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Tender

## **Tender for a UX Layer**

The Open University

F02: Contract notice

Notice identifier: 2021/S 000-022319

Procurement identifier (OCID): ocds-h6vhtk-02de9e

Published 8 September 2021, 4:41pm

### **Section I: Contracting authority**

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

The Open University

Procurement Services, Walton Hall,

Milton Keynes

MK7 6BP

#### **Contact**

Procurement Services

#### **Email**

[finance-tenders@open.ac.uk](mailto:finance-tenders@open.ac.uk)

#### **Telephone**

+44 1908274066

#### **Country**

United Kingdom

**NUTS code**

UKJ12 - Milton Keynes

**Internet address(es)**

Main address

<https://in-tendhost.co.uk/openuniversity>

Buyer's address

<https://in-tendhost.co.uk/openuniversity.aspx/BuyerProfiles>

**I.3) Communication**

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

<https://in-tendhost.co.uk/openuniversity>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/openuniversity>

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://in-tendhost.co.uk/openuniversity>

**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**

Tender for a UX Layer

Reference number

OUPA10720

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

- 48000000 - Software package and information systems

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

Supplies

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

The OU Requires a UX Layer to allow us to create a seamless student journey from Enquirer through to graduation. Our vision is to create a seamless, connected, optimised and personalised journey, that is automated wherever possible. To do this we want to combine our different websites and services to create one continuous, easy to use student journey. To reach this end goal, we require a UX layer capable of delivering our mixed media content. This will be a cloud-based solution (SaaS). It will be hosted in the cloud and consistent with OU policies around architecture and security. The solution should provide a safe and secure platform for students and OU staff to use and collaborate and be able to publish information from a headless content store. The OU is only purchasing the software and implementation services are not required. The contract is for an initial period of 5 years and may be extended by the OU for further periods up to a maximum of 15 years in total.

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

Value excluding VAT: £24,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

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

- 48221000 - Internet browsing software package
- 48224000 - Web page editing software package

**II.2.3) Place of performance**

NUTS codes

- UKJ12 - Milton Keynes

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

A personalised, front end UX layer that is consistent throughout the student's journey and is a cloud-based solution. This will be a cloud-based solution. It will be hosted in the cloud and consistent with OU policies around architecture and security. The solution must allow for content targeting for different student types like prospective students, following into full students, apprentices through to Alumni, continuing students etc. The solution will need to respond to the type of student and where are they on their journey to display personalised content and study tips. The contract is for an initial period of 5 years and may be extended by the OU for further periods up to a maximum of 15 years in total at its discretion.

License volumes may vary up or down over the term of the contract and additional modules offered or introduced by the supplier in the future may be purchased as part of this contract following the initial implementation. Any additional purchases relating to this solution will be made with the successful supplier under this contract to ensure technical compatibility, consistency and continuation of supplier support. There is no restriction on the spend value of additional purchases as this will be governed by the OU's available budget.

**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: £24,000,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

The contract for the software is for an initial period of 5 years and may be extended by the OU for further periods up to a maximum of 15 years in total at its discretion.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The contract is for an initial period of 5 years and may be extended by the OU for further periods up to a maximum of 15 years in total at its discretion. License volumes may vary up or down over the term of the contract and additional modules offered or introduced by the supplier in the future may be purchased as part of this contract following the initial implementation. Any additional purchases relating to this solution will be made with the successful supplier under this contract to ensure technical compatibility, consistency and continuation of supplier support. There is no restriction on the spend value of additional purchases as this will be governed by the OU's available budget.

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

List and brief description of conditions

As set out in the ITT

#### **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

12 October 2021

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: 6 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

12 October 2021

Local time

12:15pm

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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 invoicing will be accepted

Electronic payment will be used

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

The contract is for an initial period of 5 years and may be extended by the OU for further periods up to a maximum of 15 years in total at its discretion. License volumes may vary up or down over the term of the contract and additional modules offered or introduced by the supplier in the future may be purchased as part of this contract following the initial implementation. Any additional purchases relating to this solution will be made with the successful supplier under this contract to ensure technical compatibility, consistency and continuation of supplier support. There is no restriction on the spend value of additional purchases as this will be governed by the OU's available budget.

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

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

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom

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

As above



Milton Keynes

Country

United Kingdom

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

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom