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Tender

Managed Service Provider (MSP) - Ad Publishing

A T O C Ltd

F05: Contract notice – utilities

Notice identifier: 2023/S 000-033602

Procurement identifier (OCID): ocds-h6vhtk-041996

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Section I: Contracting entity

I.1) Name and addresses

A T O C Ltd

200 Aldersgate Street

LONDON

EC1A4HD

Contact

Tosin Sanusi

Email

Tosin.Sanusi@raildeliverygroup.com

Country

United Kingdom

Region code

UKI31 - Camden and City of London

Companies House

03069033

Internet address(es)

Main address

<https://www.raildeliverygroup.com/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procurement.raildeliverygroup.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procurement.raildeliverygroup.com/>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://procurement.raildeliverygroup.com/>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Managed Service Provider (MSP) - Ad Publishing

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

RDG seeks a Managed Service Provider (MSP) to enhance online advertising and achieve £7 million in annual revenue growth over three years. RDG is a leading player in the UK railway industry, with high-traffic websites and apps. The MSP should be a Google Certified Publishing Partner, offer a header bidding solution, provide live reporting, and ensure GDPR compliance. This partnership aims to streamline operations and drive innovation, with an initial 3-year contract starting in March 2024.

The tender will be issued by RDG's tendering system - Wax Digital. Access will be provided to bidders so they can access the tender documentation. If you are interested in responding to this notice, please do so via the link below:

<https://procurement.raildeliverygroup.com/>

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79300000 - Market and economic research; polling and statistics

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Rail Delivery Group (RDG) is a membership body representing interests of train operating companies in the United Kingdom. RDG intends to secure a Managed Service Provider (MSP) capable of delivering a comprehensive range of services including but is not limited to:

1. Google Certification and Expertise

- Google Certified Publishing Partner (GCPP)
- Google Multiple Customer Management (MCM)

2. In-House Campaign Management

- Access to Google AdManager360 via 'Teams'

3. Advertising Solutions

- Header Bidding for Web & Apps
- In-Depth Live Reporting Dashboard

4. Account Management

- Dedicated GMT Time Zone Account Manager
- Commercial and Technical Support for GMT
- Growth and Optimization

5. Identifying Opportunities

- Technological Issue Resolution

6. Compliance and Performance

- GDPR, CPRA, and CCPA Compliance
- Service Excellence and KPI Measurement

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement

documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The option to extend will be for up to a further 2 years, either as whole or as increments of no less than six months

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

As defined in the procurement documentation, in accordance with the Supplier Questionnaire evaluation criteria

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.1.4) Objective rules and criteria for participation

List and brief description of rules and criteria

Please refer to the tender documents for more information

III.1.7) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Please refer to the tender documents for more information

III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Please refer to the tender documents for more information

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Please refer to the tender documents for more information

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

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.2.2) Time limit for receipt of tenders or requests to participate

Date

14 December 2023

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

Rail Delivery Group

First Floor North, 1 Puddle Dock

London, England

EC4V 3DS

Country

United Kingdom