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Award

## **Salesforce CRM**

University of St Mark & St John

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-004986

Procurement identifier (OCID): ocds-h6vhtk-060a56

Published 20 January 2026, 4:09pm

## **Scope**

### **Description**

Summary of goods, services, or works: Procurement of licensing for the Salesforce Education Cloud platform and implementation partner to work with the university to build and deploy the platform.

Estimated contract value: £212,000.

Contract duration / term: 5yr Licensing cost + phase one implementation.

Justification: A broad market scan and sector benchmarking exercise has already demonstrated that while multiple CRM and SRS providers serve parts of the UK HE market, very few offer the unified platform, compliance depth, scalability and transformation potential required for Marjon's strategic direction. The following synthesises the key reasons for excluding other technologies.

Salesforce Education Cloud offers functionality which offers both immediate requirements and future improvements, offering sector specific and regulatory compliance as well as a modular and scalable platform.

Salesforce Education Cloud is the platform of choice for a growing number of UK universities seeking to modernise their technology estate, deliver a connected student

experience and future proof their operations. Its unified, cloud-native architecture, sector-specific compliance, embedded AI and strong user community make it uniquely suited to the demands of UK higher education.

A successful Salesforce Education Cloud implementation depends not only on the platform choice but on selecting the right Salesforce Implementation Partner to design, configure, build and deliver a compliant, scalable and future-proof solution. As with the CRM/SRS market review, Marjon undertook a structured, evidence-based evaluation of multiple implementation partners to ensure the selected supplier reduces risk, delivers value, aligns to internal capability and supports both immediate and long-term transformation objectives.

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## **Contract 1. Salesforce Licenses**

### **Supplier**

- SALESFORCE UK LIMITED

### **Contract value**

- £25,000 including VAT

Below the relevant threshold

### **Earliest date the contract will be signed**

30 January 2026

### **Contract dates (estimated)**

- 2 February 2026 to 1 February 2031
- Possible extension to 1 February 2032
- 6 years

Description of possible extension:

5 years (+1 optional year)

## **Main procurement category**

Goods

## **Options**

The right to additional purchases while the contract is valid.

Increased number of licenses and additional functionality

## **CPV classifications**

- 48100000 - Industry specific software package
- 48510000 - Communication software package
- 48610000 - Database systems
- 48620000 - Operating systems
- 48700000 - Software package utilities
- 48810000 - Information systems
- 48820000 - Servers

- 48920000 - Office automation software package

### **Contract locations**

- UKC - North East (England)
  - UKD - North West (England)
  - UKE - Yorkshire and the Humber
  - UKF - East Midlands (England)
  - UKG - West Midlands (England)
  - UKH - East of England
  - UKI - London
  - UKJ - South East (England)
  - UKK - South West (England)
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## **Contract 2. Salesforce Implementation**

### **Supplier**

- NIMBUSPOINT CONSULTING LIMITED

### **Contract value**

- £130,000 including VAT

Below the relevant threshold

### **Earliest date the contract will be signed**

30 January 2026

### **Contract dates (estimated)**

- 2 February 2026 to 1 February 2027
- Possible extension to 1 February 2031
- 5 years

Description of possible extension:

Extension of Implementation work based on phased project delivery. Each phase to be its own contract of work. Duration tbd by the scope of work.

### **Main procurement category**

Goods

### **Options**

The right to additional purchases while the contract is valid.

Extension of Implementation work based on phased project delivery. Each phase to be its own contract of work. Duration tbd by the scope of work.

### **CPV classifications**

- 48300000 - Document creation, drawing, imaging, scheduling and productivity software package
- 48500000 - Communication and multimedia software package
- 48600000 - Database and operating software package

- 48800000 - Information systems and servers
- 48900000 - Miscellaneous software package and computer systems

## **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

- Prototypes and development
- Single supplier - technical reasons

Market engagement identified four qualified implementation partners. The preferred partner's submission demonstrated the highest capability across every supplier criterion, including UK HE sector expertise, Salesforce Education Cloud specialism, data migration and portal build competence, DevOps and release management maturity. They were the only supplier who would provide a comprehensive hour level breakdown evidencing a realistic and deliverable plan. The preferred supplier's approach most effectively mitigates regulatory, operational and delivery risks, offers clear value for money and aligns with Marjon's culture and transformation goals. Their proposal represents the strongest and safest route to achieving a compliant, future ready CRM capability.

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## Suppliers

### **NIMBUSPOINT CONSULTING LIMITED**

- Companies House: 07879496
- Public Procurement Organisation Number: PBWW-8829-MXBP

Whiting & Partners Ltd, Phoenix House 2 Phoenix Park

St. Neots

PE19 8EP

United Kingdom

Email: [parminder.bharath@nimbuspoint.com](mailto:parminder.bharath@nimbuspoint.com)

Website: <http://nimbuspoint.com>

Region: UKH24 - Bedford

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 2. Salesforce Implementation

**SALESFORCE UK LIMITED**

- Companies House: 05094083
- Public Procurement Organisation Number: PTXG-8329-VLGH

Floor 26 Salesforce Tower

London

EC2N 4AY

United Kingdom

Email: [EMEA-GPS@salesforce.com](mailto:EMEA-GPS@salesforce.com)

Website: <http://www.salesforce.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Salesforce Licenses

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**Contracting authority**

**University of St Mark & St John**

- Companies House: 7635609
- Public Procurement Organisation Number: PXPB-7561-BHLP

Derriford Road

Plymouth, Devon

PL6 8BH

United Kingdom

Email: [procurement@marjon.ac.uk](mailto:procurement@marjon.ac.uk)

Region: UKK41 - Plymouth

Organisation type: Public authority - sub-central government