

421904-2026 - Competition

France – Customer Relation Management software development services – Mise en place et exploitation d'une plateforme CRM intégrant un CDP

OJ S 117/2026 19/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: France Galop

Email: magallois@france-galop.com

Legal type of the buyer: Public undertaking, controlled by a central government authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Mise en place et exploitation d'une plateforme CRM intégrant un CDP

Description: La présente consultation a pour objet la sélection d'un ou plusieurs opérateurs en vue de la mise en place et de l'exploitation d'une plateforme CRM intégrant un CDP

(Customer Data Platform), destinée à couvrir les besoins de France Galop sur les périmètres :

- B2C (grand public, billetterie, marketing relationnel) - B2B/Revenus (hospitalités, MICE, acteurs des courses, pilotage commercial).

Procedure identifier: 12ba80d5-c795-487e-89e2-5b2210f5ed81

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72212445 Customer Relation Management software development services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: LOT 1 - Socle CRM, Date et Marketing automation

Description: Cf. RC

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72212445 Customer Relation Management software development services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 5 Years

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 3

Maximum number of candidates to be invited for the second stage of the procedure: 4

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: https://francegalop.e-marchespublics.com/pack/annonce_marche_public_24967_1167223.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://francegalop.e-marchespublics.com/>

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

Electronic catalogue: Allowed

Deadline for receipt of requests to participate: 21/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

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

Electronic invoicing: Allowed

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

Justification for the duration of the framework agreement: Cf. RC

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Judiciaire de Paris

Organisation providing more information on the review procedures: Tribunal Judiciaire de Paris

5.1. Lot: LOT-0002

Title: LOT 2 - Applications métiers B2B/Revenus spécifiques France Galop

Description: Cf. RC

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72212445 Customer Relation Management software development services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 5 Years

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

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Sources of selection criteria: Procurement Document

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Deadline for receipt of requests to participate: 21/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

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

Electronic invoicing: Allowed

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

Justification for the duration of the framework agreement: Cf. RC

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Judiciaire de Paris

Organisation providing more information on the review procedures: Tribunal Judiciaire de Paris

8. Organisations

8.1. ORG-0001

Official name: France Galop

Registration number: 40141550000255

Postal address: 15 boulevard de Douaumont

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: magallois@france-galop.com

Telephone: +33 149102323

Internet address: <https://www.france-galop.com/>

Buyer profile: <https://francegalop.e-marchespublics.com>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Judiciaire de Paris

Registration number: 17750111101763

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: DEMATIS

Registration number: 45072478600030

Town: Paris

Postcode: 75015
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: contact@dematis.com
Telephone: +33 172365548
Internet address: www.dematis.com

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: fbd99b69-fd53-4c6e-b037-8bb388940ed2 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 17/06/2026 18:10:02 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: French
Notice publication number: 421904-2026
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