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Award

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

Coventry University

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-066825

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

Published 20 October 2025, 4:05pm

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.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=988209222>

Contract 1

Supplier

- Nexer Digital Limited

Contract value

- £1,080,000 including VAT

Above the relevant threshold

Award decision date

17 October 2025

Date assessment summaries were sent to tenderers

20 October 2025

Standstill period

- End: 29 October 2025
- 8 working days

Earliest date the contract will be signed

7 November 2025

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

Information about tenders

- 9 tenders received
- 9 tenders assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 8 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

Nexer Digital Limited

- Companies House: 06237914

The Ropewalks, Newton S

Macclesfield

SK11 6QJ

United Kingdom

Contact name: Shaun Gomm

Telephone: 01625 725446

Email: shaun.gomm@nexergroup.com

Region: UKD62 - Cheshire East

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

Contracting authority

Coventry University

- Public Procurement Organisation Number: PMMH-2339-NMGH

Priory Street

Coventry

CV1 5FB

United Kingdom

Email: Procurement@coventry.ac.uk

Region: UKG33 - Coventry

Organisation type: Public authority - sub-central government