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Tender

WBS Customer Relationship Management System

University of Warwick

F02: Contract notice

Notice identifier: 2025/S 000-016078

Procurement identifier (OCID): ocds-h6vhtk-050543

Published 17 April 2025, 10:33pm

Section I: Contracting authority

I.1) Name and addresses

University of Warwick

University House , Kirby Corner Road,

Coventry

CV4 7JJ

Contact

Lili Shih

Email

Li-Li.Shih@warwick.ac.uk

Telephone

+44 2476150871

Country

United Kingdom

NUTS code

UKG33 - Coventry

Internet address(es)

Main address

<https://warwick.ac.uk/insite/>

I.3) Communication

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

<https://in-tendhost.co.uk/universityofwarwick.aspx/Home>

Additional information can be obtained from the above-mentioned address

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

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

WBS Customer Relationship Management System

Reference number

CH-04-25-CRM-SYSEXP-WBS-MB

II.1.2) Main CPV code

- 48219300 - Administration software package

II.1.3) Type of contract

Supplies

II.1.4) Short description

The University of Warwick has a requirement to purchase a full featured modern Customer Relationship Management (CRM) system to support the marketing, recruitment and admissions functions for Warwick Business School's MBA and Executive Education programmes. The University will require Initial Phase completed by as soon as possible after appointment, for active use by 1st March 2026. Initial Phase would include Minimum Viable Product (MVP), maintaining existing functionality and the provision of a robust admissions portal and Core CRM system. In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal

(<https://in-tendhost.co.uk/universityofwarwick>). The University of Warwick is not a contracting authority for the purposes of the Public Contracts Regulations 2015 (as amended) or the Procurement Act 2023 and associated Procurement Regulations 2024 (and as may be amended from time to time) and its procurement activities are not sub

II.1.5) Estimated total value

Value excluding VAT: £320,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 48000000 - Software package and information systems
- 48219300 - Administration software package
- 48190000 - Educational software package
- 48510000 - Communication software package

II.2.3) Place of performance

NUTS codes

- UKG33 - Coventry

II.2.4) Description of the procurement

The University of Warwick has a requirement to purchase a full featured modern Customer Relationship Management (CRM) system to support the marketing, recruitment and admissions functions for Warwick Business School's MBA and Executive Education programmes. The University will require Initial Phase completed by as soon as possible after appointment, for active use by 1st March 2026. Initial Phase would include Minimum Viable Product (MVP), maintaining existing functionality and the provision of a robust admissions portal and Core CRM system. In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal (<https://in-tendhost.co.uk/universityofwarwick>).

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £320,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

11 August 2025

End date

10 August 2028

This contract is subject to renewal

Yes

Description of renewals

The initial contract duration will be 3 years; the University reserves the right to extend this contract on an annual basis for an additional 2 years thereafter.

II.2.10) Information about variants

Variants will be accepted: Yes

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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

Date

15 May 2025

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

15 May 2025

Local time

12:00pm

Place

<https://in-tendhost.co.uk/universityofwarwick.aspx/Home>

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

University of Warwick

Coventry

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Tender closing Date: May 15, 2025 (Thursday) 12:00nmSelection criteria as stated in the procurement documents