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Award

## **Salesforce (Mulesoft API and Integration Services)**

Coventry University

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-021839

Procurement identifier (OCID): ocds-h6vhtk-03eae6

Published 27 July 2023, 2:26pm

### **Section I: Contracting authority/entity**

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

Coventry University

Priory Street

COVENTRY

CV15FB

#### **Email**

[AE0082@coventry.ac.uk](mailto:AE0082@coventry.ac.uk)

#### **Country**

United Kingdom

#### **Region code**

UKG33 - Coventry

#### **Companies House**

07781274

**Internet address(es)**

Main address

<https://www.coventry.ac.uk>

**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**

Salesforce (Mulesoft API and Integration Services)

Reference number

SC-985-23-TH

**II.1.2) Main CPV code**

- 48218000 - License management software package

**II.1.3) Type of contract**

Supplies

**II.1.4) Short description**

Supply of connectivity and integration of Mulesoft services

**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: £1,041,028.42

## **II.2) Description**

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

NUTS codes

- UKG33 - Coventry

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

The selection of potential suppliers for Salesforce integration at Coventry University is to capitalise on existing service business and integration technology, as the university's procurement of Salesforce licensing can only be conducted directly through Salesforce.

There is a certain level of sensitivity associated with the contract between Coventry University and Salesforce. Specifically, some research and development (R&D) as well as intellectual property (IP) have been developed for Coventry University on

the Salesforce platform for the previously tendered Student Engagement Program.

The current situation entails an extension of our existing agreement. Due to the urgency of requiring licensing to continue this service, the University does not have the time to assess the market for alternative options at this time.

It is crucial for Coventry University to secure the licenses directly, as without them, The university will be unable to utilise the Salesforce platform for the intended Student Engagement Program.

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

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

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

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - protection of exclusive rights, including intellectual property rights

Explanation:

Protection of exclusive rights, including intellectual property rights and sole supply nature.

- The selection of potential suppliers for Salesforce licensing at Coventry University is significantly limited to a single supplier, as the university's procurement of Salesforce licensing can only be conducted directly through Salesforce.
- There is a certain level of sensitivity associated with the contract between Coventry University and Salesforce. Specifically, some research and development (R&D) as well as intellectual property (IP) have been developed for Coventry University on the Salesforce platform for the previously tendered Student Engagement Program.
- This aligns with the ongoing Student Engagement Program, which was previously tendered, and the licensing agreement was signed for a period of three years, until the renewal date of July 2026. The current situation entails an extension of that agreement. Due to the urgency of requiring licensing to continue this service, the University does not have the time to assess the market for alternative options currently.
- It is crucial for Coventry University to secure the licenses directly, as without them, the university will be unable to utilise the Salesforce platform for the Student Engagement Program and related integration components.

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

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

26 July 2023

#### **V.2.2) Information about tenders**

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

#### **V.2.3) Name and address of the contractor/concessionaire**

Salesforce

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

05094083

The contractor/concessionaire is an SME

No

#### **V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession: £1,041,028.42

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## **Section VI. Complementary information**

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

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

Coventry University

Coventry

Country

United Kingdom