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Tender

Provision of a Marketing CRM

Abertay University

F02: Contract notice

Notice identifier: 2025/S 000-053595

Procurement identifier (OCID): ocds-h6vhtk-05934d

Published 3 September 2025, 2:50pm

Section I: Contracting authority

I.1) Name and addresses

Abertay University

Bell Street

Dundee

DD1 1HG

Contact

Nicci Robertson

Email

procurement@abertay.ac.uk

Telephone

+44 1382308995

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://www.abertay.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00103

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.publictendersscotland.publiccontractsscotland.gov.uk/go/1977365701990F975C2C>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/go/1977365701990F975C2C>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of a Marketing CRM

Reference number

020-AU-ICT-2526

II.1.2) Main CPV code

- 72212480 - Sales, marketing and business intelligence software development services

II.1.3) Type of contract

Services

II.1.4) Short description

The Contract Agreement includes but is not limited to the following element:

Be a cloud-based platform to ensure scalability, accessibility, and ease of maintenance

Native or supported integration with SITS for data flows.

Native connectors to ad/social platforms (Meta, Google, TikTok, LinkedIn) for attribution.

Provide automated communication tools across WhatsApp, SMS, and email, with full GDPR-compliant consent management.

Accessible form builder embeddable on abertay.ac.uk with server-side validation and secure submission.

Offer event registration and real-time event check-in, including offline mobile scanning, QR ticketing, and reporting capabilities.

Feature an accessible drag-and-drop email/template builder for ease of use across teams.

Be hosted in the UK or EU, with certifications including ISO27001 and Cyber Essentials to ensure data security and UK GDPR compliance.

II.1.5) Estimated total value

Value excluding VAT: £75,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 72212480 - Sales, marketing and business intelligence software development services

II.2.3) Place of performance

NUTS codes

- UKM71 - Angus and Dundee City

Main site or place of performance

Abertay University

Bell Street

Dundee

DD1 1HG

II.2.4) Description of the procurement

The Contract Agreement includes but is not limited to the following element:

Be a cloud-based platform to ensure scalability, accessibility, and ease of maintenance

Native or supported integration with SITS for data flows.

Native connectors to ad/social platforms (Meta, Google, TikTok, LinkedIn) for attribution.

Provide automated communication tools across WhatsApp, SMS, and email, with full GDPR-compliant consent management.

Accessible form builder embeddable on abertay.ac.uk with server-side validation and secure submission.

Offer event registration and real-time event check-in, including offline mobile scanning, QR ticketing, and reporting capabilities.

Feature an accessible drag-and-drop email/template builder for ease of use across teams.

Be hosted in the UK or EU, with certifications including ISO27001 and Cyber Essentials to ensure data security and UK GDPR compliance.

II.2.5) Award criteria

Quality criterion - Name: 60 / Weighting: Technical

Price - Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £75,000

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

24 month extension

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

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

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 000-060617](#)

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

Date

17 October 2025

Local time

12:00pm

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

Tender must be valid until: 31 October 2025

IV.2.7) Conditions for opening of tenders

Date

17 October 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 30048.
For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

(SC Ref:808915)

VI.4) Procedures for review

VI.4.1) Review body

Dundee Sherriff & Justice of the Peace Courts

6 West Bell Street

Dundee

DD1 9AD

Country

United Kingdom