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Contract

## **Tender for the Supply/Licence of a Customer Data Platform**

S4C

F03: Contract award notice

Notice identifier: 2022/S 000-015740

Procurement identifier (OCID): ocds-h6vhtk-030abb

Published 8 June 2022, 11:31am

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

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

S4C

Canolfan S4C yr Egin, Heol y Coleg

Caerfyrddin

SA31 3EQ

#### **Contact**

Owen Derbyshire

#### **Email**

[tendr@s4c.cymru](mailto:tendr@s4c.cymru)

#### **Telephone**

+44 3305880402

#### **Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<https://s4c.cymru>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0674](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0674)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

Other type

A statutory corporation

**I.5) Main activity**

Other activity

Media and broadcasting services

## **Section II: Object**

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

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

Tender for the Supply/Licence of a Customer Data Platform

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

- 48000000 - Software package and information systems

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

Supplies

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

A contract for the supply and/or licence of a platform/tool/software enabling S4C to access and use customer data for monitoring, research and marketing purposes.

#### **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: £230,000

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

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

- 48100000 - Industry specific software package
- 48211000 - Platform interconnectivity software package
- 72000000 - IT services: consulting, software development, Internet and support

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

NUTS codes

- UKL14 - South West Wales

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

A contract for the supply and/or licence of a platform/tool/software enabling S4C to access and use customer data for monitoring, research and marketing purposes.

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

Quality criterion - Name: Capability to fulfil S4C's requirements including compatibility with third party services / Weighting: 35

Quality criterion - Name: Relevant experience including current customers / Weighting: 5

Quality criterion - Name: The track record of the software/platform/tools. / Weighting: 5

Quality criterion - Name: Standard of support services including effective communication with S4C. / Weighting: 5

Quality criterion - Name: Development of the service. / Weighting: 5

Quality criterion - Name: Usability and user-friendliness of the service / Weighting: 20

Cost criterion - Name: Details of the costs of the core service to S4C. / Weighting: 20

Cost criterion - Name: Details of any ancillary/operational costs based on a monthly usage of 60,000 unique users / Weighting: 5

### **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 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: [2022/S 000-001059](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

31 May 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: 0

Number of tenders received from tenderers from non-EU Member States: 0

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**

Twilio Segment

7 Soho Square

London

W1D3QB

Telephone

+44 7583319462

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: 229,500 USD

## **Section VI. Complementary information**

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

See Invitation to Tender Document for all relevant information.

(WA Ref:121961)

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom