

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/003948-2025>

Contract

## **Cloud Based CRM System**

United Kingdom Atomic Energy Authority

F03: Contract award notice

Notice identifier: 2025/S 000-003948

Procurement identifier (OCID): ocds-h6vhtk-047b31

Published 6 February 2025, 12:16pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

United Kingdom Atomic Energy Authority

Culham Campus

Abingdon

OX14 3DB

#### **Contact**

Guy Wells

#### **Email**

[guy.wells@ukaea.uk](mailto:guy.wells@ukaea.uk)

#### **Telephone**

+44 0123546

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**National registration number**

N/A

**Internet address(es)**

Main address

<http://www.gov.uk/government/organisations/uk-atomic-energy-authority>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/72814>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Fusion Research

---

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Cloud Based CRM System

Reference number

T/GW/041/24

**II.1.2) Main CPV code**

- 48445000 - Customer Relation Management software package

### **II.1.3) Type of contract**

Supplies

### **II.1.4) Short description**

The UKAEA is competed for a CRM solution that required minimal configuration.

The tool will be mainly used by the Business Development Department (BD) of the UKAEA. BD works with internal and external stakeholders to identify opportunities for collaborations, commercial deals, and inward investment opportunities. Its external stakeholders include funding agencies, academic and research institutions, public and private sector entities in the UK and abroad.

Flexibility to add additional users/licences and other business areas has been built into the life of the contract on a co-termed basis.

Awarded value excludes VAT and is based on initial licence purchases of two years, extensions of two + one and mobilisation.

### **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: £300,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 48445000 - Customer Relation Management software package

### **II.2.3) Place of performance**

NUTS codes

- UKJ - South East (England)

Main site or place of performance

Culham

#### **II.2.4) Description of the procurement**

The UKAEA is competed for a CRM solution that required minimal configuration.

The tool will be mainly used by the Business Development Department (BD) of the UKAEA. BD works with internal and external stakeholders to identify opportunities for collaborations, commercial deals, and inward investment opportunities. Its external stakeholders include funding agencies, academic and research institutions, public and private sector entities in the UK and abroad.

Flexibility to add additional users/licences and other business areas has been built into the life of the contract on a co-termed basis.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30%

#### **II.2.11) Information about options**

Options: Yes

Description of options

2+2+1 = 5 years

#### **II.2.13) Information about European Union Funds**

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

#### **II.2.14) Additional information**

This is an award notice only after completion of a Find a Tender compliant exercise and not a call to competition.

---

## **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: [2024/S 000-020636](#)

---

## **Section V. Award of contract**

### **Contract No**

1

### **Title**

Cloud Based CRM System

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

13 January 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 18

Number of tenders received from SMEs: 18

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

Number of tenders received from tenderers from non-EU Member States: 18

Number of tenders received by electronic means: 18

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

**V.2.3) Name and address of the contractor**

Prodo Digital Marketing Ltd

Little Heath Road, The Stables

Chester

ch37dw

Email

[jonny.clarke@fuelius.com](mailto:jonny.clarke@fuelius.com)

Telephone

+44 335361

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)**

Initial estimated total value of the contract/lot: £300,000

Total value of the contract/lot: £300,000

---

## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

UK Atomic Energy Authority

Culham Science Centre

Abingdon

OX14 3DB

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/uk-atomic-energy-authority>

#### **VI.4.2) Body responsible for mediation procedures**

UK Atomic Energy Authority

Culham Science Centre

Abingdon

OX14 3DB

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/uk-atomic-energy-authority>

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

VI.4.2)Body responsible for mediation procedures

#### VI.4.3) Review procedure

Precise information on deadline(s) for review procedures:

The authority will incorporate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers.

This period allows unsuccessful tenderers to seek further debriefing from the authority before a contract is entered into applicants have 2 working days from the notification of the award decision to request. Additional debriefing and that information have to be provided within a minimum of 3 working days before the expiry of the standstill period. Such additional information should be sought from the contact named in this notice.

If an appeal regarding the award of a contract has not been successfully resolved, the Public Contracts Regulations 2015 (SI 2015 No. 102) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).

Any such action must be brought promptly.

(generally within 3 months).

#### **VI.4.4) Service from which information about the review procedure may be obtained**

UK Atomic Energy Authority

Culham Science Centre

Abingdon

OX14 3DB

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/uk-atomic-energy-authority>