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Contract

# **Automated Marketing Solution for University of Aberdeen**

University of Aberdeen

F03: Contract award notice

Notice identifier: 2024/S 000-019833

Procurement identifier (OCID): ocds-h6vhtk-041db0

Published 28 June 2024, 2:55pm

## **Section I: Contracting authority**

### I.1) Name and addresses

University of Aberdeen

University Office, King's College

Aberdeen

**AB24 3FX** 

#### **Email**

e-sourcing@abdn.ac.uk

#### Country

**United Kingdom** 

#### **NUTS** code

UKM50 - Aberdeen City and Aberdeenshire

#### Internet address(es)

Main address

http://www.abdn.ac.uk/procurement

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search\_AuthProfile.aspx?ID=AA0010 2

## 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

Automated Marketing Solution for University of Aberdeen

Reference number

AU23/11

#### II.1.2) Main CPV code

• 72268000 - Software supply services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Provision of automated marketing services for the University of Aberdeen

#### 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: £130,050

## II.2) Description

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

• 72268000 - Software supply services

## II.2.3) Place of performance

**NUTS** codes

• UKM50 - Aberdeen City and Aberdeenshire

## II.2.4) Description of the procurement

Automated marketing Solution for the University of Aberdeen.

#### II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

#### 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

This is a Contact Award Notice.

### 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: <u>2023/S 000-035216</u>

#### Section V. Award of contract

#### **Contract No**

AU23/11

A contract/lot is awarded: Yes

# V.2) Award of contract

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

24 June 2024

#### V.2.2) Information about tenders

Number of tenders received: 5

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: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

## V.2.3) Name and address of the contractor

dotdigital EMEA Limited

No1 London Bridge,, London Bridge

London

SE1 9BG

Email

paul.langan@dotdigital.com

Telephone

+44 2039534447

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: £130,050

# **Section VI. Complementary information**

## VI.3) Additional information

This is a Contract Award Notice following a compliant procurement process and is not a call for tenders.

(SC Ref:770424)

## VI.4) Procedures for review

### VI.4.1) Review body

Aberdeen Sheriff Court & Justice of the Peace

Aberdeen

Country

**United Kingdom**