

France-Paris: Computer-related services
OJ S 184/2020 22/09/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Service de la communication

Postal address: 139 rue de Bercy

Town: Paris Cedex 12

NUTS code: FR101 Paris

Postal code: 75572

Country: France

E-mail: Fanny.loeillet@finances.gouv.fr

Internet address(es):

Main address: <https://www.economie.gouv.fr/>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marché relatif à la fourniture d'un outil de gestion de lettres d'informations numériques et de campagnes marketing

Reference number: SIRCOM45810022020

II.1.2. Main CPV code

72500000 Computer-related services

II.1.3. Type of contract

Services

II.1.4. Short description

Marché relatif à la fourniture d'un outil de gestion de lettres d'informations numériques et de campagnes marketing.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 114 615,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

72500000 Computer-related services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Marché relatif à la fourniture d'un outil de gestion de lettres d'informations numériques et de campagnes marketing.

II.2.5. Award criteria

Quality criterion - Name: L'ergonomie du logiciel / Weighting: 25

Quality criterion - Name: Les délais et la faisabilité du rétro-planning de reprise de l'existant / Weighting: 15

Quality criterion - Name: Les modalités d'accompagnement / Weighting: 10

Quality criterion - Name: La démarche de développement durable adoptée par le candidat dans le cadre de l'exécution des prestations du marché / Weighting: 5

Price - Weighting: 45

II.2.11. Information about options

Options: yes

Description of options:

En application de l'article R. 2194-1 du code de la commande publique, l'acheteur prévoit une option, activée si la solution initiale du titulaire doit être améliorée pour permettre de proposer, à la demande de l'administration:

— le développement d'une fonctionnalité d'importation de bases de données automatiquement et quotidiennement;

— une fonctionnalité complémentaire de recherche dans les archives.

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 071-168983](#)

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:

Marché relatif à la fourniture d'un outil de gestion de lettres d'informations numériques et de campagnes marketing

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/08/2020

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Key Performance Group SAS

Postal address: 92 rue de Rochechouart

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Internet address: <http://key-performance-group.com/>

The contractor is an SME: no

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

Total value of the contract/lot: 114 615,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

E-mail: greffe.ta-paris@juradm.fr

Telephone: +33 144594400

Fax: +33 144426367

Internet address: <http://paris.tribunal-administratif.fr/>

VI.4.2.

Body responsible for mediation procedures

Official name: Comité consultatif interrégional de règlement amiable des litiges relatifs au marchés publics de Paris

Postal address: 29 rue Barbet de Jouy

Town: Paris

Postal code: 75700

Country: France

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

E-mail: greffe.ta-paris@juradm.fr

Telephone: +33 144594400

Fax: +33 144426367

VI.5. Date of dispatch of this notice

17/09/2020