

Finland-Helsinki: IT services: consulting, software development, Internet and support
OJ S 237/2021 07/12/2021
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: VR-Yhtymä Oy
National registration number: 1003521-5
Postal address: PL 488 (Radiokatu 3)
Town: HELSINKI
NUTS code: FI Suomi / Finland
Postal code: 00101
Country: Finland
E-mail: hankinta.kilpailutus@vr.fi
Internet address(es):
Main address: <http://www.vr.fi>

I.6. Main activity

Railway services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Revenue Management System

II.1.2. Main CPV code

72000000 IT services: consulting, software development, Internet and support

II.1.3. Type of contract

Services

II.1.4. Short description

The objective is to procure a Revenue Management SaaS -product (hereafter referred to in all procurement documentation as "RMS") for VR-Group Ltd (hereafter referred to "VR"). The RMS shall be as flawless and cost-effective as possible, provided in a professional and timely manner and support VR in meeting its strategic growth targets.

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

48000000 Software package and information systems

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

The goal for VR Passenger Service is to continuously increase rail travel market share during the next years and decades. In order to reach this goal VR is procuring a revenue management system. Revenue management system forecasts customer demand and customer behaviour by using significant masses of data. With the help of revenue management optimization algorithms, it is possible to price train tickets dynamically for different origin-destination combinations and travel times.

In VR's long-distance rail network, there are tens of thousands of journey alternatives for the customers and in order to be able to target the optimal price for each and every travel alternative and travel time, there is a need for revenue management system's computing power. It is typical for rail travel that bookings are done relatively late in relation to train departure time. Therefore, it is vital that the revenue management system computing power is best-in-class technology and enables re-optimization prior the train departure in almost real-time.

For VR Passenger Service future, the development of revenue management and pricing is a key success factor in the revival from the challenging economic situation after Covid-19.

The objective is to procure a Revenue Management SaaS -product (hereafter referred to in all procurement documentation as "RMS") for VR-Group Ltd (hereafter referred to "VR"). The RMS shall be as flawless and cost-effective as possible, provided in a professional and timely manner and support VR in meeting its strategic growth targets.

RMS procurement for VR Passenger Services: Revenue Management SaaS -product is ready-built, proven and automated and includes at least an intuitive graphical user interface, forecasting and optimization, and it could be used off-the shelf to this extent (non-customized software).

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

In addition to the mandatory scope of the RMS procurement, the procurement consists following options

Mandatory options:

1. Adding price points to long-distance passenger train optimization,
2. Adding ancillary services optimization, which mostly consist of chargeable seating options
3. Adding possibility to optimize group pricing

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 129-343925](#)

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 periodic indicative notice

Section V: Award of contract

Title:

Revenue Management System

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/11/2021

V.2.3. Name and address of the contractor

Official name: Wiremind SAS

National registration number: 5921316

Postal address: 83 rue de Reuill

Town: 75012 Paris 12

NUTS code: FR France

Country: France

The contractor is an SME: yes

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

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Markkinaoikeus

Postal address: Radanraketajantie 5

Town: Helsinki

Postal code: 00520

Country: Finland

E-mail: markkinaoikeus@oikeus.fi

Telephone: +358 295643300

Internet address: <http://www.oikeus.fi/markkinaoikeus>

VI.5. Date of dispatch of this notice

02/12/2021