



PRIVATE & CONFIDENTIAL

INSTRUCTIONS DOCUMENT

FOR

PROVISION OF MICROSOFT PURVIEW, SAFE AI AND MS CO-PILOT SUPPORT AND SERVICES

TOURISM IRELAND REFERENCE NUMBER: 2026MSPURVIEWAI

CLOSING DAY: MONDAY

CLOSING DATE: 31ST AUGUST 2026

CLOSING TIME: 12:00 HOURS [IRISH TIME]

DATE ISSUED: 4TH AUGUST 2026

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- Responses must be submitted via the Tender Upload facility available on www.etenders.gov.ie.
 - Only responses submitted to the Tender Upload will be accepted. Responses submitted by any other means (including but not limited to by email, fax, post or hand delivery) will NOT be accepted.
 - **Candidates must** ensure that they give themselves sufficient time to upload and submit their Tender before the Response Deadline (as defined in the timetable and above).
 - There is a maximum of 4GB for the total (combined) document(s) submitted on eTenders. In order to submit a Tender document on eTenders, please note that you must click "Submit Response".
 - Candidates **should** be aware that the "Submit Response" button will be disabled automatically upon the expiration of the response deadline.

THE TENDER UPLOAD FACILITY WILL LOCK AT THE DEADLINE - LATE SUBMISSIONS WILL BE REJECTED

1. INTRODUCTION AND CONTRACTING AUTHORITY

- 1.1. Tourism Ireland CLG (hereinafter referred to as “Tourism Ireland”) established under the framework of the Belfast Agreement, is the all-Ireland marketing company set up to market the island of Ireland as a holiday destination to overseas markets. Tourism Ireland has two key goals – to increase tourism to the island of Ireland and to support Northern Ireland to realise its tourism potential. Tourism Ireland’s Head office on the Island of Ireland is located in Dublin and Coleraine.
- 1.2. The **Coleraine** office of Tourism Ireland wishes to enter into a contract with a Supplier/Service Provider for the provision of **Microsoft Purview, Safe AI and MS Co-pilot Support and Services**. The appointment is being made by a process of competitive tender using the Open Procedure.
- 1.3. Suitably qualified Tenderers are hereby invited to submit a Tender.

2. PROJECT DESCRIPTION

- 2.1. On **4th August 2026**, Tourism Ireland published a Contract Notice on the Irish Government Portal, www.etenders.gov.ie advertising this project.
- 2.2. Tourism Ireland requires the services of a supplier to provide **Microsoft Purview implementation and Safe AI Support**. The Supplier will implement Microsoft Purview for Tourism Ireland and provide support to the organisation in its aim to use Safe AI (via MS Co-Pilot). The supplier will also assist Tourism Ireland in utilising MS 365 Co-Pilot and MS Co-Pilot Chat.
- 2.3. Tourism Ireland’s detailed requirements are set out in the Specification Document attached at **Schedule 1**.
- 2.4. The Contract Period will be for up to a maximum term of three (3) years subject to budget and annual performance review and other factors. The contract will take effect on the Commencement Date, with a six (6) month probationary period during which time Tourism Ireland may, at its sole discretion, terminate with one (1) month prior notice. **The initial term will be for one [1] year, with the option to extend annually for up to two [2] further years, up to a maximum contract term of three [3] years in total.** The option to renew annually will be at Tourism Ireland’s discretion and will be based on budget availability, annual performance review and other factors.
- 2.5. It is anticipated that the Contract will commence on 1st October 2026.
- 2.6. Tenderers are asked to note that this procurement process is a National Level competitive tender and that total cost over the full contract term of three years falls below the current EU Services Threshold of €216,000 excluding VAT.

3. TENDER STRUCTURE AND LANGUAGE

- 3.1. Tenderers are required to structure their Tender in the format set out in the Form of Tender document attached at **Schedule 2**.

- 3.2. The Tender and all accompanying documents are to be in the English language.

4. SUBMISSION OF TENDERS

- 4.1. Tourism Ireland reserves the right, at its sole discretion, to extend the closing date for receipt of responses by giving notice in writing to Candidates before the original Closing Date expires.
- 4.2. The deadline date for receipt of completed responses via the Tender Upload facility on www.etenders.gov.ie is before **12 :00 hours (Irish time) 31st August 2026**.
- 4.3. Responses must be submitted via the Tender Upload facility available on www.etenders.gov.ie. Only responses submitted via the Tender Upload facility will be accepted. Responses submitted by any other means (including but not limited to by email, fax, post or hand delivery) will NOT be accepted.
- 4.4. Candidates must ensure that they give themselves sufficient time to upload and submit all required documentation before the Tender Deadline (as defined in the timetable at Appendix 3). **Candidates should take into account the fact that upload speeds vary.**
- 4.5. Tenderers **must** ensure that they give themselves sufficient time to upload and submit their Tender before the Response Deadline. Tenderers should take into account the fact that upload speeds vary. There is a maximum of 4GB for the total (combined) document(s) submitted to the electronic post-box. In order to submit a document to the electronic post-box, please note that you must click "Submit Response". After submitting you can still modify and resubmit your response up until the response deadline. Tenderers **should** be aware that the "Submit Response" button will be disabled automatically upon the expiration of the response deadline.

