

352410-2026 - Competition

Finland – IT services: consulting, software development, Internet and support – Salesforce Marketing Cloud Development services

OJ S 98/2026 22/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Aalto University Foundation sr

Email: sonja.mantyniemi@aalto.fi

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Salesforce Marketing Cloud Development services

Description: Aalto University (in the following "Customer" or "Aalto University") requests a tender for Salesforce Marketing Cloud development services for Aalto University's Salesforce Marketing Cloud environment. Aalto University has implemented Salesforce's platform as well as a number of services developed on top of it. The purpose of Aalto University's Salesforce environment is to provide a comprehensive service, process, and data platform to support the delivery of the University's services. Salesforce Marketing Cloud is a part of the platform and it's target group include all of the University's stakeholders, such as students, staff, academic personnel, visitors, prospective students, the alumni community, and collaboration partners such as companies that are part of the University's ecosystem. Detailed specifications and requirements are described in the invitation to tender and its annexes. Please, see invitation to tender annexes in Cludia Supplier Portal for further details.

Procedure identifier: f0a258c9-37a0-4cbc-b2db-c158ca79da09

Internal identifier: D/1814/01.01.04.00/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

2.1.2. Place of performance

Anywhere in the European Economic Area

2.1.3. Value

Maximum value of the framework agreement: 1 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0000

Title: Salesforce Marketing Cloud Development services

Description: Aalto University (in the following "Customer" or "Aalto University") requests a tender for Salesforce Marketing Cloud development services for Aalto University's Salesforce Marketing Cloud environment. Aalto University has implemented Salesforce's platform as well as a number of services developed on top of it. The purpose of Aalto University's Salesforce environment is to provide a comprehensive service, process, and data platform to support the delivery of the University's services. Salesforce Marketing Cloud is a part of the platform and its target group include all of the University's stakeholders, such as students, staff, academic personnel, visitors, prospective students, the alumni community, and collaboration partners such as companies that are part of the University's ecosystem. Detailed specifications and requirements are described in the invitation to tender and its annexes. Please, see invitation to tender annexes in Cludia Supplier Portal for further details.

Internal identifier: D/1814/01.01.04.00/2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

5.1.2. Place of performance

Anywhere in the European Economic Area

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Maximum value of the framework agreement: 1 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.10. Award criteria

Criterion:

Type: Price

Name: Reference Price

Description: Reference Price

Category of award fixed criterion: Fixed value (total)

Award criterion number: 100

5.1.11. Procurement documents

Deadline for requesting additional information: 04/06/2026 09:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tarjouspalvelu.fi/aalto?id=613921&tpk=118b6c43-5458-4ca5-8a20-47af0e55b943>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tarjouspalvelu.fi/aalto?id=613921&tpk=118b6c43-5458-4ca5-8a20-47af0e55b943>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 23/06/2026 09:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 23/06/2026 09:05:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Markkinaoikeus

Information about review deadlines: Information about review deadlines (English): A party who is dissatisfied with the decision of the contracting entity or other decision made during the contract award procedure may submit a request for rectification to the contracting entity, pursuant to the Procurement Act. A party must request rectification within 14 days of receiving notice of the decision of the contracting entity together with instructions for appeal or some other resolution made in the procurement procedure. Moreover, a tenderer, a candidate who has submitted a request to participate or some other concerned party may refer the case to the Market Court by filing an appeal. Unless otherwise provided, the appeal must be made in writing within 14 days from the date on which the party has been informed of the procurement decision accompanied by the instructions for appeal.

Organisation providing more information on the review procedures: Markkinaoikeus

8. Organisations

8.1. ORG-0001

Official name: Aalto University Foundation sr
Registration number: 2228357-4
Postal address: PL 11000
Town: AALTO
Postcode: 00076
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)
Country: Finland
Contact point: Sonja Mäntyniemi
Email: sonja.mantyniemi@aalto.fi
Telephone: +358 947001
Internet address: <http://www.aalto.fi/>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Markkinaoikeus
Registration number: 3006157-6
Postal address: Radanrakentajantie 5
Town: Helsinki
Postcode: 00520
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)
Country: Finland
Email: markkinaoikeus@oikeus.fi
Telephone: +358 295643300
Internet address: <https://www.markkinaoikeus.fi>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: Hansel Oy (Hilma)
Registration number: FI09880841
Postal address: Mannerheiminaukio 1a
Town: Helsinki
Postcode: 00100
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)
Country: Finland
Contact point: eSender
Email: tekninen@hankintailmoitukset.fi
Telephone: 029 55 636 30
Internet address: <http://hankintailmoitukset.fi>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: ae4ee895-3987-4181-b29f-6d9a649ea0e3 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16

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