

Denmark-Odense: Sales or marketing software package

OJ S 236/2014 06/12/2014

Contract notice

Supplies

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: TV2 Danmark A/S

Postal address: Rugårdsvej 25

Town: Odense C

Postal code: 5000

Country: Denmark

For the attention of: Magnus Rask Detlif

E-mail: magn@tv2.dk**Internet address(es):**General address of the contracting authority: <http://www.tv2.dk>Electronic access to information: <http://permalink.mercell.com/47966645.aspx>Electronic submission of tenders and requests to participate: <http://permalink.mercell.com/47966645.aspx>**Additional information can be obtained from:**

Official name: Merzell Danmark A/S

Town: Odense C

Postal code: 5000

Country: Denmark

Internet address: <http://permalink.mercell.com/47966645.aspx>**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

Official name: Merzell Danmark A/S

Town: Odense C

Postal code: 5000

Country: Denmark

Internet address: <http://permalink.mercell.com/47966645.aspx>**Tenders or requests to participate must be submitted:** Official name: Merzell Danmark A/S

Town: Odense C

Postal code: 5000

Country: Denmark

Internet address: <http://permalink.mercell.com/47966645.aspx>**I.2. Type of the contracting authority**

Body governed by public law

I.3. Main activity

Other: broadcast company

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 attributed to the contract by the contracting authority

CRM system for TV 2 PLAY (pre-qualification).

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

Supplies

Purchase

Main site or place of performance: Odense and Copenhagen, Denmark.

NUTS code DK011 Byen København,DK031 Fyn

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)

TV 2 Danmark A/S (TV 2) hereby invites all interested suppliers to apply for pre-qualification in relation to the tender 'CRM System for TV 2 PLAY'.

Scope of the tender

The purpose of the tender is to select a functionality rich CRM system covering all CRM domains (sales, service, marketing, analytics, multichannel supporting a 360 degree view including of the customer) which can be easily integrated in the current TV2 environment supporting the entire customer life-cycle through all the channels including personalization.

The system has the following high-level functionalities:

- Tracking and managing customer relationships,
- Personal program-recommendations,
- Analytical tools,
- Omni-channel marketing automation,
- Thorough support of ETL and external data loading.

The supplier will support and guide the configuration and deployment of the CRM system with implementation services, templates, data model, recommendations, training of key users and other professional services.

Key system requirements

The desired CRM system is characterized by 4 main functionalities:

- Data Integration at individual level: The system delivers a data platform, integrating various internal and external data sources, ensuring a 360-degree view of each TV2 PLAY customer. The system will support existing TV2 Play systems such as Adobe Analytics, Subscription Management, Content Delivery System, Streaming Platform.
- Analysis of customer behavior: The system provides a range of analytical tools in an analysis module used by the marketers. The system makes KPI tracking in visual dashboards, simple customer analysis and advanced predictive modelling at customer level. The advanced models will primarily be used to churn prediction, uplifted churn prediction and content prediction. The models' scores are calculated within the system, are easily deployed to customers and used directly in the campaign module.
- Analytical recommendation engine: The system provides a number of tools for developing rules- and segment-based program recommendations to individual users. The recommendations are deployed across all communication channels in the campaign module. The recommendation engine can use the predictive models from the analysis module ensuring that all customers always have updated and precise personal recommendations.
- Omni-channel Campaign Management: The system provides a number of tools for

Advanced Triggering flows to individuals, based on the data sources integrated in the data platform and the model scores calculated in the analysis module. It uses variations in personal recommendations from the recommendations engine to trigger 1:1 campaigns. Integrated campaign flows are created and executed across inbound and outbound channels. The supplier will act as an Email Service Provider (ESP).

The required functionality should be available as standard functionality.

Factors of great significance to the desired solution

- Ease of integration of various data sources in customer data-mart.
- Ad hoc segmentation, targeting and content recommendation-algorithms.
- Predictive modelling functionalities.
- Ad hoc and predictive analytics and campaign management is in the same interface.
- High stability and performance on cross channel campaign execution.
- Professional technical and commercial system support organization.

The purchaser is using Mercell Sourcing Services for this tender. To notify your interest and get access to any documents, you must copy and paste the link below into the address-part on your browser. <http://permalink.mercell.com/47966645.aspx> Then choose the relevant tender.

II.1.6. CPV code(s)

48481000 Sales or marketing software package, 48482000 Business intelligence software package, 72212445 Customer Relation Management software development services, 72263000 Software implementation services, 72265000 Software configuration services, 72268000 Software supply services

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

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT:

Range: between 400 000 and 600 000 EUR

II.2.2. Information about options

II.2.3. Information about renewals

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

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

List and brief description of conditions: Evidence of the cases stipulated in Council Directive 2004/18/EF of March 31, 2004, article 45, paragraph 1, items a-d and paragraph 2 items a-d and g. Evidence hereof must be enclosed in accordance with article 45, paragraph 3 a-b of the Directive, by signing the attached document 'Sworn statement under Article 45'.

III.2.2. Economic and financial ability

List and brief description of conditions: Revised accounts for the last 2 financial years. If the supplier has existed for less than 2 years, the supplier shall submit revised annual accounts available. In the event the supplier has not yet signed annual accounts, the supplier shall submit its most recent interim accounts. The accuracy hereof must be confirmed by signature of the supplier's account manager or the supplier's accountant.

Declaration of the yearly turnover in connection with delivery of similar services within the past 2 years.

III.2.3. Technical and professional ability

List and brief description of conditions:

Information about the development organization's structure, size, expertise and geographical location. Information about the sales and support organization's structure, size, expertise and geographical location.

A list of actual deliveries in the past 36 months which are comparable with the system specified in section II.1.5, including description, time of delivery and the name and contact information of the customer.

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

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 5: and Maximum number 6

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be 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

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

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

9.1.2015 - 10:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Danish. English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Klagenævnet for Udbud

Postal address: Dahlerups Pakhus, Langelinie Allé 17

Town: København Ø

Postal code: 2100

Country: Denmark

Telephone: +45 35291000

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: Complaints not to have been pre-qualified must be filed with Klagenævnet for Udbud (The Danish Complaints Board for Public

Procurement) within 20 days from the day after the contracting authority's notice of who has been pre-qualified. Other complaints must be filed with Klagenævnet for Udbud within 45 days from the day after the contracting authority has published a notice in The Official Journal of the European Union that the contracting authority has entered the contract.

At the same time as the complaint is filed with Klagenævnet for Udbud, a fee of DKK 20 000 is payable. At the same time as the complaint is filed with Klagenævnet for Udbud, the complainant must send or e-mail a copy of the complaint, including enclosures, to the contracting authority. The complainant must send a copy of the notification to Klagenævnet for Udbud.

The contracting authority must observe a standstill period of 10 calendar days as of the day after the day when the contracting authority has notified the tenderers of the award of the contract. If the complaint is received by Klagenævnet for Udbud by the end of the standstill period, the complaint has automatically temporary delaying effect until Klagenævnet for Udbud has decided whether the complaint shall have delaying effect.

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

Official name: Konkurrence- og Forbrugerstyrelsen

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postal code: 2500

Country: Denmark

Telephone: +45 41715000

VI.5. Date of dispatch of this notice

3.12.2014