

658159-2026 - Konkursas

Danija – IT paslaugos: konsultavimas, programinės įrangos kūrimas, internetas ir aptarnavimo paslaugos – CRM & Broadcast

OJ S 185/2026 24/09/2026

Skelbimas apie pirkimą arba koncesiją. Įprasta tvarka

Paslaugos

1. Pirkėjas

1.1. Pirkėjas

Oficialus pavadinimas: Metroselskabet I/S

E. paštas: jds@m.dk

Pirkėjo teisinė forma: Viešosios teisės reglamentuojama įstaiga

Perkančiosios organizacijos veiklos sritis: Bendrosios viešosios paslaugos

Perkančiojo subjekto veiklos sritis: Miesto geležinkelio, tramvajų, troleibusų ar autobusų paslaugos

2. Procedūra

2.1. Procedūra

Pavadinimas: CRM & Broadcast

Aprašymas: 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.

Procedūros identifikatorius: 75f5f58f-2fbb-4145-99e7-ed46f2c0000a

Pirkimo būdas: Ribotas

Procedūra pagreitinta: ne

Pagrindiniai procedūros ypatumai: 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. Tikslas

Sutarties objektas: Paslaugos

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

Kiti klasifikacijos kodai (cpv): 72260000 Su programine įranga susijusios paslaugos, 48000000 Programinės įrangos paketai ir informacinės sistemos, 48481000 Pardavimo arba rinkodaros programinės įrangos paketai, 48783000 Turinio valdymo programinės įrangos paketai, 48445000 Ryšių su klientais valdymo programinės įrangos paketai

2.1.2. Sutarties vykdymo vieta

Miestas: København

Šalies administracinis vienetas (NUTS): Byen København (DK011)

Šalis: Danija

Papildoma informacija: 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. Vertė

Numatoma vertė be PVM: 2 000 000,00 EUR

2.1.4. Bendra informacija

Teisinis pagrindas:

Direktyva 2014/25/ES

2.1.6. Pašalinimo pagrindai

Pašalinimo pagrindų šaltiniai: Pranešimas

Dalyvavimas nusikalstamoje organizacijoje: 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

Korupcija: 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.

Sukčiavimas: 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.

Teroristiniai nusikaltimai arba su teroristine veikla susiję nusikaltimai: 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.

Pinigų plovimas arba teroristų finansavimas: 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.

Vaikų darbas ir kitos prekybos žmonėmis formos: 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.

Pareigos mokėti socialinio draudimo įmokas pažeidimas: 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.

Pareigos mokėti mokesčius pažeidimas: 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.

Tiesioginis arba netiesioginis dalyvavimas rengiant šią pirkimo procedūrą: 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.

Faktų iškraipymas, nusiėpta informacija, negalėjimas pateikti reikalaujamų dokumentų ar su šia procedūra susijusios konfidencialios informacijos gavimas: 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.

Sunkus profesinis nusižengimas: 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.

Likvidatoriaus administruojamas turtas: 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.

Bankrotui prilygstanti situacija pagal nacionalinius įstatymus: 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.

Sustabdyta verslo veikla: 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.

Nemokumas: 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.

Bankrotas: 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.

Susitarimas su kreditoriais: 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.

Su nemokumu, interesų konfliktu ar profesiniais nusižengimais susiję pagrindai: 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.

Pareigų darbo teisės srityje pažeidimas: 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.

Pareigų aplinkos teisės srityje pažeidimas: 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.

Pareigų socialinės teisės srityje pažeidimas: 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.

Su kitais ekonominės veiklos vykdytojais sudaryti susitarimai, kuriais siekta iškraipyti konkurenciją: 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. Pirkimo dalis

5.1. Pirkimo dalis: LOT-0001

Pavadinimas: CRM and Broadcast

Aprašymas: 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. Tikslas

Sutarties objektas: Paslaugos

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

Kiti klasifikacijos kodai (cpv): 72260000 Su programine įranga susijusios paslaugos, 48000000 Programinės įrangos paketai ir informacinės sistemos, 48481000 Pardavimo arba rinkodaros programinės įrangos paketai, 48783000 Turinio valdymo programinės įrangos paketai, 48445000 Ryšių su klientais valdymo programinės įrangos paketai

Pasirinkimo galimybės:

Galimybių aprašymas: Possibility of extension of the contract by three additional 12-month periods.