5. QUERY PROCEDURE

- 5.1. All queries should be submitted before **12:00 hours (Irish time) 14TH August 2026** to enable responses to be issued to all interested Candidates prior to the deadline date for the receipt of applications.
- 5.2. All queries in relation to this request for tender must be via the messaging option on www.etenders.gov.ie. Responses will be circulated to all Candidates. The identity of the person making a query will not be disclosed when circulating the response.
- 5.3. If Candidates consider their query is of a confidential or commercially sensitive nature, the Candidates must mark the query as confidential. If Tourism Ireland considers, at their sole discretion, that a query is not confidential, Tourism Ireland will notify the Candidate of its decision and the Candidate will have the opportunity to withdraw the query or re-submit it on a non-confidential basis
- 5.4. On no account is the Tenderer to contact or communicate with any other person in Tourism Ireland concerning this Request for Tenders unless Tourism Ireland redirects the enquiry.
- 5.5. Tourism Ireland will endeavour to respond to all reasonable queries received on or before the date specified in Section 5.1 but does not undertake to respond to all queries received.

- 5.6. Subject to Section 5.2, the query and Tourism Ireland's response will, where appropriate, be communicated to all Tenderers, without disclosing the name of the Tenderer who initiated the query.
- 5.7. If a Tenderer believes a query and/or its response relates to a confidential or commercially sensitive aspect of its Tender, it must mark the query as "Confidential" and state the reason(s) why. If Tourism Ireland, at its absolute discretion, is satisfied that the query and/or its response should be properly regarded as confidential or commercially sensitive, the nature of the query and its response shall be kept confidential, subject to any obligations under law. If a Tenderer has designated the query as Confidential or commercially sensitive and Tourism Ireland decides that the response should be sent to all Tenderers, Tourism Ireland will so notify the Tenderer concerned, who will have the option of withdrawing the query. Tourism Ireland may still issue any information it considers appropriate to all Tenderers following withdrawal of the query.
- 5.8. If a Tenderer becomes aware of any ambiguity, discrepancy, error or omission in or between these documents, it must immediately notify Tourism Ireland, even after the date specified in Section 5.1 has passed.
- 6. CURRENCY OF TENDER**
- 6.1. Tender prices shall be in Euro (€).
- 7. VALUE ADDED TAX**
- 7.1. All prices must be exclusive of VAT.
All prices must show:
(a) price before VAT/ taxes
(b) VAT rate/ tax rate
(c) price including VAT/ taxes
- 8. PROJECT PRICE**
- It is not anticipated that the contract costs over the three (3) – years' term will exceed €195,000 excluding VAT. Tenderers will be expected to cost competitively and in line with current market rates.
- Tenderers will be required to complete and submit, as part of their tender, the Excel Workbook – '2026MSPURVIEWAI.xls'.
- 8.1. Tenderers are asked to note that this procurement process is a National Level competitive tender and that total cost over the full contract term of three (3) years falls below the current EU Services Threshold of €216,000 excluding VAT.
- 9. VALIDITY PERIOD OF TENDER**
- 9.1. All details of the Tender, including prices and rates are to remain valid and open for acceptance for six (6) calendar months from the Tender Deadline.
- 10. PROCUREMENT TIMETABLE**
- 10.1. Tourism Ireland expects to complete the tender process in accordance with the indicative timetable set out in **Appendix 3**. Tourism Ireland reserves the right in its absolute discretion to amend the timetable.

11. MODIFICATION OF THE REQUEST FOR TENDERS/SUPPLEMENTAL INFORMATION

- 11.1. Tourism Ireland reserves the right to update, delete, vary, extend or alter this Request for Tenders and the information and documents contained herein at any time by notice in writing to Tenderers.
- 11.2. Any advice of a modification to the Request for Tenders shall be issued at least five days (5) before the Tender Deadline and shall be issued as an addendum to, and shall be deemed to constitute part of, the Request for Tenders. If necessary, Tourism Ireland shall revise the Tender Deadline in order to comply with this requirement.

