

## 632133-2026 - Mise en concurrence

Finlande – Services de technologies de l'information, conseil, développement de logiciels, internet et appui – ROMI (Return on marketing Investment) tool

OJ S 177/2026 14/09/2026

Avis de marché ou de concession – régime ordinaire

Services

### 1. Acheteur

---

#### 1.1. Acheteur

Nom officiel: Veikkaus Oy

Adresse électronique: [hankinnat@veikkaus.fi](mailto:hankinnat@veikkaus.fi)

Forme juridique de l'acheteur: Entité disposant de droits spéciaux ou exclusifs

Activité du pouvoir adjudicateur: Loisirs, culture et culte

### 2. Procédure

---

#### 2.1. Procédure

Titre: ROMI (Return on marketing Investment) tool

Description: The object of the procurement is Return On Marketing Investments (ROMI) tool and Marketing Performance Measurement as a SaaS solution. Purpose of the tool is to analyze and optimize marketing strategies and actions. Veikkaus is looking for a ROMI modelling software, which can model, how the marketing investments on offline and online marketing channels affects gaming revenue, and based on the modelling can forecast the optimal allocation to different marketing channels. Additionally, Veikkaus is looking for tool for marketing performance measurement. This means short term marketing campaign analysis and ability to react and optimize campaigns on short term (weekly – monthly level). The modelling software should be offered as SaaS. The procurement also covers support and expert services associated with the solution.

Identifiant de la procédure: ade5d09f-da77-4ffb-8f33-8e7d2df0347c

Identifiant interne: 627387

Type de procédure: Ouverte

La procédure est accélérée: non

Principales caractéristiques de la procédure et informations sur l'endroit où obtenir les règles complètes applicables à la procédure: 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](http://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. Objet**

Nature principale du marché: Services

Nomenclature principale (cpv): 72000000 Services de technologies de l'information, conseil, développement de logiciels, internet et appui

#### **2.1.2. Lieu d'exécution**

N'importe où

#### **2.1.4. Informations générales**

Informations complémentaires: The Agreement shall enter into force once both parties have signed the agreement. The Agreement shall be effective for an initial term of twenty-four (24) months after the effective date. Following the Initial Term, the Agreement shall automatically renew for successive twelve (12) month periods.

**Base juridique:**

Directive 2014/24/UE

**2.1.6. Motifs d'exclusion**

Sources des motifs d'exclusion: Document de marché

## 5. Lot

---

**5.1. Lot: LOT-0000**

Titre: ROMI (Return on marketing Investment) tool

Description: The object of the procurement is Return On Marketing Investments (ROMI) tool and Marketing Performance Measurement as a SaaS solution. Purpose of the tool is to analyze and optimize marketing strategies and actions. Veikkaus is looking for a ROMI modelling software, which can model, how the marketing investments on offline and online marketing channels affects gaming revenue, and based on the modelling can forecast the optimal allocation to different marketing channels. Additionally, Veikkaus is looking for tool for marketing performance measurement. This means short term marketing campaign analysis and ability to react and optimize campaigns on short term (weekly – monthly level). The modelling software should be offered as SaaS. The procurement also covers support and expert services associated with the solution.

Identifiant interne: 627387

**5.1.1. Objet**

Nature principale du marché: Services

Nomenclature principale (cpv): 72000000 Services de technologies de l'information, conseil, développement de logiciels, internet et appui

**5.1.2. Lieu d'exécution**

N'importe où

**5.1.3. Durée estimée**

Autre durée: Illimité

**5.1.6. Informations générales**

**Participation réservée:**

La participation n'est pas réservée.

Projet de passation de marché non financé par des fonds de l'UE

Le marché relève de l'accord sur les marchés publics (AMP): oui

Le marché en question convient aussi aux petites et moyennes entreprises (PME): oui

Informations complémentaires: The Agreement shall enter into force once both parties have signed the agreement. The Agreement shall be effective for an initial term of twenty-four (24) months after the effective date. Following the Initial Term, the Agreement shall automatically renew for successive twelve (12) month periods.