5.1.2. Sutarties vykdymo vieta

Miestas: Copenhagen

Šalies administracinis vienetas (NUTS): Byen København (DK011)

Šalis: Danija

5.1.3. Numatomas galiojimas

Galiojimas: 15 Metai

5.1.4. Atnaujinimas

Daugiausiai atnaujinimų: 3

5.1.5. Vertė

Numatoma vertė be PVM: 2 000 000,00 EUR

5.1.6. Bendra informacija

Rezervuota dalyvavimo teisė:

Dalyvavimas nerezervuotas.

Turi būti nurodyti sutarčiai vykdyti paskirtų darbuotojų vardai, pavardės ir profesinė kvalifikacija : Būtina nurodyti pasiūlyme

Iš ES fondų nefinansuojamas pirkimo projektas

Pirkimui taikoma Sutartis dėl viešųjų pirkimų (SVP): taip

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

Papildoma informacija: 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. Atrankos kriterijai

Pasirinkimo kriterijų šaltiniai: Pranešimas

Kriterijus: Vidutinis metinis apyvartumas

Atrankos kriterijaus aprašymas: 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.

Kriterijai bus taikomi atrenkant į antrąjį procedūros etapą kviečiamus kandidatus

Kriterijus: Kiti ekonominiai ar finansiniai reikalavimai

Atrankos kriterijaus aprašymas: 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.

Kriterijai bus taikomi atrenkant į antrąjį procedūros etapą kviečiamus kandidatus

Kriterijus: Kiti ekonominiai ar finansiniai reikalavimai

Atrankos kriterijaus aprašymas: 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

Kriterijai bus taikomi atrenkant į antrąjį procedūros etapą kviečiamus kandidatus

Kriterijus: Kiti ekonominiai ar finansiniai reikalavimai

Atrankos kriterijaus aprašymas: 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.

Kriterijai bus taikomi atrenkant į antrąjį procedūros etapą kviečiamus kandidatus

Kriterijus: Rekomendacijos dėl nurodytų paslaugų

Atrankos kriterijaus aprašymas: 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.

Kriterijai bus taikomi atrenkant į antrąjį procedūros etapą kviečiamus kandidatus

Kriterijus: Rekomendacijos dėl nurodytų paslaugų

Atrankos kriterijaus aprašymas: 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.

Kriterijai bus taikomi atrenkant į antrąjį procedūros etapą kviečiamus kandidatus

Informacija apie dvių etapų procedūros antrąjį etapą:

Mažiausias į antrąjį procedūros etapą kviečiamų kandidatų skaičius: 2

Didžiausias į antrąjį procedūros etapą kviečiamų kandidatų skaičius: 3

Procedūra vyks nuosekliais etapais. Kiekviename etape kai kurie dalyviai gali būti pašalinti

5.1.10. Skyrimo kriterijai

Kriterijus:

Rūšis: Kaina

Aprašymas: 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%)

Kategorija skyrimo kriterijaus svoris: Lyginamasis svoris (procentinė dalis, tikslus skaičius)
Skyrimo kriterijus: skaičius: 40

Kriterijus:

Rūšis: Kokybė

Aprašymas: 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%)
Kategorija skyrimo kriterijaus svoris: Lyginamasis svoris (procentinė dalis, tikslus skaičius)
Skyrimo kriterijus: skaičius: 60

5.1.11. Pirkimo dokumentai

Kalbos, kuriomis oficialiai skelbiami pirkimo dokumentai: anglų kalba

Kalbos, kuriomis neoficialiai skelbiami pirkimo dokumentai (ar jų dalys): anglų kalba

Papildomos informacijos prašymo terminas: 14/10/2026 23:59:59 (UTC+02:00) Rytų Europos laikas, Vidurio Europos vasaros laikas

Pirkimo dokumentų adresas: https://app.byggeprojekt.dk/webapp/public/2158-CRM_&_Broadcast-systems

5.1.12. Pirkimo sąlygos

Pateikimo sąlygos:

Pateikimas elektroninėmis priemonėmis: Privalomos

Pateikimo adresas: https://app.byggeprojekt.dk/webapp/public/2158-CRM_&_Broadcast-systems

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

Elektroninis katalogas: Draudžiamos

Alternatyvūs pasiūlymai: Draudžiamos

Dalyviai gali pateikti daugiau kaip vieną pasiūlymą: Draudžiamos

Dalyvavimo prašymų priėmimo terminas: 22/10/2026 12:00:00 (UTC+02:00) Rytų Europos laikas, Vidurio Europos vasaros laikas

Sutarties sąlygos:

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

Su sutarties vykdymu susijusios sąlygos: Please refer to the draft contract and its attachments for further details regarding the terms and conditions of performance.

