

**Ireland-Dublin: Electronic data management (EDM)**

OJ S 195/2018 10/10/2018

**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](mailto: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/rwlenrance\\_s.asp?PID=136092&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=136092&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

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](mailto: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 Data Management System and Services  
Reference number: BG3/CEEM/2018

### **II.1.2. Main CPV code**

48613000 Electronic data management (EDM)

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Tourism Ireland is seeking an enterprise identity and data management solution, enabling consistent data collection protocols across owned and operated digital properties, unification of data sets across digital and non-digital entities and seamless export of resulting audience segmentation to the wider AdTech and MarTech ecosystem in support of attribution, visualisation and campaign automation.

Please refer to Schedule 1 — Specification for detailed requirements.

### **II.1.5. Estimated total value**

Value excluding VAT: 2 500 000,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

48612000 Database-management system, 72322000 Data management services

### **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 an enterprise identity and data management solution, enabling consistent data collection protocols across owned and operated digital properties, unification of data sets across digital and non-digital entities and seamless export of resulting audience segmentation to the wider AdTech and MarTech ecosystem in support of attribution, visualisation and campaign automation.

Please refer to Schedule 1 — Specification for detailed requirements

### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Data Collection and Unification / Weighting: 20

Quality criterion - Name: Audience Segmentation and Campaign Management / Weighting: 15

Quality criterion - Name: Content Personalisation and Next Best Action / Weighting: 10

Quality criterion - Name: Contract Management and SLA / Weighting: 5

Cost criterion - Name: Overall Cost / Weighting: 50

### **II.2.6. Estimated value**

Value excluding VAT: 2 500 000,00 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 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: yes

## **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:

List and brief description of selection criteria:

Completed ESPD Document.

Evidence of appropriate turnover: 5 000 000 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:

Completed ESPD Document.

Evidence of appropriate turnover: 5 000 000 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.

Minimum level(s) of standards possibly required:

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.

## 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: 08/11/2018 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: 08/11/2018 Local time: 12:00

Place:

Tourism Ireland 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](http://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](http://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**

05/10/2018