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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](mailto: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/institute/>

**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

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## **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

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### **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

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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.2.2) 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>

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## **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) 12:00nm Selection criteria as stated in the procurement documents