

658159-2026 - Verseny

Dánia – IT-szolgáltatások: tanácsadás, szoftverfejlesztés, internet és támogatás – CRM & Broadcast

OJ S 185/2026 24/09/2026

Eljárást megindító vagy koncessziós hirdetmény – klasszikus ajánlatkérőkre vonatkozó szabályok

Szolgáltatásmegrendelés

1. Vevő

1.1. Vevő

Hivatalos név: Metroselskabet I/S

E-mail-cím: jds@m.dk

Az ajánlatkérő szervezet jogi típusa: Közjogi intézmény

Az ajánlatkérő szerv tevékenysége: Általános közszolgáltatások

A közszolgáltató ajánlatkérő tevékenysége: Városi vasúti, villamos-, trolibusz- vagy autóbussz-szolgáltatások

2. Eljárás

2.1. Eljárás

Cím: CRM & Broadcast

Leírás: This tender seeks an integrated platform for Customer Relationship Management & Broadcast System for OOH and DOOH for Metroselskabet I/S. Metroselskabet is issuing this tender for a strategically important contract with a total duration of 12 years, with the possibility of extending the contract by three additional 12-month periods. The purpose is to establish a stable, long-term foundation for Metroselskabet's commercial activities and to ensure continuity, consistency and sustained commercial value over time. A long-term and robust and sustainable contractual framework is considered essential to enable the successful development and implementation of commercial initiatives, while ensuring that the necessary knowledge, expertise and relationships can be maintained throughout the contract period.

Eljárásazonosító: 75f5f58f-2fbb-4145-99e7-ed46f2c0000a

Az eljárás típusa: Zárt

Az eljárás gyorsított: nem

Az eljárás legfontosabb jellemzői: The main features of the procedure. The procedure comprises a pre-qualification stage, during which the Contracting Authority intends to pre-qualify a total of three (3) suitable candidates for the subsequent process. The subsequent process will consist of up to three rounds in which tenders may be submitted: (1) an initial tender, (2) a revised tender, and (3) a further revised tender. The Contracting Authority reserves the right to award the contract after the submission of the first revised tender. Following each tender round, a negotiation round will be conducted during which the Contracting Authority will provide feedback to the tenderers. The purpose of the feedback is to facilitate the submission of tenders of the highest possible quality.

2.1.1. Cél

A szerződés jellege: Szolgáltatásmegrendelés

Fő osztályozás (cpv): 72000000 IT-szolgáltatások: tanácsadás, szoftverfejlesztés, internet és támogatás

További osztályozás (cpv): 72260000 Szoftverrel kapcsolatos szolgáltatások, 48000000 Szoftvercsomag és információk rendszerek, 48481000 Értékesítő- vagy marketing-szoftvercsomag, 48783000 Tartalomkezelő szoftvercsomag, 48445000 Ügyfélkapcsolat-kezelési szoftvercsomag

2.1.2. A teljesítés helye

Város: København

Ország alegysége (NUTS): Byen København (DK011)

Ország: Dánia

További információk: Among the applicants who (i) are not subject to any grounds for exclusion and (ii) satisfy the minimum requirements for economic and financial capacity and technical and professional capacity (suitable applicants), cf. section 5.1.9, Metroselskabet will select three (3) suitable applicants to be invited to participate in the Tender, cf. section 5.1.9.

2.1.3. Érték

A becsült érték héa (áfa) nélkül: 2 000 000,00 EUR

2.1.4. Általános információk

Jogalap:

2014/25/EU irányelv

2.1.6. Kizárási okok

Indokok kizárási forrása: Hirdetmény

Bűnszervezetben való részvétel: As defined in Article 2 of Council Framework Decision 2008 /841/JHA of 24 October 2008 on the fight against organised crime (OJ L 300, 11.11.2008, p. 42). The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022