12. PREPARATION COSTS

- 12.1. Each Tenderer's costs will be the sole liability of that Tenderer including costs of travel to and attendance at the presentation. Tourism Ireland has no obligation to reimburse the Tenderer in respect of costs incurred by it in the preparation of its Tender or otherwise as a result of its participation in the tender process, whatsoever or howsoever arising.

13. TOURISM IRELAND'S DISCRETION

- 13.1. Tourism Ireland does not undertake to accept the lowest Tender, or part or all of any Tender and the acknowledgement of receipt of any Tender shall not constitute any actual or implied agreement between Tourism Ireland and the Tenderer. Tourism Ireland reserves the right to accept any part, or all, of any Tender or Tenders at its sole discretion.

14. INDEPENDENT TENDER

- 14.1. By submission of a Tender, the Tenderer warrants that:
 - 14.1.1. There has been no consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to prices, with any other Tenderer or with any competitor;
 - 14.1.2. Unless otherwise required by law, the prices that have been quoted in the Tender have not knowingly been disclosed by the Tenderer, directly or indirectly, to any other Tenderer or competitor, nor will they be so disclosed; and
 - 14.1.3. No attempt has been made or will be made by the Tenderer to induce any other person or firm to submit or not to submit a Tender for the purpose of restricting competition.

15. CLARIFICATION MEETINGS

- 15.1. Qualifying Tenderers and their teams MAY be required to attend a clarification meeting at which they will clarify and present aspects their Tender proposal to the Tourism Ireland evaluation panel. Presentations are unlikely to exceed 1 hour. Clarification meetings, if required will take place virtually via MS Teams on a date to be confirmed in September 2026. The commencement time for Tenderers' meetings will be communicated to each Tenderer separately.
- 15.2. Tenderers must be prepared to answer questions from the evaluation panel during the meeting.

15.3. Tourism Ireland reserves the right to have only top-scoring candidates attend such meetings, if required.

15.4. The Presentation should be made by Staff member(s) who will be responsible for the Tourism Ireland account.

16. EVALUATION PROCEDURE

16.1. Tenders will be checked:

16.1.1. to ensure that they have been submitted to the address indicated by the Tender Deadline;

16.1.2. to ensure that they have been submitted in the required format set out in the Form of Tender in **Schedule 2**;

16.1.3. to ensure that they are complete and include all documentation required; and

16.1.4. to ensure that they comply with the requirements of this Request for Tenders.

16.2. Tenders that fail to meet any of the preliminary checks carried out under Section 17.1 may, at Tourism Ireland's absolute discretion, be eliminated from the tender process.

16.3. Following this, Tenderers' suitability will be assessed in accordance with the Selection Criteria set out at **Appendix 1**.

16.4. Tenders that meet the Selection Criteria will be evaluated in accordance with the Award Criteria set out at **Appendix 2**.

16.5. To assist in the evaluation of Tenders, Tourism Ireland may ask Tenderers to clarify any aspect of their Tender.

16.6. The Contract will be awarded to the Tenderer who has achieved the highest score by application of the Award Criteria set out in **Appendix 2**.

17. AWARD DECISION

17.1. Tourism Ireland's decision on the outcome of the Tender evaluation process will be communicated to Tenderers in writing.

18. TENDER NOT RETURNED

18.1. No part of the Tender will be returned to the Tenderer.

19. TENDERER DEBRIEFINGS

19.1. Upon written request debriefings will be provided in writing.

20. CONTRACT DOCUMENTS

21.1 The successful Tenderer will be required to enter into the Contract appended at **Schedule 3**. No material amendments to the Contract will be accepted or negotiated. Should the successful Tenderer refuse to enter into the Contract on the terms set out at **Schedule 3**, Tourism Ireland reserves the right to appoint the next highest scoring Tenderer. This Contract includes clauses in compliance with revised GDPR requirements.

- 21.2 Tourism Ireland reserves the right to require any Tenderer not incorporated in Ireland to provide a form of legal opinion in a format to be prescribed by Tourism Ireland, confirming that the Tenderer has the requisite power and authority to enter into the Contract under the laws of the country in which it is incorporated.

21. CONTRACT MANAGEMENT

The contract will be managed on a daily basis by: Conor Marshall, Head of ICT & Data Protection.

22. COMPLIANCE WITH REQUEST FOR TENDERS

- 22.1. Tenderers are required to fully comply with the Request for Tenders when preparing their Tender and participating in this tender process. It is up to the Tenderers to ensure that they fully understand the requirements of this Request for Tenders. Where a Tenderer does not fully understand the requirements, the Query Procedure should be used.
- 22.2. If a Tenderer fails to comply in any way with the Requests for Tenders, Tourism Ireland may (but is not obliged to) disqualify the Tenderer concerned and reject its Tender. Without prejudice to this right, Tourism Ireland may (but is not obliged to) seek clarification or further information from the Tenderer (that does not materially alter a Request for Tender) or take any other step permitted by law.

