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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](mailto: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

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**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.

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## **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](#)

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## **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

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## **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