Korrupció: As defined in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union, OJ C 195, 25.6.1997, p. 1, and in Article 2(1) of Council Framework Decision 2003/568/JHA of 22 July 2003 on combating corruption in the private sector (OJ L 192, 31.7.2003, p. 54). This exclusion ground also includes corruption as defined in the national law of the contracting authority (contracting entity) or the economic operator. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Csalás: Within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests (OJ C 316, 27.11.1995, p. 48). The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Terrorista bűncselekmény vagy terrorista tevékenységekkel összefüggő bűncselekmény: As defined in Articles 1 and 3 of Council Framework Decision of 13 June 2002 on combating terrorism (OJ L 164, 22.6.2002, p. 3). This exclusion ground also includes inciting or aiding or abetting or attempting to commit an offence, as referred to in Article 4 of that Framework Decision. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Pénzmosás vagy terrorizmus finanszírozása: As defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council of 26 October 2005 on the prevention of the use of the financial system for the purpose of money laundering and terrorist financing (OJ L 309, 25.11.2005, p. 15). The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Gyermekmunka és az emberkereskedelem más formái: As defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council of 5 April 2011 on preventing and combating trafficking in human beings and protecting its victims, and replacing Council Framework Decision 2002/629/JHA (OJ L 101, 15.4.2011, p. 1). The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable

documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

A társadalombiztosítási járulékfizetési kötelezettség megszegése: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Az adófizetési kötelezettség megszegése: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Közvetlen vagy közvetett részvétel a közbeszerzési eljárás előkészítésében: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Hamis nyilatkozattétel, információk visszatartása vagy a megkívánt iratok be nem mutatása, illetve bizalmas információk szerzése az eljárásról: Can the economic operator confirm that: a) It has been guilty of serious misrepresentation in supplying the information required for the verification of the absence of grounds for exclusion or the fulfilment of the selection criteria, b) It has withheld such information, c) It has not been able, without delay, to submit the supporting documents required by a contracting authority or contracting entity, and d) It has undertaken to unduly influence the decision making process of the contracting authority or contracting entity, to obtain confidential information that may confer upon it undue advantages in the procurement procedure or to negligently provide misleading information that may have a material influence on decisions concerning exclusion, selection or award? The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the

Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Súlyos szakmai kötelességszegés: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Felszámoló által kezelt vagyon: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

A nemzeti törvények értelmében a csődhöz hasonló helyzet: This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Üzleti tevékenység felfüggesztése: This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Fizetéseképtelenség: This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility

of derogation where the economic operator is nevertheless able to perform the contract. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Csőd: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Csődegyezség hitelezőkkel: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Fizetéseképtelenséggel, összeférhetetlenséggel vagy szakmai köteleességszegéssel kapcsolatos okok: This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Munkajogi kötelezettségek megszegése: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants

established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Környezetvédelmi jogszabályokban előírt kötelezettségek megszegése: As referred to for the purposes of this procurement in national law, in the relevant notice or the procurement documents or in Article 18(2) of Directive 2014/24/EU. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Szociális jogszabályokban előírt kötelezettségek megszegése: As referred to for the purposes of this procurement in national law, in the relevant notice or the procurement documents or in Article 18(2) of Directive 2014/24/EU. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

A verseny torzítását célzó megállapodás más gazdasági szereplőkkel: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022

5. Rész

5.1. Rész: LOT-0001

Cím: CRM and Broadcast

Leírás: This tender presents an opportunity for potential tenderers to bid for the contract regarding Metroselskabets new CRM and Broadcast-solution (the solution). Metroselskabet needs an integrated platform to support the commercial and operational management of its DOOH and OOH advertising business across the Copenhagen Metro. Metroselskabet is in the process of bringing the commercial management of advertising activities across the Copenhagen Metro in-house. These activities have previously been managed externally, and

the transition therefore involves establishing the necessary internal organization, processes, systems and capabilities to enable Metroselskabet to take direct responsibility for its advertising business. The procurement of the solution is a key part of this transition. The Solution is expected to provide the technological foundation for Metroselskabet's future advertising operations and support the new organization in managing the advertising value chain efficiently and consistently from sales through campaign execution and follow-up. The Customer seeks a standard, cloud-based platform that enables Metroselskabet to manage its advertising business from end to end. The Solution is expected to provide the commercial team with the tools needed to manage customers and sales opportunities, prepare quotations, check available advertising inventory, agree on pricing and book campaigns. Once a campaign is sold, the same Solution is expected to support campaign planning, creative handling and approval, scheduling and broadcasting, followed by monitoring of campaign delivery, Proof-of-Play, invoicing-basis and reporting. The Solution is expected to provide a connected workflow between these activities, ensuring that information established during the sales process can be used directly in subsequent planning, execution and reporting without unnecessary re-entry or manual transfer of data.

