# 632133-2026 - Kompetizzjoni

**Il-Finlandja – Servizzi ta' IT: konsulenza, żvilupp ta' softwer, Internet u appoġġ – ROMI (Return on marketing Investment) tool**
**OJ S 177/2026 14/09/2026**
**Avviż tal-kuntratt jew tal-konċessjoni – reġim standard**
**Servizzi**

## 1. Xerrej

### 1.1. Xerrej

Isem uffiċjali: Veikkaus Oy
Email: hankinnat@veikkaus.fi
Tip legali tax-xerrej: Entità bi drittijiet speċjali jew esklużivi
Attività tal-awtorità kontraenti: Rikreazzjoni, kultura u reliġjon

## 2. Proċedura

### 2.1. Proċedura

Titlu: ROMI (Return on marketing Investment) tool
Deskrizzjoni: 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.
Identifikatur tal-proċedura: ade5d09f-da77-4ffb-8f33-8e7d2df0347c
Identifikatur intern: 627387
Tip ta’ proċedura: Miftuħa
Il-proċedura hija aċċellerata: le
Elementi prinċipali tal-proċedura: 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 the subcontractors annex. 5. PROCESSING OF TENDERS 5.1 SUITABILITY OF TENDERS Before the tenders are processed it shall be assessed whether the tenderers meet the technical, professional and economic and financial requirements presented in clause/form "Exclusion and suitability (ESPD)". The tenderer's suitability shall be examined using the information provided in the tender, other financial statements (if separately requested) and the information available from risk rating reports. Tenderers who do not meet the minimum requirements set in the Call for Tenders shall be excluded from the tender competition. A tenderer who has been convicted of or in which any person with powers of representation, decision making or control has been convicted of an offence as referred in EU Public Procurement Directive 57 article, section 1 or to extortionate work discrimination as stated in the Criminal Code of Finland, chapter 47 section 3(a) shall also be excluded from the tender competition. A tenderer to whom a criterion for exclusion as referred to in Public Procurement Act may also be excluded from the tender competition. 5.2 COMPLIANCE WITH THE CALL FOR TENDERS The goods and services offered must fully comply with the requirements outlined in the Call for Tenders and its annexes. All requested information and required annexes must be submitted as part of the tender. Compliance will be assessed based on the tender's overall content. Tenders that do not meet the requirements of the Call for Tenders or fail to adhere to the conditions of the tendering procedure will be disqualified from the competition. 5.3 EVALUATION OF TENDERS The evaluation of the tenders shall be made according to chapter "Grounds for decision". 5.4 AWARD DECISION AND ITS NOTIFICATION The award decision shall be sent to all tenderers party to the decision via email. The contract does not enter into force as a result of the notification of the decision, but requires a separate written contract.

**2.1.1. Għan**

Natura tal-kuntratt: Servizzi
Klassifikazzjoni prinċipali (cpv): 72000000 Servizzi ta' IT: konsulenza, żvilupp ta' softwer, Internet u appoġġ

**2.1.2. Post tal-prestazzjoni**

Ikun fejn ikun

**2.1.4. Informazzjoni ġenerali**

Informazzjoni addizzjonali: 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.
**Bażi legali:**
Direttiva 2014/24/UE

#### 2.1.6. Raġunijiet għall-esklużjoni

Sors tal-motivi għall-eżklussjoni: Dokument tal-Akkwist

## 5. Lott

### 5.1. Lott: LOT-0000

Titlu: ROMI (Return on marketing Investment) tool
Deskrizzjoni: 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.
Identifikatur intern: 627387

#### 5.1.1. Għan

Natura tal-kuntratt: Servizzi
Klassifikazzjoni prinċipali (cpv): 72000000 Servizzi ta' IT: konsulenza, żvilupp ta' softwer, Internet u appoġġ

#### 5.1.2. Post tal-prestazzjoni

Ikun fejn ikun

#### 5.1.3. Tul ta’ żmien stmat

Tul ta’ żmien ieħor: Illimitat

#### 5.1.6. Informazzjoni ġenerali

**Parteċipazzjoni riżervata:**
Il-parteċipazzjoni mhijiex riżervata.
Proġett ta’ akkwist mhux iffinanzjat mill-Fondi tal-UE
L-akkwist huwa kopert mill-Ftehim dwar l-Akkwisti Pubbliċi (GPA): iva
Dan l-akkwist huwa adattat ukoll għall-intrapriżi żgħar u ta’ daqs medju (SMEs): iva
Informazzjoni addizzjonali: 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. Akkwist strateġiku

Għan soċjali promoss: Dileġenza dovuta fir-rigward tad-drittijiet tal-bniedem fil-katini ta’ provvista globali

**5.1.9. Kriterji tal-għażla**

Sors tal-kriterji ta' għażla: Dokument tal-Akkwist

**5.1.10. Kriterji tal-għoti**

**Kriterju:**

Tip: Prezz

Isem: Price

Deskrizzjoni: Total price

Kategorija tal-kriterju tal-għoti piż: Fattur ta’ ponderazzjoni (punti, eżatt)

Numru tal-kriterju għall-għoti: 90

**Kriterju:**

Tip: Kwalità

Isem: Quality

Deskrizzjoni: Quality points

Kategorija tal-kriterju tal-għoti piż: Fattur ta’ ponderazzjoni (punti, eżatt)

