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Contract notice
(Directive 2004/18/EC)

Section I : Contracting authority

I.1) Name, addresses and contact point(s):

Official name: [ARTE G.E.I.E.](#)

National ID: *(if known)*

Postal address: [4 Quai du Chanoine Winterer - CS 20035](#)

Town: [Strasbourg Cedex](#)

Postal code: [67080](#)

Country: [France \(FR\)](#)

Contact point(s): [Secteur Administration des Achats](#)

Telephone: [+33 388142222](#)

For the attention of: [Arnaud WILLER](#)

E-mail: appelsdoffres@arte.tv

Fax: [+33 388142040](#)

Internet address(es): *(if applicable)*

General address of the contracting authority/entity: *(URL)* www.arte.tv

Address of the buyer profile: *(URL)*

Electronic access to information: *(URL)*

Electronic submission of tenders and requests to participate: *(URL)*

Further information can be obtained from

- The above mentioned contact point(s) Other (please complete Annex A.I)

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from

- The above mentioned contact point(s) Other (please complete Annex A.II)

Tenders or requests to participate must be sent to

- The above mentioned contact point(s) Other (please complete Annex A.III)

I.2) Type of the contracting authority

- Ministry or any other national or federal authority, including their regional or local sub-divisions
- National or federal agency/office
- Regional or local authority
- Regional or local agency/office
- Body governed by public law
- European institution/agency or international organisation
- Other: *(please specify)*
[European economic interest grouping \(EEIG\)](#)

I.3) Main activity

- General public services

- Defence
- Public order and safety
- Environment
- Economic and financial affairs
- Health
- Housing and community amenities
- Social protection
- Recreation, culture and religion
- Education
- Other: *(please specify)*
[Broadcasting](#)

I.4) Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities:

yes no

information on those contracting authorities can be provided in Annex A

Section II : Object of the contract

II.1) Description :

II.1.1) Title attributed to the contract by the contracting authority :

Supply, implementation and maintenance of a Customer Relationship Management system (CRM)

II.1.2) Type of contract and location of works, place of delivery or of performance :

choose one category only – works, supplies or services – which corresponds most to the specific object of your contract or purchase(s)

- | | | |
|---|---|--|
| <input type="radio"/> Works | <input type="radio"/> Supplies | <input checked="" type="radio"/> Services |
| <input type="checkbox"/> Execution | <input type="checkbox"/> Purchase | Service category No: 27 |
| <input type="checkbox"/> Design and execution | <input type="checkbox"/> Lease | Please see Annex C1 for service categories |
| <input type="checkbox"/> Realisation, by whatever means of work, corresponding to the requirements specified by the contracting authorities | <input type="checkbox"/> Rental | |
| | <input type="checkbox"/> Hire purchase | |
| | <input type="checkbox"/> A combination of these | |

Main site or location of works, place of delivery or of performance :

NUTS code:

II.1.3) Information about a public contract, a framework agreement or a dynamic purchasing system (DPS):

- The notice involves a public contract
- The notice involves the establishment of a framework agreement
- The notice involves the setting up of a dynamic purchasing system (DPS)

II.1.4) Information on framework agreement : (if applicable)

Framework agreement with several operators Framework agreement with a single operator

Number :

or

(if applicable) maximum number : of participants to the framework agreement envisaged

Duration of the framework agreement

Duration in years : or in months :

Justification for a framework agreement, the duration of which exceeds four years :

Estimated total value of purchases for the entire duration of the framework agreement (if applicable, give figures only)

Estimated value excluding VAT : Currency :

or

Range: between : : and : : Currency :

Frequency and value of the contracts to be awarded : (if known)

II.1.5) Short description of the contract or purchase(s) :

Arte is a European cultural TV channel. Its programs are available in French and German through DVB-T, satellite television, digital cable and internet. It consists of three structures, the head office based in Strasbourg (called ARTE GEIE), two members in charge of the production and the design of programs (ARTE France based in Paris and ARTE Deutschland based in Baden-Baden).

