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Not applicable

## **WP2248.1 & WP2248.2: SMS Provider(s) for GOV.UK Notify**

Cabinet Office (Government Digital Service)

F14: Notice for changes or additional information

Notice identifier: 2024/S 000-028515

Procurement identifier (OCID): ocds-h6vhtk-04933b

Published 5 September 2024, 5:45pm

### **Section I: Contracting authority/entity**

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

Cabinet Office (Government Digital Service)

The White Chapel Building

London

E1 8QS

#### **Contact**

Commercial Team

#### **Email**

[gds-digital-buyer@digital.cabinet-office.gov.uk](mailto:gds-digital-buyer@digital.cabinet-office.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI42 - Tower Hamlets

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/government-digital-service>

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

WP2248.1 & WP2248.2: SMS Provider(s) for GOV.UK Notify

#### **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**

GOV.UK Notify is a digital communications platform, developed and run by the Government Digital Service (GDS). Notify allows public sector service teams to send notifications (text message, email and post) to their users.

The notifications are typically status updates, requests for action, MFA codes, receipts of applications or supporting information, and reminders. The messages are sent via an API or manually through a web interface.

Currently there are over 8,700 service teams using GOV.UK Notify, from over 1,500 public sector organisations across central and local government and the NHS.

Notify sends an average of 3 million SMS fragments a day, regularly achieving peaks of 7 million.

Many Notify services send messages that are longer than one fragment and the average message sent via Notify is 2 fragments long. Notify SMS messages have a high average delivery rate of 95.7%.

Notify uses two concurrently integrated SMS suppliers to ensure a resilient service. Typically, traffic is shared between the two based on supplier performance (speed of processing) and load. Ultimately GDS reserves the right to allocate work between suppliers at its absolute discretion and there is no guarantee of volume as it's influenced by both government policy and how the services choose to use Notify.

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2024/S 000-026943](#)

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## **Section VII. Changes**

### **VII.1) Information to be changed or added**

### **VII.2) Other additional information**

Clarification question responses published to contracts finder