

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/007983-2021>

Tender

## **Student Intervention Platform/Open/PRO/2021**

The Open University

F02: Contract notice

Notice identifier: 2021/S 000-007983

Procurement identifier (OCID): ocds-h6vhtk-02a6a0

Published 15 April 2021, 10:14pm

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

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

The Open University

Procurement Services, Walton Hall,

Milton Keynes

MK7 6BP

#### **Contact**

Sunil Chauhan

#### **Email**

[finance-tenders@open.ac.uk](mailto:finance-tenders@open.ac.uk)

#### **Telephone**

+44 1908274066

#### **Country**

United Kingdom

**NUTS code**

UKJ12 - Milton Keynes

**Internet address(es)**

Main address

<https://in-tendhost.co.uk/openuniversity>

Buyer's address

<https://in-tendhost.co.uk/openuniversity/asp/BuyerProfiles>

**I.3) Communication**

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

<https://in-tendhost.co.uk/openuniversity>

Additional information can be obtained from the above-mentioned address

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

**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**

Student Intervention Platform/Open/PRO/2021

Reference number

OUPA10666

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

- 48000000 - Software package and information systems

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

Supplies

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

The OU requires a Student Intervention Platform (SIP) to enable improved new student conversion and increased student retention through better targeted campaigns and interventions. There is no existing provider of a SIP, so this will be a new piece of technology that is being procured. Some existing technologies are in place at the OU that might be incorporated as part of a provider platform or proposal, including web analytics and personalisation software. The OU feel that technology platforms exist in the form of Marketing Automation (MA) and Multichannel Marketing Hubs (MMH) that could support the development of this end-to-end operational framework.

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

This contract is divided into lots: No

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

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

NUTS codes

- UKJ12 - Milton Keynes

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

The OU requires a Student Intervention Platform (SIP) to enable improved new student

conversion and increased student retention through better targeted campaigns and interventions. This platform needs to support more efficient planning, development, execution and evaluation of interventions via the automation of workflow. This should be enabled through an intuitive point and click, non-technical user interface. Interventions will need to be coordinated in a consistent way across key communication channels, including the OU website, email, SMS, outbound calling and direct mail (DM). In addition, the platform needs to provide the basis for more personalised approach to interventions, allowing data science derived intelligence to be integrated into intervention activities alongside rules-based criteria. These data points should also be available to trigger interventions when important behaviours are detected, with dynamic content delivered based on profiles or target segments. The platform will also support the collection of effective web data capture, with different devices and IDs converted into a single "customer" record through identity management functionality. This data should be easily linked into wider analytical data sources to continuously refine subsequent interventions. There is no existing provider of a SIP, so this will be a new piece of technology that is being procured. Some existing technologies are in place at the OU that might be incorporated as part of a provider platform or proposal, including web analytics and personalisation software. The contract is for an initial period of 3 years and may be extended by the OU for further periods up to a maximum of 5 years in total at its discretion. License volumes may vary up or down over the term of the contract and additional modules offered or introduced by the supplier in the future may be purchased as part of this contract following the initial implementation. Any additional purchases relating to this solution will be made with the successful supplier under this contract to ensure technical compatibility, consistency and continuation of supplier support. There is no restriction on the spend value of additional purchases as this will be governed by the OU's available budget.

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

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

#### **II.2.6) Estimated value**

Value excluding VAT: £1,000,000

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The contract is for an initial period of 3 years and may be extended by the OU for further periods up to a maximum of 5 years in total at its discretion.

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The contract is for an initial period of 3 years and may be extended by the OU for further periods up to a maximum of 5 years in total at its discretion. License volumes may vary up or down over the term of the contract and additional modules offered or introduced by the supplier in the future may be purchased as part of this contract following the initial implementation. Any additional purchases relating to this solution will be made with the successful supplier under this contract to ensure technical compatibility, consistency and continuation of supplier support. There is no restriction on the spend value of additional purchases as this will be governed by the OU's available budget. Any options are set out in the ITT.

#### **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 III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

## **Section IV. Procedure**

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

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

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

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

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

Date

17 May 2021

Local time

12:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

17 May 2021

Local time

12:00pm

---

## **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.3) Additional information**

License volumes may vary up or down over the term of the contract and additional modules offered or introduced by the supplier in the future may be purchased as part of this contract following the initial implementation. Any additional purchases relating to this solution will be made with the successful supplier under this contract to ensure technical compatibility, consistency and continuation of supplier support. There is no restriction on the spend value of additional purchases as this will be governed by the OU's available budget. Any options are set out in the ITT.

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

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

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom