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Award

Salesforce CRM

LONDON SOUTH BANK UNIVERSITY

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-070264

Procurement identifier (OCID): ocds-h6vhtk-05d87d ([view related notices](#))

Published 31 October 2025, 5:44pm

Scope

Reference

1940

Description

3 Years Salesforce SaaS licences and support:

CRM Core licences £2,451,962.48 excl VAT

Marketing Cloud licences £348,108.62 excl VAT

Contract 1. Salesforce CRM Core licences

Supplier

- SALESFORCE UK LIMITED

Contract value

- £2,451,962.48 excluding VAT
- £2,942,354.98 including VAT

Above the relevant threshold

Earliest date the contract will be signed

12 November 2025

Contract dates (estimated)

- 12 November 2025 to 2 October 2028
- 2 years, 10 months, 21 days

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

Any increase in licence numbers as required over the contract term

CPV classifications

- 48445000 - Customer Relation Management software package
- 72610000 - Computer support services

Contract locations

- UKC - North East (England)
 - UKD - North West (England)
 - UKE - Yorkshire and the Humber
 - UKF - East Midlands (England)
 - UKG - West Midlands (England)
 - UKH - East of England
 - UKI - London
 - UKJ - South East (England)
 - UKK - South West (England)
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Contract 2. Salesforce CRM - Marketing Cloud licences

Supplier

- SALESFORCE UK LIMITED

Contract value

- £348,108.62 excluding VAT

- £417,730.34 including VAT

Above the relevant threshold

Earliest date the contract will be signed

12 November 2025

Contract dates (estimated)

- 12 November 2025 to 2 October 2028
- 2 years, 10 months, 21 days

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

To increase licences as required

CPV classifications

- 48445000 - Customer Relation Management software package
- 72261000 - Software support services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Additional or repeat goods, services or works - extension or partial replacement

Salesforce is an embedded system in the university and the cost to change this would be prohibitive.

Salesforce licences are only available via Salesforce, or a software re-seller who add a margin. There is an absence of competition.

By direct awarding the contract to Salesforce the Contracting Authority will save the additional cost of the software re-seller fees.

Supplier

SALESFORCE UK LIMITED

- Companies House: 05094083
- Public Procurement Organisation Number: PTXG-8329-VLGH

Floor 26 Salesforce Tower

London

EC2N 4AY

United Kingdom

Email: EMEA-GPS@salesforce.com

Website: <http://www.salesforce.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Salesforce CRM Core licences

Contract 2. Salesforce CRM - Marketing Cloud licences

Contracting authority

LONDON SOUTH BANK UNIVERSITY

- Companies House: 00986761
- Public Procurement Organisation Number: PJMT-5564-YWMT

103 Borough Road

London

SE1 0AA

United Kingdom

Email: procurement@lsbu.ac.uk

Website: <https://www.lsbu.ac.uk/>

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government