

489714-2026 - Hange

Soome – IT-teenused: nõuande-, tarkvaraarendus-, Interneti- ja tugiteenused – Machine Learning Models for Personalization

OJ S 134/2026 15/07/2026

Hanketeade või kontsessiooniteade – üldkord

Teenused

1. Hankija

1.1. Hankija

Ametlik nimi: Veikkaus Oy

E-posti aadress: hankinnat@veikkaus.fi

Hankija õiguslik vorm: Eri- või ainuõigustega üksus

Hankija tegevus: Vaba aeg, kultuur ja religioon

2. Menetlus

2.1. Menetlus

Pealkiri: Machine Learning Models for Personalization

Kirjeldus: Veikkaus seeks to procure a sophisticated and scalable solution for machine learning models for personalization to achieve the following goals: - Personalized Content and Recommendations: Deliver real-time, personalized content and recommendations to every player across all products, including casino and sports, to increase player engagement, retention, and measurable revenue growth. - Real-Time Player Engagement: Increase player retention and lifetime value by delivering real-time, AI-driven experiences, such as bonuses and interventions, that are tailored to individual player behavior and context, engaging players in the moments that matter. The offered solution contains the full implementation of the solution delivered as a Software as a Service (SaaS), covering at least the following: - Necessary licenses - Software - Relevant integrations - Testing environments - Implementation - Support and maintenance services

Menetluse tunnus: 36e2acfc-389e-4a56-a703-41ab3c6c2420

Sisemine tunnus: 621654

Menetluse liik: Avatud

Kiirendatud menetlus: ei

Menetluskorra kirjeldus: 1. GENERAL The legislation concerning the public procurement is applied to the procurement. Type of procedure is open procedure. 2. CONTRACT NOTICE A contract notice has been published on the website www.hankintailmoitukset.fi and <http://ted.europa.eu>. The contract award notice shall be published after the award decision. 3.

SUBMITTING THE TENDER AS A GROUP OF ECONOMIC OPERATORS AND SUBCONTRACTING A tender may be submitted by a group of economic operators (a consortium or group). If awarded the contract, all group members must sign the contract and will be jointly liable for its performance. The composition of the group may not change during the procurement process or the contract period. The group, as well as a supplier with subcontractors, must possess the necessary technical, economic, financial, and other capacities to deliver the goods and services in accordance with the contract for its entire duration. During the tender process and throughout the contract period, the contracting authority may request proof of commitments and agreements with declared subcontractors that could impact the supplier's ability to fulfill the contract obligations. Similarly, the group may

be required to provide evidence of the arrangements governing relationships among its members. If a tenderer engages subcontractors, it remains fully responsible for their work as if it were its own. A tenderer submitting an independent bid while relying on subcontractors must specify in the Subcontractors Form how each subcontractor contributes to service delivery. During the contract period, subcontractors may only be replaced with the contracting authority's approval, provided such changes do not lead to significant or material modifications of the contract.

4. USING RESOURCES OF OTHER ENTITIES A tenderer or a group of economic operators may rely on the resources of other entities to meet the requirements of the invitation to tender, regardless of the legal nature of their relationship. However, these resources must be available to the tenderer or group throughout the procurement process and the contract period. Such resources may include, for example:

- Professional experience – Relying on the expertise of another economic entity, such as a company within the same corporate group, provided that the entity is named in the tender as a subcontractor and actively participates in delivering the service.
- Personnel – Using employees from another company to meet professional qualification requirements, provided that these individuals actively contribute to service delivery.
- Economic and financial standing – Leveraging the financial capacity of another entity.
- Technical capabilities – Utilizing another entity's technical resources, provided they are genuinely used to meet the procurement requirements.

In these instances, the entity being relied on must be appropriately indicated in the subcontractors annex.