23. FREEDOM OF INFORMATION

- 23.1. Tourism Ireland is entitled to disclose information about this tender process, including the identity of the Tenderers, to any person. Tourism Ireland and the North/South Bodies are subject to the provisions of a Code of Practice on Freedom of Information approved by the North/South Ministerial Council. Tenderers are asked to consider if any of the information supplied by them in response to this Request for Tenders should not be disclosed because of its sensitivity. If this is the case, Tenderers should, when providing the information, identify same and specify the reasons for its sensitivity. Tourism Ireland will have regard to such a statement but is not bound by it. A copy of the Code is available at the Tourism Ireland website: <https://www.tourismireland.com/About-Us/Freedom-Of-Information>

24. CANVASSING

- 24.1. Canvassing or any effort by a Tenderer to influence any staff or agents of Tourism Ireland in relation to any aspect of the tender process may result in automatic disqualification from the tender process. Where a Tenderer has an existing relationship with Tourism Ireland or its employees, the Tenderer is advised that any discussions, correspondence, or other influences on the tender process may be treated as canvassing.
- 24.2. In accordance with Section 38 of the Ethics in Public Office Act 1995 any money, gift or other consideration from a person holding or seeking to obtain a contract will be deemed to have been paid or given corruptly unless the contrary is proved.

25. EXCLUSION FROM THE TENDER PROCESS

- 25.1. Any Tenderer shall be excluded from participation in the tender process who, to Tourism Ireland's knowledge at the time of the award, has been convicted of an offence involving:
- 25.1.1. participation in a prescribed criminal organisation;

- 25.1.2. corruption;
 - 25.1.3. fraud; or
 - 25.1.4. money laundering.
- 25.2. Any Tenderer may be excluded from participation in the tender process who, to Tourism Ireland's knowledge at the time of the award:
- 25.2.1. is bankrupt or is being wound up, whose affairs are being administered by the court, who has entered into an arrangement with creditors, who has suspended business activities, or who is in any analogous situation arising from a similar procedure under national laws, the laws of another Member State of the European Union or a third country;
 - 25.2.2. is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court or for an arrangement with creditors or of any other similar proceedings under national laws, the laws of another Member State of the European Union or a third country;
 - 25.2.3. has been convicted of an offence concerning the Tenderer's professional conduct by a judgement which has the force of *res judicata*;
 - 25.2.4. has been guilty of grave professional misconduct provable by any means which Tourism Ireland can demonstrate;
 - 25.2.5. has not fulfilled obligations relating to the payment of social security contributions and/or taxes in accordance with the legal provisions of Ireland or the country in which the Tenderer is established;
 - 25.2.6. is guilty of serious misrepresentation in supplying or has not supplied the information required under this Section 26.

26. CONFLICTS OF INTEREST AND REGISTRABLE INTERESTS

- 26.1. Any actual or potential conflict of interest involving a Tenderer (whether by reason of the Tenderer having or having had a role in Tourism Ireland in relation to the Contract or by reason of the Tenderer having or having had an interest in another Tenderer or another Tenderer having or having had an interest in the Tenderer) must be fully disclosed by the Tenderer as soon as it becomes apparent. Tourism Ireland reserves the right to raise conflict of interest issues with Tenderers.
- 26.2. Where Tourism Ireland considers that the situation does not give rise to a conflict of interest or that the conflict of interest is not material, it will permit the situation to continue.
- 26.3. Where Tourism Ireland considers that the situation gives rise to a material conflict of interest, it may, at its sole discretion, permit the situation to continue subject, if necessary, to appropriate safeguards being agreed between Tourism Ireland and the Tenderer and Tourism Ireland being fully satisfied that those safeguards have been put in place and will be complied with.
- 26.4. Where Tourism Ireland considers, in its absolute discretion, that the situation can only be remedied by the exclusion of the Tenderer from the tender process, Tourism Ireland shall exclude the Tenderer.

- 26.5. Any registrable interest involving the Tenderer and Tourism Ireland or their relatives must be fully disclosed in the Tender, or must be communicated to Tourism Ireland immediately upon such information becoming known to the Tenderer, in the event of this information only coming to the Tenderer's notice after the submission of a Tender and prior to the award of the Contract. The terms 'registrable interest' and 'relative' shall have the meaning prescribed by the Ethics in Public Office Act 1995.

