

**Germany-Munich: Programming services of packaged software products**  
**OJ S 237/2021 07/12/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: BAYERN TOURISMUS Marketing GmbH

Postal address: Arabellastr. 17

Town: München

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 81925

Country: Germany

Contact person: Vergabestelle

E-mail: [vergabe@bayern.info](mailto:vergabe@bayern.info)

**Internet address(es):**

Main address: <https://tourismus.bayern/auftragsvergabe/>

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

Other type: institutionell gefördertes Unternehmen

**I.5. Main activity**

Other activity: Tourismus Marketing

---

**Section II: Object**

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

**II.1.1. Title**

BayernCloud Tourismus

Reference number: BayTM-EU21-01

**II.1.2. Main CPV code**

72210000 Programming services of packaged software products

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Konzeption und Entwicklung der BayernCloud Tourismus

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 500 000,00 EUR

**II.2. Description**

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

72000000 IT services: consulting, software development, Internet and support, 72317000 Data storage services, 72319000 Data supply services, 72500000 Computer-related services

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

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: BAYERN TOURISMUS Marketing GmbH Arabellastr. 17  
81925 München

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

Konzeption und Entwicklung der BayernCloud Tourismus

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

Quality criterion - Name: Konzept gem. Leistungsverzeichnis / Weighting: 40

Quality criterion - Name: Arbeitsmuster, Pitch / Weighting: 30

Cost criterion - Name: Angebotspreis / Weighting: 30

## **II.2.11. Information about options**

Options: yes

Description of options:

2 Verlängerungsoptionen von je 12 Monaten

## **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: [2021/S 107-281249](#)

#### **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**

---

A contract/lot is awarded: yes

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

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

02/12/2021

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

Number of tenders received: 5

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

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

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

Official name: pixelpoint multimedia werbe GmbH

Postal address: Rosentaler Strasse 150

Town: Klagenfurt am Wörthersee

NUTS code: AT211 Klagenfurt-Villach

Postal code: 9020

Country: Austria

E-mail: [office@pixelpoint.at](mailto:office@pixelpoint.at)

Internet address: <https://www.pixelpoint.at/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 500 000,00 EUR

Total value of the contract/lot: 156 414,00 EUR

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

The contract is likely to be subcontracted Short description of the part of the contract to be subcontracted:

Entwicklung der Domain-Spezifikationen und Ontologien zur Integration der Daten und Modellierung aller Attribute und Mappings der angeforderten Datentypen

## **Section VI: Complementary information**

---

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

Bekanntmachungs-ID: CXP4YRWRAJM

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

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

Official name: Vergabekammer Südbayern

Town: München

Country: Germany

Internet address: [https://www.regierung.oberbayern.bayern.de/ueber\\_uns/zentralezustaendigkeiten/vergabekammer-suedbayern/index.html](https://www.regierung.oberbayern.bayern.de/ueber_uns/zentralezustaendigkeiten/vergabekammer-suedbayern/index.html)

**VI.4.2. Body responsible for mediation procedures**

Official name: Vergabekammer Südbayern

Town: München

Country: Germany

Internet address: [https://www.regierung.oberbayern.bayern.de/ueber\\_uns/zentralezustaendigkeiten/vergabekammer-suedbayern/index.html](https://www.regierung.oberbayern.bayern.de/ueber_uns/zentralezustaendigkeiten/vergabekammer-suedbayern/index.html)

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Vergabekammer Südbayern

Town: München

Country: Germany

Internet address: [https://www.regierung.oberbayern.bayern.de/ueber\\_uns/zentralezustaendigkeiten/vergabekammer-suedbayern/index.html](https://www.regierung.oberbayern.bayern.de/ueber_uns/zentralezustaendigkeiten/vergabekammer-suedbayern/index.html)

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

02/12/2021