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Tender

## **L25013-T-SG - Customer Data Unification Platform**

London Luton Airport Operations Limited

F05: Contract notice – utilities

Notice identifier: 2025/S 000-017128

Procurement identifier (OCID): ocds-h6vhtk-0507e3

Published 25 April 2025, 4:20pm

### **Section I: Contracting entity**

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

London Luton Airport Operations Limited

Percival House, Percival Way

Luton

LU2 9NU

#### **Email**

[shannen.gillingwater@ltn.aero](mailto:shannen.gillingwater@ltn.aero)

#### **Telephone**

+44 1582405100

#### **Fax**

+44 1582405100

#### **Country**

United Kingdom

**Region code**

UKH21 - Luton

**Internet address(es)**

Main address

<https://www.london-luton.co.uk/corporate>

Buyer's address

<https://www.london-luton.co.uk/corporate>

**I.3) Communication**

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

[https://london-luton.ukp.app.jaggaer.com/esop/ogc-host/public/london\\_luton\\_airport\\_operations/web/login.html](https://london-luton.ukp.app.jaggaer.com/esop/ogc-host/public/london_luton_airport_operations/web/login.html)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[https://london-luton.ukp.app.jaggaer.com/esop/ogc-host/public/london\\_luton\\_airport\\_operations/web/login.html](https://london-luton.ukp.app.jaggaer.com/esop/ogc-host/public/london_luton_airport_operations/web/login.html)

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

[https://london-luton.ukp.app.jaggaer.com/esop/ogc-host/public/london\\_luton\\_airport\\_operations/web/login.html](https://london-luton.ukp.app.jaggaer.com/esop/ogc-host/public/london_luton_airport_operations/web/login.html)

**I.6) Main activity**

Airport-related activities

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## **Section II: Object**

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

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

L25013-T-SG - Customer Data Unification Platform

Reference number

L25013-T-SG

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

- 72300000 - Data services

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

Services

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

LLA has the aim of delivering seamless & personalised guest experiences at every touchpoint that drive value for the guests and the business. In order to meet this ambition, LLA requires a suitably experienced and technologically capable Customer Data Platform provider to unify LLA's guest data into a single customer view, ingest relevant contextual data from the operation and third parties to orchestrate personalised, contextually relevant and useful guest experiences delivered seamlessly across existing and new touchpoints as they are developed.

This contract would be awarded for a six-year period. This will be subject to good performance of the supplier and success of the platform, that it continues to be market leading and meets the evolving requirements of LLA & our guests.

For further details, please see the tender documentation available via the procurement portal.

#### **II.1.5) Estimated total value**

Value excluding VAT: £480,000

#### **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
- 48480000 - Sales, marketing and business intelligence software package
- 48482000 - Business intelligence software package
- 48610000 - Database systems
- 48611000 - Database software package
- 48613000 - Electronic data management (EDM)
- 48614000 - Data-acquisition system
- 64216110 - Electronic data exchange services
- 72000000 - IT services: consulting, software development, Internet and support
- 72300000 - Data services
- 72310000 - Data-processing services
- 72311100 - Data conversion services
- 72312100 - Data preparation services
- 72313000 - Data capture services
- 72314000 - Data collection and collation services
- 72316000 - Data analysis services
- 72322000 - Data management services
- 72330000 - Content or data standardization and classification services

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

NUTS codes

- UKH21 - Luton

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

LLA has the aim of delivering seamless & personalised guest experiences at every touchpoint that drive value for the guests and the business. In order to meet this ambition,

LLA requires a suitably experienced and technologically capable Customer Data Platform provider to unify LLA's guest data into a single customer view, ingest relevant contextual data from the operation and third parties to orchestrate personalised, contextually relevant and useful guest experiences delivered seamlessly across existing and new touchpoints as they are developed.

This contract would be awarded for a six-year period. This will be subject to good performance of the supplier and success of the platform, that it continues to be market leading and meets the evolving requirements of LLA & our guests.

For further details, please see the tender documentation available via the procurement portal.

#### **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: £480,000

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

Duration in months

72

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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

## **II.2.14) Additional information**

Please see tender documents.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Please see tender documents.

#### **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

#### **III.1.4) Objective rules and criteria for participation**

List and brief description of rules and criteria

Please see tender documents for details.

#### **III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

Please see tender documents for details.

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Please see tender documents for details.

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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

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

Date

16 May 2025

Local time

12:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

## **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 invoicing will be accepted

Electronic payment will be used

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

Please see tender documents for details.

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

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

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

LU2 9NU

Email

[procurement.team@ltn.aero](mailto:procurement.team@ltn.aero)

Telephone

+44 1582405100

Fax

+44 1582405100

Country

United Kingdom

Internet address

<https://www.london-luton.co.uk/corporate>

**VI.4.2) Body responsible for mediation procedures**

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

LU2 9NU

Email

[procurement.team@ltn.aero](mailto:procurement.team@ltn.aero)

Telephone

+44 1582405100

Fax

+44 1582405100

Country

United Kingdom

Internet address

<https://www.london-luton.co.uk/corporate>

**VI.4.4) Service from which information about the review procedure may be obtained**

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

LU2 9NU

Email

[procurement.team@ltn.aero](mailto:procurement.team@ltn.aero)

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