

## 565807-2026 - Competition

**Finland – IT services: consulting, software development, Internet and support – Machine Learning Models for Personalization**

**OJ S 156/2026 14/08/2026**

**Contract or concession notice – standard regime - Change notice  
Services**

### 1. Buyer

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#### 1.1. Buyer

Official name: Veikkaus Oy

Email: [hankinnat@veikkaus.fi](mailto:hankinnat@veikkaus.fi)

Legal type of the buyer: Entity with special or exclusive rights

Activity of the contracting authority: Recreation, culture and religion

### 2. Procedure

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#### 2.1. Procedure

Title: Machine Learning Models for Personalization

Description: Veikkaus seeks to procure a sophisticated and scalable solution for machine learning models for personalization to achieve the following goals: - Personalized Content and Recommendations: Deliver real-time, personalized content and recommendations to every player across all products, including casino and sports, to increase player engagement, retention, and measurable revenue growth. - Real-Time Player Engagement: Increase player retention and lifetime value by delivering real-time, AI-driven experiences, such as bonuses and interventions, that are tailored to individual player behavior and context, engaging players in the moments that matter. The offered solution contains the full implementation of the solution delivered as a Software as a Service (SaaS), covering at least the following: - Necessary licenses - Software - Relevant integrations - Testing environments - Implementation - Support and maintenance services

Procedure identifier: 36e2acfc-389e-4a56-a703-41ab3c6c2420

Internal identifier: 621654

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: 1. GENERAL The legislation concerning the public procurement is applied to the procurement. Type of procedure is open procedure. 2.

CONTRACT NOTICE A contract notice has been published on the website [www.hankintailmoitukset.fi](http://www.hankintailmoitukset.fi) and <http://ted.europa.eu>. The contract award notice shall be published after the award decision. 3. SUBMITTING THE TENDER AS A GROUP OF ECONOMIC OPERATORS AND SUBCONTRACTING A tender may be submitted by a group of economic operators (a consortium or group). If awarded the contract, all group members must sign the contract and will be jointly liable for its performance. The composition of the group may not change during the procurement process or the contract period. The group, as well as a supplier with subcontractors, must possess the necessary technical, economic, financial, and other capacities to deliver the goods and services in accordance with the contract for its entire duration. During the tender process and throughout the contract period, the contracting authority may request proof of commitments and agreements with declared subcontractors that could impact the supplier's ability to fulfill the contract obligations. Similarly, the group may

be required to provide evidence of the arrangements governing relationships among its members. If a tenderer engages subcontractors, it remains fully responsible for their work as if it were its own. A tenderer submitting an independent bid while relying on subcontractors must specify in the Subcontractors Form how each subcontractor contributes to service delivery. During the contract period, subcontractors may only be replaced with the contracting authority's approval, provided such changes do not lead to significant or material modifications of the contract.

**4. USING RESOURCES OF OTHER ENTITIES** A tenderer or a group of economic operators may rely on the resources of other entities to meet the requirements of the invitation to tender, regardless of the legal nature of their relationship. However, these resources must be available to the tenderer or group throughout the procurement process and the contract period. Such resources may include, for example:

- Professional experience – Relying on the expertise of another economic entity, such as a company within the same corporate group, provided that the entity is named in the tender as a subcontractor and actively participates in delivering the service.
- Personnel – Using employees from another company to meet professional qualification requirements, provided that these individuals actively contribute to service delivery.
- Economic and financial standing – Leveraging the financial capacity of another entity.
- Technical capabilities – Utilizing another entity's technical resources, provided they are genuinely used to meet the procurement requirements.

In these instances, the entity being relied on must be appropriately indicated in the subcontractors annex.

**5. PROCESSING OF TENDERS**

**5.1 SUITABILITY OF TENDERS** Before the tenders are processed it shall be assessed whether the tenderers meet the technical, professional and economic and financial requirements presented in clause/form "Exclusion and suitability (ESPD)". The tenderer's suitability shall be examined using the information provided in the tender, other financial statements (if separately requested) and the information available from risk rating reports. Tenderers who do not meet the minimum requirements set in the Call for Tenders shall be excluded from the tender competition. A tenderer who has been convicted of or in which any person with powers of representation, decision making or control has been convicted of an offence as referred in EU Public Procurement Directive 57 article, section 1 or to extortionate work discrimination as stated in the Criminal Code of Finland, chapter 47 section 3(a) shall also be excluded from the tender competition. A tenderer to whom a criterion for exclusion as referred to in Public Procurement Act may also be excluded from the tender competition.

**5.2 COMPLIANCE WITH THE CALL FOR TENDERS** The goods and services offered must fully comply with the requirements outlined in the Call for Tenders and its annexes. All requested information and required annexes must be submitted as part of the tender. Compliance will be assessed based on the tender's overall content. Tenders that do not meet the requirements of the Call for Tenders or fail to adhere to the conditions of the tendering procedure will be disqualified from the competition.

**5.3 EVALUATION OF TENDERS** The evaluation of the tenders shall be made according to chapter "Grounds for decision".

**5.4 AWARD DECISION AND ITS NOTIFICATION** The award decision shall be sent to all tenderers party to the decision via email. The contract does not enter into force as a result of the notification of the decision, but requires a separate written contract.

#### **2.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

#### **2.1.2. Place of performance**

Anywhere

#### **2.1.4. General information**

Additional information: The Agreement shall enter into force once both parties have signed the agreement. The Agreement is in force for two (2) years after the effective date.

