

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/003057-2025>

Contract

Supply of Salesforce Marketing Cloud Licenses

OPEN UNIVERSITY(THE)

F03: Contract award notice

Notice identifier: 2025/S 000-003057

Procurement identifier (OCID): ocds-h6vhtk-04cc4c

Published 30 January 2025, 10:20am

Section I: Contracting authority

I.1) Name and addresses

OPEN UNIVERSITY(THE)

THE OPEN UNIVERSITY

MILTON KEYNES

MK76AA

Contact

Procurement Team

Email

FBS-Procurement@open.ac.uk

Telephone

+44 1908655814

Country

United Kingdom

Region code

UKJ12 - Milton Keynes

Charity Commission (England and Wales)

RC000391

Internet address(es)

Main address

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

Buyer's address

<https://www.in-tendhost.co.uk/openuniversity>

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

Supply of Salesforce Marketing Cloud Licenses

Reference number

OUPA11396

II.1.2) Main CPV code

- 48481000 - Sales or marketing software package

II.1.3) Type of contract

Supplies

II.1.4) Short description

The Open University is procuring specialist software licenses from a third-party provider.

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: £2,000,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKJ12 - Milton Keynes

Main site or place of performance

Milton Keynes

II.2.4) Description of the procurement

This procurement is for the on-going supply of licenses for the Salesforce Marketing Cloud solution which is embedded into OU systems and process and it currently heavily used in our current marketing programme. The licenses are to be renewed for a period of 3 years with an additional 3 years extension option (total 6 years), for c. £275,000 per annum for the first three years, and up to a total contract value of £2,000,000 (inc VAT) including all extension options.

The OU's strategy is to move away from the reseller model and go direct to Salesforce to deliver savings.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for an additional 3 years beyond the initial 3 year period, giving a potential total value of the contract up to a maximum of £2,000,000 after all extension options.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - protection of exclusive rights, including intellectual property rights

Explanation:

The procurement falls outside the scope of application of the regulations

Explanation:

(32) Negotiated without a prior publication

(b) The works, supplies or services can be provided only by a particular economic operator for the following reason:

(ii) Proprietary items available from only owner of intellectual property rights; copyrights or distribution rights.

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-041260](#)

Section V. Award of contract

Contract No

OUPA11396

Title

Salesforce Marketing Cloud Licenses

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 December 2024

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

Salesforce UK Limited

Floor 26 Salesforce Tower, 110 Bishopsgate

London

EC2N 4AY

Country

United Kingdom

NUTS code

- UKI4 - Inner London – East

Companies House

05094083

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £2,000,000

Total value of the contract/lot: £2,000,000

Section VI. Complementary information

VI.3) Additional information

The Open University (OU) intends to award a contract to Salesforce UK Limited for the supply of Salesforce Marketing Cloud Licenses.

This procurement is for the on-going supply of licenses for the Salesforce Marketing Cloud solution which is embedded into OU systems and process and it currently heavily used in our current marketing programme. The licenses are to be renewed for a period of 3 years with an additional 3 years extension option (total 6 years), for c. £275,000 per annum for the first three years, and up to a total contract value of £2,000,000 (inc VAT) including all extension options.

The OU's strategy is to move away from the reseller model and go direct to Salesforce to deliver savings.

VI.4) Procedures for review

VI.4.1) Review body

N/A

N/A

Country

United Kingdom