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Award

## **Salesforce licences**

Hyde Housing Association

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-005588

Procurement identifier (OCID): ocds-h6vhtk-029d45

Published 19 March 2021, 9:24am

## **Section I: Contracting authority/entity**

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

Hyde Housing Association

30 Park Street, null

London

SE1 9EQ

#### **Email**

[procurementhelpdesk@hyde-housing.co.uk](mailto:procurementhelpdesk@hyde-housing.co.uk)

#### **Telephone**

+44 8003282282

#### **Country**

United Kingdom

#### **NUTS code**

UK - UNITED KINGDOM

**Internet address(es)**

Main address

<https://www.hyde-housing.co.uk/>

Buyer's address

<https://www.hyde-housing.co.uk/>

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

Body governed by public law

**I.5) Main activity**

Housing and community amenities

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**Section II: Object**

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

**II.1.1) Title**

Salesforce licences

**II.1.2) Main CPV code**

- 48445000 - Customer Relation Management software package

**II.1.3) Type of contract**

Supplies

**II.1.4) Short description**

Customer Relation Management software licences.

**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: £1,300,000

## **II.2) Description**

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

NUTS codes

- UK - UNITED KINGDOM

Main site or place of performance

UNITED KINGDOM

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

Procurement of salesforce CRM licences. Ordinarily, a further competition would be run for the supply of the licences that we require but unlike with other software vendors, salesforce do not use resellers for their licencing. The estimated value of the contract will be approx. £260k p.a. for 5 years.

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

Price

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

Options: No

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

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

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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 procurement falls outside the scope of application of the regulations

Explanation:

As part of a wider digital transformation programme, Hyde made a strategic decision to transform its CRM and self-serve capabilities to enhance the digital experience for both customers and employees.

The solution that was evaluated to be the best fit to deliver the strategy and link with current and future systems, is salesforce. To further support our decision - based on the initial market engagement and proofs of concept, the selected CRM platform has been proven to best meet Hyde's requirements for integration with other key enterprise systems and new technology stacks (repairs, maintenance, compliance and asset management, call center support and payments systems). The decision to select salesforce has been supported by the benefit/cost analysis.

Ordinarily, a further competition would be run for the supply of the licences that we require but unlike with other software vendors, salesforce do not use resellers for their licencing. For this reason, we consider competition is absent for technical reasons due to the vendor protecting their IP rights and will need to procure directly from salesforce. The estimated value of the contract will be approx. £260k p.a. for 5 years.

Any software integration and consultancy costs are being competed in line with the regulations.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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

A contract/lot is awarded: Yes

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

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

5 March 2021

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

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

#### **V.2.3) Name and address of the contractor/concessionaire**

SALESFORCE UK LTD

110 Bishopsgate

London

EC2N 4AY

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

National registration number

GB844903710

The contractor/concessionaire is an SME

No

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

Total value of the contract/lot/concession: £1,300,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The Contracting Authority will enter into this Contract following a minimum 10 day calendar day standstill period

starting on the day after this notice is published in the Find a Tender Service (FTS). The Public Contracts Regulations 2015 (SI 2015 No 102) (as amended) (the Regulations) provide for aggrieved parties who have been harmed or who are at risk of harm by a breach of the Regulations to bring proceedings in the High Court. Any such proceedings must be brought within the limitation period specified by the Regulations according to the remedy sought.

To view this notice, please click here:

<https://hyde.delta-esourcing.com/delta/viewNotice.html?noticeId=580086623>

GO Reference: GO-2021318-PRO-17951348

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

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

High Court

The Strand

London

Country

United Kingdom