

Responses to Questions - Tender No. HQ484



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| Tender No: HQ484 | |
| Tender Name: Marketing Digital Asset Management System | Date Issued: 10 November 2023 |

This provides answers to queries raised by bidders about the above subject tender. The responses are posted on website for access by all prospective bidders and does not disclose the source.

| No. | Question | Response |
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| 1 | <p>The Scope of Work states that "The system's user group will include fewer than five administrator-level users, a core audience of 50-100 power users, and nearly 6,000 total users."</p> <p>How many of these 6,000 users will need to only view and download the assets without needing access to the account?</p> | <p>The vast majority of users will only need consumer-only accounts. These users will not need to add or modify assets, although they should be able to utilize functionality like sharing, bookmarking, exporting.</p> <p>Until we design the new platform it's not possible to state exactly how many users will require elevated permissions (upload, edit, organize, etc) but we expect the number will likely fall between 50-100.</p> <p>Most work in the system will be completed by fewer than five users with admin privileges along with 10-20 other users directly involved in the creation and modification of assets.</p> |
| 2 | <p>One of the deliverables is "Ability to migrate existing assets and metadata (including custom metadata) from Mercy Corps' existing platform."</p> <p>Where exactly are the assets now?</p> <p>What is the exact size of the asset library that needs to be migrated?</p> <p>Is there any existing metadata that needs to be migrated along with the assets themselves?</p> | <p>Assets currently live on an existing DAMS. The existing system adheres to industry norms and migration to a new system will not be a problem. The current library is approximately 200,000 assets and approximately 2.6 TB in size. The vast majority of those assets are photographs. We may decide during the implementation phase to leave some existing assets off the new system. Large amounts of standardized (e.g. IPTC) and custom metadata will need to be migrated. That metadata is easily exportable in CSV format from our existing system.</p> |
| 3 | <p>Your requirements lend itself to a brand center & DAM use case – is this accurate that you are looking to source a brand center solution that also serves as a DAM?</p> | <p>Yes, we are hoping to find a system that provides both resources. In addition to the DAMS product, we would like to develop a web-based brand hub (style guide, key brand assets, messaging information, etc) for internal and external users. Access to various levels of brand</p> |

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| | | information should be customizable based on an individual user's profile/permission. |
| 4 | Is there a larger business priority that the DAM initiative rolls up into (e.g. digital transformation, rebrand, tool stack consolidation, efforts toward efficiencies)? | While the DAMS is accessible by our entire team across the globe, it's primary function is to support our marketing, fundraising, and communications work. It primarily hosts brand-related assets and our library of editorial photography. |
| 5 | How are assets currently managed? | They are currently managed in a cloud-based DAMS. |
| 6 | Are you looking to host only the corporate brand guideline or are there any sub entities or areas of the business that will require space for additional guideline(s)? | The ability to host separate brand portals is preferred but not required. |
| 7 | How long is your corporate brand guideline and any other potential guidelines that will be included in the DAM/brand center? | Currently we have approximately 175 pages of PDF brand guidelines, but the content and formatting of our existing documents will not be translated 1:1. Expect a significant compressed volume. |
| 8 | Do you currently have a DAM, if so, which one? | We currently use a DAMS that meets industry standards. Migration to a new system will not be an issue. |
| 9 | How many years is Mercy Corps looking for the contract to span (e.g., 1yr, 3yrs, etc.)? | We are seeking an initial agreement of three years. After we would open it up to another competitive process. |
| 10 | What is the total budget for this RFP? | In terms of fairness, we cannot share. |
| 11 | How will you be evaluating the long-term efficacy of the digital asset management solution? Are you considering things such as DAM engagement and efficiency gains as KPIs? | <p>At this stage we have not identified any specific KPIs.</p> <p>That said, when we reach the point at which the platform, and most specifically the new brand guide, is launched to the entire Mercy Corps team, we'll be looking closely at user engagement. Better uptake of our brand guidelines is a significant goal down the line.</p> <p>The key user group for our photography collection/editorial content is much smaller, and success will likely be measured via direct feedback about the new platform.</p> |
| 12 | What are the success criteria for the DAM? | Increased user engagement with brand guidance and assets, increased usage of the full breadth of our photography assets, improved user experience and capability for our marketing, |

