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Tender

## **Customer Data Platform (CDP)**

The British Broadcasting Corporation (BBC)

F02: Contract notice

Notice identifier: 2024/S 000-009274

Procurement identifier (OCID): ocds-h6vhtk-044b70

Published 21 March 2024, 5:45pm

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

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

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

#### **Email**

[anna.neuman@bbc.co.uk](mailto:anna.neuman@bbc.co.uk)

#### **Telephone**

+44 1234567890

#### **Fax**

+44 1234567890

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.bbc.co.uk/supplying/>

**I.3) Communication**

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

<http://www.bbc.co.uk/supplying/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://www.bbc.co.uk/supplying/>

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**

Other activity

Broadcasting

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## **Section II: Object**

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

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

Customer Data Platform (CDP)

Reference number

PROC\_2023\_90\_AN

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

- 72322000 - Data management services

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

Services

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

The BBC is looking for the service of a Customer Data Platform (CDP), which will be responsible for data management, campaign management and activation. The service will ingest, host, model and manage data by connecting to the BBC's data warehouse, and will manage platform access to this data. It will also oversee campaign creation, orchestration and activation across multiple owned, CRM and paid media channels.

The spend range is over the term of 7 years.

This includes 1 year for integration/transition, named "Year 0", and a period of three (3) years from the Service Commencement Date (the "Initial Term"). The Contract may be extended for further 3 years from the end of the Initial Term.

The spend range over the 7 year term is between £8 million - £10 million. The spend ranges are not committed spend ranges, and are therefore "only an

estimation" of spend that could be made through the Agreement.

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

Value excluding VAT: £10,000,000

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

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 72227000 - Software integration consultancy services

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

NUTS codes

- UK - United Kingdom

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

The BBC is looking for the service of a Customer Data Platform (CDP), which will be responsible for data management, campaign management and activation. The service will ingest, host, model and manage data by connecting to the BBC's data warehouse, and will manage platform access to this data. It will also oversee campaign creation, orchestration and activation across multiple owned, CRM and paid media channels.

### **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

84

This contract is subject to renewal

Yes

Description of renewals

4This Contract shall come into effect on the "Effective Date", (for a 1-year Transition/Integration period, named "Year 0") and shall continue in force for a period of three (3) years from the Service Commencement Date (the "Initial Term") and end on 28th August 2028, unless terminated earlier in accordance with its terms.

4.2 The BBC may at its option exte

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

Variants will be accepted: No

### **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

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

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

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Where there is more than one economic operator, the BBC reserves the right to require a grouping of economic operators to take a particular legal form or to require a single economic operator to take primary liability or to require that each party undertakes joint and several liability.

Please register your interest in this project by taking the following steps:

1) Register your company on the Jaggaer e-Tendering portal (this is only required once):

1.1 Go to <https://bbc.bravosolution.co.uk>

1.2 Click the link on the login page to register;

1.3 Accept the terms and conditions and click 'Continue';

1.4 Enter your correct business and user details;

1.5 Note the username you chose and click 'Save' when complete;

1.6 You will shortly receive an email with your temporary password.

2) Express an interest in the tender:

2.1 Login to the portal with the username/password;

2.2 Click the 'PQQs/ITTs Open to all Suppliers' link. (These are Pre-Qualification Questionnaires or Invitations to Tender open to any registered supplier).

2.3 Click on the relevant PQQ/ITT to access the content;

2.4 Click the 'Express Interest' button at the top of the page. This will move the PQQ/ITT into your 'My PQQs/My ITTs' page. (This is a secure area reserved for your projects only;

2.5 You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ/ITT Details' box.

3) Responding to the tender:

3.1 Click 'My Response' under PQQ/ITT Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining);

3.2 You can now use the 'Messages' function to communicate with the buyer and seek any clarification;

3.3 Note the deadline for completion, and then follow the onscreen instructions to complete the PQQ/ITT. There may be a mixture of online and offline actions for you to perform (there is detailed online help available)

3.4 You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance, please consult the online help, or contact the Jagger e-Tendering help desk.

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## **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: No

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

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

Date

25 April 2024

Local time

2:00pm

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

English

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

Date

25 April 2024

Local time

2:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

In the case of technology requirements, the BBC may involve its technology partner (Atos IT Solutions and Services Limited) to assist in the scoping and drafting of invitations to tender and/or the evaluation of tenders. However, the final decision as to which is the most economically advantageous (by reference to the award criteria) will be made by the BBC. The awarding authority reserves the right not to award a contract and to annul the procurement process at any stage. Tenders and all supporting documents must be priced in sterling and all payments will be made in sterling. The contract shall be subject to English law. The awarding authority does not bind itself to accept the lowest, or any tender and reserves the right to accept part of a tender unless the tenderer expressly stipulates otherwise in the tender document.

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

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

Business and Property Courts of England and Wales – TCC

Rolls Building, 7 Rolls Building, Fetter Lane

London

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

As stated in the Public Contracts Regulations 2015. The applicable review time limits shall be as stated in Regulations 92 and 93 Public Contracts Regulations 2015.