

566568-2025 - Competition

France – Customer Relation Management software development services – Accord-cadre pour la sélection d'une solution CRM.

OJ S 166/2025 01/09/2025

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Auvergne Rhône-Alpes Tourisme

Email: ma.jeannin@auvergnerhonealpes-tourisme.com

Legal type of the buyer: Regional authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Accord-cadre pour la sélection d'une solution CRM.

Description: Le projet vise à unifier des outils métiers en une plateforme intégrée, modulaire et interopérable, hébergée en Europe, respectant les exigences du RGPD, et adaptée à un usage multi-utilisateur

Procedure identifier: c1c4afcb-79a6-45f3-b9b9-2b037cbb562e

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72212445 Customer Relation Management software development services

2.1.2. Place of performance

Postal address: 11 bis quai Perrache

Town: Lyon

Postcode: 69200

Country subdivision (NUTS): Rhône (FRK26)

Country: France

2.1.3. Value

Maximum value of the framework agreement: 285 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Editeur

Description: Sélection d'un éditeur

Internal identifier: Lot 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72212445 Customer Relation Management software development services

Options:

Description of the options: Accord-cadre d'un an ferme, reconductible 3 fois pour la même durée.

5.1.2. Place of performance

Town: Lyon

Postcode: 69200

Country subdivision (NUTS): Rhône (FRK26)

Country: France

5.1.3. Estimated duration

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Reconduction tacite

5.1.5. Value

Maximum value of the framework agreement: 160 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2025_V8dXPhkTsl&v=1&selected=0

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 15/10/2025 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Lyon

Organisation providing more information on the review procedures: Tribunal administratif de Lyon

5.1. Lot: LOT-0002

Title: Intégrateur

Description: Sélection d'un intégrateur

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72212445 Customer Relation Management software development services

Options:

Description of the options: Accord-cadre d'un an ferme, reconductible 3 fois pour la même durée.

5.1.2. Place of performance

Town: Lyon

Postcode: 69200

Country subdivision (NUTS): Rhône (FRK26)

Country: France

5.1.3. Estimated duration

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Reconduction tacite.

5.1.5. Value

Maximum value of the framework agreement: 125 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2025_V8dXPhkTsl&v=1&selected=0

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 15/10/2025 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Lyon

Organisation providing more information on the review procedures: Tribunal administratif de Lyon

8. Organisations

8.1. ORG-0001

Official name: Auvergne Rhône-Alpes Tourisme

Registration number: 82443386600046

Postal address: 11 B Quai Perrache

Town: Lyon

Postcode: 69200

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Email: ma.jeannin@auvergnerhonealpes-tourisme.com

Telephone: +33615942835

Buyer profile: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal administratif de Lyon

Registration number: 17690005800015

Postal address: 184, rue Duguesclin

Town: Lyon

Postcode: 69300

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Email: greffe.ta-lyon@juradm.fr

Telephone: 0487635000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

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