27. CONFIDENTIALITY

- 27.1. All documents issued and information given to Tenderers must be treated as strictly confidential. Tenderers should not release details of the tender documents other than on an "In Confidence" basis to those who have a legitimate need to know or whom they need to consult for the purpose of preparing their Tender, or as otherwise required by law.

28. DATA PROTECTION

To the extent that any Personal Data is processed by the successful bidder in connection with the provision of the Services or otherwise, the provisions set out in Tourism Ireland's 'Data Processing Terms' shall apply to such processing. The Successful bidder will be required to sign up to these Data Processing Terms as part of the overall contract with Tourism Ireland.

29. TAX CLEARANCE

- 29.1. Tenderers shall also be aware that a tax clearance certificate will be required from the successful Tenderer prior to entering into the Contract. It will be a condition of the award of the Contract that the successful Tenderer must comply with the terms of the Department of Finance Circular 43/2006: Tax Clearance Procedures: Public Sector Contracts, or any replacement. These certificates and clearance requirements will be required prior to the contract award but do not have to be submitted as part of any Tender at this stage. Tenderers may obtain further information regarding their taxation obligations from www.revenue.ie

30. APPLICABLE LAW

- 30.1. The laws of Ireland shall apply to this tender process and the process shall be subject to the exclusive jurisdiction of the Irish courts.

31. IMPORTANT NOTICE

- 31.1. The information set out in this Request for Tenders is made available on the condition that it is used in relation to preparing Tenders and for no other purpose. Tenderers must make their own investigations so as to form their own view as to the accuracy and completeness of the statements contained herein and to satisfy themselves as to the commercial value of entering into the Contract.
- 31.2. Whilst the information in this Request for Tenders has been prepared in good faith, it does not purport to be a comprehensive review of all matters relevant to Tourism Ireland's requirements and neither Tourism Ireland nor its advisors will accept any liability or responsibility for its adequacy, accuracy or completeness, nor do they make any representation, warranty or undertaking, express or implied, with respect to the information contained in this Request for Tenders or future information supplied in connection with the Contract. No person has been authorised by Tourism Ireland, its advisors or consultants, to give any information or to make any representation not contained in this Request for Tenders and, if given or made, any such information or representation shall not be relied upon as having been so authorised.

- 31.3. By participating in this tender process, Tenderers acknowledge that there does not exist any contractual or quasi-contractual relationship between Tourism Ireland and Tenderers prior to the execution of a formal contract. The Request for Tenders does not constitute a contract.
- 31.4. Tourism Ireland reserves the right, without notice, to terminate the process or change any part of the tender process including the time limits and procedures for the tender process. In such circumstances, Tourism Ireland and its advisors shall not be liable to any persons as a result thereof.

32. APPENDICES AND SCHEDULES

- 32.1. The following Appendices and Schedules are attached to this Request for Tenders:

Appendix 1: Pre-qualification and Suitability Criteria

Appendix 2: Award Criteria

Appendix 3: Indicative Timetable

Schedule 1: Specification Document

Schedule 2: Form of Tender Response Document – separate document for downloading

Schedule 2.1: Cost Breakdown – ‘2026MSPURVIEWAI.xls’ separate Excel document for downloading

Schedule 3: Tourism Ireland Services Contract – separate document for downloading

APPENDIX 1- PRE-QUALIFICATION / SUITABILITY CRITERIA

All qualifying Tenders received will be evaluated against the pre-qualification and suitability criteria. Tenders will be evaluated in sequential steps:

Step 1: Completeness of Tender in the format prescribed in the Response Document;

Step 2: Candidates must meet all of the PASS/FAIL pre-qualification criteria listed below:

Pre-qualification Criteria, Rules & Weightings applicable		
REF	PASS/FAIL CRITERIA	PASS REQUIREMENT
A1	IT Security/GDPR Compliance/ AI	TOURISM IRELAND requires the services to adhere to good industry security practice and must be in compliance with legislative and regulatory requirements including; • EU GDPR • Data Protection Act 2018 • AI EU Act Please indicate compliance by answering all of the questions detailed at Appendix A1 of the Response document Please confirm you will make available to TOURISM IRELAND all information necessary to demonstrate compliance with data protection good practice and GDPR, if requested.
A2	Financial Capacity	Candidates must declare below they satisfy the financial and economic standing requirements set out below and they are able, upon request and without delay, to provide the supporting documentation to Tourism Ireland in each case. (i) Turnover during any of the previous 3 financial years was at least: €162,000. NOTE #1: in the case of the Tenderer being a grouping, the condition at (i) above may be satisfied by the group members as a whole.
A2.1	Insurance Requirements	Candidates must declare below that they satisfy the minimum insurance requirements set out below and they are able, upon request and without delay, to provide the supporting documentation to Tourism Ireland in relation to insurance cover for: (i) <i>Employer's Liability Insurance with an indemnity limit of €13,000,000</i> (ii) <i>Public Liability Insurance with an indemnity limit of €6,500,000</i> (iii) <i>Product Liability Insurance with an indemnity limit of €6,500,000</i> (vi) <i>Professional Indemnity Insurance with an indemnity limit of €1,000,000</i> V) <i>Cyber Liability Insurance with an indemnity limit of €1,000,000</i>
A3	Commitment to timeframe	Tenders must provide confirmation of their commitment and ability to commence the contract on 1 st October 2026.
A4	Tenderer's Statement	Tenderers must complete and sign the form of Tenderer's Statement.

