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Contract

Provision of Digital Diagnostic Tool - SEMrush

Department for Business and Trade

F03: Contract award notice

Notice identifier: 2025/S 000-027563

Procurement identifier (OCID): ocds-h6vhtk-052688

Published 27 May 2025, 9:18am

Section I: Contracting authority

I.1) Name and addresses

Department for Business and Trade

London

SW1A 2DY

Contact

DDAT Commercial

Email

commercialddat@businessandtrade.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/department-for-business-and-trade>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Digital Diagnostic Tool - SEMrush

II.1.2) Main CPV code

- 48000000 - Software package and information systems

II.1.3) Type of contract

Supplies

II.1.4) Short description

Provision of Digital Diagnostic Tool

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: 46,402.20 USD

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Provision of Digital Diagnostic Tool

II.2.5) Award criteria

Price

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

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:

A failed competition lead to the necessary Direct Award for the requirement to be met on time and in full.

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

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract

Title

Provision of Digital Diagnostic Tool - SEMrush

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 May 2025

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

SEMrush

800 Boylston Street

Boston

MA 02199

Country

United States

NUTS code

- US - United States

The contractor is an SME

No

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

Total value of the contract/lot: 46,402.2 USN

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Department for Business and Trade

London

Country

United Kingdom