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Contract

CONTRACT AWARD: The Provision of a CRM and MDM Solution

Buckinghamshire Council

F03: Contract award notice

Notice identifier: 2023/S 000-004505

Procurement identifier (OCID): ocds-h6vhtk-03605f

Published 14 February 2023, 1:39pm

Section I: Contracting authority

I.1) Name and addresses

Buckinghamshire Council

Walton Street Offices

Aylesbury

HP20 1UA

Contact

Miss Helen Bold

Email

helen.bold@buckinghamshire.gov.uk

Country

United Kingdom

Region code

UKJ13 - Buckinghamshire CC

Internet address(es)

Main address

<https://www.buckinghamshire.gov.uk/>

Buyer's address

<https://www.supplybucksbusiness.org.uk>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CONTRACT AWARD: The Provision of a CRM and MDM Solution

Reference number

DN619010

II.1.2) Main CPV code

- 48000000 - Software package and information systems

II.1.3) Type of contract

Supplies

II.1.4) Short description

The Contract is for the provision of a corporate, modern Customer Relationship Platform

(CRM) that supports the Council's vision of a "Customer First" culture. The Council's vision is to give residents more free time by making everything they do with the Council faster and easier. We need modern tools to achieve this, harnessing the power of Master Data Management

(MDM) to enable a 'single view of the customer' and integrate with existing Line of Business

systems. This cloud hosted system will provide rich, unfettered data to help promote the seamless digital journey from the Buckinghamshire Council website.

The solution includes (but is not be limited to) the following: hosting, licensing, maintenance, upgrades, reporting, consultancy, customisation, configuration, database administration, data cleansing, data migration, Implementation, initial training, ongoing support.

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: £693,000

II.2) Description

II.2.2) Additional CPV code(s)

- 48445000 - Customer Relation Management software package
- 72000000 - IT services: consulting, software development, Internet and support
- 72212445 - Customer Relation Management software development services

II.2.3) Place of performance

NUTS codes

- UKJ13 - Buckinghamshire CC

II.2.4) Description of the procurement

The Contract is for the provision of a corporate, modern Customer Relationship Platform (CRM) that supports the Council's vision of a "Customer First" culture. The Council's vision is to give residents more free time by making everything they do with the Council faster and easier. We need modern tools to achieve this, harnessing the power of Master Data Management

(MDM) to enable a 'single view of the customer' and integrate with existing Line of Business

systems. This cloud hosted system will provide rich, unfettered data to help promote the seamless digital journey from the Buckinghamshire Council website.

The solution includes (but is not be limited to) the following: hosting, licensing, maintenance, upgrades, reporting, consultancy, customisation, configuration, database administration, data cleansing, data migration, Implementation, initial training, ongoing support.

The CRM platform needs to be effective and configurable, fulfilling our high-level requirements of interactive web forms, a customer account, and an integration engine to fulfil integration into our back-office systems. The platform will enable analysis of customer

needs so we can shape our services accordingly as we achieve a better understanding of how

customers interact across all services. A CRM platform combined with MDM technology will

enable residents to track service requests, receive updates electronically, so we can deliver

personalised, targeted services and communication to strengthen relationships with our communities.

Our vision is for a platform that touches all service areas, with an emphasis on providing

integrations for the more transactional services. We intend to do this through a four-phase programme which were set out in the requirements.

The platform will enable future integration and interaction around online booking, payments,

live chat, social listening, artificial intelligence, data management, Single Sign On, and several other capabilities. It is important we see no degradation to our existing services, particularly Household Waste with established integrations. This also includes a single sign

on into some of our applications, including (but not limited to) our Revenues and Benefits application and our library services application.

II.2.5) Award criteria

Cost criterion - Name: Cost / Weighting: 35

Cost criterion - Name: Quality / Weighting: 65

II.2.11) Information about options

Options: Yes

Description of options

The Contract is for a 5 year initial term with the option to extend for a period, or consecutive periods, of up to sixty (60) months.

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

The Contract Value stated at II.1.7 and at V.2.4 is for the initial 5 year term only.

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: [2022/S 000-023138](#)

Section V. Award of contract

Contract No

1

Title

The Provision of a CRM and MDM Solution

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 February 2023

V.2.2) Information about tenders

Number of tenders received: 10

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

V.2.3) Name and address of the contractor

Abavus Ltd

7-8 The Shrubberies, South Woodford

London

E18 1BD

Country

United Kingdom

NUTS code

- UKI53 - Redbridge and Waltham Forest

The contractor is an SME

Yes

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

Total value of the contract/lot: £693,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Courts of Justice

The Royal Court of Justice, The Strand

London

WC2A 2LL

Country

United Kingdom