Only those candidates who pass all pre-qualification criteria A1 – A4 will proceed

for evaluation against the Suitability Criteria.

Step 3: Evaluation against the Suitability Criteria

Note: Tenderers should note that for each of the suitability criteria below (B1-B3) the Minimum Score indicated must be achieved in order to avoid elimination from the competition. Tenderers are required to ensure that their confirmed Tender provides detailed information on their offers for assessment against the suitability criteria stated below.

	Suitability Criteria	Percentage Weighting	Min Score to be Achieved
B1	Relevant Experience Tenderer must provide details of: 3 contracts for similar projects concluded or initiated in the past three years to evidence - prior experience and a track record of handling projects of a similar size, scope and budget to Tourism Ireland's - proven track record of working on MS Purview configuration and implementation, Safe AI utilising MS Co-Pilot and working with organisations in rolling out MS 365 Co-Pilot and MS Co-Pilot chat.	40%	24 %
B2	Resource Capacity including Team expertise and availability Tenderer must provide detail of resources available to deliver the services required. Please provide details of: - Size and composition of the proposed team - Capacity contingency plan for the project e.g.: any additional resources that can be made available based on needs	30%	18%
B3	Commercial Relationship and Certifications (Microsoft) Tenderer must indicate the commercial relationship they have with Microsoft and any certifications achieved.	25 %	15 %
B4	Sustainability Policy and Accreditations Tenderer to provide details the company's sustainability policy and accreditations.	5%	N/a
	Total	100.00%	

APPENDIX 2- AWARD CRITERIA

Step 4: The Contract will be awarded to the Tenderer who submits the most economically advantageous Tender, evaluated in accordance with the following Award Criteria:

	Award Criteria	Percentage Weighting	Minimum Score to be Achieved
C1	Approach and Methodology Tenderer must present a clear proposal illustrating the process to carry out scope of work and deliverables as indicated in Section 3 of the Specification, including Project Plan and service levels.	25 %	15%
C2	Project and Process Planning Tenderer must present a clear proposal laying out the process to assist Tourism Ireland to roll out MS 365 Co-Pilot and MS 365 Chat use throughout the organisation, as indicated in Section 4 of the Specification “scope of work and deliverables”, including suggested use cases that Tourism Ireland should consider.	15 %	9%
C3	Proposed Team Tenderers must provide details of the Proposed Team including: - Each proposed Team Member’s Curriculum Vitae - Clear detail of team member’s relevant experience - Description of how each team member will be involved in the activities	10 %	6%
C4	Ultimate Cost	50%	n/a
	Total	100.00%	

Note: Tenderers should note that for each of the qualitative award criteria above (C1-C3) the Minimum Score indicated must be achieved in order to avoid elimination from the competition. Tenderers are required to ensure that their confirmed Tender provides detailed information on their offers for assessment against the contract award criteria stated above.

Scoring Methodology for Qualitative Criteria

Weighting	Meaning
90% to 100%	A response that demonstrates an excellent level of quality and understanding of requirements and provides comprehensive and convincing assurance that the Tenderer will deliver to an excellent standard.
80% to 89%	A response that demonstrates a very good level of quality and understanding of the requirements and provides assurance that the Tenderer will deliver to a very good standard.
60% to 79%	A response which demonstrates a satisfactory level of quality and understanding of requirements and gives reasonable assurance of delivery to an adequate standard but does not provide sufficiently convincing assurance to award a higher mark.
30% to 59%	A response where reservations exist. Lacks full credibility/convincing detail, and there is a significant risk that the response will not be successful.
1% to 29%	A response where serious reservations exist. This may be because, for example, insufficient detail is provided, and the response has fundamental flaws, or is seriously inadequate or seriously lacks credibility with a high risk of non-delivery.
0%	Response completely fails to address the criterion under consideration