Numru tal-kriterju għall-għoti: 10

**5.1.11. Dokumenti tal-akkwist**

Skadenza biex tintalab informazzjoni addizzjonali: 25/09/2026 11:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Indirizz tad-dokumenti tal-akkwist: https://tarjouspalvelu.fi/veikkaus?id=627387&tpk=01b3e854-de08-44c4-be7b-0ab2d7216920

**5.1.12. Termini tal-akkwist**

**Termini tas-sottomissjoni:**

Sottomissjoni elettronika: Meħtieġa

Indirizz għas-sottomissjoni: https://tarjouspalvelu.fi/veikkaus?id=627387&tpk=01b3e854-de08-44c4-be7b-0ab2d7216920

Lingwi li bihom jistgħu jiġu sottomessi offerti jew talbiet għall-parteċipazzjoni: Ingliż

Katalogu elettroniku: Mhux permessa

L-offerenti jistgħu jitfgħu aktar minn offerta waħda: Permessa

Skadenza biex jintlaqgħu l-offerti: 15/10/2026 13:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Perjodu waqt li l-offerta għandha tibqa' valida: 6 Xhur

**Informazzjoni dwar il-ftuħ pubbliku:**

Data tal-ftuħ: 16/10/2026 06:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

**Termini tal-kuntratt:**

L-eżekuzzjoni tal-kuntratt għandha titwettaq fil-qafas ta’ programmi ta’ impjiegi protetti: Le

Fatturazzjoni elettronika: Permessa

Se tintuża l-ordni elettronika: iva

Se jintuża l-pagament elettroniku: iva

**5.1.15. Tekniki**

**Ftehim qafas:**

Ebda ftehim ta' qafas

**Informazzjoni dwar is-sistema dinamika tax-xiri:**

Ebda sistema dinamika ta’ xiri

**5.1.16. Aktar informazzjoni, medjazzjoni u rieżami**

Organizzazzjoni tar-rieżami: Markkinaoikeus

Informazzjoni dwar l-iskadenzi tar-rieżami: 14 days

Organizzazzjoni li tipprovdi iktar informazzjoni dwar proċeduri tar-rieżami: Markkinaoikeus

## 8. Organizzazzjonijiet

### 8.1. ORG-0001

Isem uffiċjali: Markkinaoikeus
Numru tar-reġistrazzjoni: 3006157-6
Indirizz postali: Radanrakentajantie 5
Belt: Helsinki
Kodiċi postali: 00520
Sottodiviżjoni tal-pajjiż (NUTS): Helsinki-Uusimaa (FI1B1)
Pajjiż: Il-Finlandja
Email: markkinaoikeus@oikeus.fi
Telefown: +358 295643300
Indirizz tal-internet: http://www.oikeus.fi/markkinaoikeus
**Rwoli ta' din l-organizzazzjoni:**
Organizzazzjoni tar-rieżami
Organizzazzjoni li tipprovdi iktar informazzjoni dwar proċeduri tar-rieżami

### 8.1. ORG-0002

Isem uffiċjali: Veikkaus Oy
Numru tar-reġistrazzjoni: 2765220-1
Indirizz postali: PL 1
Belt: Veikkaus
Kodiċi postali: 01009
Sottodiviżjoni tal-pajjiż (NUTS): Helsinki-Uusimaa (FI1B1)
Pajjiż: Il-Finlandja
Punt ta' kuntatt: Veikkaus Oy
Email: hankinnat@veikkaus.fi
Telefown: +358 20055000
Indirizz tal-internet: https://www.veikkaus.fi
**Rwoli ta' din l-organizzazzjoni:**
Xerrej

### 8.1. ORG-0003

Isem uffiċjali: Hansel Oy (Hilma)
Numru tar-reġistrazzjoni: FI09880841
Indirizz postali: Mannerheiminaukio 1a
Belt: Helsinki
Kodiċi postali: 00100
Sottodiviżjoni tal-pajjiż (NUTS): Helsinki-Uusimaa (FI1B1)
Pajjiż: Il-Finlandja
Punt ta' kuntatt: eSender
Email: tekninen@hankintailmoitukset.fi
Telefown: 029 55 636 30
Indirizz tal-internet: http://hankintailmoitukset.fi
**Rwoli ta' din l-organizzazzjoni:**
TED eSender

## Informazzjoni dwar l-avviż

Identifikatur/verżjoni tal-avviż: e8009061-989c-427d-be4d-181e9baecb1b - 01
Tip ta’ formola: Kompetizzjoni
Tip ta’ avviż: Avviż tal-kuntratt jew tal-konċessjoni – reġim standard
Sottotip tal-avviż: 16
Data ta’ meta ntbagħat l-avviż: 11/09/2026 12:08:10 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT
Data tad-dispaċċ tal-avviż (eSender): 11/09/2026 12:08:11 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT
Lingwi li bihom dan l-avviż huwa disponibbli uffiċjalment: Ingliż
Numru tal-pubblikazzjoni tal-avviż: 632133-2026
Numru tal-ħarġa tal-ĠU S: 177/2026
Data tal-pubblikazzjoni: 14/09/2026