

Email Service Provider & B2B CRM - SOH-C146

RFT ID SOH-C146

RFT Type Open Tenders

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Closes 21-Jun-2022 5:00pm

Category (based on [UNSPSC](#))

81162000 - Cloud-based software as a service

Agency Sydney Opera House

Sydney Opera House

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Tender Details

SOHT is seeking responses (a Tender) from suitably experienced, competent, and skilled organisations to provide the services described below:

- Identifying a mid-tier (cost/complexity), Software-as-a-Service (SaaS) marketing automation / email service provider platform that is integrated with Tessitura or will integrate with Tessitura, and allows for in-depth audience understanding and utilisation across all digital channels.
 - An SMS system that integrates with the email service provider that supports our marketing automation efforts and provides operational efficiencies.
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- Consolidating SOHT's B2B relationships into a single platform with either native integration with Tessitura or with the capacity to integrate with Tessitura and transactional records, and providing all SOH teams that have B2B relationships with a common platform configured to deliver to their specific requirements

It is essential that organisations submitting a Tender specifically address the selection criteria related to their services in their submission and demonstrate relevant experience and capacity to deliver the services in accordance with the required parameters.

Location

Refer to Additional Details / Instructions

RFT Type

Open Tenders - An invitation to tender by public advertisement with no restriction placed on who may tender. Tenderers will normally be required to demonstrate in their tender that they have the necessary skills, resources, experience, financial capacity, and in some cases licences, accreditations, etc., to fulfil the tender requirements.

Multi Agency Access

No