5.1.1. Cél

A szerződés jellege: Szolgáltatásmegrendelés

Fő osztályozás (cpv): 72000000 IT-szolgáltatások: tanácsadás, szoftverfejlesztés, internet és támogatás

További osztályozás (cpv): 72260000 Szoftverrel kapcsolatos szolgáltatások, 48000000 Szoftvercsomag és információs rendszerek, 48481000 Értékesítő- vagy marketing-szoftvercsomag, 48783000 Tartalomkezelő szoftvercsomag, 48445000 Ügyfélkapcsolat-kezelési szoftvercsomag

Opciók:

A lehetőségek leírása: Possibility of extension of the contract by three additional 12-month periods.

5.1.2. A teljesítés helye

Város: Copenhagen

Ország alegysége (NUTS): Byen København (DK011)

Ország: Dánia

5.1.3. Becsült időtartam

Időtartam: 15 Évek

5.1.4. Megújítás

A megújítások maximális száma: 3

5.1.5. Érték

A becsült érték héa (áfa) nélkül: 2 000 000,00 EUR

5.1.6. Általános információk

Fenntartott részvétel:

A részvétel lehetősége mindenki előtt nyitott.

Meg kell adni a szerződés teljesítésére kinevezett személyzet tagjainak nevét és szakmai képesítését: Ajánlatra vonatkozó követelmény

Nem uniós forrásokból finanszírozott közbeszerzési projekt

A közbeszerzésre a kormányzati közbeszerzés megállapodás alkalmazandó: igen

Ebben a közbeszerzésben kis- és középvállalkozások (kkv-k) is részt vehetnek: nem

További információk: Ad section 5.1.5 :The indicated contract value is estimated. REQUEST FOR SUPPLEMENTARY INFORMATION AND DOCUMENTATION: Metroselskabet reserves the right to request applicants to supplement, clarify or complete the application for prequalification, including the information and documentation submitted in relation to the grounds for exclusion, the minimum requirements and the selection criterion, within an appropriate time limit, in accordance with article 76(4) of the Utilities Directive (Directive 2014/25/ EU). NOTIFICATION OF PREQUALIFICATION: All applicants will, in accordance with section 2(2)(1) of the Danish Complaints Board for Public Procurement Act (Act No. 492 of 12 May 2010 with subsequent amendments) (lov om Klagenævnet for Udbud), simultaneously and in writing be notified of the decision taken regarding selection of applicants. QUESTIONS AND ANSWERS Any questions regarding the prequalification phase must be uploaded to Metroselskabet's procurement portal (Byggeprojekt). Questions will be answered on an ongoing basis and as soon as possible. Questions must be submitted no later than the deadline stated in the Tender Conditions. Unless the nature of the question precludes Metroselskabet from answering the question no later than 6 calendar days before the expiry of the prequalification deadline. Questions submitted after the above deadline, but earlier than 6 calendar days before the expiry of the prequalification deadline, will also be answered, unless the nature of the question precludes Metroselskabet from providing an answer no later than 6 calendar days before the expiry of the prequalification deadline. Questions submitted later than 6 calendar days before the expiry of the prequalification deadline cannot be expected to be answered. The answers will be published in anonymized form in Byggeprojekt.