For several years, relations between ARTE and its viewers have been evolving, integrating progressively main new digital tools. Communications mainly delivered by traditional channels (phone) have digitized. ARTE has also taken a new orientation in its strategy, evolving to a multivector structured enterprise even within its projects.

ARTE's customer relationship is managed on these two levels:

- viewer service : its aim is to answer every request coming from the viewers either by phone, e-mail, web form, web comments on the different website's pages or from the social networks. These requests can be of different kind : question on a program, vod/dvd purchase, solving a technical problem...

- marketing services : sending newsletters and targeted mailings

Several tools are added to the CRM in order to complete the solution.

The CRM is currently used in ARTE GEIE office, and also in an outsourced call-center.

With this competitive tender procedure, ARTE GEIE is seeking contractual partners to carry out the complete relaunch of the CRM solution with these objectives:

- simplify the current architecture by supplying an integrated solution powering a reduced number of tools

- optimize the relationship with the viewers by automating the processes

- integrate the new digital tools by connecting them to the CRM tool : social networks, web comments, ...

The tender procedure is for a single market, including the following :

- The CRM solution

- The database migration from the existing tool to the new solution

- The integration of the solution

- The solution must be connected to the ARTE internal tools: program management system (APIOS), SSO and Identity Management (in allocation phase)

- Some other tools will be able to be interfaced with the CRM : social media CRM (Dimelo), ticket system (JIRA), Ad Server, Recommender System (SPIDEO), Push notification server, Newsletter server

- A complete training of the employees

- The maintenance (corrective and adaptive)

ARTE wishes a single point of contact for the entire market duration, regardless of the bidder configuration (single candidate, groupment or outsourcing).

The solution should provide the following services :

1.... for the viewer service :

a.Multilingual contact management

b.Management of all contact interactions through every existing communication channels (phone, e-mail, social networks...)

c.smart management and answer construction via automatic scripting (3 levels-depth classification, predefined textfields, mergefields, answer in the user's language, ...) and multilingual

2.... for the marketing services :

a.Mailing campaign management and planification

b.Management of targets and populations

c.Sending of personalized mailings and newsletters

d.Ability to add new custom services (quiz, gamification...)

3.... transversal services

a.Analytics on call-center and marketing services activity

b.Management of the data obsolescence

c.Integration of external services (SSO, personalization, ...) through APIs

d.Bilingual user interface (French, German)

II.1.6) Common procurement vocabulary (CPV) :

	Main vocabulary	Supplementary vocabulary (if applicable)
Main object	72212445	
Additional object(s)	48445000	

II.1.7) Information about Government Procurement Agreement (GPA) :

The contract is covered by the Government Procurement Agreement (GPA) : yes no

II.1.8) Lots: (for information about lots, use Annex B as many times as there are lots)

This contract is divided into lots: yes no

(if yes) Tenders may be submitted for

one lot only

one or more lots

all lots

II.1.9) Information about variants:

Variants will be accepted : yes no

II.2) Quantity or scope of the contract :

II.2.1) Total quantity or scope : (including all lots, renewals and options, if applicable)

(if applicable, give figures only)

Estimated value excluding VAT : Currency :

or

Range: between : : and : : Currency :

II.2.2) Information about options : (if applicable)

Options : yes no

(if yes) Description of these options :

(if known) Provisional timetable for recourse to these options :

in months : or in days : (from the award of the contract)

II.2.3) Information about renewals : (if applicable)

This contract is subject to renewal: yes no

Number of possible renewals: (if known) or Range: between : and:

(if known) In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: or in days: (from the award of the contract)

II.3) Duration of the contract or time limit for completion:

Duration in months : 48 or in days: (from the award of the contract)

or

Starting: (dd/mm/yyyy)

Completion: (dd/mm/yyyy)

Section III : Legal, economic, financial and technical information

III.1) Conditions relating to the contract:

III.1.1) Deposits and guarantees required: *(if applicable)*

III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:

Provision of service will be financed by ARTE GEIE's current budget.

III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded: *(if applicable)*

Tenderers may apply alone or in a company grouping.

