

Ireland-Dublin: Electronic mail software development services

OJ S 192/2018 05/10/2018

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland Limited

National registration number: N/A

Postal address: 5th Floor — Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Hannah Hughes

E-mail: hhughes@tourismireland.com

Telephone: +353 14763474

Fax: +353 14763642

Internet address(es):Main address: <http://www.ireland.com>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=136123&B=ETENDERS_SIMPLE[PID=136123&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=136123&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=136123&B=ETENDERS_SIMPLE

Tenders or requests to participate must be submitted to the following address:

Official name: Tourism Ireland

Postal address: 5th Floor — Bishop's Square, Redmond's Hill

Town: Dublin

Postal code: D02 TD99

Country: Ireland

E-mail: TenderResponse@tourismireland.com

NUTS code: IE Éire / Ireland

Internet address(es):Main address: <http://www.ireland.com>**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

Other activity: Tourism — Destination Marketing

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Provision of Email Service Automation Powered by Artificial Intelligence [AI]
Reference number: BG2/CEEM/2018

II.1.2. Main CPV code

72212223 Electronic mail software development services

II.1.3. Type of contract

Services

II.1.4. Short description

Tourism Ireland is seeking a suitably qualified partner to facilitate its current and future email marketing ambitions. The partner should be able to deliver automated email messaging driven by Artificial Intelligence/machine learning based on consumer behavioural and affinity data to deliver the right message to the right person at the right time to meet Tourism Ireland's business objectives.

The contract period will be for three [3] years with the option by Tourism Ireland to extend annually for up to a maximum further five [5] years, subject to satisfactory budget and annual performance review, and other factors, determined by Tourism Ireland, up to a maximum contract term of seven [7] years.

It is anticipated that the contract will commence in January 2019.

Tourism Ireland's detailed requirements are set out in the Instructions and specification documents attached for downloading.

II.1.5. Estimated total value

Value excluding VAT: 1 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

48223000 Electronic mail software package

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Across Tourism Ireland's global network of markets

II.2.4. Description of the procurement

Tourism Ireland is seeking a suitably qualified partner to facilitate its current and future email marketing ambitions. The partner should be able to deliver automated email messaging driven by Artificial Intelligence/machine learning based on consumer behavioural and affinity data to deliver the right message to the right person at the right time to meet Tourism Ireland's business objectives.

The contract period will be for three [3] years with the option by Tourism Ireland to extend annually for up to a maximum further five [5] years, subject to satisfactory budget and annual performance review, and other factors, determined by Tourism Ireland, up to a maximum contract term of seven [7] years.

It is anticipated that the contract will commence in January 2019.

Tourism Ireland's detailed requirements are set out in the Instructions and specification documents attached for downloading.

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Overall Cost / Weighting: 50

II.2.6. Estimated value

Value excluding VAT: 1 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The initial term of the contract period will be for three [3] years with the option by Tourism Ireland to extend annually for up to a maximum further five [5] years, subject to satisfactory budget and annual performance review, and other factors, determined by Tourism Ireland, up to a maximum contract term of seven [7] years.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Please refer to the RFT documentation attached to this notice for downloading.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Completed ESPD Document.

Evidence of appropriate turnover: 3 000 000 EUR

Evidence of appropriate insurance cover.

Reluctance or failure to supply a completed ESPD will lead to disqualification from the tender competition.

Minimum level(s) of standards possibly required:

Evidence of appropriate turnover: 3 000 000 EUR

Evidence of appropriate insurance cover.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Please refer to the RFT documentation attached to this notice for downloading.

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Please refer to the RFT documentation attached to this notice for downloading.

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 06/11/2018 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 06/11/2018 Local time: 12:00

Place:

Tourism Ireland's Offices

Information about authorised persons and opening procedure: Authorised Tourism Ireland Personnel

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

1) interested parties must register their interest on the eTenders website (www.etenders.gov.ie) in order to be included on the mailing list for clarifications. All information relating to

attachments, including clarifications and changes, will be published on the Irish government procurement opportunities portal (www.etenders.gov.ie) only. Tourism Ireland will not accept responsibility for information relayed (or not relayed) via third parties;

2) this is the sole call for request for Tenders for this contract;

3) the Contracting Authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers;

4) contract award will be subject to the approval of the Board of Tourism Ireland;

5) it will be a condition of award that the successful tenderer is and remains tax compliant;

6) at its absolute discretion, the Contracting Authority may elect to terminate this procurement process, the framework or any contract awarded under the framework agreement at any time;

7) please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words "or equivalent" will always be appended;

8) without prejudice to the principle of equal treatment, the Contracting Authority is not obliged to engage in a clarification process in respect of the procurement documents with missing or incomplete information. Therefore, respondents are advised to ensure that they return completed documentation in order to avoid the risk of elimination from the competition;

9) applicants must be fully compliant with Tourism Ireland GDPR policy. To the extent that any personal data is processed by the successful bidder in connection with the provision of the services for this lot or otherwise, the provisions set out in Tourism Ireland's minimum conditions of contract under "Data Processing Terms" shall apply to such processing;

10) tenders must be delivered as per the Instructions;

11) Tourism Ireland will not accept or consider Tenders delivered after this deadline;

12) Tourism Ireland will not be responsible for costs, charges or expenses incurred by applicants, whether or not a final contract is awarded;

13) Tourism Ireland is subject to the provisions of the code of practice on freedom of information for North/South Implementation Bodies and Tourism Ireland, which is available on Tourism Ireland's website;

14) the contract/framework will be subject to Irish law;

15) Tourism Ireland reserves the right without advance notice (and without giving reasons unless so required by law and without liability to the applicants) to amend or otherwise change the process or to terminate the process.

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court

Postal address: The Four Courts

Town: Dublin 7

Postal code: D7

Country: Ireland

VI.5. Date of dispatch of this notice

03/10/2018