REQUIREMENTS FOR APPLICATION FOR PREQUALIFICATION Applications for prequalification must be submitted by uploading a completed ESPD. The ESPD has been generated and published in Metroselskabet's procurement portal in Byggeprojekt together with the other parts of the tender material. Reference is made to the Danish Competition and Consumer Authority's "Guide til ESPD – Det fælles europæiske udbudsdokument", which contains guidance on completing the ESPD: <https://www.kfst.dk/vejledninger/kfst/dansk/2020/20203108espddetfaelleseuropaeiskeudbudsdokument/> If the applicant is a consortium or similar, and/or if the applicant relies on supporting entities, a consortium declaration and/or a declaration of support, as applicable, must also be uploaded for the relevant undertakings.

APPLICATIONS FROM CONSORTIA OR SIMILAR If the applicant is a consortium or similar grouping of undertakings (a "consortium"), the applicant must indicate this in Part II, Section A of the ESPD. Each participant in the consortium must complete and upload an ESPD as described above. The participants in the consortium must furthermore complete and sign a consortium declaration, corresponding to the template in the Tender Conditions, whereby the consortium participants assume joint and several and unlimited liability for the performance of the contract if the contract is awarded to the consortium. The applicant is not required to use the template, but since the declaration to be submitted must have the same content as the template, the applicant is encouraged to do so.

APPLICATIONS BASED ON SUPPORTING ENTITIES If the applicant relies on the economic and financial capacity and/or the technical and professional capacity of supporting entities, such as a parent company, a subcontractor or similar, the applicant must indicate this in Part II, Section C of the ESPD. Each of these supporting entities must complete and upload an ESPD as described above. As part of the application for prequalification, the applicant must furthermore upload a signed declaration of support in accordance with article 79, subs. 1 of the Utilities Directive (Directive 2014/25/EU), corresponding to the templates in the Instructions to Tenderers, from each of the supporting entities on which the applicant relies. The applicant is not required to use the template but since the declaration(s) to be submitted must have the same content as the template, the applicant is encouraged to do so.

REJECTION OF APPLICANTS ESTABLISHED IN TAX HAVENS Metroselskabet will exclude applicants established in a country that is included in the

EU list of non-cooperative jurisdictions for tax purposes and has not acceded to the WTO's Government Procurement Agreement or other trade agreements that oblige Denmark to open the market for public procurement to applicants established in that country.

5.1.9. Alkalmassági követelmények

Selekciós kritériumok forrásai: Hirdetmény

Kritérium: Átlagos éves forgalom

Kiválasztási kritérium leírása: If the tenderer is a consortium, or if compliance with the minimum requirements set out below is based on the financial capacity of a third party, compliance will be assessed on a consolidated basis. Minimum requirements for economic and financial standing: • Turnover: o The applicant must, in each of the last three available financial years, have achieved an annual total turnover of at least DKK 2 million.

A követelmények az eljárás második szakaszába meghívandó jelentkezők kiválasztására vonatkoznak

Kritérium: Egyéb gazdasági vagy pénzügyi követelmények

Kiválasztási kritérium leírása: If the tenderer is a consortium, or if compliance with the minimum requirements set out below is based on the financial capacity of a third party, compliance will be assessed on a consolidated basis. Minimum requirements for economic and financial standing: • Equity: o The tenderer's equity must, in the most recently completed financial year, have had a positive equity.

A követelmények az eljárás második szakaszába meghívandó jelentkezők kiválasztására vonatkoznak

Kritérium: Egyéb gazdasági vagy pénzügyi követelmények

Kiválasztási kritérium leírása: If the tenderer is a consortium, or if compliance with the minimum requirements set out below is based on the financial capacity of a third party, compliance will be assessed on a consolidated basis. Minimum requirements for economic and financial standing: • Ratio of solvency: o The tenderer must have a solvency ratio of at least 10 % in the last available financial year

A követelmények az eljárás második szakaszába meghívandó jelentkezők kiválasztására vonatkoznak

Kritérium: Egyéb gazdasági vagy pénzügyi követelmények

Kiválasztási kritérium leírása: If the applicant relies on one or more other economic entities to meet the minimum requirements for annual turnover, positive equity and ratio of solvency, such entities must also be disclosed. Information regarding the applicant's equity shall be submitted in the ESPD. The supporting entity must submit an ESPD containing information on equity. Furthermore, the application must include a commitment letter from any supporting economic entities. If a request for prequalification is submitted by a consortium or joint venture, an ESPD containing the above financial and economic information must be submitted for each participant in the consortium or joint venture.

