

France-Paris: Electronic mail service provider
OJ S 163/2023 25/08/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: France Télévisions
Postal address: 7 esplanade Henri de France
Town: Paris
NUTS code: FR1 Ile-de-France
Postal code: 75015
Country: France
E-mail: Marie-amelie.recrosio@francetv.fr
Internet address(es):
Main address: <https://www.appeloffres.francetelevisions.fr>

I.4. Type of the contracting authority

Other type: Entreprise privée en charge d'une mission de service public

I.5. Main activity

Other activity: Médias

Section II: Object

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

Accord cadre de mise à disposition d'un outil en mode SAAS d'email builder

II.1.2. Main CPV code

72412000 Electronic mail service provider

II.1.3. Type of contract

Services

II.1.4. Short description

Accord cadre de mise à disposition d'un outil en mode SAAS d'email builder

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 222 000,00 EUR

II.2. Description**II.2.2.**

Additional CPV code(s)

72412000 Electronic mail service provider

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

Accord cadre de mise à disposition d'un outil en mode SAAS d'email builder

II.2.5. Award criteria

Quality criterion - Name: Sous-critère technique 1 : Qualité du cadre et de la structure de la solution (via grille technique) / Weighting: 10

Quality criterion - Name: Sous-critère technique 2 : Qualité de la couverture fonctionnelle de l'outil - côté utilisateur de la solution (via grille fonctionnelle) / Weighting: 10

Quality criterion - Name: Sous-critère technique 3 : Simplicité d'intégration - phase projet, simplicité d'utilisation de l'outil / Weighting: 10

Quality criterion - Name: Sous-critère technique 4 : Simplicité d'utilisation de l'outil / Weighting: 10

Quality criterion - Name: Sous-critère technique 5 : Qualité de service et niveau de support proposés / Weighting: 10

Quality criterion - Name: Critère cyber-sécurité : Niveau de maturité en matière de cyber sécurité / Weighting: 10

Cost criterion - Name: Offre financière sur la base de l'AE et du DQE / 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

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: [2023/S 042-122905](#)

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:

Accord cadre de mise à disposition d'un outil en mode SAAS d'email builder

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/07/2023

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: BMobile

Postal address: 99C boulevard Constantin Descat

Town: Tourcoing

NUTS code: FRE11 Nord

Postal code: 59200

Country: France

Internet address: <https://dartagnan.io/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 542 500,00 EUR

Total value of the contract/lot: 222 000,00 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 de grande instance

Postal address: Parvis du Tribunal,

Town: Paris

Postal code: 75017

Country: France

E-mail: Grefte.taparis@juradm.fr

Internet address: <http://Ca-paris.justice.fr>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Référé précontractuel (CJA art. L551-1 et suivants) depuis le début de la passation jusqu'à la signature. Référé contractuel (CJA art. L551-13 et suivants) après la signature du contrat.

VI.4.4.

Service from which information about the review procedure may be obtained

Official name: Greffe du Tribunal de Grande Instance

Postal address: Parvis du Tribunal,

Town: Paris

Postal code: 75017

Country: France

E-mail: Greffe.taparis@juradm.fr

Internet address: <http://Ca-paris.justice.fr>

VI.5. Date of dispatch of this notice

21/08/2023