

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/033602-2023>

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

Published 14 November 2023, 12:07pm

### **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](mailto: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