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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=AA00102

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: [2023/S 000-035216](#)

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