RFP Template:

# **Background information about the project**

# Project Overview

# About [your company name here]

# DAM Project Goals

# Project Timeline

# Format of RFP

# How to Ask Questions During the RFP Process

# **Questions for Vendors**

# 1. Management Summary

**Vendors are to outline the contents of the response, including the main features and benefits they offer to a long-term commercial arrangement with (CLIENT), showing how these meet the objectives of this tender.**

# 2. Company Profile & General Market Positioning

**2.1 Please specify Vendor representative and contact details.**

**Vendor Response:**

**2.2 Vendor to state full Company Name, Operating Address, Telephone Nos. If the Vendor is a subsidiary of another Company or Corporation, please explain the Vendor’s position within the group structure including charts where appropriate.**

**Vendor Response:**

**2.3 Vendor should state what strategic relationships the Vendor has with other market vendors. Please supply details if you envisage utilising any of these third parties, based upon the scope of this requirement.**

**Vendor Response:**

**2.4. Vendor should set forth their plans (if any) for new features and other product/service roadmap developments for commerical release anticipated over the next three (3) years.**

**Vendor Response:**

**2.5 Vendor should highlight their "Unique Selling Points" and differentiators compared to their competitors.**

**Vendor Response:**

# 3. Insurance Cover

**3.1 Details of appropriate insurance cover (e.g. employer’s liability insurance; general public and products liability insurance; professional indemnity insurance).**

**Vendor Response:**

**.**

4. Functional & Non-Requirements

**Vendors should note that they will be expected to enter into a Contract with us that incorporates the commitments made in response to this section.**

Vendors must respond in detail to each one of the items in section B.4.

## 4.1 Application user interface / user experience

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| 1. **4.1.1 The application must be accessible from all major web browsers (IE, Firefox, Opera, Chrome, Safari).**   **Vendor Response:** |
| 1. **4.1.2 The application web interface must have a responsive design;**   **Vendor Response:** |
| 1. **4.1.3 The application must have a native mobile application (iOS and/or Android).**   **Vendor Response:** |
| 1. **4.1.4 The application must have an intuitive user Interface (UI) which is easy to use and navigate;**   **Vendor Response:** |
| 1. **4.1.5 The application user interface should have drag & drop capabilities;**   **Vendor Response:** |
| **4.1.6 The application must provide users with the ability to view preview version of images;**  **Vendor Response:** |
| **4.1.7 The application must support video previewing;**  **Vendor Response:** |
| **4.1.8 The application should display large numbers of digital assets within a smooth infinitely scrolling interface;**  **Vendor Response:** |
| **4.1.9 The application should identify to user’s digital assets which have recently been uploaded or have had recent activity;**  **Vendor Response:** |
| **4.1.10 The solution should provide users with elements of personalisation of the UI e.g. suggested, promoted or featured content.**  **Vendor Response:**  **4.1.11 The User Interface (UI) should use the Vendor’s own Application Programming Interface (API) for all actions.**  **Vendor Response:** |

## 4.2 User access and content permissions management

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| 1. **4.2.1 The application must employ user access controls via roles and permissions;**   **Vendor Response:** |
| **4.2.2 The application should support group-based permissions;**  **Vendor Response:** |
| 1. **4.2.3 The application must be accessible via a secure authenticated user login;**   **Vendor Response:** |
| 1. **4.2.4 The application must support an automated new user registration workflow for 'internal' users.**   **Vendor Response:** |
| 1. **4.2.5 The application must support a new user registration workflow for external users with approval steps by our administrators.**   **Vendor Response:** |
| 1. **4.2.6 The application must support provision and automatic expiry of 'external' user logins after a configurable number of days.**   **Vendor Response:** |
| **4.2.7 Some content must be classified as immediately downloadable while other content may require authorisation via an approval workflow.**  **Vendor Response:** |
| **4.2.8 The solution must have the ability to support rights management for all content.**  **Vendor Response:** |