A követelmények az eljárás második szakaszába meghívandó jelentkezők kiválasztására vonatkoznak

Kritérium: Hivatkozások a meghatározott szolgáltatásokra

Kiválasztási kritérium leírása: For the Contracting Authority to assess minimum requirements and selection of applicants the applicant must complete the ESPD and submit minimum one (1) and up to five (5) references. The references must relate to contracts performed within the past three years. Up to two (2) of the references may concern ongoing contracts. An ongoing

contract means a contract that has been entered into but has not yet been completed. The three-year period is calculated from the completion of the referenced contract or assignment to the date of publication of this Tender. Comparable solutions mean solutions within the relevant field comprising the delivery, implementation and/or operation of CRM and Broadcast solutions supporting OOH/DOOH media activities. For each reference, the following information must be provided: • Description of the solution and scope of the assignment; • Description of the Applicant's role and responsibilities; • Delivery and/or contract period. If an Applicant submits more than five (5) references, only the most recent references, calculated based on the commencement date of each reference, will be included in the assessment. Each reference may comprise a maximum of one (1) A4 page. If a reference exceeds one (1) A4 page, only the first page will be included in the assessment. Minimum requirements: 1. Relevant experience within the OOH and DOOH industry The Applicant shall demonstrate: • Minimum 3 years of experience with CRM and Broadcast systems within the OOH and/or DOOH advertising industry or similar industries. • Experience with the following deliveries supporting OOH/DOOH business processes: o Media sales and customer management; o Inventory and availability management; o Campaign planning and management; o Broadcasting and content distribution; o Playback monitoring and Proof-of-Play. 2. Relevant experience with integrated CRM and Broadcast solutions The Applicant shall demonstrate: • Experience with CRM and/or Broadcast solutions supporting end-to-end business processes and streamlined user workflows. • Experience with making functionality and information from CRM and Broadcast accessible through one coherent user interface/experience. A követelmények az eljárás második szakaszába meghívandó jelentkezők kiválasztására vonatkoznak

Kritérium: Hivatkozások a meghatározott szolgáltatásokra

Kiválasztási kritérium leírása: If more than three suitable Applicants are identified, Metroselskabet will select the three Applicants that have submitted and documented the most relevant references concerning the delivery and implementation of CRM and Broadcast solutions of a similar scope and complexity within the past three years. In the selection process, Metroselskabet will place particular emphasis on the extent to which the Applicants, through their references, can demonstrate experience with the following: • Experience with OOH/DOOH business processes, such as media sales, customer management, inventory, campaign management, broadcasting and Proof-of-Play. • Experience with integrating relevant commercial and operational systems, including exchange of data and functionality across different systems or platforms. • Experience with solutions providing users with coherent access to functionality and information originating from multiple systems. Metroselskabet will make an overall assessment of the relevance of the references. Where references are considered equally relevant, more recent references shall be given greater weight. A követelmények az eljárás második szakaszába meghívandó jelentkezők kiválasztására vonatkoznak

A kétszakaszos eljárás második szakaszára vonatkozó információk:

Az eljárás második szakaszára min. ennyi jelentkezőt kell meghívni: 2

Az eljárás második szakaszára max. ennyi jelentkező hívható meg: 3

Ez az eljárás több szakaszból áll. Minden szakaszban kiesik néhány résztvevő

5.1.10. Odaítélési szempontok

Kritérium:

Típus: Ár

Leírás: The sub-criterion Price consists of the following sub-sub criteria: • Bid Price 1: CRM & Broadcast Systems Fee (Weighting 50% of 40%, corresponding to an overall weighting of

20%) • Bid Price 2: Implementation & Configuration (Weighting 20% of 40%, corresponding to an overall weighting of 8%) • Bid Price 3: SLA & Support (Weighting 20% of 40%, corresponding to an overall weighting of 8%) • Bid Price 4: Consultancy Rates (Weighting 10% of 40%, corresponding to an overall weighting of 4%)