The legal form of the company grouping is not specified in this tender. In the case of a joint grouping, the representative must be jointly and severally liable to all the members of the grouping.

III.1.4) Other particular conditions: *(if applicable)*

The performance of the contract is subject to particular conditions : yes no

(if yes) Description of particular conditions:

III.2) Conditions for participation:

III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers:

Information and formalities necessary for evaluating if the requirements are met:

For evaluating the personal situation of the economic operators, including requirements related to the enrolment on professional or trade registers, the following information and formalities are necessary:

— each applicant indicates if he is applying alone or in a grouping. The applicant states: the name of the commercial firm, its postal address, e-mail contact, phone-and facsimile number, the company's registration number. In case of a grouping, he indicates those information for each grouping member, as well as the part of the service which is done by each grouping member.

— turnovers of the last three accounting years. The applicant specifies the part of the turnover (in %) which is related to the services of the future contract.

— an extract from the Commercial and Companies Registry (dated within the last year),

— if the applicant is in judicial reorganization, a copy of the judgement(s) issued to that effect.

III.2.2) Economic and financial ability:

Information and formalities necessary for evaluating if the requirements are met:

Certificate of insurance covering the applicant's civil professional liability.

Minimum level(s) of standards possibly required: *(if applicable)*

III.2.3) Technical capacity:

Information and formalities necessary for evaluating if the requirements are met:

Minimum level(s) of standards possibly required: *(if applicable)*

Description of the tenderer's references and its partner's references, which are comparable to the present tender (maximum 5 references per bidder or partner), still in progress or done since a maximum of three years. The references must correspond to CRM projects involving call-center activities and marketing campaign management activities (media projects will be preferred), localized in France, Germany, french speaker and german speaker European country, Europe. For the references analysis, publishing and integration experience will be privileged.

The reference list will have to contain:

- customer's name,
- type of service requested by the customer,
- duration of the project and the date of go live,
- a description of the deployed solution,
- a detailed description of the integration to existing information system
- the technical environment,
- the training (amount of trained people, training duration...),
- scope and maintenance duration.

The following informations will have to be given for every partner involved in the described projects with addition of the following informations :

- name of the partner,
- detailed description of the part of the project undertaken by the partner.

When the bid is presented by a joint grouping or with outsourcing, the description of references must contain one list per operator. Common references will be preferred.

III.2.4) Information about reserved contracts: *(if applicable)*

- The contract is restricted to sheltered workshops
- The execution of the contract is restricted to the framework of sheltered employment programmes

III.3) Conditions specific to services contracts:

III.3.1) Information about a particular profession:

Execution of the service is reserved to a particular profession: yes no
(if yes) Reference to the relevant law, regulation or administrative provision :

III.3.2) Staff responsible for the execution of the service:

Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service: yes no

Section IV : Procedure

IV.1) Type of procedure:

IV.1.1) Type of procedure:

Open

Restricted

Accelerated restricted

Justification for the choice of accelerated procedure:

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures) : yes no
(if yes, provide names and addresses of economic operators already selected under Section VI.3 Additional information)

Accelerated negotiated

Justification for the choice of accelerated procedure:

Competitive dialogue

IV.1.2) Limitations on the number of operators who will be invited to tender or to participate: (restricted and negotiated procedures, competitive dialogue)

Envisaged number of operators:

or

Envisaged minimum number: 5 and (if applicable) maximum number 7

Objective criteria for choosing the limited number of candidates:

Applicants' professional, technical and financial ability.

IV.1.3) Reduction of the number of operators during the negotiation or dialogue: (negotiated procedure, competitive dialogue)

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated : yes no

IV.2) Award criteria

IV.2.1) Award criteria (please tick the relevant box(es))

Lowest price

or

The most economically advantageous tender in terms of

the criteria stated below (the award criteria should be given with their weighting or in descending order of importance where weighting is not possible for demonstrable reasons)

the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document

Criteria	Weighting	Criteria	Weighting
1.		6.	
2.		7.	
3.		8.	
4.		9.	