## 4.3 Creating, sharing and publishing content

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| 1. **4.3.1 The application must support provision of download options for assets, based on a user’s role.**   **Vendor Response:** |
| 1. **4.3.2 The application must support the sharing of digital assets or collection of assets.**   **Vendor Response:** |
| 1. **4.3.3 The solution must support secure file transfer inbound and outbound of the application.**   **Vendor Response:** |
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|  |
| **4.3.5 The solution should support valid from and to date ranges on assets and the sharing of assets.**  **Vendor Response:** |

## 4.4 Metadata management and search

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| 1. **4.4.1 The solution must provide advanced intelligent search capability.**   **Vendor Response:** |
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| 1. **4.4.2 The solution must support the automated generation of keywords.** 2. **Vendor Response:** |
| 1. **4.4.3 The metadata model in the solution should support hierarchies.**   **Vendor Response:** |
| **4.4.4 The solution must support the creation of custom metadata fields.**  **Vendor Response:** |
| **4.4.5 The solution must support the ability to perform batch editing of metadata both through the UI.**  **Vendor Response:** |
| **4.4.6 The solution must support the ability for administrators to define, manage and enforce a controlled vocabulary.**  **Vendor Response:** |
| **4.4.7 The solution must support industry standard metadata models e.g. XMP, XIF, IPTC.**  **Vendor Response:** |
| **4.4.8 The solution must support In-Document searching.**  **Vendor Response:** |
| 1. **4.4.9 The solution should support saving of searches.**   **Vendor Response:** |

## 4.5 Collaboration

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| 1. **4.5.1 The solution must have the ability to create lightboxes/asset collections.**   **Vendor Response:** |
| 1. **4.5.2 The solution should support commenting against individual digital assets.**   **Vendor Response:** |
| 1. **4.5.3 The solution must include flexible workflow capabilities for the collaborative approval of assets.**   **Vendor Response:** |
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| 1. **4.5.4 The solution must have the ability to link/relate assets.**   **Vendor Response:** |

## 4.6 Image formats, image editing and video assets

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| 1. **4.6.1 The solution must support all major image, video and audio file formats.**   **Vendor Response:** |
| 1. **4.6.2 The solution must support all major document formats.**   **Vendor Response:** |
| 1. **4.6.3 The application should provide the user with a predefined set of image size and formats prior to download and convert on download.**   **Vendor Response:** |
| 1. **4.6.4 The application should allow users to edit images, e.g. cropping or reducing file resolution, prior to download.**   **Vendor Response:** |
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## 4.7 Brand Management

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| 1. **4.7.1 The application must provide a brand management portal for distribution, access and management of brand assets.**   **Vendor Response:** |
| 1. **4.7.2. The solution must provide CMS capability to create brand guidelines as web pages, editable by our administrators.**   **Vendor Response:**  **4.7.3 The system must provide capabilities to showcase best brand practice with supporting assets to inspire and enable users.**  **Vendor Response:** |
| 1. **4.7.4 The vendor should illustrate how logos specifically are managed in the system to ensure correct usage in all channels.**   **Vendor Response:**   1. **4.7.5 The solution must support web-to-print functionality, including ability for field based and inline editing.**   **Vendor Response:**   1. **4.7.6 The web to print capability should allow for the auto population of templates** 2. **from diverse data sources, based on a user’s choices.**   **Vendor Response:** |
| 1. **4.7.7 The solution should have the ability to apply watermarking to digital content.**   **Vendor Response:** |
| **4.7.8 The solution should provide version control management to ensure latest brand versions are used.**  **Vendor Response:**  **4.7.9 The vendor should highlight any features that enable visibility of assets in use; either on the web or within documents created in the system.**  **Vendor Response:** |

## 4.8 Asset management and auditing

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| 1. **4.8.1 The solution must support multiple renditions of the same digital content at various sizes, resolution and file formats.**   **Vendor Response:** |
| 1. **4.8.2 The solution must support content categorisation and cataloguing.**   **Vendor Response:** |
| 1. **4.8.3 The solution must support upload of content via SFTP.**   **Vendor Response:** |
| **4.8.4 The solution must support bulk asset migration and bulk asset management.**  **Vendor Response:** |