5. PROCESSING OF TENDERS

5.1 SUITABILITY OF TENDERS Before the tenders are processed it shall be assessed whether the tenderers meet the technical, professional and economic and financial requirements presented in clause/form "Exclusion and suitability (ESPD)". The tenderer's suitability shall be examined using the information provided in the tender, other financial statements (if separately requested) and the information available from risk rating reports. Tenderers who do not meet the minimum requirements set in the Call for Tenders shall be excluded from the tender competition. A tenderer who has been convicted of or in which any person with powers of representation, decision making or control has been convicted of an offence as referred in EU Public Procurement Directive 57 article, section 1 or to extortionate work discrimination as stated in the Criminal Code of Finland, chapter 47 section 3(a) shall also be excluded from the tender competition. A tenderer to whom a criterion for exclusion as referred to in Public Procurement Act may also be excluded from the tender competition.

5.2 COMPLIANCE WITH THE CALL FOR TENDERS The goods and services offered must fully comply with the requirements outlined in the Call for Tenders and its annexes. All requested information and required annexes must be submitted as part of the tender. Compliance will be assessed based on the tender's overall content. Tenders that do not meet the requirements of the Call for Tenders or fail to adhere to the conditions of the tendering procedure will be disqualified from the competition.

5.3 EVALUATION OF TENDERS The evaluation of the tenders shall be made according to chapter "Grounds for decision".

5.4 AWARD DECISION AND ITS NOTIFICATION The award decision shall be sent to all tenderers party to the decision via email. The contract does not enter into force as a result of the notification of the decision, but requires a separate written contract.

2.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 72000000 IT-teenused: nõuande-, tarkvaraarendus-, Interneti- ja tugiteenused

2.1.2. Lepingu täitmise koht

Kus tahes

2.1.4. Üldine teave

Lisateave: The Agreement shall enter into force once both parties have signed the agreement. The Agreement is in force for two (2) years after the effective date.

Õiguslik alus:

Direktiiv 2014/24/EL

2.1.6. Kõrvaldamise alused

Väljajätmise aluste allikad: Hankedokument

5. Osa

5.1. Osa: LOT-0000

Pealkiri: Machine Learning Models for Personalization

Kirjeldus: Veikkaus seeks to procure a sophisticated and scalable solution for machine learning models for personalization to achieve the following goals: - Personalized Content and Recommendations: Deliver real-time, personalized content and recommendations to every player across all products, including casino and sports, to increase player engagement, retention, and measurable revenue growth. - Real-Time Player Engagement: Increase player retention and lifetime value by delivering real-time, AI-driven experiences, such as bonuses and interventions, that are tailored to individual player behavior and context, engaging players in the moments that matter. The offered solution contains the full implementation of the solution delivered as a Software as a Service (SaaS), covering at least the following: - Necessary licenses - Software - Relevant integrations - Testing environments - Implementation - Support and maintenance services
Sisemine tunnus: 621654

5.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 72000000 IT-teenused: nõuande-, tarkvaraarendus-, Interneti- ja tugiteenused

5.1.2. Lepingu täitmise koht

Kus tahes

5.1.3. Eeldatav kestus

Kestus: 24 Kuud

5.1.6. Üldine teave

Reserveeritud osalemine:

Osalemine ei ole reserveeritud.

Hankeprojekt, mida ei rahastata ELi vahenditest

Hanke suhtes kohaldatakse riigihankelepingut (GPA): jah

See hange sobib ka väikestele ja keskmise suurusega ettevõtjatele (VKEd): jah

Lisateave: The Agreement shall enter into force once both parties have signed the agreement. The Agreement is in force for two (2) years after the effective date.

5.1.7. Strateegilised hanked

Sotsiaalse eesmärgi edendamine: Inimõigustega seotud hoolsuskohustus ülemaailmses tarneahelas

5.1.9. Kvalifitseerimistingimused

Valikukriteeriumide allikad: Hankedokument

5.1.10. Pakkumuste hindamise kriteeriumid

Kriteerium:

Liik: Hind

Nimi: Price

Kirjeldus: Total price

Hindamise kaalukriteeriumi kategooria: Kaal (punktid, täpne)

Hindamiskriteerium – arv: 40

Kriteerium:

Liik: Kvaliteet

Nimi: Quality

Kirjeldus: Quality points

Hindamise kaalukriteeriumi kategooria: Kaal (punktid, täpne)

