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Award

Optimizely Digital Experience Platform

Coventry University

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-011698

Procurement identifier (OCID): ocds-h6vhtk-03344f

Published 5 May 2022, 1:24pm

Section I: Contracting authority/entity

I.1) Name and addresses

Coventry University

PRIORY STREET

COVENTRY

CV15FB

Contact

Virlyn C Miller

Email

ad7164@coventry.ac.uk

Country

United Kingdom

Region code

UKG33 - Coventry

Internet address(es)

Main address

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

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

Optimizely Digital Experience Platform

II.1.2) Main CPV code

- 48500000 - Communication and multimedia software package

II.1.3) Type of contract

Supplies

II.1.4) Short description

CU Marketing Group's web estate is built on Optimizely. This is a renewal for 3 years to continue with the service as there is no intention to switch product in the long run. This is a long-term system investment.

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: £560,821.87

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

Optimizely (formerly Episerver) Digital Experience Platform: Corporate (1M/50k) Licence - digital journey for CU customers. This is a 3 year contract awarded directly to the licensor.

II.2.11) Information about options

Options: Yes

Description of options

Depending on renegotiations directly with the licensor, options to extensions may be considered in the future.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- Procurement of supplies quoted and purchased on a commodity market

Explanation:

3 year price locked in directly with licensor. There is no intention to move away from the platform for the foreseeable future.

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

The procurement is covered by the Government Procurement Agreement: No

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

5 May 2022

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

Optimizely

New York

Country

United States

NUTS code

- US - United States

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: £560,821.87

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Coventry University

Coventry

Country

United Kingdom