

Finland-Helsinki: Software package and information systems

OJ S 141/2023 25/07/2023

Contract notice

Supplies

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Yleisradio Oy

National registration number: 0215438-8

Postal address: Uutiskatu 5

Town: Helsinki

NUTS code: FI Suomi / Finland

Postal code: 00240

Country: Finland

E-mail: tarjousset.yle@yle.fi**Internet address(es):**Main address: <http://www.yle.fi>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tarjouspalvelu.fi/yleisradiooy?id=465104&tpk=b074bc5f-881c-433a-b94b-7dbecc875eef>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Public Service Broadcasting

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Marketing automation and customer journey orchestration system

II.1.2. Main CPV code

48000000 Software package and information systems

II.1.3. Type of contract

Supplies

II.1.4. Short description

The object of the procurement is the Marketing automation and customer journey orchestration system for Yleisradio Oy ("Yle") as a SaaS service.

The object of the procurement is described in detail in the call for tenders and its annexes. The procurement has not been divided into separate parts, because the object of the procurement forms a logical and operationally reliable entirety.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

To be able to fill its role and responsibilities in the public broadcaster role, Yle needs to be able to serve its customers and users in a timely and efficient manner. Yle wants to serve its customers at the right time, through the right channels, with the right message, regardless of in which Yle's digital service the customer is in. Efficiency and reliability is also important when it comes to Yle's internal teams working on catering Yle's audiences.

Yle is procuring a customer journey orchestration system (hereinafter "the Solution"). The preferred delivery of the Solution is as a licensed SaaS software. The system shall support Yle's strategic goals.

The focus is on having a Solution to support Yle's approach for two main services (Yle Arena and Yle-palvelu), with one customer journey orchestration solution.

The object of the procurement is described in detail in the call for tenders and its annexes.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

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

Start: 01/11/2023

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

The option and extension terms included in the procurement agreement are described in the call for tenders and its annexes.

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:

Selection criteria as stated in the procurement documents. Also please see the "ESPD"-form. The contracting entity reserves the right to inspect the documentation and certificates related to compliance with suitability requirements and qualification required in the procurement documents later during the procurement procedure, as well as the right to check the existence of the mandatory and discretionary grounds for exclusion criteria mentioned in Sections 80-81 of the Finnish Act on Public Procurement and Concession Contracts 1397/2016.

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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: 20/09/2023 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

Finnish, English

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 20/09/2023 Local time: 12:01

Information about authorised persons and opening procedure: The opening of the tenders is not public.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used
Electronic invoicing will be accepted
Electronic payment will be used

VI.3. Additional information

This notice has links and/or attachments listed in <https://www.hankintailmoitukset.fi/en/public/procurement/91014/notice/133332>

VI.4. Procedures for review

VI.4.1. Review body

Official name: The Market Court
Postal address: Radanrakentajantie 5
Town: Helsinki
Postal code: 00520
Country: Finland
E-mail: markkinaoikeus@oikeus.fi
Telephone: +358 295643300
Internet address: <http://www.markkinaoikeus.fi>

VI.5. Date of dispatch of this notice

20/07/2023