**Legal basis:**

Directive 2014/24/EU

**2.1.6. Grounds for exclusion**

Sources of grounds for exclusion: Procurement Document

## 5. Lot

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**5.1. Lot: LOT-0000**

Title: Machine Learning Models for Personalization

Description: Veikkaus seeks to procure a sophisticated and scalable solution for machine learning models for personalization to achieve the following goals: - Personalized Content and Recommendations: Deliver real-time, personalized content and recommendations to every player across all products, including casino and sports, to increase player engagement, retention, and measurable revenue growth. - Real-Time Player Engagement: Increase player retention and lifetime value by delivering real-time, AI-driven experiences, such as bonuses and interventions, that are tailored to individual player behavior and context, engaging players in the moments that matter. The offered solution contains the full implementation of the solution delivered as a Software as a Service (SaaS), covering at least the following: - Necessary licenses - Software - Relevant integrations - Testing environments - Implementation - Support and maintenance services  
Internal identifier: 621654

**5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

**5.1.2. Place of performance**

Anywhere

**5.1.3. Estimated duration**

Duration: 24 Months

**5.1.6. General information**

**Reserved participation:**

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

Additional information: The Agreement shall enter into force once both parties have signed the agreement. The Agreement is in force for two (2) years after the effective date.

**5.1.7. Strategic procurement**

Social objective promoted: Human rights due diligence in global supply chains

**5.1.9. Selection criteria**

Sources of selection criteria: Procurement Document

**5.1.10. Award criteria**

**Criterion:**

Type: Price  
Name: Price  
Description: Total price  
Category of award weight criterion: Weight (points, exact)  
Award criterion number: 40  
**Criterion:**  
Type: Quality  
Name: Quality  
Description: Quality points  
Category of award weight criterion: Weight (points, exact)  
Award criterion number: 60

#### **5.1.11. Procurement documents**

Deadline for requesting additional information: 20/08/2026 09:00:00 (UTC+00:00) Western European Time, GMT  
Address of the procurement documents: <https://tarjouspalvelu.fi/veikkaus?id=621654&tpk=9ab2bc0d-71eb-4daa-b464-9882fbd9c3c8>

#### **5.1.12. Terms of procurement**

##### **Terms of submission:**

Electronic submission: Required  
Address for submission: <https://tarjouspalvelu.fi/veikkaus?id=621654&tpk=9ab2bc0d-71eb-4daa-b464-9882fbd9c3c8>  
Languages in which tenders or requests to participate may be submitted: English  
Electronic catalogue: Not allowed  
Tenderers may submit more than one tender: Not allowed  
Deadline for receipt of tenders: 31/08/2026 10:00:00 (UTC+00:00) Western European Time, GMT  
Duration during which the tender must remain valid: 6 Months  
**Information about public opening:**  
Opening date: 31/08/2026 10:05:00 (UTC+00:00) Western European Time, GMT  
**Terms of contract:**  
The execution of the contract must be performed within the framework of sheltered employment programmes: No  
Electronic invoicing: Allowed  
Electronic ordering will be used: yes  
Electronic payment will be used: yes

#### **5.1.15. Techniques**

##### **Framework agreement:**

No framework agreement

##### **Information about the dynamic purchasing system:**

No dynamic purchase system

#### **5.1.16. Further information, mediation and review**

Review organisation: Markkinaoikeus  
Information about review deadlines: 14 days  
Organisation providing more information on the review procedures: Markkinaoikeus

## **8. Organisations**

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### 8.1. ORG-0001

Official name: Markkinaoikeus  
Registration number: 3006157-6  
Postal address: Radanrakentajantie 5  
Town: Helsinki  
Postcode: 00520  
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)  
Country: Finland  
Email: [markkinaoikeus@oikeus.fi](mailto:markkinaoikeus@oikeus.fi)  
Telephone: +358 295643300  
Internet address: <http://www.oikeus.fi/markkinaoikeus>

#### **Roles of this organisation:**

Review organisation  
Organisation providing more information on the review procedures

### 8.1. ORG-0002

Official name: Veikkaus Oy  
Registration number: 2765220-1  
Postal address: PL 1  
Town: Veikkaus  
Postcode: 01009  
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)  
Country: Finland  
Contact point: Veikkaus Oy  
Email: [hankinnat@veikkaus.fi](mailto:hankinnat@veikkaus.fi)  
Telephone: +358 20055000  
Internet address: <https://www.veikkaus.fi>

#### **Roles of this organisation:**

Buyer

### 8.1. ORG-0003

Official name: Hansel Oy (Hilma)  
Registration number: FI09880841  
Postal address: Mannerheiminaukio 1a  
Town: Helsinki  
Postcode: 00100  
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)  
Country: Finland  
Contact point: eSender  
Email: [tekninen@hankintailmoitukset.fi](mailto:tekninen@hankintailmoitukset.fi)  
Telephone: 029 55 636 30  
Internet address: <http://hankintailmoitukset.fi>

#### **Roles of this organisation:**

TED eSender

## 10. Change

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Version of the previous notice to be changed  
:  
6671bcdd-2f96-4196-8b27-aed8b93861f8-01

Main reason for change

:

Information updated

Description

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The contracting authority has decided to extend the time for questions and answers in the invitation to tender. Also the deadline for submitting tenders has been extended.

#### **10.1. Change**

Section identifier: LOT-0000

### **Notice information**

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Notice identifier/version: d6424935-99a2-413e-bd30-7b3b8275867c - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 13/08/2026 12:41:36 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 13/08/2026 12:41:37 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

Notice publication number: 565807-2026

OJ S issue number: 156/2026

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