

**Sweden-Stockholm: Business analysis consultancy services**  
**OJ S 206/2019 24/10/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Stockholm Business Region AB

National registration number: 556491-6798

Postal address: Drottninggatan 33, Box 16282

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 103 25

Country: Sweden

Contact person: Cecilia Bokedal

E-mail: [cecilia.bokedal@stockholm.se](mailto:cecilia.bokedal@stockholm.se)

**Internet address(es):**

Main address: <http://www.stockholmbusinessregion.se>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Digitala tjänster

Reference number: 2.3.3-132/2019

**II.1.2. Main CPV code**

72221000 Business analysis consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Upphandlingen omfattar digitala tjänster för Koncernen. Ramavtal kommer att tecknas med en (1) leverantör.

Uppdraget består av förvaltning, utveckling och strategisk rådgivning för koncernens samtliga digitala kanaler.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 18 000 000,00 SEK

## **II.2. Description**

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

72220000 Systems and technical consultancy services, 72222000 Information systems or technology strategic review and planning services, 72224000 Project management consultancy services, 72263000 Software implementation services, 72413000 World wide web (www) site design services

### **II.2.3. Place of performance**

NUTS code: SE110 Stockholms län

### **II.2.4. Description of the procurement**

Upphandlingen omfattar digitala tjänster för Koncernen. Ramavtal kommer att tecknas med en (1) leverantör.

Uppdraget består av förvaltning, utveckling och strategisk rådgivning för koncernens samtliga digitala kanaler.

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

Price

### **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**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Restricted 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: [2019/S 097-235069](#)

#### **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**

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A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

01/10/2019

### **V.2.2. Information about tenders**

Number of tenders received: 4

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

### **V.2.3. Name and address of the contractor**

Official name: Fröjd Interactive AB

National registration number: 556712-0232

Postal address: Adolf Fredriks kyrkogata 12

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 111 37

Country: Sweden

E-mail: [jessica.ericsson@frojd.se](mailto:jessica.ericsson@frojd.se)

Internet address: <http://www.frojd.se>

The contractor is an SME: yes

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

Total value of the contract/lot: 18 000 000,00 SEK

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

Visma annons: <https://opic.com/id/aflpbvdmgt>

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Förvaltningsrätten

Town: Stockholm

Country: Sweden

### **VI.5. Date of dispatch of this notice**

22/10/2019