement: no

#### **II.2. Total value of the contract/lot**

##### **II.2.1. Total value of the contract/lot**

Lowest offer 6 300 000 and Highest offer 10 200 000 NOK  
excluding VAT

### **Section IV: Procedure**

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#### **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. Price. Weighting 20
2. Project Implementation and Roadmap. Weighting 20
3. Quality. Weighting 40
4. Technology and support. Weighting 20

##### **IV.2.2. Information about electronic auction**

#### **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 065-113999](#) of 2.4.2016

### **Section V: Award of contract**

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Contract No: 1

Lot No: 1

- Lot title: Customer Management Solutions

**V.1. Date of conclusion of the contract**

5.9.2016

**V.2. Information about tenders**

Number of tenders received: 4

Number of tenders received by electronic means: 4

**V.3. Name and address of the contractor**

Official name: Creuna

National registration number: 877530582

Postal address: Drammensveien 130

Town: Oslo

Postal code: 0277

Country: Norway

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

Total value of the procurement:

Lowest offer 6 300 000 and Highest offer 10 200 000 NOK  
excluding VAT

If annual or monthly value:

Number of years: 3

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Proportion: 5 %

Short description of the value/proportion of the contract to be sub-contracted: Ticketing system.

**Section VI: Complementary information**

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**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**

**VI.3.2. Review procedure**

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

**VI.4. Date of dispatch of this notice**

6.9.2016