Kategória az odaítélési szempont súlya: Súlyozás (százalék, pontos)

Értékelési szempont száma: 40

Kritérium:

Típus: Minőség

Leírás: The sub-criteria Quality consists of the following sub-sub-criteria: • Criteria 1: Solution, Functional Fit & Usability (Weighting 40% of 60%, corresponding to an overall weighting of 24%) • Criteria 2: Architecture & Integration (Weighting 20% of 60%, corresponding to an overall weighting of 12%) • Criteria 3: Implementation & Configuration (Weighting 20% of 60%, corresponding to an overall weighting of 12%) • Criteria 4: Organization (Weighting 5% of 60%, corresponding to an overall weighting of 3%) • Criteria 5: Requirement Matrix (Weighting 15% of 60%, corresponding to an overall weighting of 9%)

Kategória az odaítélési szempont súlya: Súlyozás (százalék, pontos)

Értékelési szempont száma: 60

5.1.11. Közbeszerzési dokumentumok

Azok a nyelvek, amelyeken a közbeszerzési dokumentumok hivatalosan elérhetők: angol

Azok a nyelvek, amelyeken a közbeszerzési dokumentumok (vagy azok részei) nem hivatalosan elérhetők: angol

Határidő kiegészítő információk bekéréséhez: 14/10/2026 23:59:59 (UTC+02:00) Kelet-európai idő, nyári időszámítás szerinti közép-európai idő

A közbeszerzési dokumentumok címe: https://app.byggeprojekt.dk/webapp/public/2158-CRM_&Broadcast-systems

5.1.12. A közbeszerzésre irányadó feltételek

A benyújtás feltételei:

Elektronikus benyújtás: Kötelező

A benyújtásra használható cím: https://app.byggeprojekt.dk/webapp/public/2158-CRM_&Broadcast-systems

Az ajánlatokat vagy részvételi jelentkezéseket ezeken a nyelveken lehet benyújtani: angol

Elektronikus katalógus: Nem megengedett

Változatok: Nem megengedett

Az ajánlattevők több ajánlatot nyújthatnak be: Nem megengedett

A részvételi jelentkezések beérkezésének határideje: 22/10/2026 12:00:00 (UTC+02:00) Kelet-európai idő, nyári időszámítás szerinti közép-európai idő

A szerződés feltételei:

A szerződést védett foglalkoztatási programok keretében kell teljesíteni: Nem

A szerződés teljesítésére vonatkozó feltételek: Please refer to the draft contract and its attachments for further details regarding the terms and conditions of performance.

Elektronikus számlázás: Kötelező

Elektronikus megrendelésre fog sor kerülni: nem

Elektronikus fizetésre fog sor kerülni: igen

Pénzügyi megállapodás: Please refer to the draft contract and its attachments for further details regarding the financial terms, including payment terms.

5.1.15. Sajátos beszerzési módszerek

Keretmegállapodás:

Nincs keretmegállapodás

A dinamikus beszerzési rendszerre vonatkozó információk:

Nem dinamikus beszerzési rendszer

5.1.16. További információk, közvetítés és felülvizsgálat

Felülvizsgálati szervezet: Metroselskabet I/S - Danish Board of Complaints

A felülvizsgálati határidőkre vonatkozó információk: Metroselskabet I/S - Danish Board of Complaints Information about review deadlines: In accordance with the Danish Complaints Board for Public Procurement Act (Act No. 492 of 12 May 2010 with subsequent amendments) (lov om Klagenævnet for Udbud), the following complaint deadlines apply to the procurement: Appeals regarding failure to become prequalified shall be submitted to the Danish Complaints Board for Public Procurement (Klagenævnet for Udbud) within 20 calendar days, counting from the date after Metroselskabet's dispatch of notification to the affected applicants regarding which applicants have been prequalified, when the notification is accompanied by a statement of reasons for the decision, cf. section 7(1) of the Danish Complaints Board for Public Procurement Act. Other appeals regarding the procurement procedure or decisions, e. g. award of the contract, shall be submitted to the Danish Complaints Board for Public Procurement within 45 calendar days, counting from the date after Metroselskabet's publication of a notice in the Official Journal of the European Union regarding the conclusion of a contract, cf. section 7(2)(1) of the Danish Complaints Board for Public Procurement Act. No later than simultaneously with the submission of a complaint to the Danish Complaints Board for Public Procurement, the complainant shall notify Metroselskabet in writing that a complaint is being submitted to the Danish Complaints Board for Public Procurement.

