

Ireland: Sales or marketing software package

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

Contract or concession award notice – standard regime

1 Buyer

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

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

Previous notice: d7c74596-d140-433e-938c-54c2963d2870-01

Internal identifier: PIF247

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Supplies

Additional nature of the contract: Services

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:
Other

5 Lot

5.1 Lot: LOT-0001

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.

Internal identifier: 0

5.1.1 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

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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

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

Procurement Project not financed with EU Funds.

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.15 Techniques

Framework agreement:

Framework agreement, without reopening of competition

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

6 Results

6.1 Result lot identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: eduKUDU

Tender:

Tender identifier: 000160673

Identifier of lot or group of lots: LOT-0001

Value of the tender: 150 000 Euro

Contract information:

Identifier of the contract: 440924

Date of the conclusion of the contract: 25/05/2026

The contract is awarded within a framework agreement: yes

8 Organisations

8.1 ORG-0001

Official name: Atlantic Technological University

Registration number: 3926731JH

Postal address: Port Road

Town: Letterkenny

Postcode: F94 DV52

Country subdivision (NUTS): Border (IE041)

Country: Ireland

Email: 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

8.1 ORG-0002

Official name: eduKUDU

Size of the economic operator: Small

Postal address: Park Gate House, 70A Old Shoreham Rd
Town: Hove
Postcode: BN3 6HJ
Country: United Kingdom
Email: accounts@edukudu.com
Telephone: +44 7525 033981
Roles of this organisation:
 Tenderer
 Winner of these lots: LOT-0001

8.1 ORG-0003

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
Telephone: +353 1 8886000
Roles of this organisation:
 Review organisation
 Organisation providing more information on the review procedures

8.1 ORG-0004

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
Telephone: +30 2108094500
Roles of this organisation:
 TED eSender

Notice information

Notice identifier/version: db08751-7048-4e9f-8457-d898399d1e63 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 25/05/2026 14:02 +01:00
Languages in which this notice is officially available: English