Scoring Methodology for Ultimate Cost Criterion

Following receipt of Tenders, the valid Tender with the lowest ultimate cost will receive the maximum score achievable under this criterion. The scores of the other valid tenders will be calculated by using the following formula:

A		Lowest Ultimate Cost from a Bona Fide Tender	
B		Ultimate Cost for the tender being evaluated	
C		Maximum Points available for Ultimate Cost	100
Formula:			$\frac{100 * A}{B}$
Points awarded to the tender being evaluated			

APPENDIX 3-INDICATIVE TIMETABLE

OPEN PROCEDURE	Date*
Request for Tenders advertised	4 th August 2026
Deadline for receipt of Queries	14 th August 2026
Publication of response to Queries via the eTenders portal	18 th August 2026
Tender Closing Date	31 st August 2026
Evaluation Process including Tender Presentations/Clarifications, if required	1 st – 30 th September 2026
Contract Start Date	1 st October 2026

*Dates may be subject to change at Tourism Ireland's absolute discretion.

SCHEDULE 1-SPECIFICATION

Tourism Ireland – Background

Tourism Ireland was established under the framework of the Belfast Agreement, is the all-Ireland marketing company set up to market the island of Ireland as a holiday destination to overseas markets. Tourism Ireland has two key goals – to increase tourism to the island of Ireland and to support Northern Ireland to realise its tourism potential. Tourism Ireland’s Head office on the Island of Ireland is located in Dublin and Coleraine.

1. Overview

Tourism Ireland is seeking qualified Microsoft partners to support the configuration of Microsoft Purview, a Safe AI operating model and assist us in rolling out use of MS 365 Co-Pilot and Co-Pilot chat across our Microsoft 365 environment.

The engagement covers data security, compliance, governance, responsible use of AI and assistance in developing specific use cases of AI including Microsoft 365 Copilot, Copilot Chat and related AI experiences.

The selected partner will provide design, implementation, and enablement services. The outcome is a secure, governed, and scalable AI deployment aligned to regulatory and business requirements.

Tourism Ireland currently support 250 users, all licensed with Microsoft 365 E5. Our environment utilises Microsoft Defender for Endpoint and Microsoft Intune for endpoint security and device management. The E5 licensing model provides access to key Microsoft Purview capabilities, including Data Loss Prevention, Information Protection, eDiscovery, Audit, Insider Risk Management, and Data Lifecycle Management, providing a strong foundation for a successful Purview implementation.

We currently have Conditional Access controls implemented and baseline data protection measures in place, including some Data Loss Prevention (DLP) policies. However, we require assistance in reviewing, optimising and fully configuring Microsoft Purview to enhance our overall data security posture. This should include both traditional data protection and governance controls, as well as controls required to support a future AI-enabled environment. The objective is to maximise data security, compliance and information governance while maintaining an appropriate balance between security, and Copilot user experience

and productivity.

Tourism Ireland rolled out MS Copilot chat to all users in Q2 2025 and have been piloting MS 365 Copilot with one functional team within the organisation since early 2026.

We have only enabled MS Copilot chat for prompt use and have not enabled agent building in MS 365 Copilot or Co-pilot transcription in MS Teams. We have an adoption score of 89/100.

2. Objectives

The successful candidate will be responsible to support Tourism Ireland by:

- Assessing, configuring and optimising Microsoft Purview to classify, protect and govern data used by AI workloads.
- Enable safe adoption of Microsoft 365 Copilot and Copilot Chat.
- Establishing Responsible AI and governance controls for human and AI collaboration.
- Reducing data leakage, oversharing, and non-compliant AI usage.
- Developing and implementing use cases of MS 365 Copilot and Copilot chat in conjunction with the organisation's AI Steering Group.
- Build internal capability through knowledge transfer and documentation.
- The successful candidate may be required to attend meetings in Tourism Ireland Coleraine/Dublin office.

3. Scope of Work – Award Criterion C1

3.1 Discovery and Assessment

- Current-state assessment of Microsoft 365 security and compliance posture.
- Review of data classification, sensitivity labels, and retention policies.
- Assessment of Copilot readiness, including data exposure risks, such as a review of access to SharePoint, Teams and one-drive files.
- Identification of regulatory and industry obligations.
- Identification of Possible Case uses of MS 365 Copilot and Copilot chat.

3.2 Microsoft Purview Implementation

- Design and configure Microsoft Purview capabilities, including:
 - Information Protection and sensitivity labels, considering auto-labelling opportunities.
 - Data Loss Prevention for Microsoft 365 and Copilot interactions.
 - Data Lifecycle Management and retention.
 - eDiscovery and Audit readiness for AI interactions.
 - Communication Compliance where applicable.
- Alignment of Purview controls to AI usage scenarios.
- Validation and testing of policies.