Criteria	Weighting	Criteria	Weighting
5.		10.	

IV.2.2) Information about electronic auction

An electronic auction will be used yes no

(if yes, if appropriate) Additional information about electronic auction:

IV.3) Administrative information:

IV.3.1) File reference number attributed by the contracting authority: (if applicable)

CRM 2015

IV.3.2) Previous publication(s) concerning the same contract:

yes no

(if yes)

Prior information notice Notice on a buyer profile

Notice number in the OJEU: of: (dd/mm/yyyy)

Other previous publications(if applicable)

IV.3.3) Conditions for obtaining specifications and additional documents or descriptive document: (in the case of a competitive dialogue)

Time limit for receipt of requests for documents or for accessing documents

Date: Time:

Payable documents yes no

(if yes, give figures only) Price: Currency:

Terms and method of payment:

IV.3.4) Time limit for receipt of tenders or requests to participate:

Date: 06/01/2015 Time: 12:00

IV.3.5) Date of dispatch of invitations to tender or to participate to selected candidates: (if known, in the case of restricted and negotiated procedures, and competitive dialogue)

Date:

IV.3.6) Language(s) in which tenders or requests to participate may be drawn up:

Any EU official language

Official EU language(s):

DE, EN, FR

Other:

IV.3.7) Minimum time frame during which the tenderer must maintain the tender:

until: :

or

Duration in months : or in days : (from the date stated for receipt of tender)

IV.3.8) Conditions for opening of tenders:

Date : (dd/mm/yyyy) Time

(if applicable) Place:

Persons authorised to be present at the opening of tenders *(if applicable)* :

yes no

(if yes) Additional information about authorised persons and opening procedure:

Section VI: Complementary information

VI.1) Information about recurrence: *(if applicable)*

This is a recurrent procurement : yes no

(if yes) Estimated timing for further notices to be published:

VI.2) Information about European Union funds:

The contract is related to a project and/or programme financed by European Union funds : yes no
(if yes) Reference to project(s) and/or programme(s):

VI.3) Additional information: *(if applicable)*

End of January 2015 : Dispatching of the invitations to present an offer to selected candidates.
Contract will provisionally enter into force in early June 2015.

VI.4) Procedures for appeal:

VI.4.1) Body responsible for appeal procedures:

Official name: [Tribunal de grande instance](#)

Postal address: [Quai Finkmatt](#)

Town: [Strasbourg](#)

Postal code: [67000](#)

Country:

Telephone: [+33 388752727](#)

E-mail:

Fax: [+33 388752930](#)

Internet address: *(URL)*

Body responsible for mediation procedures *(if applicable)*

Official name:

Postal address:

Town:

Postal code:

Country:

Telephone:

E-mail:

Fax:

Internet address: *(URL)*

VI.4.2) Lodging of appeals: *(please fill in heading VI.4.2 or if need be, heading VI.4.3)*

Precise information on deadline(s) for lodging appeals: Appeals may be lodged on the basis:
— of Article 2 Order no. 2009-515 (7 May 2009), relating to appeal procedures applicable to public procurement contracts, before the conclusion of the contract (urgent pre-contractual application);
— or of Article 11 of that Order (urgent contractual application), no later than the 31st day following publication of the notice of award of the contract, or, in the absence of publication of such a notice, until the expiry of 6 months period counting from the day after the date of notification of the contract.

VI.4.3) Service from which information about the lodging of appeals may be obtained:

Official name:

Postal address:

Town:

Postal code:

Country:

Telephone:

E-mail:

Fax:

Internet address: (*URL*)

VI.5) Date of dispatch of this notice:

[28/11/2014](#) (*dd/mm/yyyy*) - ID:2014-158601

Annex A
Additional addresses and contact points

I) Addresses and contact points from which further information can be obtained

Official name: _____ National ID: *(if known)*
Postal address: _____
Town: _____ Postal code: _____ Country: _____
Contact point(s): _____ Telephone: _____
For the attention of: _____
E-mail: _____ Fax: _____
Internet address: *(URL)* _____

