

France-Paris: Customer Relation Management software development services

OJ S 103/2023 31/05/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: musée de l'armée

Postal address: 129 rue de Grenelle

Town: Paris

NUTS code: FR101 Paris

Postal code: 75007

Country: France

E-mail: Marches@musee-armee.fr**Internet address(es):**Main address: <https://www.musee-armee.fr/accueil.html>**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

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

fourniture, mise en oeuvre et maintenance d'une solution de gestion de la relation contact /client avec marketing automation

Reference number: 2023-05

II.1.2. Main CPV code

72212445 Customer Relation Management software development services

II.1.3. Type of contract

Services

II.1.4. Short description

le marché a pour objet la fourniture, la mise en oeuvre et la maintenance d'une solution de gestion de la relation contact/client avec marketing automation

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 71 750,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

72212445 Customer Relation Management software development services, 48445000 Customer Relation Management software package, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR101 Paris

Main site or place of performance: musée de l'armée

II.2.4. Description of the procurement

le marché a pour objet la fourniture, la mise en oeuvre et la maintenance d'une solution de gestion de la relation contact/client avec marketing automation

II.2.5. Award criteria

Quality criterion - Name: Organisation des moyens humains et la méthodologie mise en oeuvre dans la conduite du projet. / Weighting: 10

Quality criterion - Name: Compréhension des enjeux du musée de l'Armée et adéquation de la solution aux besoins et exigences fonctionnels / Weighting: 20

Quality criterion - Name: Adéquation de la solution et moyens mis en oeuvre pour répondre aux besoins de sécurité et technique / Weighting: 20

Quality criterion - Name: Prestation de déploiement, de maintenance et d'assistance / Weighting: 10

Price - Weighting: 40

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: [2023/S 012-030410](#)

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

Contract No: 2023MA0005M20S0000

Title:

le marché a pour objet la fourniture, la mise en oeuvre et la maintenance d'une solution de gestion de la relation contact/client avec marketing automation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/05/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: tech'4'Team

Postal address: 157 Boulevard Macdonald

Town: Paris

NUTS code: FR101 Paris

Postal code: 75019

Country: France

Internet address: <https://arenametrix.com/>

The contractor is an SME: yes

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

Total value of the contract/lot: 71 750,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: musée de l'armée

Postal address: 129 rue de Grenelle

Town: Paris

Postal code: 75007

Country: France

E-mail: Marches@musee-armee.fr

Internet address: <https://www.musee-armee.fr/accueil.html>

VI.5.

Date of dispatch of this notice

26/05/2023