3.3 Safe AI and Copilot Enablement

- Secure-by-default configuration for Microsoft 365 Copilot and Copilot Chat.
- Controls for AI prompts, responses, and grounding data.
- Guidance on managing third-party and non-Microsoft AI tools where relevant.
- Support for Copilot Studio or agent-based AI if in scope.

3.4 Governance and Responsible AI

- Definition of the AI governance model, including roles and decision rights.
- Policies for acceptable AI use, human-in-the-loop, and escalation.
- Alignment to Responsible AI principles and regulatory expectations.
- Integration with existing risk, legal, and compliance processes.
- Assessment and review of current organisational AI policy and related policies.

3.5 Change, Adoption, and Enablement

- Admin and security team enablement.
- End-user guidance for safe Copilot usage.
- Documentation, runbooks, and operational handover.
- Optional pilot support and phased rollout approach.

3.6 Deliverables - Award Criterion C1

MS Purview & Safe AI

- Proposed Project Plan for this part of the scope of work.
- Assist with the development of a Communication plan on operational changes.
- A documented target architecture for Purview and AI governance.
- Configured Microsoft Purview policies aligned to agreed use cases.
- Copilot and AI security configuration baseline.
- Technical Governance framework and Responsible AI guidance.
- Final report covering outcomes, risks, and recommendations.
- Assistance in implementing the recommendations from the report.
- Proposed service levels to be provided.
- Provision of training & knowledge transfer to TI Technology team.

4. Scope of Work - Award Criterion C2

4.1 Identify and assist with implementing Use Cases for MS 365 Copilot and Copilot chat.

- Work on developing Use Cases already approved by the AI Steering Group.
- Identify possible and best additional Use Cases for MS 365 Copilot and Copilot chat with Tourism Ireland's AI Steering Group.
- Workshop these case uses within Tourism Ireland to identify requirements.
- Assist with and provide support for rollout of approved Use Cases.
- Documentation, runbooks, and operational handover of Case Uses.

4.2 Optional End User (non-technical staff) training

- Provision of general end user training on MS 365 Co-Pilot and Co-Pilot chat.
- Provision of specific tailored training for MS 365 Co-Pilot and Co-Pilot chat for use within specific teams or functions.

4.3 Deliverables - Award Criterion C2 -

Deliverables will include:

MS 365 Copilot & Copilot Chat

- Documented proposed Use Cases of MS 365 Copilot & Copilot Chat.
- Assistance in implementing and configuring these Use Cases.
- Framework for the ongoing identification and prioritization of Use Cases.
- Technical Governance framework and Responsible AI guidance.
- Provision of training & knowledge transfer on development of the Use Cases.
- Optional Assistance in implementing and configuring MS Security Copilot.
- Optional Assistance in implementing and configuring 3rd Party Data Connectors in Purview.

5. Supplier Requirements

The Tenderers will be required to demonstrate:

- Proven experience delivering Microsoft Purview deployments.
- Hands-on experience securing Microsoft 365 Copilot and AI workloads.
- Strong understanding of data protection, privacy, and compliance.
- Experience in regulated or security-sensitive environments.
- Experience in assisting organisations identifying and prioritising Use Cases for MS 365 Copilot and Copilot chat.
- Hands-on experience rolling out use of MS 365 Copilot and Copilot chat.
- Clear approach to knowledge transfer and customer enablement.
- Range of Microsoft Certified Consultants

6. Response Requirements

Responses must include:

- Company overview and relevant certifications.
- Description of proposed approach and methodology.
- Detailed scope, assumptions, and dependencies.
- Project plan with phases and milestones.
- Named resources and roles.

- Commercial model and pricing.
- Risks, mitigations, and success criteria.

7 Costs/ Timescale

7.1 Costs must include:

- Rate card (per day) of different staff resources that will work on the contract based on seniority of the role.
- Number of days of differing staff resources for each of the deliverables in section 4 of this Specification.
- Typical number of days for identifying and assisting in implementing MS 365 Copilot and Copilot Use Cases.
- Day rates for an additional 10 and 20 call off days per year for AI related work.
- Proposed rates for Optional End User training.

7.2 Timescale:

It is hoped that companies would be able to begin work on this contract by end of September 2026, tenderers must indicate if they have the resources available to meet this timescale.

SCHEDULE 2-FORM OF TENDER

Separate document for downloading

SCHEDULE 3 - SERVICES CONTRACT

Separate document available for downloading