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| | | <p>creative, fundraising, and communications teams.</p> <p>More measurable criteria may come at a later date, but our overall goal is to better capitalize on modern DAMS functionality so that both our power and regular users are more inclined and excited to use the system.</p> |
| 13 | What is the impetus for looking at a DAM now? | <p>Our key objectives are to launch a new web-based brand guide and improve the organization and discoverability of our editorial content. Please see the Objectives subsection of the Scope of Work for more details.</p> <p>It has been some time since we re-evaluated the DAMS market, so this RFP represents our desire to ensure we have the right partner moving forward.</p> |
| 14 | How many users do you expect to be logging into the DAM/brand center on a monthly basis? Regardless of the type of user or their function, how many users do you expect will log in at least once per month? | <p>So far in 2023 we have had an average of 220 unique users and 1200 total logins per month on our current DAMS.</p> <p>Our long-term goal (e.g. 2025) is to increase the number of unique visitors by improving value and ease of use, particularly with regard to our brand guidelines. Brand guidance and assets have a wider audience than our photography collection, as they apply to all aspects of Mercy Corps' business.</p> |
| 15 | Is there a need to include templates? Templates can be produced in InDesign, loaded into the platform, fully integrated with the guideline and DAM to scale production across social, ads, flyers, etc. | <p>This functionality is not a part of our plans for the initial launch of the system but is something we would be interested in pursuing at a later date.</p> |
| 16 | What does the 'interviews' stage entail? | <p>Interviews will be 90-minute sessions allowing for a live demo/presentation and Q+A (both to and from your side).</p> <p>They will be attended by the five-member RFP selection committee. It is a space where we can discuss further the proposal submitted.</p> |
| 17 | Will you manage the asset migration & migration of your .pdf guidelines into the selected platform, or look to the vendor of selection to migrate this for you for an added cost? If the latter, can you share your guidelines so that we can scope the cost? Can you also share whether the existing 200,000 assets have any tags, metadata, folder structure, and where | <p>We will manage the transfer of our brand guidelines into the new system.</p> <p>The existing assets do live on a DAMS and have a folder structure and significant existing metadata.</p> <p>Our team is capable of exporting those assets and their associated metadata.</p> |

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| | they're currently living as well as whether your team is aware of how to extract the assets and data from the current system? | |
| 18 | Is 'initial implementation' on July 1, 2024 the go live date when the DAM/brand center will launch to the entire organization? If not, can you detail what this stage should reflect? | <p>Yes, at that stage we would hope to have the new brand guide online. At that stage, we would also like to be in the process of transferring other assets into the new system.</p> <p>Initial launch will be with only a core set of users on marketing and communications teams, with deliberate and slow expansion to additional teams as the system is refined. We anticipate it will be some time until the system is launched for all users at Mercy Corps.</p> |
| 19 | What format is your editorial content in (e.g., pdf, Word)? | Most of our stories and interview transcripts live in Google or Word docs. Some files may be only accessible in PDF format, but those would be older lower-priority files. |
| 20 | Are there any RFIs or RFPs running in parallel to this RFI that could impact this solution? E.g a CMS RFI, collaboration tool RFI, etc. | No. |
| 21 | For users outside of your administrators and "core audience", what will their permissions be with the DAM? Just access and download assets, or anything more? | Ideally the large bloc of consumer-only users would be able to make full use of the assets in the DAMS but without adding or modifying assets. E.g. view, collect/bookmark, download, share. |
| 22 | What are the key problems with your current DAM system that are motivating you to investigate new DAM systems? | <p>Our key objectives are to launch a new web-based brand guide and improve the organization and discoverability of our editorial content. Please see the Objectives subsection of the Scope of Work for more details.</p> <p>It has been some time since we re-evaluated the DAMS market, so this RFP represents our desire to ensure we have the right partner moving forward.</p> |
| 23 | For the Drupal integration, can you please describe the Drupal CMS update process, roles involved, as it stands today? | Currently our web content team simply downloads needed assets from the DAMS and uploads them into Drupal manually. |
| 24 | For the Adobe Creative Cloud integration, can you please describe the content creation, editing and updating process, roles involved, as it stands today? | Similar to Drupal, no current integration. Our Creative Team works off a manually organized on-premise file server, downloading needed assets off the DAMS. Finished assets are |