II) Addresses and contact points from which specifications and additional documents can be obtained

Official name: [ARTE G.E.I.E.](#) National ID: *(if known)*
Postal address: [4 Quai du Chanoine Winterer - CS 20035](#)
Town: [Strasbourg Cedex](#) Postal code: [67080](#) Country: [France \(FR\)](#)
Contact point(s): [Secteur Administration des Achats](#) Telephone: [+33 388142222](#)
For the attention of: [Arnaud WILLER](#)
E-mail: appelsdoffres@arte.tv Fax: [+33 388142040](#)
Internet address: *(URL)* www.arte.tv

III) Addresses and contact points to which tenders/requests to participate must be sent

Official name: _____ National ID: *(if known)*
Postal address: _____
Town: _____ Postal code: _____ Country: _____
Contact point(s): _____ Telephone: _____
For the attention of: _____
E-mail: _____ Fax: _____
Internet address: *(URL)* _____

IV) Address of the other contracting authority on behalf of which the contracting authority is purchasing

Official name _____ National ID (if known):
Postal address:
Town _____ Postal code
Country

----- (Use Annex A Section IV as many times as needed) -----

Annex B
Information about lots

Title attributed to the contract by the contracting authority

Lot No : **Lot title :**

1) Short description:

2) Common procurement vocabulary (CPV):

Main vocabulary:

3) Quantity or scope:

(if known, give figures only) Estimated cost excluding VAT:

Currency:

or

Range: between :

and:

Currency:

4) Indication about different date for duration of contract or starting/completion: (if applicable)

Duration in months : or in days : (from the award of the contract)

or

Starting: (dd/mm/yyyy)

Completion: (dd/mm/yyyy)

5) Additional information about lots:

Annex C1 – General procurement
Service categories referred to in Section II: Object of the contract
Directive 2004/18/EC

Category No [1]	Subject
1	Maintenance and repair services
2	Land transport services [2], including armoured car services, and courier services, except transport of mail
3	Air transport services of passengers and freight, except transport of mail
4	Transport of mail by land [3] and by air
5	Telecommunications services
6	Financial services: a) Insurances services b) Banking and investment services [4]
7	Computer and related services
8	Research and development services [5]
9	Accounting, auditing and bookkeeping services
10	Market research and public opinion polling services
11	Management consulting services [6] and related services
12	Architectural services; engineering services and integrated engineering services; urban planning and landscape engineering services; related scientific and technical consulting services; technical testing and analysis services
13	Advertising services
14	Building-cleaning services and property management services
15	Publishing and printing services on a fee or contract basis
16	Sewage and refuse disposal services; sanitation and similar services
Category No [7]	Subject
17	Hotel and restaurant services
18	Rail transport services
19	Water transport services
20	Supporting and auxiliary transport services
21	Legal services
22	Personnel placement and supply services [8]
23	Investigation and security services, except armoured car services
24	Education and vocational education services
25	Health and social services
26	Recreational, cultural and sporting services [9]
27	Other services

1 Service categories within the meaning of Article 20 and Annex IIA to Directive 2004/18/EC.

2 Except for rail transport services covered by category 18.

3 Except for rail transport services covered by category 18.

4 Except financial services in connection with the issue, sale, purchase or transfer of securities or other financial instruments, and central bank services. The following are also excluded: services involving the acquisition or rental, by whatever financial means, of land, existing buildings or other immovable property or concerning rights thereon. However, financial service contracts concluded at the same time as, before or after the contract of acquisition or rental, in whatever form, shall be subject to the Directive.

- 5 Except research and development services other than those where the benefits accrue exclusively to the contracting authority for its use in the conduct of its own affairs on condition that the service provided is wholly remunerated by the contracting authority.
- 6 Except arbitration and conciliation services.
- 7 Service categories within the meaning of Article 21 and Annex IIB of Directive 2004/18/EC.
- 8 Except employment contracts.
- 9 Except contracts for the acquisition, development, production or co-production of program material by broadcasters and contracts for broadcasting time.