

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/034387-2024>

Tender

## **TPT134 - Single Customer View Data Platform & CRM - Implementation & Managed Service**

Transpennine Trains Limited

F05: Contract notice – utilities

Notice identifier: 2024/S 000-034387

Procurement identifier (OCID): ocds-h6vhtk-04b0ba

Published 23 October 2024, 7:05pm

### **Section I: Contracting entity**

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

Transpennine Trains Limited

Bridgewater House, 58-60 Whitworth Street

Manchester

M1 6LT

#### **Contact**

Adam Meakin

#### **Email**

[procurement.services@tpexpress.co.uk](mailto:procurement.services@tpexpress.co.uk)

#### **Telephone**

+44 7929383644

#### **Country**

United Kingdom

**Region code**

UKD33 - Manchester

**Internet address(es)**

Main address

<https://www.tpexpress.co.uk/about-us>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

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

<https://www.delta-esourcing.com/tenders/UK-UK-Manchester:-IT-services:-consulting%2C-software-development%2C-Internet-and-support./X8VTB9P5YC>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-UK-Manchester:-IT-services:-consulting%2C-software-development%2C-Internet-and-support./X8VTB9P5YC>

Tenders or requests to participate must be submitted to the above-mentioned address

**I.6) Main activity**

Railway services

---

## **Section II: Object**

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

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

TPT134 - Single Customer View Data Platform & CRM - Implementation & Managed Service

Reference number

TPT134

#### **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**

TPT are looking to award agreement for the procurement of a data platform solution (known as Single Customer View) the implementation of the platform and the ongoing managed service of the data platform. Additionally, TPT are also looking to award an agreement for the Managed Service of its current CRM solution. For the avoidance of doubt, a new CRM solution is not included in the scope of this requirement.

#### **II.1.5) Estimated total value**

Value excluding VAT: £3,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

If Tenderers chose to bid on both Lots, then the award of one of the Lots doesn't

guarantee

the award of the subsequent Lot. Each Lot will have individual award criteria.

## **II.2) Description**

### **II.2.1) Title**

Lot A – Data Platform including Implementation and Managed Service

Lot No

A

### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems

### **II.2.3) Place of performance**

NUTS codes

- UKD33 - Manchester

Main site or place of performance

Manchester

### **II.2.4) Description of the procurement**

Data Solution – provide a data solution that meets the functional and non-functional requirements. Implementation – building and implementing the proposed data solution that will provide a Single Customer View. Managed Service – full management, maintenance, monitoring, enhancement of the data solution. o Data Strategy – lead in the development of the Single Customer View and Data Strategy that includes but is not limited to GDPR compliance, data management, data transformation and innovation. Data Projects – scoping and delivery of data projects to meet industry and TPT requirements, working effectively and efficiently with other agencies and suppliers to deliver the most appropriate and cost-effective solution

### **II.2.5) Award criteria**

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

### **II.2.6) Estimated value**

Value excluding VAT: £2,200,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Option to extend up to 36 months

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

Envisaged number of candidates: 4

Objective criteria for choosing the limited number of candidates:

The top 4 tenderers will be taken through to the ITN stage.

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: No

**II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

**II.2.14) Additional information**

Access code for Delta is X8VTB9P5YC

## **II.2) Description**

### **II.2.1) Title**

Lot B – CRM Managed Service

Lot No

B

### **II.2.2) Additional CPV code(s)**

- 72212481 - Sales or marketing software development services

### **II.2.3) Place of performance**

NUTS codes

- UKD33 - Manchester

Main site or place of performance

Manchester

### **II.2.4) Description of the procurement**

Managed Service - full management, maintenance, monitoring and enhancement of the current Salesforce Marketing Cloud “SFMC” CRM solution. Campaign Operations – lead on and support TPT with utilising SFMC for campaign operations. Training – lead on and provide training to enhance TPT knowledge aiding the team to become self-serve (with BAU) with the SFMC solution.

### **II.2.5) Award criteria**

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

### **II.2.6) Estimated value**

Value excluding VAT: £800,000

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

Duration in months

This contract is subject to renewal

Yes

Description of renewals

Option to extend up to 36 months

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

Envisaged number of candidates: 4

Objective criteria for choosing the limited number of candidates:

The top 4 tenderers will be taken through to the ITN stage.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

#### **II.2.14) Additional information**

Access code for Delta is X8VTB9P5YC

---

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **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: [2004/S 000-017398](#)

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

Date

25 November 2024

Local time

2:00pm

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

English



---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Manchester:-IT-services:-consulting%2C-software-development%2C-Internet-and-support./X8VTB9P5YC>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/X8VTB9P5YC>

GO Reference: GO-20241023-PRO-28253125

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

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

TransPennine Trains Limited

Floor 7 Bridgewater House, 58-60 Whitworth Street

Manchester

M1 6LT

Country

United Kingdom