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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

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

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

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

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

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