

France-Paris: Sales or marketing software development services

OJ S 198/2023 13/10/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: RADIO FRANCE

Postal address: 116 avenue du Président Kennedy

Town: Paris

NUTS code: FR101 Paris

Postal code: 75016

Country: France

E-mail: Marion.moreau@radiofrance.com**Internet address(es):**Main address: <https://www.radiofrance.com>Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?](https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2023_yeu-B5-F-0)[PCSLID=CSL_2023_yeu-B5-F-0](https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2023_yeu-B5-F-0)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_yeu-B5-F-0**I.4. Type of the contracting authority**

Other type: Diffusion de programmes radiophoniques

I.5. Main activity

Recreation, culture and religion

Section II: Object

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

Marketing automation

Reference number: 23.145

II.1.2. Main CPV code

72212481 Sales or marketing software development services

II.1.3. Type of contract

Services

II.1.4. Short description

Marché relatif à la mise en place d'une plateforme marketing automation - newsletters éditoriales, email et SMS

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

72212481 Sales or marketing software development services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Le présent marché a pour objet la mise en place d'une plateforme marketing automation, newsletters éditoriales, emails, sms et prestations associées.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

Le présent marché prend effet à compter du 22/02/2024 pour une durée ferme de deux (2) ans à compter de sa notification. Il est ensuite reconductible tacitement 2 fois par période de douze (12) mois.

II.2.10. Information about variants

Variants will be accepted: no

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

Open 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: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 10/11/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

French

IV.2.7. Conditions for opening of tenders

Date: 10/11/2023 Local time: 13:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:
2028

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: TGI de Paris

Postal address: Parvis du Tribunal de Paris

Town: Paris

Postal code: 75017

Country: France

Internet address: <http://www.ca-paris.justice.fr/index.php?rubrique=11016&rubrique=11051&article=14755>

VI.5. Date of dispatch of this notice

10/10/2023