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Awarded contract

## **UX Layer/PRO/OPEN/2021**

The Open University

F03: Contract award notice

Notice reference: 2022/S 000-012022

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](mailto: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

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**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

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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: Yes

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

#### **IV.2.1) Previous publication concerning this procedure**

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

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## **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

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## **Section VI. Complementary information**

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

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### **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