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Tender

Martech Tender 2025

FIRST MTR SOUTH WESTERN TRAINS LIMITED

F05: Contract notice – utilities

Notice identifier: 2025/S 000-003667

Procurement identifier (OCID): ocds-h6vhtk-04db7f

Published 4 February 2025, 2:42pm

The closing date and time has been changed to:

7 March 2025, 6:00pm

See the [change notice](#).

Section I: Contracting entity

I.1) Name and addresses

FIRST MTR SOUTH WESTERN TRAINS LIMITED

8th Floor

LONDON

W21AF

Contact

Judith Madubuko

Email

judith.madubuko@swrailway.com

Telephone

+44 7974448861

Country

United Kingdom

Region code

UKI32 - Westminster

Companies House

07900320

Internet address(es)

Main address

www.southwesternrailway.com

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://s2c-uk62.waxdigital.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/zXvxB>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

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II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Procurement for the introduction of an integrated marketing technology stack designed and delivered by a singular supplier to replace the current solution(s).

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 48000000 - Software package and information systems

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

Overall Technology Solution Management, Monitoring, Systems Integration and Implementation: One supplier with the necessary core expertise and technical capabilities required to deliver a new architecture and long-term technical support.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement

documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Minimum duration is 36 months which is subject to 12 months + 12 months extension/renewal.

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

In accordance with the 12 months + 12 months extension option.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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.2.2) Time limit for receipt of tenders or requests to participate

Originally published as:

Date

7 March 2025

Changed to:

Date

7 March 2025

Local time

6:00pm

See the [change notice](#).

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

6 May 2025

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

South Western Railway

London

Country

United Kingdom