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Contract

£13.6M

Ministry of Defence

F03: Contract award notice

Notice identifier: 2022/S 000-028840

Procurement identifier (OCID): ocds-h6vhtk-0325c4

Published 13 October 2022, 1:59pm

Section I: Contracting authority

I.1) Name and addresses

Ministry of Defence

Bristol

Email

evan.powell104@mod.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://contracts.mod.uk/web/login.html>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Defence

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

£13.6M

II.1.2) Main CPV code

- 72212517 - IT software development services

II.1.3) Type of contract

Services

II.1.4) Short description

The Authority have a requirement for a System Innovator/Integrator (SII) to deliver a Cloud based online influence and engagement service, following an Agile approach. The proposed capability is split into two core services:

- A persona management capability to create & maintain live personas for use with online services such as social media, websites, forums, blogs etc.
- IT infrastructure & application services, utilising managed attribution. This includes but is not limited to social media, online surveys and other methods.

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: £13,600,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Authority have a requirement for a System Innovator/Integrator (SII) to deliver a Cloud based online influence and engagement service, following an Agile approach. The proposed capability is split into two core services:

- A persona management capability to create & maintain live personas for use with online services such as social media, websites, forums, blogs etc.
- IT infrastructure & application services, utilising managed attribution. This includes but is not limited to social media, online surveys and other methods.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

Option Years 2 x 12 months

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

Restricted procedure

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: [2022/S 000-007978](#)

Section V. Award of contract

Contract No

701908450

Title

Online Engagement Services (OES)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 October 2022

V.2.2) Information about tenders

Number of tenders received: 3

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

V.2.3) Name and address of the contractor

PA Consulting

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £13,600,000

Total value of the contract/lot: £11,600,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Ministry of Defence

Bristol

Country

United Kingdom