Hindamiskriteerium – arv: 60

5.1.11. Hankedokumendid

Lisateabe taotlemise tähtaeg: 12/08/2026 09:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Hankedokumentide aadress: <https://tarjouspalvelu.fi/veikkaus?id=621654&tpk=9ab2bc0d-71eb-4daa-b464-9882fbd9c3c8>

5.1.12. Hanke tingimused**Esitamise tingimused:**

Elektrooniline esitamine: Nõutav

Esitamise aadress: <https://tarjouspalvelu.fi/veikkaus?id=621654&tpk=9ab2bc0d-71eb-4daa-b464-9882fbd9c3c8>

Keeled, milles võib pakkumusi või osalemistaotlusi esitada: inglise keel

Elektrooniline kataloog: Ei ole lubatud

Pakkujad võivad esitada rohkem kui ühe pakkumuse: Ei ole lubatud

Pakkumuste esitamise tähtaeg: 20/08/2026 10:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Periood, mille jooksul pakkumus peab jääma kehtivaks: 6 Kuud

Teave avaliku avamise kohta:

Avamise kuupäev: 20/08/2026 10:05:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Lepingutingimused:

Lepingu täitmine peab toimuma kaitstud tööhõive programmide raames: Ei

E-arveldamine: Lubatud

Kasutatakse elektroonilisi tellimusi: jah

Kasutatakse elektroonilisi makseid: jah

5.1.15. Vahendid**Raamleping:**

Ei kohaldata raamlepingut

Teave dunaamilise hankesüsteemi kohta:

Ei kohaldata dunaamilist hankesüsteemi

5.1.16. Lisateave, lepitus ja vaidlustus

Vaidlustusorgan: Markkinaoikeus

Teave vaidlustamise tähtaegade kohta: 14 days

Organisatsioon, mis annab lisateavet vaidlustamise kohta: Markkinaoikeus

8. Organisatsioonid

8.1. ORG-0001

Ametlik nimi: Markkinaoikeus
Registreerimisnumber: 3006157-6
Postiaadress: Radanrakentajantie 5
Linn: Helsinki
Sihtnumber: 00520
Riik – jaotus (NUTS): Helsinki-Uusimaa (FI1B1)
Riik: Soome
E-posti aadress: markkinaoikeus@oikeus.fi
Telefon: +358 295643300
Internetiaadress: <http://www.oikeus.fi/markkinaoikeus>

Selle organisatsiooni rollid:

Vaidlustusorgan
Organisatsioon, mis annab lisateavet vaidlustamise kohta

8.1. ORG-0002

Ametlik nimi: Veikkaus Oy
Registreerimisnumber: 2765220-1
Postiaadress: PL 1
Linn: Veikkaus
Sihtnumber: 01009
Riik – jaotus (NUTS): Helsinki-Uusimaa (FI1B1)
Riik: Soome
Kontaktpunkt: Veikkaus Oy
E-posti aadress: hankinnat@veikkaus.fi
Telefon: +358 20055000
Internetiaadress: <https://www.veikkaus.fi>

Selle organisatsiooni rollid:

Hankija

8.1. ORG-0003

Ametlik nimi: Hansel Oy (Hilma)
Registreerimisnumber: FI09880841
Postiaadress: Mannerheiminaukio 1a
Linn: Helsinki
Sihtnumber: 00100
Riik – jaotus (NUTS): Helsinki-Uusimaa (FI1B1)
Riik: Soome
Kontaktpunkt: eSender
E-posti aadress: tekninen@hankintailmoitukset.fi
Telefon: 029 55 636 30
Internetiaadress: <http://hankintailmoitukset.fi>

Selle organisatsiooni rollid:

TED eSender

Teave teate kohta

Teate tunnus/version: 6671bcdd-2f96-4196-8b27-aed8b93861f8 - 01
Vormi liik: Hange
Teate liik: Hanketeade või kontsessiooniteade – üldkord

Teate alaliik: 16

Teate saatmise kuupäev: 14/07/2026 11:49:08 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Teate saatmise kuupäev (eSender): 14/07/2026 11:49:09 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Keeled, milles käesolev teade on ametlikult kättesaadav: inglise keel

Teate avaldamise number: 489714-2026

ELT S väljaande number: 134/2026

Avaldamise kuupäev: 15/07/2026