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Contract

## **Supply of a Marketing Engagement Platform for Ordnance Survey**

Ordnance Survey

F03: Contract award notice

Notice identifier: 2025/S 000-050563

Procurement identifier (OCID): ocids-h6vhtk-04d621

Published 21 August 2025, 2:40pm

### **Section I: Contracting authority**

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

Ordnance Survey

Explorer House, Adanac Dr

Southampton

SO16 0AS

#### **Contact**

Vicki Walton

#### **Email**

[vicki.walton@os.uk](mailto:vicki.walton@os.uk)

#### **Telephone**

+44 3454560420

#### **Country**

United Kingdom

**NUTS code**

UKJ - South East (England)

**Internet address(es)**

Main address

<https://www.ordnancesurvey.co.uk>

Buyer's address

<https://in-tendhost.co.uk/os>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

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**Section II: Object**

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

**II.1.1) Title**

Supply of a Marketing Engagement Platform for Ordnance Survey

Reference number

TS.0510

**II.1.2) Main CPV code**

- 72210000 - Programming services of packaged software products

**II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

OS has awarded for a Marketing Engagement Platform to Braze Inc

#### **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: £645,000

### **II.2) Description**

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

- 48510000 - Communication software package
- 48481000 - Sales or marketing software package
- 48480000 - Sales, marketing and business intelligence software package

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

NUTS codes

- UKJ - South East (England)

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

Provision of a marketing engagement platform

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

Price

#### **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

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## **Section IV. Procedure**

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

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

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2025/S 000-002555](#)

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## **Section V. Award of contract**

### **Contract No**

TS.0510

### **Title**

Marketing Engagement Platform

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 August 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 4

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Braze Inc

New York

Country

United States

NUTS code

- US - United States

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 650,000 USD

Total value of the contract/lot: 645,000 USD

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## **Section VI. Complementary information**

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

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

Ordnance Survey

Southampton

SO16 0AS

Email

[Vicki.walton@os.uk](mailto:Vicki.walton@os.uk)

Country

United Kingdom