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Tender

## **Online Engagement Services (OES)**

Ministry of Defence

F02: Contract notice

Notice identifier: 2022/S 000-007978

Procurement identifier (OCID): ocds-h6vhtk-0325c4

Published 24 March 2022, 11:52am

### **Section I: Contracting authority**

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

Ministry of Defence

Abbey Wood

Bristol

BS34 8JH

#### **Contact**

Stacey Cooper

#### **Email**

[stacey.cooper242@mod.gov.uk](mailto:stacey.cooper242@mod.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://contracts.mod.uk/web/login.html>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://contracts.mod.uk/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://contracts.mod.uk/web/login.html>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://contracts.mod.uk/web/login.html>

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

Ministry or any other national or federal authority

**I.5) Main activity**

Defence

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## **Section II: Object**

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

#### **II.1.1) Title**

Online Engagement Services (OES)

Reference number

701908450

#### **II.1.2) Main CPV code**

- 72212517 - IT software development services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Authority have a requirement for a System Innovator/Integrator (SII) to deliver a Cloud based online influence and engagement service, following an Agile approach. The proposed capability is split into two core services:

- A persona management capability to create & maintain live personas for use with online services such as social media, websites, forums, blogs etc.
- IT infrastructure & application services, utilising managed attribution. This includes but is not limited to social media, online surveys and other methods.

#### **II.1.5) Estimated total value**

Value excluding VAT: £13,600,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

The Authority have a requirement for a System Innovator/Integrator (SII) to deliver a Cloud based online influence and engagement service, following an Agile approach. The proposed capability is split into two core services:

- A persona management capability to create & maintain live personas for use with online services such as social media, websites, forums, blogs etc.
- IT infrastructure & application services, utilising managed attribution. This includes but is not limited to social media, online surveys and other methods.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

30

This contract is subject to renewal

Yes

Description of renewals

Option Years 2 x 12 months

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 6

Maximum number: 6

Objective criteria for choosing the limited number of candidates:

The 6 highest scoring Tenderers in the DPQQ will be invited to Tender.

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: Yes

Description of options

Option Years 2 x 12 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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

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

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

25 April 2022

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

1 June 2022

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

Ministry of Defence

Bristol

Country

United Kingdom