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Award

Optimizely Digital Experience Platform

Coventry University

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-006656

Procurement identifier (OCID): ocds-h6vhtk-03209a

Published 11 March 2022, 9:15am

Section I: Contracting authority/entity

I.1) Name and addresses

Coventry University

PRIORY STREET

COVENTRY

CV15FB

Contact

Virlyn c Miller

Email

ad7164@coventry.ac.uk

Country

United Kingdom

NUTS code

UKG33 - Coventry

Internet address(es)

Main address

<https://www.coventry.ac.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Optimizely Digital Experience Platform

II.1.2) Main CPV code

- 48500000 - Communication and multimedia software package

II.1.3) Type of contract

Supplies

II.1.4) Short description

CU Marketing Group's web estate is built on Optimizely. This is a renewal to continue with the service as there is no intention to switch product in the long run.

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: £178,062.46

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

Optimizely digital experience platform - digital journey for CU customers.

II.2.11) Information about options

Options: Yes

Description of options

Depending on renegotiations directly with the licensor, options to extensions may be considered.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- Purchase of supplies or services on particularly advantageous terms:
 - from a supplier which is definitively winding up its business activities

Explanation:

This contract was directly with the licensor, instead of resellers. There is no intention to switch product in the long run and this is the most cost-effective route for CU.

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

1 January 2022

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

Optimizely

New York

Country

United States

NUTS code

- US - United States

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: £178,062.46

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Coventry University

Coventry

Country

United Kingdom