A közbeszerzési eljárással kapcsolatban további információt nyújtó szervezet: Metroselskabet I/S

A közbeszerzési dokumentumokhoz offline hozzáférést biztosító szervezet: Metroselskabet I/S

A felülvizsgálati eljárásokról további információkat nyújtó szervezet: Metroselskabet I/S - Danish Competition and Consumer Agency

Részvételi jelentkezéseket fogadó szervezet: Metroselskabet I/S

Ajánlatokat feldolgozó szervezet: Metroselskabet I/S

8. Szervezetek

8.1. ORG-0003

Hivatalos név: Metroselskabet I/S

Regisztrációs szám: 30823699

Postacím: Metrovej 5

Város: København S

Irányítószám: 2300

Ország alegysége (NUTS): Byen København (DK011)

Ország: Dánia

Kapcsolattartó pont: Jens Dlugosch Sonne

E-mail-cím: jds@m.dk

Telefonszám: 72424984

Internetcím: www.m.dk

Az ajánlatkérő szervezet profilja: www.m.dk

Egyéb kapcsolattartó pontok:

Hivatalos név: Danish Board of Complaints

Szervezeti egység: www.klfu.dk

Város: Viborg

Irányítószám: 8800

Ország alegysége (NUTS): Nordjylland (DK050)

Ország: Dánia

E-mail-cím: klfu@naevneneshus.dk

Telefonszám: 72405600

Internetcím: www.klfu.dk

Információcsere végpontja (URL): www.klfu.dk

Egyéb kapcsolattartó pontok:

Hivatalos név: Danish Competition and Consumer Agency

Szervezeti egység: www.kfst.dk

Postacím: Carl Jacobsens Vej 35 2500 Valby

Város: Valby

Irányítószám: 2500

Ország alegysége (NUTS): Byen København (DK011)

Ország: Dánia

E-mail-cím: kfst@kfst.dk

Telefonszám: 41715000

Internetcím: www.kfst.dk

Információcsere végpontja (URL): www.kfst.dk

E szervezet szerepei:

Vevő

A közbeszerzési eljárással kapcsolatban további információt nyújtó szervezet

A közbeszerzési dokumentumokhoz offline hozzáférést biztosító szervezet

Részvételi jelentkezéseket fogadó szervezet

Ajánlatokat feldolgozó szervezet

Felülvizsgálati szervezet

A felülvizsgálati eljárásokról további információkat nyújtó szervezet

8.1. ORG-0000

Hivatalos név: Publications Office of the European Union

Regisztrációs szám: PUBL

Város: Luxembourg

Irányítószám: 2417

Ország alegysége (NUTS): Luxembourg (LU000)

Ország: Luxemburg

E-mail-cím: ted@publications.europa.eu

Telefonszám: +352 29291

Internetcím: <https://op.europa.eu>

E szervezet szerepei:

TED eSender

A hirdetményre vonatkozó információk

A hirdetmény azonosítója/verziója: d1e9208d-3c49-485c-85dd-ce6aa5b0202e - 01

Hirdetményminta típusa: Verseny

A hirdetmény típusa: Eljárást megindító vagy koncessziós hirdetmény – klasszikus ajánlatkérőkre vonatkozó szabályok

A hirdetmény altípusa: 17

A hirdetmény megküldésének dátuma: 22/09/2026 16:29:55 (UTC+00:00) Nyugat-európai idő, GMT

Azok a nyelvek, amelyeken ez a hirdetmény hivatalosan elérhető: angol

A hirdetmény közzétételi száma: 658159-2026

HL S kiadás száma: 185/2026

A közzététel dátuma: 24/09/2026