**5.1.7. Marché public stratégique**

Objectif social promu: Devoir de diligence en matière de droits de l'homme dans les chaînes d'approvisionnement mondiales

#### 5.1.9. Critères de sélection

Sources des critères de sélection: Document de marché

#### 5.1.10. Critères d'attribution

##### Critère:

Type: Prix

Nom: Price

Description: Total price

Catégorie du critère d'attribution poids: Pondération (points, valeur exacte)

Nombre critère d'attribution: 90

##### Critère:

Type: Qualité

Nom: Quality

Description: Quality points

Catégorie du critère d'attribution poids: Pondération (points, valeur exacte)

Nombre critère d'attribution: 10

#### 5.1.11. Documents de marché

Date limite de demande d'informations complémentaires: 25/09/2026 11:00:00 (UTC+00:00)

Heure de l'Europe occidentale, GMT

Adresse des documents de marché: <https://tarjouspalvelu.fi/veikkaus?id=627387&tpk=01b3e854-de08-44c4-be7b-0ab2d7216920>

#### 5.1.12. Conditions du marché public

##### Conditions de soumission:

Soumission par voie électronique: Requise

Adresse de soumission: <https://tarjouspalvelu.fi/veikkaus?id=627387&tpk=01b3e854-de08-44c4-be7b-0ab2d7216920>

Langues dans lesquelles les offres ou demandes de participation/candidatures peuvent être présentées: anglais

Catalogue électronique: Non autorisée

Les soumissionnaires peuvent présenter plusieurs offres: Autorisée

Date limite de réception des offres: 15/10/2026 13:00:00 (UTC+00:00) Heure de l'Europe occidentale, GMT

Durée de validité des offres: 6 Mois

##### Informations relatives à l'ouverture publique:

Date d'ouverture: 16/10/2026 06:00:00 (UTC+00:00) Heure de l'Europe occidentale, GMT

##### Conditions du marché:

Le contrat doit être exécuté dans le cadre de programmes d'emplois protégés: Non

Facturation électronique: Autorisée

La commande en ligne sera utilisée: oui

Le paiement électronique sera utilisé: oui

#### 5.1.15. Techniques

##### Accord-cadre:

Pas d'accord-cadre

##### Informations sur le système d'acquisition dynamique:

Pas de système d'acquisition dynamique

#### 5.1.16. Informations complémentaires, médiation et recours

Organisation chargée des procédures de recours: Markkinaoikeus

Description des délais d'introduction des procédures de recours: 14 days

## 8. Organisations

---

### 8.1. ORG-0001

Nom officiel: Markkinaoikeus

Numéro d'enregistrement: 3006157-6

Adresse postale: Radanrakentajantie 5

Ville: Helsinki

Code postal: 00520

Subdivision pays (NUTS): Helsinki-Uusimaa (FI1B1)

Pays: Finlande

Adresse électronique: [markkinaoikeus@oikeus.fi](mailto:markkinaoikeus@oikeus.fi)

Téléphone: +358 295643300

Adresse internet: <http://www.oikeus.fi/markkinaoikeus>

**Rôles de cette organisation:**

Organisation chargée des procédures de recours

Organisation qui fournit des précisions concernant l'introduction des recours

### 8.1. ORG-0002

Nom officiel: Veikkaus Oy

Numéro d'enregistrement: 2765220-1

Adresse postale: PL 1

Ville: Veikkaus

Code postal: 01009

Subdivision pays (NUTS): Helsinki-Uusimaa (FI1B1)

Pays: Finlande

Point de contact: Veikkaus Oy

Adresse électronique: [hankinnat@veikkaus.fi](mailto:hankinnat@veikkaus.fi)

Téléphone: +358 20055000

Adresse internet: <https://www.veikkaus.fi>

**Rôles de cette organisation:**

Acheteur

### 8.1. ORG-0003

Nom officiel: Hansel Oy (Hilma)

Numéro d'enregistrement: FI09880841

Adresse postale: Mannerheiminaukio 1a

Ville: Helsinki

Code postal: 00100

Subdivision pays (NUTS): Helsinki-Uusimaa (FI1B1)

Pays: Finlande

Point de contact: eSender

Adresse électronique: [tekninen@hankintailmoitukset.fi](mailto:tekninen@hankintailmoitukset.fi)

Téléphone: 029 55 636 30

Adresse internet: <http://hankintailmoitukset.fi>

**Rôles de cette organisation:**

TED eSender

---

## Informations relatives à l'avis

Identifiant/version de l'avis: e8009061-989c-427d-be4d-181e9baecb1b - 01

Type de formulaire: Mise en concurrence

Type d'avis: Avis de marché ou de concession – régime ordinaire

Sous-type d'avis: 16

Date d'envoi de l'avis: 11/09/2026 12:08:10 (UTC+00:00) Heure de l'Europe occidentale, GMT

Date et heure de transmission de l'avis (eSender): 11/09/2026 12:08:11 (UTC+00:00) Heure de l'Europe occidentale, GMT

Langues dans lesquelles l'avis en question est officiellement disponible: anglais

Numéro de publication de l'avis: 632133-2026

Numéro de publication au JO S: 177/2026

Date de publication: 14/09/2026