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Award

## **Target X Recruitment Suite**

UNIVERSITY OF EAST ANGLIA

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-008783

Procurement identifier (OCID): ocds-h6vhtk-03b62e

Published 27 March 2023, 10:38am

### **Section I: Contracting authority/entity**

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

UNIVERSITY OF EAST ANGLIA

Norwich Research Park,Earlham Road

NORWICH

NR4 7TJ

#### **Contact**

Karen Gallant

#### **Email**

[karen.gallant@uea.ac.uk](mailto:karen.gallant@uea.ac.uk)

#### **Country**

United Kingdom

#### **Region code**

UKH15 - Norwich and East Norfolk

**Companies House**

RC000651

**Internet address(es)**

Main address

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

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

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object**

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

**II.1.1) Title**

Target X Recruitment Suite

**II.1.2) Main CPV code**

- 48100000 - Industry specific software package

**II.1.3) Type of contract**

Supplies

**II.1.4) Short description**

Higher Education specific recruitment software application, which must be fully integrated with the Universities existing CRM platform, Salesforce. Covering all aspects of recruitment event management, direct applications and decision management, including the ability to communicate compliantly with all constituents.

**II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: 533,140 USD / Highest offer: 536,140 USD taken into consideration

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

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

NUTS codes

- UKH15 - Norwich and East Norfolk

Main site or place of performance

University of East Anglia

Norwich Research Park

Earlham Road

Norwich

Norfolk

NR4 7TJ

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

Cloud based software for Higher Education specific recruitment software application, covering all aspects of recruitment event management, direct applications and decision management, including the ability to communicate compliantly with all constituents. The recruitment software application must fully integrate with the Salesforce Eco System.

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

Price

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

Options: No

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## **Section IV. Procedure**

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

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

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

Given the embedded nature of both how the system is used within Salesforce and with our business processes, whilst ensuring we are CMA and GDPR / UK Data Act 2018, means that there is no other system in the market that can deliver the integrated and holistic recruitment processes for UEA.

Continual due diligence is undertaken through extensive research to understand current product availability and future upcoming functional and product developments and can confirm, that there is no other solution available now nor on the road-map for the next 18 months.

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

The procurement is covered by the Government Procurement Agreement: No

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## **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**

27 March 2023

#### **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**

Liaison International

311 Arsenal Street Suite 5600

MASSACHUSETTS

TS 02472

Country

United States

NUTS code

- US - United States

Liaison International, US

DUNS 781140827

The contractor/concessionaire is an SME

No

#### **V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Lowest offer: 533,140 USD / Highest offer: 536,140 USD taken into consideration

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The University of East Anglia (UEA) uses Salesforce Education Cloud (EDA) and Salesforce Marketing Cloud for all CRM interactions with all prospects, enquirers and applicants (constituents). We require a software product that is fully integrated with this CRM platform, in order to facilitate the ability for constituents to make an application to study at UEA. The software must be EDA compatible. This software package comes with integration services, allowing us to service our data to other core and corporate systems. The system is required to be mobile first.

The data that is collected, feeds other aspects of the Salesforce eco-system including Marketing Cloud and Salesforce Student Success Hub (student support case management system, which holds all current student details).

The TargetX recruitment suite is utilised for admitting to a variety of courses at UEA. These vary in length, level of study and type. For example all post graduate taught and research programs, degree apprenticeships, continuing profession development and the full suite of undergraduate programs. TargetX recruitment suite allows us to; prospecting, event management, recruitment, direct applications, application processing and academic reviewing and associated MI.

TargetX recruitment suite allows us to be CMA and GDPR / UK Data Act 2018 compliant, for our applicant and student data held within the system, especially for the communication of contractual correspondence (durable medium).

The remedies rules are set out in Part 3 of the Public Contracts Regulations 2015

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

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

Chancery Division of the High Court

Rolls Building, 7 Rolls Building, Fetter Lane,

London

EC4A 1NL

Country

United Kingdom

