

Germany-Bonn: Sales or marketing software package
OJ S 150/2023 07/08/2023
Contract award notice
Supplies

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Deutsche Welle, Standort Bonn

Postal address: Kurt-Schumacher-Str. 3

Town: Bonn

NUTS code: DEA22 Bonn, Kreisfreie Stadt

Postal code: 53113

Country: Germany

Contact person: Procurement and Travel

E-mail: ze@dw.com

Telephone: +49 2284292342

Fax: +49 2284292350

Internet address(es):

Main address: <http://www.dw.com/zentraleinkauf>

Address of the buyer profile: <http://www.dtv.de>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: öffentlich rechtliche Rundfunkanstalt

I.5. Main activity

Other activity: öffentlich rechtliche Rundfunkanstalt

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Dienstleister Newsletter-System

Reference number: DW-VMS 23/0110

II.1.2. Main CPV code

48481000 Sales or marketing software package

II.1.3. Type of contract

Supplies

II.1.4. Short description

Gegenstand der Ausschreibung ist der Abschluss eines zweijährigen Rahmenvertrages mit der Option, diesen zweimalig um jeweils ein Jahr zu verlängern.

Der Leistungsbeginn ist für Anfang Juli geplant.

Die Ausschreibung des Rahmenvertrages ist adressiert an Dienstleister im Bereich des Online-Marketings. Angefragt wird ein "schlüselfertiges" System

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 439 620,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DEA22 Bonn, Kreisfreie Stadt

Main site or place of performance: Deutsche Welle, Standort Bonn Kurt-Schumacher-Str. 3
53113 Bonn

II.2.4. Description of the procurement

Die Ausschreibung des Rahmenvertrages ist adressiert an Dienstleister im Bereich des Online-Marketings. Angefragt wird ein "schlüselfertiges" System

- zur Erstellung von manuellen und automatischen Newslettern und Mailings,
- zur weltweiten Versendung (nutzbar auf allen gängigen Endgeräten der ent-sprechenden Märkte),
- zur Verwaltung von Newslettern und Mailings in allen DW-Sprachen und Armenisch,
- zur Verwaltung der Userprofile,
- zur Durchführung von Online-Kampagnen,
- zum Monitoring und zur Auswertung / Reporting des Nutzungsverhaltens und zur Erfolgskontrolle,
- zur Verstärkung der Nutzerbindung und personalisierten Kommunikation zwi-schen der DW und den Nutzenden,
- welches den Datenbestand aus dem bestehenden Newsletter-System der DW übernimmt.

II.2.5. Award criteria

Quality criterion - Name: AllgemeineBewertungskriterien / Weighting: 8

Quality criterion - Name: Organisation, Kommunikation, Projektbeteiligte / Weighting: 19

Quality criterion - Name: Beratung zu Reichweitensteigerung und Nutzer-Involvement der DW-Newsletterangebote / Weighting: 9

Quality criterion - Name: Fachliche Anforderungen / Weighting: 57

Quality criterion - Name: Grundlegende technische Anforderungen / Weighting: 6

Quality criterion - Name: Zertifikate und Mitgliedschaften / Weighting: 1

Price - Weighting: 50.00

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

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: [2023/S 036-105796](#)

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

The contracting authority will not award any further contracts based on the above prior information notice

Section V: Award of contract

Contract No: 4600010407

Title:

Auftragsvergabe promio.net GmbH

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/07/2023

V.2.2. Information about tenders

Number of tenders received: 1

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: 1

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

V.2.3. Name and address of the contractor

Official name: promio.net GmbH

Postal address: Giergasse 2

Town: Bonn

NUTS code: DEA22 Bonn, Kreisfreie Stadt

Postal code: 53113

Country: Germany

E-mail: business@promio.net

Telephone: +49 228-2807700

The contractor is an SME: yes

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

Total value of the contract/lot: 311 272,94 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXS0Y5AY1MJ1AFPK

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammern des Bundes

Postal address: Villemombler Str. 76

Town: Bonn

Postal code: 53123

Country: Germany

E-mail: vk@bundeskartellamt.bund.de

Internet address: <http://www.bundeskartellamt.bund.de>

VI.4.2. Body responsible for mediation procedures

Official name: Deutsche Welle, Standort Bonn

Postal address: Kurt-Schumacher-Str. 3

Town: Bonn

Postal code: 53113

Country: Germany

E-mail: ze@dw.com

Telephone: +49 2284292342

Fax: +49 2284292350

Internet address: <http://www.dw.com/zentraleinkauf>

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

Official name: Deutsche Welle, Standort Bonn

Postal address: Kurt-Schumacher-Str. 3

Town: Bonn

Postal code: 53113

Country: Germany

E-mail: ze@dw.com

Telephone: +49 2284292342

Fax: +49 2284292350

Internet address: <http://www.dw.com/zentraleinkauf>

VI.5. Date of dispatch of this notice

02/08/2023