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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](mailto: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](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

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## **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](https://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](http://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

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## **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

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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 000-060617](#)

#### **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

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## **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