

## 181745-2026 - Competition

Norway – IT services: consulting, software development, Internet and support – Consultancy services CRO Personalisation.

OJ S 52/2026 16/03/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Norsk Rikstoto

Email: [erlend.kokaas@rikstoto.no](mailto:erlend.kokaas@rikstoto.no)

Legal type of the buyer: Entity with special or exclusive rights

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Consultancy services CRO Personalisation.

Description: The aim is to establish a framework agreement for consultancy services within Conversion Rate Optimization (CRO) to strengthen the company's work with data driven optimisation of digital services, improve the execution of user assignments and reduce friction in digital user journeys.

Procedure identifier: 8a3591c1-724f-4452-a990-e190b8779362

Internal identifier: 26-006

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

Main features of the procedure: The aim is to establish a framework agreement for consultancy services within Conversion Rate Optimization (CRO) to strengthen the company's work with data driven optimisation of digital services, improve the execution of user assignments and reduce friction in digital user journeys.

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 72600000 Computer support and consultancy services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

Anskaffelsesforskriften - See the tender documentation

##### 2.1.6. Grounds for exclusion

## 5. Lot

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### 5.1. Lot: LOT-0000

Title: Consultancy services CRO Personalisation.

Description: The aim is to establish a framework agreement for consultancy services within Conversion Rate Optimization (CRO) to strengthen the company's work with data driven optimisation of digital services, improve the execution of user assignments and reduce friction in digital user journeys.

Internal identifier: 26-006

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 72600000 Computer support and consultancy services

##### Options:

Description of the options: 2 years, including the mentioned 48 months

#### 5.1.2. Place of performance

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

#### 5.1.3. Estimated duration

Duration: 48 Months

#### 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): no

#### 5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

##### Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 3

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

#### 5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Norwegian

Deadline for requesting additional information: 07/04/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://permalink.mercell.com/279290127.aspx>

#### 5.1.12. Terms of procurement

##### Terms of submission:

Electronic submission: Required

Address for submission: <https://permalink.mercell.com/279290127.aspx>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of requests to participate: 15/04/2026 10:00:00 (UTC+00:00) Western European Time, GMT

**Terms of contract:**

The execution of the contract must be performed within the framework of sheltered employment programmes: No

A non-disclosure agreement is required: yes

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

**5.1.15. Techniques**

**Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 1

**Information about the dynamic purchasing system:**

No dynamic purchase system

Electronic auction: no

**5.1.16. Further information, mediation and review**

Review organisation: Oslo Tingrett

Information about review deadlines: See the tender documentation

## 8. Organisations

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**8.1. ORG-0001**

Official name: Norsk Rikstoto

Registration number: 956444586

Postal address: Trondheimsveien 273

Town: OSLO

Postcode: 0589

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Contact point: Stiftelsen Norsk Rikstoto

Email: [erlend.kokaas@rikstoto.no](mailto:erlend.kokaas@rikstoto.no)

Telephone: +47 22956100

Fax: +47 22956161

Internet address: <http://www.rikstoto.no>

**Roles of this organisation:**

Buyer

**8.1. ORG-0002**

Official name: Oslo Tingrett

Registration number: 974714647

Town: Oslo

Postcode: 0164

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

**Roles of this organisation:**

Review organisation

## Notice information

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