

Germany-Munich: IT services: consulting, software development, Internet and support
OJ S 183/2020 21/09/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: BAYERN TOURISMUS Marketing GmbH

Postal address: Arabellastr. 17

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 81925

Country: Germany

Contact person: Vergabestelle

E-mail: vergabe@bayern.info

Internet address(es):

Main address: <https://daby.bayern.by/auftragsvergabe/>

I.4. Type of the contracting authority

Other type: institutionell gefördertes Unternehmen

I.5. Main activity

Other activity: Tourismus Marketing

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Neukonzeption_B2C-Webseite

Reference number: 2020-EU002

II.1.2. Main CPV code

72000000 IT services: consulting, software development, Internet and support

II.1.3. Type of contract

Services

II.1.4. Short description

Mit diesem Vergabeverfahren sucht die BAYERN TOURISMUS Marketing GmbH einen langfristigen Partner aus dem Bereich Web-Development. Dieser erfüllt bei der Neukonzeption und in der Fort-entwicklung während der Betriebsphase nicht nur die reine Realisierung, sondern bringt fachliche Expertise aktiv und dauerhaft in die vorhandene Unternehmensstrategie ein und ergänzt die zu er-arbeitende Website-Strategie.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 424 601,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

72413000 World wide web (www) site design services

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: BAYERN TOURISMUS Marketing GmbH Arabellastr. 17
81925 München

II.2.4. Description of the procurement

Mit diesem Vergabeverfahren sucht die BAYERN TOURISMUS Marketing GmbH einen langfristigen Partner aus dem Bereich Web-Development. Dieser erfüllt bei der Neukonzeption und in der Fort-entwicklung während der Betriebsphase nicht nur die reine Realisierung, sondern bringt fachliche Expertise aktiv und dauerhaft in die vorhandene Unternehmensstrategie ein und ergänzt die zu er-arbeitende Website-Strategie.

II.2.5. Award criteria

Quality criterion - Name: Leistung laut Konzept / Weighting: 40

Quality criterion - Name: Pitch Ergebnis / Weighting: 20

Cost criterion - Name: Angebotspreis / Weighting: 40

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 IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation Accelerated procedure Justification:

Die erste Angebotsphase ist abgeschlossen, es folgt nun die Aufforderung zur Finalen Angebotsabgabe

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

The procurement involves the establishment of a framework agreement

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 049-116128](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Title:

RV Neukonzeption B2C Webseite

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/09/2020

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Ray Sono AG

Postal address: Tumblingerstr. 32

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80337

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 500 000,00 EUR

Total value of the contract/lot: 424 600,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXP4YRWDX47

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Südbayern

Town: München

Country: Germany

VI.5. Date of dispatch of this notice

16/09/2020