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Contract

## **Salesforce UK Ltd**

Coventry University

F03: Contract award notice

Notice identifier: 2023/S 000-023135

Procurement identifier (OCID): ocds-h6vhtk-03ded5

Published 8 August 2023, 4:51pm

## **Section I: Contracting authority**

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

Coventry University

Priory Street

Coventry

CV6 3EQ

#### **Email**

[bux280@coventry.ac.uk](mailto:bux280@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 UK Ltd

Reference number

FRAM-966-23-TH

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

- 48218000 - License management software package

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

Supplies

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

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 2023. 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 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 Student Engagement Program

#### **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: £7,112,475.03

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

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

NUTS codes

- UKG - West Midlands (England)

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

The selection of potential suppliers for

Salesforce licensing at Coventry

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single supplier, as the university's

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can only be conducted directly through

Salesforce.

#### **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:

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:

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 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  
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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  
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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 2023. 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 at this time.

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#### **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 000-019066](#)



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

A contract/lot is awarded: Yes

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

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

4 July 2023

#### **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**

Salesforce

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

05094083

The contractor is an SME

No

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

Total value of the contract/lot: £7,112,475.03

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## **Section VI. Complementary information**

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

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

Coventry University

Coventry

Country

United Kingdom