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Contract

## **Enterprise CRM Development and Maintenance**

Sheffield Hallam University

F03: Contract award notice

Notice identifier: 2024/S 000-022582

Procurement identifier (OCID): ocds-h6vhtk-047c25

Published 22 July 2024, 8:12am

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

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

Sheffield Hallam University

City Campus, Howard Street

SHEFFIELD

S11WB

#### **Contact**

Procurement Team

#### **Email**

[strategicprocurement@shu.ac.uk](mailto:strategicprocurement@shu.ac.uk)

#### **Telephone**

+44 1142253431

#### **Country**

United Kingdom

**Region code**

UKE32 - Sheffield

**Companies House**

02143539

**Internet address(es)**

Main address

[www.shu.ac.uk](http://www.shu.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

Enterprise CRM Development and Maintenance

Reference number

2024/S000-021011

#### II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Sheffield Hallam University (SHU) employs a Customer Relationship Management (CRM) platform to develop, support and maintain CRM capability for approximately 1,650 professional services and academic staff members along with self-service functionality for 32,000 students. The technology enables a higher availability of resources to users and engages the University's ability to deploy new business services rapidly. This current implementation will grow to meet demand and form the basis for further development of an integrated Enterprise System.

#### II.1.6) Information about lots

This contract is divided into lots: Yes

#### II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,627,958.04

### II.2) Description

#### II.2.1) Title

Cloud Software

Lot No

1

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

- 72000000 - IT services: consulting, software development, Internet and support

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

NUTS codes

- UKE - Yorkshire and the Humber

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

The University requires a CRM platform for the following purposes:

Self-service

Case Management

Knowledge Base

Student Welfare

Student Recruitment

Schools and Colleges Liaison

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

Price

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

Options: No

## **II.2) Description**

### **II.2.1) Title**

Cloud Support

Lot No

2

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

- 72000000 - IT services: consulting, software development, Internet and support

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

NUTS codes

- UKE - Yorkshire and the Humber

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

The University requires a CRM platform for the following purposes:

Self-service

Case Management

Knowledge Base

Student Welfare

Student Recruitment

Schools and Colleges Liaison

### **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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Sheffield Hallam University (SHU) employs a Customer Relationship Management (CRM) platform to develop, support and maintain CRM capability for approximately 1,650 professional services and academic staff members along with self-service functionality for 32,000 students. The technology enables a higher availability of resources to users and engages the University's ability to deploy new business services rapidly. This current implementation will grow to meet demand and form the basis for further development of an integrated Enterprise System.

The accelerators in use that underpin our business critical process and those that drive the CRM platform are written by and provided by Tribal as proprietary owner; they cannot be provided by a different supplier.

To employ the use of different accelerators provided by a different supplier or to replace with bespoke development would take several years development work.

This is not cost effective it would put at risk business critical processes. If the University were to change approach with an aim to move away from using Tribal accelerators, we would still need to keep them for several years whilst transitioning, so a direct award would still be required.

#### 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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-021011](#)

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## Section V. Award of contract

### Contract No

2324-70-DTS-AS

### Title

Enterprise CRM Development and Maintenance

A contract/lot is awarded: Yes

### V.2) Award of contract

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

22 July 2024

#### V.2.2) Information about tenders

Number of tenders received: 1

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

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

Tribal Group

Sheffield

Email

[hello@tribalgroup.com](mailto:hello@tribalgroup.com)

Country

United Kingdom

NUTS code

- UKE - Yorkshire and the Humber

Companies House

04128850

Internet address

<https://www.tribalgroupp.com/>

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £1,627,958.04

Total value of the contract/lot: £1,627,958.04

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Centre for Effective Dispute Resolution London

London

Country

United Kingdom