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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): ocds-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

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

10

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

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Ordnance Survey

Southampton

SO16 0AS

Email

Vicki.walton@os.uk

Country

United Kingdom