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Tender

CONTENT MANAGEMENT SYSTEM - HOSTING, LICENSING, SUPPORT AND MAINTENANCE SERVICES

Coventry University

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-056969

Procurement identifier (OCID): ocds-h6vhtk-059b59 ([view related notices](#))

Published 16 September 2025, 2:05pm

Scope

Reference

PA-FRAM-1518-25-WP

Description

Coventry University Group is seeking proposals from qualified vendors to deliver Hosting, Licensing, Support and Maintenance Services for its Optimizely Digital Experience Cloud (DXC). These services are integral to the Group's digital transformation efforts, ensuring continuous high performance and secure operations for online content.

This section provides a formal justification for specifying Optimizely CMS as the required platform in this tender. The justification is made in accordance with the reasons below. Coventry University invites for suppliers to submit tender returns based on this justification, within the scope of an open tender.

1. Technical Interoperability and Continuity

The existing digital infrastructure, including CRM, analytics, identity management, and

content delivery systems, is tightly integrated with Optimizely CMS. Optimizely's API-first architecture and support for headless delivery are essential for maintaining seamless interoperability with legacy systems and third-party services. Replacing Optimizely would require reengineering multiple integrations, introducing significant risk and cost.

2. Operational Efficiency and User Familiarity

Internal teams are trained and certified in Optimizely CMS, and workflows are built around its content management and personalization capabilities. Transitioning to a new CMS would require retraining, reauthoring content, and revalidating accessibility and compliance standards, resulting in operational disruption.

3. Cost of Change and Proportionality

A platform change would incur disproportionate University costs, including rebuilding templates and components, revalidating security and GDPR compliance, rewriting content migration scripts, and reintegrating with existing APIs and services. These costs are not justified given the maturity and suitability of the current Optimizely-based architecture.

4. Strategic Alignment and Future Scalability

Optimizely CMS aligns with the organisation's digital strategy, including goals for personalization, A/B testing, and omnichannel delivery. The platform supports future scalability, including cloud-native deployment and integration with AI-driven content tools.

The Estimate value below is based on the initial three year contract. The extension options are two, one year extensions.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Coventry:-Communication-and-multimedia-software-package./994W822QR6>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/994W822QR6>

Total value (estimated)

- £1,080,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 18 December 2025 to 17 December 2028
- Possible extension to 17 December 2030
- 5 years

Description of possible extension:

Two possible, one year extensions

Main procurement category

Goods

CPV classifications

- 48500000 - Communication and multimedia software package

Contract locations

- UKG33 - Coventry

Submission

Enquiry deadline

6 October 2025, 12:00pm

Tender submission deadline

13 October 2025, 12:00pm

Submission address and any special instructions

<https://www.delta-esourcing.com/respond/994W822QR6>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

20 October 2025

Award criteria

Name	Type	Weighting
Quality	Quality	60%
Commercial	Price	40%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Coventry University

- Public Procurement Organisation Number: PMMH-2339-NMGH

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Telephone: 07927610243

Email: Procurement@coventry.ac.uk

Region: UKG33 - Coventry

Organisation type: Public authority - sub-central government