Elektroninės sąskaitos faktūros: Privalomos

Bus naudojami elektroniniai užsakymai: ne

Bus naudojami elektroniniai mokėjimai: taip

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

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: Metroselskabet I/S - Danish Board of Complaints

Informacija apie peržiūros terminus: 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.

Organizacija, teikianti papildomą informaciją apie pirkimo procedūrą: Metroselskabet I/S

Organizacija, teikianti neinternetinę prieigą prie pirkimo dokumentų: Metroselskabet I/S

Organizacija, teikianti daugiau informacijos apie peržiūros procedūras: Metroselskabet I/S - Danish Competition and Consumer Agency

Organizacija, priimanti dalyvavimo prašymus: Metroselskabet I/S

Organizacija, tvarkanti pasiūlymus: Metroselskabet I/S

8. Organizacijos

8.1. ORG-0003

Oficialus pavadinimas: Metroselskabet I/S

Registracijos numeris: 30823699

Pašto adresas: Metrovej 5

Miestas: København S

Pašto kodas: 2300

Šalies administracinis vienetas (NUTS): Byen København (DK011)

Šalis: Danija

Ryšių centras: Jens Dlugosch Sonne

E. paštas: jds@m.dk

Telefono numeris: 72424984

Interneto adresas: www.m.dk

Pirkėjo profilis: www.m.dk

Kiti ryšių centrai:

Oficialus pavadinimas: Danish Board of Complaints

Padalinys: www.klfu.dk

Miestas: Viborg

Pašto kodas: 8800

Šalies administracinis vienetas (NUTS): Nordjylland (DK050)

Šalis: Danija

E. paštas: klfu@naevneneshus.dk

Telefono numeris: 72405600

Interneto adresas: www.klfu.dk

Informacijos mainų galinis taškas (URL): www.klfu.dk

Kiti ryšių centrai:

Oficialus pavadinimas: Danish Competition and Consumer Agency

Padalinys: www.kfst.dk

Pašto adresas: Carl Jacobsens Vej 35 2500 Valby

Miestas: Valby

Pašto kodas: 2500

Šalies administracinis vienetas (NUTS): Byen København (DK011)

Šalis: Danija

E. paštas: kfst@kfst.dk

Telefono numeris: 41715000

Interneto adresas: www.kfst.dk

Informacijos mainų galinis taškas (URL): www.kfst.dk

Šios organizacijos vaidmenys:

Pirkėjas

Organizacija, teikianti papildomą informaciją apie pirkimo procedūrą

Organizacija, teikianti neinternetinę prieigą prie pirkimo dokumentų

Organizacija, priimanti dalyvavimo prašymus

Organizacija, tvarkanti pasiūlymus

Peržiūros organizacija

Organizacija, teikianti daugiau informacijos apie peržiūros procedūras

8.1. ORG-0000

Oficialus pavadinimas: Publications Office of the European Union

Registracijos numeris: PUBL

Miestas: Luxembourg

Pašto kodas: 2417

Šalies administracinis vienetas (NUTS): Luxembourg (LU000)

Šalis: Liuksemburgas

E. paštas: ted@publications.europa.eu

Telefono numeris: +352 29291

Interneto adresas: <https://op.europa.eu>

Šios organizacijos vaidmenys:

TED eSender

Skelbimo informacija

Skelbimo identifikatorius / versija: d1e9208d-3c49-485c-85dd-ce6aa5b0202e - 01

Formos tipas: Konkursas

Skelbimo rūšis: Skelbimas apie pirkimą arba koncesiją. Įprasta tvarka

Skelbimo porūšis: 17

Skelbimo išsiuntimo data: 22/09/2026 16:29:55 (UTC+00:00) Vakarų Europos laikas, GMT

Kalbos, kuriomis šis skelbimas oficialiai skelbiamas: anglų kalba

Skelbimo paskelbimo numeris: 658159-2026

OL S numeris: 185/2026

Paskelbimo data: 24/09/2026