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Contract

## **Salesforce customer document and email templates software**

Ofcom

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-037049

Procurement identifier (OCID): ocds-h6vhtk-052802 ([view related notices](#))

Published 3 July 2025, 11:33am

### **Scope**

### **Reference**

C20252391

### **Description**

Customer document and email templates software for Salesforce and Clousense

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## **Contract 1. Salesforce customer document and email templates**

## software

### Supplier

- [AppExtremes, LLC dba Conga](#)

### Contract value

- £322,475 including VAT

Above the relevant threshold

### Date signed

30 June 2025

### Contract dates

- 1 July 2025 to 30 June 2028
- 3 years

### Main procurement category

Goods

### CPV classifications

- 48000000 - Software package and information systems

### Contract locations

- UK - United Kingdom

## **Justification for not setting key performance indicators**

Contract value is below £5million inc. VAT

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Single supplier - technical reasons

Ofcom intend to enter into a three-year agreement with Conga on a single source basis in accordance with paragraph 6 of Schedule 5 to the Procurement Act 2023 as competition is absent for technical reasons to deliver Salesforce customer document and email template software (the "Software").

Conga's software application is heavily embedded and integrated within Ofcom's main

customer relationship management (CRM) platform, Salesforce. The CRM platform allows Ofcom to manage our stakeholder engagement, manage all complaints that come into Ofcom on Broadcast Standards, Telecoms, Video on Demand and Online safety from the general public.

The customer document management software is also embedded within a third-party package, Cloudsense used by licensees.

Conga provides document generation for the whole of Ofcom Salesforce Platform across hundreds of automated process and functional areas within the platform. It also currently provisions 77 different document templates and 44 email templates across multiple core capability areas.

Moving to a new solution for the Software would require updates to system logic, system automated workflow and processes, data mapping and template design and configuration across all impacted solution areas within the Salesforce Platform. This would require an extensive amount of rework of all corresponding and licence document templates to be made to enable them to be delivered using an alternative solution. The cost and time taken to undertake a change in software would not offer value for money and would far exceed the cost of continuing with the existing software, which is working effectively.

For these reasons, Ofcom also considers that paragraph 7 of Schedule 5 of the Procurement Act 2023 applies.

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## Supplier

### **AppExtremes, LLC dba Conga**

- Public Procurement Organisation Number: PLZV-1371-BWRZ

13699 Via Varra Rd

Broomfield

CO 80020

United States

Email: [accounting@congamerge.com](mailto:accounting@congamerge.com)

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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## **Contracting authority**

### **Ofcom**

- Public Procurement Organisation Number: PQQZ-1663-NWMN

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

United Kingdom

Email: [procurementnotice@ofcom.org.uk](mailto:procurementnotice@ofcom.org.uk)

Website: <http://www.ofcom.org.uk>

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government