

Germany-Potsdam: 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: TMB Tourismus-Marketing Brandenburg GmbH

Postal address: Babelsberger Str. 26

Town: Potsdam

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Postal code: 14473

Country: Germany

E-mail: andreas.zimmer@reiseland-brandenburg.de

Internet address(es):

Main address: www.reiseland-brandenburg.de

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: Tourismusmarketing Gesellschaft des Landes Brandenburg

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Starke Destinationen: Themenfeld 1 Digitalisierung

Reference number: 2021-90-TMB

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

Ziel der Ausschreibung ist es, den Tourismus in den touristischen Regionen Brandenburgs bei anstehenden

Veränderungs- und Neustartprozessen zu unterstützen, um so wertschöpfende Impulse in Richtung der

regionalen Wirtschaftsstrukturen zu aktivieren.

Im Themenfeld 1 werden dafür in fünf Losen Digitalisierungsdienstleistungen ausgeschrieben.

Das betrifft:

Los 1: Neue Webpräsenz des Tourismus in der Uckermark

Los 2: Neue Webpräsenz des im Seenland Oder-Spree

Los 3: Fachliche Beratung zum Relaunch der Websites des Tourismus in Potsdam

Los 4: Seo-Audit und Onsite-Befragung des Tourismus im Lausitzer Seenland

Los 5: Fachliche Beratung zum Relaunch der Website des Tourismus im Elbe-Elster-Land

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 116 000,00 EUR

II.2. Description

II.2.1. Title

Neue Webpräsenz Uckermark

Lot No: 1

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH

Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

Neue Webpräsenz Uckermark

II.2.5. Award criteria

Quality criterion - Name: Zeit- und Maßnahmeplan / Weighting: 20%

Quality criterion - Name: Designvorschläge / Weighting: 30%

Price - Weighting: 50%

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

II.2. Description

II.2.1. Title

Neue Webpräsenz Seenland Oder-Spree

Lot No: 2

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH
Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

Erstellung einer Webpräsenz für den Tourismus im Seenland Oder-Spree

II.2.5. Award criteria

Quality criterion - Name: Zeit- und Maßnahmeplan / Weighting: 20%

Quality criterion - Name: Designvorschläge / Weighting: 30%

Price - Weighting: 50

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

II.2. Description

II.2.1. Title

Fachliche Beratung Relaunch Tourismus Potsdam

Lot No: 3

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH

Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

Fachliche Beratung Relaunch Tourismus Potsdam

II.2.5. Award criteria

Quality criterion - Name: Zeit- und Maßnahmeplan / Weighting: 10%

Quality criterion - Name: Workshopkonzept / Weighting: 40%

Price - Weighting: 50%

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

II.2. Description

II.2.1. Title

SEO-Audit und Onsite-Befragung für den Tourismus im Lausitzer Seenland

Lot No: 4

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH
Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

SEO-Audit und Onsite-Befragung für den Tourismus im Lausitzer Seenland.

II.2.5. Award criteria

Price

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

II.2. Description

II.2.1. Title

Fachliche Beratung Relaunch Tourismus Elbe-Elster-Land
Lot No: 5

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH
Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

Fachliche Beratung Relaunch Tourismus Elbe-Elster-Land

II.2.5. Award criteria

Price

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 123-326140](#)

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

Lot No: 1

Title:

Neue Webpräsenz für den Tourismus in der Uckermark

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

25/08/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: kontur networx GmbH

Postal address: Albrechtstraße 18

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10117

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 33 613,45 EUR

Total value of the contract/lot: 33 600,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Neue Webpräsenz Seenland Oder-Spree

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section V: Award of contract

Lot No: 3

Title:

Fachliche Beratung Relaunch Tourismus Potsdam

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/08/2021

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: netzvitamine GmbH

Postal address: Sillemstraße 60a

Town: Hamburg

NUTS code: DE600 Hamburg

Postal code: 20257

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 20 168,07 EUR

Total value of the contract/lot: 20 119,50 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 4

Title:

SEO-AUDIT UND ONSITE-BEFRAGUNG FÜR DIE INTERNETSEITE WWW.
LAUSITZERSEENLAND.DE

A contract/lot is awarded: no

V.1. Information on non-award**The contract/lot is not awarded**

No tenders or requests to participate were received or all were rejected

Section V: Award of contract

Lot No: 5**Title:**

FACHLICHE BERATUNG ZUM RELAUNCH DER TOURISTISCHEN WEBSITES WWW.
ELBE-ELSTER-LAND.DE

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

23/08/2021

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Realizing Progress GmbH & Co. KG

Postal address: Siedlerstraße 1c

Town: Holzkirchen

NUTS code: DE21F Miesbach

Postal code: 83607

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 21 008,40 EUR

Total value of the contract/lot: 24 400,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Bekanntmachungs-ID: CXP9YRJRJXD

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer des Landes Brandenburg beim Ministerium für Wirtschaft,
Arbeit und Energie

Town: Potsdam

Country: Germany

VI.5. Date of dispatch of this notice

26/12/2021