

France-Paris: IT services: consulting, software development, Internet and support
OJ S 255/2021 31/12/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: universit  Paris-Dauphine

National registration number: 19754692200018

Postal address: place du mar chal de Lattre de Tassigny

Town: Paris Cedex 16

NUTS code: FR101 Paris

Postal code: 75775

Country: France

Contact person: Service achat et Profil acheteur

E-mail: Servicemarches@dauphine.psl.eu

Telephone: +33 144054962

Fax: +33 144054600

Internet address(es):

Main address: <https://www.marches-publics.gouv.fr/?page=entreprise>.

[EntrepriseAdvancedSearch&AllCons&refConsultation=660724&orgAcronyme=f2h](https://www.marches-publics.gouv.fr/?page=entreprise)

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Enseignement Sup rieur et Recherche

Section II: Object

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

march  de r f rencements naturel et payant des sites internet de l'universit  Paris Dauphine-Psl

Reference number: 20 SEO&SEA_SITES WEB

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

le pr sent march  a pour objet le conseil, l'accompagnement et le suivi dans la mise en place de strat gies de r f rencements naturel (Seo) et payant (SEA, liens post sponsoris s...) des sites internet du parc web de l'universit  Paris Dauphine-Psl

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 485 999,20 EUR

II.2. Description

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: FR10 Ile-de-France

Main site or place of performance: universit  Paris Dauphine-Psl, place du mar chal de Lattre de Tassigny, 75016 Paris

II.2.4. Description of the procurement

march  de r f rencements naturel et payant des sites internet de l'universit  Paris Dauphine-Psl

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Prix / Weighting: 40

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 214-524630](#)

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

Contract No: 20 SEO&SEA_SITES WEB

Title:

marché de référencements naturel et payant des sites internet de l'université Paris Dauphine-
Psl

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/01/2021

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 6

Number of tenders received by electronic means: 7

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

V.2.3. Name and address of the contractor

Official name: niji sa

National registration number: 439 055 278 00097

Postal address: 14, boulevard des Frères Voisin - agence de Paris - immeuble ZENEO

Town: Issy-les-Moulineaux

NUTS code: FR105 Hauts-de-Seine

Postal code: 92130

Country: France

Internet address: <https://www.niji.fr>

The contractor is an SME: no

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

Total value of the contract/lot: 121 499,80 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

le montant du marché indiqué en V.2.4) correspond à sa durée d'exécution initiale d'un an (lots techniques 1 et 2 : prestations de référencement naturel SEO (partie forfaitaire) : 71 499,80 euro(s) ht + lot technique 3 : prestations de référencement payant SEA à la demande (partie unitaire) : 50 000 euro(s) estimatifs). La valeur finale indiquée en li.1.7) du marché correspond à sa durée maximale d'exécution de 4 ans, reconductions annuelles éventuelles comprises. Les documents contractuels seront consultables au service achat de l'université (bureau D519), sur rendez-vous préalablement pris par mail adressé à l'adresse suivante : servicemarches@dauphine.psl.eu, dans un délai de 2 mois à compter de la date de publication du présent avis d'attribution

VI.4. Procedures for review

VI.4.1.

Review body

Official name: tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

E-mail: greffe.ta-paris@juradm.fr

Telephone: +33 144594400

Fax: +33 144594646

Internet address: <http://paris.tribunal-administratif.fr>

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

Official name: tribunal administratif de Paris

Postal address: 7 rue de Jouy

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Postal code: 75181

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Telephone: +33 144594400

Fax: +33 144594646

Internet address: <http://paris.tribunal-administratif.fr>

VI.5. Date of dispatch of this notice

26/12/2021