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Contract

Provision of a Marketing CRM

Abertay University

F03: Contract award notice

Notice identifier: 2026/S 000-000547

Procurement identifier (OCID): ocds-h6vhtk-05934d

Published 6 January 2026, 10:27am

Section I: Contracting authority

I.1) Name and addresses

Abertay University

Bell Street

Dundee

DD1 1HG

Contact

Nicci Robertson

Email

procurement@abertay.ac.uk

Telephone

+44 1382308995

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://www.abertay.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00103

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of a Marketing CRM

Reference number

020-AU-ICT-2526

II.1.2) Main CPV code

- 72212480 - Sales, marketing and business intelligence software development services

II.1.3) Type of contract

Services

II.1.4) Short description

The Contract Agreement includes but is not limited to the following element:

Be a cloud-based platform to ensure scalability, accessibility, and ease of maintenance

Native or supported integration with SITS for data flows.

Native connectors to ad/social platforms (Meta, Google, TikTok, LinkedIn) for attribution.

Provide automated communication tools across WhatsApp, SMS, and email, with full GDPR-compliant consent management.

Accessible form builder embeddable on abertay.ac.uk with server-side validation and secure submission.

Offer event registration and real-time event check-in, including offline mobile scanning, QR ticketing, and reporting capabilities.

Feature an accessible drag-and-drop email/template builder for ease of use across teams.

Be hosted in the UK or EU, with certifications including ISO27001 and Cyber Essentials to ensure data security and UK GDPR compliance.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £30,000

II.2) Description

II.2.2) Additional CPV code(s)

- 72212480 - Sales, marketing and business intelligence software development services

II.2.3) Place of performance

NUTS codes

- UKM71 - Angus and Dundee City

Main site or place of performance

Abertay University

Bell Street

Dundee

DD1 1HG

II.2.4) Description of the procurement

The Contract Agreement includes but is not limited to the following element:

Be a cloud-based platform to ensure scalability, accessibility, and ease of maintenance

Native or supported integration with SITS for data flows.

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Accessible form builder embeddable on abertay.ac.uk with server-side validation and secure submission.

Offer event registration and real-time event check-in, including offline mobile scanning,

QR ticketing, and reporting capabilities.

Feature an accessible drag-and-drop email/template builder for ease of use across teams.

Be hosted in the UK or EU, with certifications including ISO27001 and Cyber Essentials to ensure data security and UK GDPR compliance.

II.2.5) Award criteria

Quality criterion - Name: 60 / Weighting: Technical

Price - Weighting: 40

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-053595](#)

Section V. Award of contract

Contract No

020-AU-ICT-2526

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 December 2025

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Gecko Labs Ltd

3F1 Third Floor, 3 Hill Street

Edinburgh

EH2 3JP

Telephone

+44 1315412296

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £30,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:819679)

VI.4) Procedures for review

VI.4.1) Review body

Dundee Sherriff & Justice of the Peace Courts

6 West Bell Street

Dundee

DD1 9AD

Country

United Kingdom