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Award

CRM Phase 2 (University Admissions)

Aberystwyth University

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-008046

Procurement identifier (OCID): ocds-h6vhtk-02a6df

Published 16 April 2021, 12:04pm

Section I: Contracting authority/entity

I.1) Name and addresses

Aberystwyth University

c/o Finance Office, Student Welcome Centre, Penglais Campus

Aberystwyth

SY23 3FB

Contact

Lee Pereira

Email

lep27@aber.ac.uk

Telephone

+44 1970628716

Country

United Kingdom

NUTS code

UKL1 - West Wales and the Valleys

Internet address(es)

Main address

www.aber.ac.uk/

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA1009

I.4) Type of the contracting authority

Other type

University

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CRM Phase 2 (University Admissions)

Reference number

AU/2020/311/CRM2

II.1.2) Main CPV code

- 48190000 - Educational software package

II.1.3) Type of contract

Supplies

II.1.4) Short description

University admissions system for all types of student, including direct applications (UG and PG), short courses, distance learning, pre-sessional, and UCAS. Delivered as SaaS including consultancy and training for implementation. The solution must extend upon the University's existing Microsoft Dynamics 365 CRM marketing and recruitment system and work seamlessly in all respects with it. The solution must support the complete admissions journey from Marketing and Recruitment, through to Applications, including the use of intelligent decision making and student data transfer. The University operates a bespoke in-house developed SRS that the solution will integrate with. The system must be delivered bi-lingually in Welsh and English. The University requires an ability to input and shape the development of the product to ensure it meets our requirements.

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: £500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 72212190 - Educational software development services

II.2.3) Place of performance

NUTS codes

- UKL1 - West Wales and the Valleys

Main site or place of performance

Aberystwyth University

Penglais Campus

Aberystwyth

Ceredigion

II.2.4) Description of the procurement

The University intends to contract with the only identified provider that fully meets its requirements, early in May 2021 for a 3 year period with up to an additional optional 2 years and is publishing its intentions in this regard via this VEAT notice, to maximise transparency, confirm the process to be followed and the reasons for same.

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:

Following extensive market research the University is of the opinion that its requirements can only be met by the solution suggested by Tribal Education Ltd and the justification for this opinion is as follows:

The University needs to ensure Phase 2 Admissions works seamlessly with Phase 1 (Marketing and Recruitment) – this is key to the project's rationale and hence the initial contract for both phases through G-Cloud. The requirement is for seamless integration between phase 1 and 2.

The majority of UK Universities have off-the-shelf commercial Student record systems that provide UCAS application integration. Aberystwyth University is in the unusual position of having an in-house developed SRS and application processing system. The University's requirement is to replace the in-house developed application acceptance and processing element. Therefore the requirement is for a UCAS and direct applications system that does not have to be part of a wider off-the-shelf SRS (i.e. standalone from a wider SRS).

The Admissions component must be delivered as SaaS in line with the University's "Cloud First" approach and operate seamlessly with Microsoft Portal and Dynamics being used for Phase 1 and direct applicants.

The Admissions system provided needs to integrate with our in-house SRS.

AI supported intelligent decision making should form part of the solution or feature on the product's near-term roadmap.

The user interface must be fully bilingual, supporting both the Welsh and English languages and allow seamless switching between them.

In order to provide full transparency the University is publishing this VEAT Notice to inform the supply market of their intentions and also to confirm that a contract has not been offered currently, to the selected supplier. The University's intention is to publish this notice and allow a 10 day period to pass prior to a contract being offered without prior publication or a call for competition. If a potential supplier believes they can also provide a solution that fully meets these requirements, they can submit a written statement detailing their solution, within the next 10 days and the University will evaluate before moving ahead with any contract award.

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

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

Contract No

AU2020/311/CRM2

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

16 April 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

TRIBAL EDUCATION LTD

Kings Orchard, 1 Queen Street

Bristol

BS20HQ

Telephone

+44 8453133151

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £500,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:109869)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom