

# Ireland: Sales or marketing software package

## Single Party Framework Agreement for ATU for Digital Marketing Collateral Software (DMCS) platform SaaS

Contract or concession notice – standard regime

### 1 Buyer

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#### 1.1 Buyer

*Official name:* Atlantic Technological University

*Legal type of the buyer:* Body governed by public law

*Activity of the contracting authority:* Education

### 2 Procedure

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#### 2.1 Procedure

*Title:* Single Party Framework Agreement for ATU for Digital Marketing Collateral Software (DMCS) platform SaaS

*Description:* This competition relates to the establishment of a single-party framework agreement for the provision of Digital Marketing Collateral Software (SaaS Platform) with one Economic Operator. The agreement aims to deliver a comprehensive, high-quality, flexible, innovative, and responsive cloud-based Digital Marketing Collateral Software platform ("DMCS"). The DMCS is a strategic initiative whose primary goal is to enhance ATU's international student recruitment digital marketing collateral offering through easy-to-produce, customisable digital brochures for ATU agents and prospective students, tailored to different international regions, countries, or cities where ATU recruits international students. Please refer to the attached documentation for further information.

*Procedure identifier:* 8e8d3ae2-f0e6-4604-a8e6-1791f7b48e74

*Type of procedure:* Open

*The procedure is accelerated:* no

##### 2.1.1 Purpose

*Main nature of the contract:* Supplies

*Main classification (cpv):* 48481000 Sales or marketing software package

*Additional classification (cpv):* 48190000 Educational software package

*Additional classification (cpv):* 72212190 Educational software development services

*Additional classification (cpv):* 72212510 Communication software development services

*Additional classification (cpv):* 72212517 IT software development services

*Additional classification (cpv):* 72212983 Development software development services

*Additional classification (cpv):* 80300000 Higher education services

*Additional classification (cpv):* 48510000 Communication software package

*Additional classification (cpv):* 72212481 Sales or marketing software development services

##### 2.1.2 Place of performance

*Country subdivision (NUTS):* Border (IE041)

*Country:* Ireland

*Additional information:* All ATU Locations and Campuses

##### 2.1.3 Value

*Estimated value excluding VAT:* 150 000 Euro

*Maximum value of the framework agreement:* 150 000 Euro

#### **2.1.4 General information**

*Legal basis:*

Directive 2014/24/EU

#### **2.1.6 Grounds for exclusion**

*Sources of grounds for exclusion:* Procurement Document

5 Lot

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#### **5.1 Lot technical ID: LOT-0001**

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*Internal identifier:* 0

##### **5.1.1 Purpose**

*Main nature of the contract:* Supplies

*Main classification (cpv):* 48481000 Sales or marketing software package

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*Additional classification (cpv):* 48510000 Communication software package

*Additional classification (cpv):* 72212481 Sales or marketing software development services

##### **5.1.2 Place of performance**

*Country subdivision (NUTS):* Border (IE041)

*Country:* Ireland

*Additional information:*

##### **5.1.3 Estimated duration**

*Duration:* 72 Month

##### **5.1.5 Value**

*Estimated value excluding VAT:* 150 000 Euro

*Maximum value of the framework agreement:* 150 000 Euro

##### **5.1.6 General information**

*Reserved participation:* Participation is not reserved.

Procurement Project not financed with EU Funds.

*The procurement is covered by the Government Procurement Agreement (GPA):* yes

##### **5.1.7 Strategic procurement**

*Aim of strategic procurement:* No strategic procurement

### 5.1.9 Selection criteria

Sources of selection criteria: Procurement Document

### 5.1.11 Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 23/02/2026 14:00 +00:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7437263>

### 5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7437263>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 04/03/2026 12:00 +00:00

Deadline until which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 04/03/2026 12:30 +00:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7437263>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

### 5.1.15 Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Justification for the duration of the framework agreement: The extended duration is justified on the grounds of the considerable disruption that a change within a shorter period would entail, including technical disruptions from supplier changes, interruptions to multi-year academic cycles for students and delays in iterative updates.

Information about the dynamic purchasing system:

No dynamic purchase system

### 5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Atlantic Technological University

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Atlantic Technological University

Organisation processing tenders: Atlantic Technological University

## 8 Organisations

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### 8.1 ORG-0001

Official name: Atlantic Technological University

<https://ted.europa.eu/TED>

Registration number: 3926731JH  
Postal address: Port Road  
Town: Letterkenny  
Postcode: F94 DV52  
Country subdivision (NUTS): Border (IE041)  
Country: Ireland  
Email: [procurement@atu.ie](mailto:procurement@atu.ie)  
Telephone: 074 9186000  
Internet address: <https://www.atu.ie>  
Buyer profile: <https://www.atu.ie>  
Roles of this organisation:

Buyer  
Organisation providing offline access to the procurement documents  
Organisation receiving requests to participate  
Organisation processing tenders

### 8.1 ORG-0002

Official name: The High Court of Ireland  
Registration number: The High Court of Ireland  
Department: The High Court of Ireland  
Postal address: Four Courts, Inns Quay, Dublin 7  
Town: Dublin  
Postcode: D07 WDX8  
Country subdivision (NUTS): Dublin (IE061)  
Country: Ireland  
Email: [HighCourtCentralOffice@courts.ie](mailto:HighCourtCentralOffice@courts.ie)  
Telephone: +353 1 8886000  
Roles of this organisation:

Review organisation  
Organisation providing more information on the review procedures

### 8.1 ORG-0003

Official name: European Dynamics S.A.  
Registration number: 002024901000  
Department: European Dynamics S.A.  
Town: Athens  
Postcode: 15125  
Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)  
Country: Greece  
Email: [eproc-esender@eurodyn.com](mailto:eproc-esender@eurodyn.com)  
Telephone: +30 2108094500  
Roles of this organisation:

TED eSender

### Notice information

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Notice identifier/version: d7c74596-d140-433e-938c-54c2963d2870 - 01  
Form type: Competition  
Notice type: Contract or concession notice – standard regime

*Notice dispatch date: 01/02/2026 18:40 +00:00*  
*Languages in which this notice is officially available: English*