

632133-2026 - Konkursas

Suomija – IT paslaugos: konsultavimas, programinės įrangos kūrimas, internetas ir aptarnavimo paslaugos – ROMI (Return on marketing Investment) tool

OJ S 177/2026 14/09/2026

Skelbimas apie pirkimą arba koncesiją. Įprasta tvarka

Paslaugos

1. Pirkėjas

1.1. Pirkėjas

Oficialus pavadinimas: Veikkaus Oy

E. paštas: hankinnat@veikkaus.fi

Pirkėjo teisinė forma: Subjektai, turintys specialiųjų ar išskirtinių teisių

Perkančiosios organizacijos veiklos sritis: Laisvalaikis, kultūra ir religija

2. Procedūra

2.1. Procedūra

Pavadinimas: ROMI (Return on marketing Investment) tool

Aprašymas: 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.

Procedūros identifikatorius: ade5d09f-da77-4ffb-8f33-8e7d2df0347c

Vidaus identifikatorius: 627387

Pirkimo būdas: Atviras

Procedūra pagreitinta: ne

Pagrindiniai procedūros ypatumai: 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 extortioneate 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. Tikslas

Sutarties objektas: Paslaugos

Pagrindinis klasifikacijos kodas (cpv): 72000000 IT paslaugos: konsultavimas, programinės įrangos kūrimas, internetas ir aptarnavimo paslaugos

2.1.2. Sutarties vykdymo vieta

Bet kur

2.1.4. Bendra informacija

Papildoma informacija: 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.

Teisinis pagrindas:

Direktyva 2014/24/ES

2.1.6. Pašalinimo pagrindai

Pašalinimo pagrindų šaltiniai: Pirkimo dokumentas

5. Pirkimo dalis

5.1. Pirkimo dalis: LOT-0000

Pavadinimas: ROMI (Return on marketing Investment) tool

Aprašymas: 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.

Vidaus identifikatorius: 627387

5.1.1. Tikslas

Sutarties objektas: Paslaugos

Pagrindinis klasifikacijos kodas (cpv): 72000000 IT paslaugos: konsultavimas, programinės įrangos kūrimas, internetas ir aptarnavimo paslaugos

5.1.2. Sutarties vykdymo vieta

Bet kur

5.1.3. Numatomas galiojimas

Kitas galiojimas: Neribotas

5.1.6. Bendra informacija

Rezervuota dalyvavimo teisė:

Dalyvavimas nerezervuotas.

Iš ES fondų nefinansuojamas pirkimo projektas

Pirkimui taikoma Sutartis dėl viešųjų pirkimų (SVP): taip

Šis viešasis pirkimas taip pat tinkamas mažosioms ir vidutinėms įmonėms (MVI): taip

Papildoma informacija: 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. Strateginis viešasis pirkimas

Socialinis tikslas, kurio raginama siekti: Žmogaus teisių išsamus patikrinimas pasaulinėse tiekimo grandinėse

5.1.9. Atrankos kriterijai

Pasirinkimo kriterijų šaltiniai: Pirkimo dokumentas

5.1.10. Skyrimo kriterijai

Kriterijus:

Rūšis: Kaina

Pavadinimas: Price

Aprašymas: Total price

Kategorija skyrimo kriterijaus svoris: Lyginamasis svoris (balai, tikslus skaičius)

Skyrimo kriterijus: skaičius: 90

Kriterijus:

Rūšis: Kokybė

Pavadinimas: Quality

Aprašymas: Quality points

Kategorija skyrimo kriterijaus svoris: Lyginamasis svoris (balai, tikslus skaičius)

Skyrimo kriterijus: skaičius: 10

5.1.11. Pirkimo dokumentai

Papildomos informacijos prašymo terminas: 25/09/2026 11:00:00 (UTC+00:00) Vakarų Europos laikas, GMT

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

5.1.12. Pirkimo sąlygos

Pateikimo sąlygos:

Pateikimas elektroninėmis priemonėmis: Privalomos

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

Kalbos, kuriomis galima pateikti pasiūlymus arba dalyvavimo prašymus: anglų kalba