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| | | added back to the DAMS, but it is not used for WIPs. |
| 25 | Are there other systems with which you intend to integrate as well? If so, which systems/applications? | <p>Integration with our Okta SSO system is required.</p> <p>We are keen to learn more about your full integration capabilities in order to better understand future possibilities.</p> |
| 26 | Which file formats will you be managing with the DAM? | Many. JPG, PNG, SVG, EPS, PDF, DOCX, MP4, PSD, INDD, AI, etc. |
| 27 | How many brand portals (for branding guidance) will you need? | <p>Difficult to answer this question without knowing the specifics of individual platforms. Ideally we would have the ability to customize numerous portals in order to accommodate new needs as they arise.</p> <p>We would like to have portals (or the ability to permission parts of the main portal) aimed at different audiences depending on their needs—marketing teams need access to advanced tools/guidance that most MC team members don't need, for example. In addition, it would be beneficial to have the ability to launch new portals for one-off projects, specific countries/regions, etc.</p> <p>So while our key need is to manage a single source of truth for our core brand, the ability to take advantage of multiple portals would be seen as a valuable tool.</p> |
| 28 | For backup and data recovery – do you have any corporate data or IT standards that dictate minimum requirements? (SLA for MTTR, uptime, etc.) | We do not currently have any standards in place, but please do provide in your proposal details on your backup and data recovery capabilities. |
| 29 | Do you have support response time requirements? | <p>Same day support is expected for urgent requests affecting system operation.</p> <p>Multiple support accounts and as many support hours are preferred, but Mercy Corps' key team members who work on the DAMS are located in GMT –8.</p> |
| 30 | What Content Delivery Network (CDN) is Mercy Corps currently using? | Fastly. |

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| 31 | What Digital Asset Management (DAM) system(s) is Mercy Corps currently using? | We currently use a DAMS that meets industry standards. Migration to a new system will not be an issue. |
| 32 | What Product Lifecycle Management (PLM) tool(s) is Mercy Corps currently using | None. Mercy Corps does not produce products. |
| 33 | Where will the users of the DAM be located geographically? | Worldwide in over 40 countries: https://www.mercycorps.org/where-we-work Additional teams are located in the UK, Netherlands, Belgium. Please note that many of our teams rely on low bandwidth and/or unreliable internet connections. |
| 34 | Is the guideline in the PDF to be stored in the DAM? | The PDF provided is meant as an illustration of the type of brand guidance we need to publish for our teams. It is a small selection of pages from our existing Brand Book. While we'll continue to offer brand guidance in PDF format for teams who need to download it, our intention is to share that information out primarily via the new system. Our goal is to make the guidance easier to discover, digest, and update. |
| 35 | Can you provide an example of "stories"? Are they localized and translated? | The key elements of our stories are a photo set (ranging from a few to a few hundred photos), written synopsis, and interview transcript. In some cases there may be additional assets like a long-form article, video production, etc. Supporting metadata would include but not be limited to photo captions, keywords, location information, program details, program categorization, key themes, donor information, etc. |
| 36 | Can you describe the expected rights for power user vs admins? | We may look to Power Users for simple tasks such as uploading some assets, editing metadata fields, utilizing collaborative tools, etc. Admins will do all of the above but additionally manage users and groups, portals and permissions, brand guidelines, metadata and organization, etc. |

All other terms and conditions in the tender remain unchanged.