## 4.9 Analytics and reporting

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| 1. **4.9.1 The solution must provide a set pre-built/pre-configured usage reports.**   **Vendor Response:** |
| 1. **4.9.2 The solution should support the ability to create custom reports.**   **Vendor Response:** |
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| 1. **4.9.3 The solution should include a user accessible reporting dashboard.**   **Vendor Response:** |
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## 4.10 Platform architecture and performance

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| 1. **4.10.1 The solution must be a hosted Software-as-a-Service (SaaS) platform.**   **Vendor Response:**   1. **4.10.2 The hosting and application infrastructure for the solution must allow auto-scaling.**   **Vendor Response:**     1. **4.10.3 CDN capability must be part of the Vendor’s core package.**   **Vendor Response:** |
| 1. **4.10.4 Data must be backed up to a secondary data centre at a separate physical location at a minimum on a daily basis.**   **Vendor Response:** |
| **4.10.5 The solution must have a historic and target availability SLA of 99.9%.**  **Vendor Response:** |
| **4.10.6 The solution must have a historic and target Recovery Time Objective SLA of four (4) hours or better.**  **Vendor Response:** |

## 4.11 Extensibility and integration

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| 1. **4.11.1 The solution must provide well defined web service APIs using standard protocols such as REST or SOAP.**   **Vendor Response:** |

## 4.12 Authentication and authorisation

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| 1. **4.12.1 The solution must not require integration with an Active Directory or other Identity Management/Directory Solutions.**   **Vendor Response:** |
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| **4.12.2 The solution must be able to distinguish between internal users and external users based on email/username domain names.**  **Vendor Response:** |
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## 4.13 Volumetrics

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| 1. **4.13.1 The solution must be able to support ??files and ??TB/GB of data storage and a potential growth to ???.**   **Vendor Response:** |
| **4.13.1 The solution should support initially ????? of users with capability to support user base growth to ????????.**  **Vendor Response:** |

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## 4.14 Supportability

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| 1. **4.14.1 The solution must include user guides and technical support documentation with the primary language of this documentation being English.**   **Vendor Response:**  **4.14.2 The solution must include provision of appropriate administrator and user training.**  **Vendor Response:** |

## 4.16 Security and Data Protection

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| 1. **4.16.1 The vendor must provide appropriate security and business continuity arrangements in order to protect our information and data to guarantee the security and service delivery schedules are met.**   **Vendor Response:** |
| 1. **4.16.2 The vendor must ensure effective measures are taken to prevent malicious software, including viruses, being introduced to systems.**   **Vendor Response:** |
|  |
| **4.16.3 The vendor must ensure that all data (databases, individual records) is protected against unauthorised access (physical and logical), unauthorised modification, corruption of information and software and accidental or deliberate damage/disruption to information and services.**  **Vendor Response:** |
| **4.16.4 The vendor must ensure that our data is protected in line EU GDPR regulations.**  **Vendor Response:** |
| **4.16.5 The solution must provide 256 AES Encryption across TLS/SSL HTTPS.**  **Vendor Response:** |

5 Implementation and Delivery

**5.1 Vendors are to describe their overall proposed implementation plan/approach to achieve successful delivery of the DAM Solution. This section should include details of the following project elements:**

* + **Client resources**
  + **Reporting**
  + **Roles**
  + **Risk Management**
  + **Launch preparation**
  + **Asset migration**
  + **Training**

**5.2** **Vendors are to describe a typical project timeline with major tasks and milestones.**

**Vendor Response:**

**5.3** **Vendors are to state the names and level of experience of the account manager and/or principal personnel who will provide the implementation and delivery of the DAM Solution and ongoing services.**

**Vendor Response:**

**5.3 Vendors are to provide details of their QA/Testing process.**

**Vendor Response:**

6 Support

**6.1 Please detail your Service Level arrangements inc. helpdesk open times, contractual response/fix times.**

**Vendor Response:**

7 Previous Experience

**7.1 Please state two examples of projects carried out that are similar in nature and/or of comparable scope to this one.**

**Vendor Response:**

8 Anything Else You Want to Tell Us?

**8.1 Please state anything more you would like to share that may be relevant to this project.**