

United Kingdom-London: Database services
OJ S 210/2013 29/10/2013
Contract notice – utilities
Services

Directive 2004/17/EC

Section I: Contracting entity

I.1. Name and addresses

Official name: ATOC Limited
Postal address: 200 Aldersgate Street
Town: London
Postal code: EC1A 4HD
Country: United Kingdom
Contact person: Commercial
For the attention of: Martin Blake
E-mail: martin.blake@atoc.org
Telephone: +44 2078418057

Additional information can be obtained from:

Official name: ATOC Limited
Postal address: 200 Aldersgate Street
Town: London
Postal code: EC1A 4HD
Country: United Kingdom
For the attention of: Martin Blake
E-mail: martin.blake@atoc.org
Telephone: +44 2078418057

Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained from:

Official name: ATOC Limited
Postal address: 200 Aldersgate Street
Town: London
Postal code: EC1A 4HD
Country: United Kingdom
For the attention of: Martin Blake
E-mail: martin.blake@atoc.org
Telephone: +44 2078418057

Tenders or requests to participate must be submitted:

Official name: ATOC Limited
Postal address: 200 Aldersgate Street
Town: London
Postal code: EC1A 4HD
Country: United Kingdom
For the attention of: Martin Blake
E-mail: martin.blake@atoc.org
Telephone: +44 2078418057

I.2. Main activity

Railway services

I.3. Contract award on behalf of other contracting entities

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting entity

National Railcards Marketing Database.

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: London.

NUTS code UK United Kingdom

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

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

As the voice of the passenger railway, the Association of Train Operating Companies (ATOC) is the trade association representing train companies to the government, regulatory bodies, the media and other opinion formers on transport policy issues. It was set up by the train operators formed during privatisation of the railways under the Railways Act 1993. This contract will service all marketing data requirements for National Railcards, Days Out Guide /2for1 and other marketing scheme data on behalf of the train operating companies.

Database general requirements:

The database will need capacity for 10 000 000 individual customer records with multiple transactions, campaign responses and cases against each customer.

The database will integrate with multiple data sources supplying customer data, online and offline purchases and case details via encrypted FTP or other agreed secure method

The database will integrate with email service provider Exact Target via API or SFTP.

The database will integrate or provide an interface to a third party data reseller.

The database will be mapped to a front facing user friendly application suitable for marketing users (to be supplied/managed by winning supplier) to perform train of thought analysis on campaign response evaluation, segmentation and campaign selections.

The database will map to a customer service tool (to be supplied/managed by winning supplier) to allow cases to be logged/ added to the database and reported on via the analysis tools.

Database will allow administration (add/deletion/amendment of records) through user friendly web service (or other viable solution).

The existing database structure (in SQL) is to be migrated and a review of the existing data and database structure to be undertaken the result of which will be suggested improvements to the database structure.

Data from the existing supplier will be transferred to new database environment.

Regular BI and MI Reporting.

General account management requirements:

Supply dedicated account management for daily BAU issues and reporting.

Supply dedicated project manager development work.

Provide a Jira or similar helpdesk system to report and monitor issues

Provide marketing data business analysis as required.

Supply monthly business reporting for management information.

Supply monthly reporting on the performance of the database and SLAs
Provide training on the new system and for all new developments; with ongoing BAU support to users.
Provide general data and CRM insight to add value to our campaigns
Fully knowledgeable on our data, the business and preference for knowledge of the rail sector needs.
General technical requirements:
Provide effective and pro-active project management for development work.
Resource in place for technical development and maintenance.
Processes and resources in place for technical testing, quality assurance and risk mitigation.
Sharing information on new technical advancements to aid in marketing strategies.

II.1.6. CPV code(s)

72320000 Database services

II.1.7. Information about the Government Procurement Agreement (GPA)

II.1.8. Information about lots

II.1.9. Information about variants

II.2. Scope of the procurement

II.2.1. Total quantity or scope

2 year initial contract with option for a 3 year extension. Break clause after the first 12 months with a 6 month notice period.

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 48 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures): no

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of the criteria stated in the specifications or in the invitation to tender or to negotiate

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

IV.3.2. Previous publication concerning this procedure

IV.3.3. Conditions for obtaining specifications and additional documents

(except for a DPS)

Time limit for receipt of requests for documents or for accessing documents: ..

IV.3.4. Time limit for receipt of tenders or requests to participate

15.11.2013 - 12:00

IV.3.5. Languages in which tenders or requests to participate may be submitted

English.

IV.3.6. Minimum time frame during which the tenderer must maintain the tender

IV.3.7. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

3 years experience with: data warehousing, marketing data solutions and preference for

experience in the transportation rail sector.

Recognised credentials with DMA and IDM. Experts within Data Protection.

ISO 27001 and ISO9001 certified.

Experience with: B2C and B2B marketing database development and maintenance, marketing data automation, gone-aways, suppressions, prospect data, resourced with technical developers, resourced with skilled business analysts to support marketing analysis campaigns.

Provide full details of the type of company under which bidders propose to provide the services including full company name, address, company structure and directors, where necessary parent company details, nature of core company business and competence.

Provide details of current clients, details of relevant key contracts and minimum 3 detailed references pertaining to current or previous clients.

Provide financial summary information (P&L, turnover and balance sheet) for the last 2 financial years for the company providing the services.

Provide key contact details (i.e. name, telephone number, mobile number, address, etc.) for who will be responsible for the bid document for correspondence purposes.

Provide technical architecture specification and any supporting documentation deemed relevant.

Submission of the bid should be in both electronic copy (no larger than 5 MB, in .doc or .PDF format) and 3 collated hard copies. The hard copies should be posted to the ATOC Ltd office contact.

(MT Ref:109742)

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

25.10.2013