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Award

Customer document and email templates software

Ofcom

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-028133

Procurement identifier (OCID): ocids-h6vhtk-052802 ([view related notices](#))

Published 28 May 2025, 2:19pm

Scope

Reference

C20252391

Description

Customer document and email templates software for Salesforce and Clousense

Contract 1. Salesfroce customer document and email template software

Supplier

- [AppExtremes, LLC dba Conga](#)

Contract value

- 322475.33 USD including VAT

Above the relevant threshold

Earliest date the contract will be signed

27 June 2025

Contract dates (estimated)

- 1 July 2025 to 30 June 2028
- 3 years

Main procurement category

Goods

CPV classifications

- 48000000 - Software package and information systems

Other information

Description of risks to contract performance

There is a risk that Ofcom may require additional licences or have an increase in volume of documents created that may incur additional cost for this service.

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - technical reasons

Ofcom intend to enter into a three-year agreement with Conga on a single source basis in accordance with paragraph 6 of Schedule 5 to the Procurement Act 2023 as competition is absent for technical reasons to deliver Salesforce customer document and email template software (the "Software").

Conga's software application is heavily embedded and integrated within Ofcom's main customer relationship management (CRM) platform, Salesforce. The CRM platform allows Ofcom to manage our stakeholder engagement, manage all complaints that come into Ofcom on Broadcast Standards, Telecoms, Video on Demand and Online safety from the general public.

The customer document management software is also embedded within a third-party package, Cloudsense used by licensees.

Conga provides document generation for the whole of Ofcom Salesforce Platform across

hundreds of automated process and functional areas within the platform. It also currently provisions 77 different document templates and 44 email templates across multiple core capability areas.

Moving to a new solution for the Software would require updates to system logic, system automated workflow and processes, data mapping and template design and configuration across all impacted solution areas within the Salesforce Platform. This would require an extensive amount of rework of all corresponding and licence document templates to be made to enable them to be delivered using an alternative solution. The cost and time taken to undertake a change in software would not offer value for money and would far exceed the cost of continuing with the existing software, which is working effectively.

For these reasons, Ofcom also considers that paragraph 7 of Schedule 5 of the Procurement Act 2023 applies.

Supplier

AppExtremes, LLC dba Conga

- Public Procurement Organisation Number: PLZV-1371-BWRZ

13699 Via Varra Rd

Broomfield

CO 80020

United States

Email: accounting@congame.com

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Salesfroce customer document and email template software

Contracting authority

Ofcom

- Public Procurement Organisation Number: PQQZ-1663-NWMN

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Website: <http://www.ofcom.org.uk>

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government