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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](mailto: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

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## **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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

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

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

Ministry of Defence

Bristol

Country

United Kingdom