Elektroninis katalogas: Draudžiamos

Dalyviai gali pateikti daugiau kaip vieną pasiūlymą: Neprivalomos

Pasiūlymų priėmimo terminas: 15/10/2026 13:00:00 (UTC+00:00) Vakarų Europos laikas, GMT

Laikotarpis, per kurį pasiūlymas turi išlikti galiojantis: 6 Mėnesiai

Informacija apie viešą vokų atplėšimą:

Atidarymo data: 16/10/2026 06:00:00 (UTC+00:00) Vakarų Europos laikas, GMT

Sutarties sąlygos:

Sutartis turi būti vykdoma pagal globojamų darbo grupių užimtumo programas: Ne

Elektroninės sąskaitos faktūros: Neprivalomos

Bus naudojami elektroniniai užsakymai: taip

Bus naudojami elektroniniai mokėjimai: taip

5.1.15. Metodai

Preliminarioji sutartis:

Preliminariosios sutarties nėra

Informacija apie dinaminę pirkimo sistemą:

Dinaminės pirkimo sistemos nėra

5.1.16. Išsamesnė informacija, tarpininkavimas ir peržiūra

Peržiūros organizacija: Markkinaoikeus

Informacija apie peržiūros terminus: 14 days

Organizacija, teikianti daugiau informacijos apie peržiūros procedūras: Markkinaoikeus

8. Organizacijos

8.1. ORG-0001

Oficialus pavadinimas: Markkinaoikeus

Registracijos numeris: 3006157-6

Pašto adresas: Radanrakentajantie 5

Miestas: Helsinki

Pašto kodas: 00520

Šalies administracinis vienetas (NUTS): Helsinki-Uusimaa (FI1B1)

Šalis: Suomija

E. paštas: markkinaoikeus@oikeus.fi

Telefono numeris: +358 295643300

Interneto adresas: <http://www.oikeus.fi/markkinaoikeus>

Šios organizacijos vaidmenys:

Peržiūros organizacija

Organizacija, teikianti daugiau informacijos apie peržiūros procedūras

8.1. ORG-0002

Oficialus pavadinimas: Veikkaus Oy

Registracijos numeris: 2765220-1

Pašto adresas: PL 1

Miestas: Veikkaus

Pašto kodas: 01009

Šalies administracinis vienetas (NUTS): Helsinki-Uusimaa (FI1B1)

Šalis: Suomija

Ryšų centras: Veikkaus Oy

E. paštas: hankinnat@veikkaus.fi

Telefono numeris: +358 20055000

Interneto adresas: <https://www.veikkaus.fi>

Šios organizacijos vaidmenys:

Pirkėjas

8.1. ORG-0003

Oficialus pavadinimas: Hansel Oy (Hilma)

Registracijos numeris: FI09880841

Pašto adresas: Mannerheiminaukio 1a

Miestas: Helsinki

Pašto kodas: 00100

Šalies administracinis vienetas (NUTS): Helsinki-Uusimaa (FI1B1)

Šalis: Suomija

Ryšų centras: eSender

E. paštas: tekninen@hankintailmoitukset.fi

Telefono numeris: 029 55 636 30

Interneto adresas: <http://hankintailmoitukset.fi>

Šios organizacijos vaidmenys:

TED eSender

Skelbimo informacija

Skelbimo identifikatorius / versija: e8009061-989c-427d-be4d-181e9baecb1b - 01

Formos tipas: Konkursas

Skelbimo rūšis: Skelbimas apie pirkimą arba koncesiją. Įprasta tvarka

Skelbimo porūšis: 16

Skelbimo išsiuntimo data: 11/09/2026 12:08:10 (UTC+00:00) Vakarų Europos laikas, GMT

Skelbimas: išsiuntimo data (e. formų siuntėjas): 11/09/2026 12:08:11 (UTC+00:00) Vakarų Europos laikas, GMT

Kalbos, kuriomis šis skelbimas oficialiai skelbiamas: anglų kalba

Skelbimo paskelbimo numeris: 632133-2026

OL S numeris: 177/2026

Paskelbimo data: 14/09/2026