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Contract

UX Layer/PRO/OPEN/2021

The Open University

F03: Contract award notice

Notice identifier: 2022/S 000-012022

Procurement identifier (OCID): ocds-h6vhtk-02de9e

Published 9 May 2022, 3:23pm

Section I: Contracting authority

I.1) Name and addresses

The Open University

Procurement Services, Walton Hall,

Milton Keynes

MK7 6BP

Contact

Procurement Services

Email

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.aspx/BuyerProfiles>

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

UX Layer/PRO/OPEN/2021

Reference number

OUPA10720

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 tender was for a UX Layer to allow us to create a seamless student journey from Enquirer through to graduation. Our vision is to create a seamless, connected, optimised and personalised journey, that is automated wherever possible. To do this we want to combine our different websites and services to create one continuous, easy to use student journey. To reach this end goal, we require a UX layer capable of delivering our mixed media content. This will be a cloud-based solution (SaaS). It will be hosted in the cloud and consistent with OU policies around architecture and security. The solution should provide a safe and secure platform for students and OU staff to use and collaborate and be able to publish information from a headless content store. The OU is only purchasing the software and implementation services are not required. The contract is for an initial period of 5 years and may be extended by the OU for further periods up to a maximum of 15 years in total.

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: £24,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 48221000 - Internet browsing software package
- 48224000 - Web page editing software package

II.2.3) Place of performance

NUTS codes

- UKJ12 - Milton Keynes

Main site or place of performance

Milton Keynes

II.2.4) Description of the procurement

Software - A personalised, front end UX layer that is consistent throughout the student's journey and is a cloud-based solution. This will be a cloud-based solution. It will be hosted in the cloud and consistent with OU policies around architecture and security. The solution

must allow for content targeting for different student types like prospective students, following into full students, apprentices through to Alumni, continuing students etc. The solution will need to respond to the type of student and where are they on their journey to display personalised content and study tips.

II.2.5) Award criteria

Quality criterion - Name: as set out in the tender / Weighting: 80

Cost criterion - Name: as set out in the tender documents / Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

The contract is for an initial period of 5 years and may be extended by the OU for further periods up to a maximum of 15 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. The total value published in this award notice is for the initial 5 year period only

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

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-022319](#)

Section V. Award of contract

Contract No

OUPA10720

Lot No

1

Title

UX Layer/PRO/OPEN/2021

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

26 April 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Salesforce UK Ltd

Floor 26 Salesforce Tower, 110 Bishopsgate

London

EC2N 4AY

Country

United Kingdom

NUTS code

- UKI - London

National registration number

05094083

Internet address

<https://www.salesforce.com/uk/>

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £24,000,000

Total value of the contract/lot: £3,000,000

Section VI. Complementary information

VI.3) Additional information

The contract is for an initial period of 5 years and may be extended by the OU for further periods up to a maximum of 15 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. The total value published in this award notice is for the initial 5 year period only

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

As above

Milton Keynes

Country

United Kingdom