Public Works and Government Services Canada

Travaux publics et Services gouvernementaux Canada

RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:

Bid Receiving - PWGSC / Réception des soumissions - TPSGC
11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0A1 / Noyau 0A1
Gatineau
Quebec
K1A 0S5
Bid Fax: (819) 997-9776

LETTER OF INTEREST
LETTRE D'INTÉRÊT

Title - Sujet	
INDUSTRY ENGAGEMENT DAY NOTICE	

Solicitation No. - N° de l'invitation	Date
24062-130158/A	2013-07-30

Client Reference No. - N° de référence du client	GETS Ref. No. - N° de réf. de SEAG
24062-130158	PW-$EEM-044-26272

File No. - N° de dossier	CCC No./N° CCC - FMS No./N° VME
044eem.24062-130158	

Solicitation Closes - L'invitation prend fin
at - à   02:00 PM
on - le 2013-07-31

Time Zone
Fuseau horaire
Eastern Daylight Saving Time EDT

F.O.B. - F.A.B.

Plant-Usine: ☐ **Destination:** ☐ **Other-Autre:** ☐

Address Enquiries to: - Adresser toutes questions à:	Buyer Id - Id de l'acheteur
Dolan, Emily	044eem

Telephone No. - N° de téléphone	FAX No. - N° de FAX
(819) 956-1205 ( )	( ) -

Destination - of Goods, Services, and Construction:
Destination - des biens, services et construction:

Specified Herein
Précisé dans les présentes

Comments - Commentaires

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address
Raison sociale et adresse du fournisseur/de l'entrepreneur

Delivery Required - Livraison exigée	Delivery Offered - Livraison proposée
See Herein	

Vendor/Firm Name and Address
Raison sociale et adresse du fournisseur/de l'entrepreneur

Telephone No. - N°de téléphone
Facsimile No. - N° de télécopieur

Issuing Office - Bureau de distribution
Mainframe & Business Software Procurement Division / Div des achats des ordi principaux et des logiciels de gestion
11 Laurier St. / 11, rue Laurier
4C1, Place du Portage III
Gatineau
Quebec
K1A 0S5

Name and title of person authorized to sign on behalf of Vendor/Firm (type or print)
Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)

Signature   **Date**

Canada

Solicitation No. - N° de l'invitation	Amd. No. - N° de la modif.	Buyer ID - Id de l'acheteur
24062-130158/A		044eem
Client Ref. No. - N° de réf. du client	File No. - N° du dossier	CCC No./N° CCC - FMS No/ N° VME
24062-130158	044eem24062-130158	

PLEASE SEE ATTACHED INDUSTRY DAY PRESENTATION

Industry Day

Web Renewal Initiative:

Web Management Solution as a Managed Service

July 31, 2013

Safe Harbour Statement

This presentation contains information regarding a strategy that the Government of Canada may choose to undertake.

Information provided here is solely for the purposes of gathering further information to support the development of that strategy, and is subject to variations and uncertainties.

Information and opinions presented here reflect our current knowledge and directions as of the date presented, and you are cautioned not to place undue reliance on this information.

Agenda

Web Renewal – Industry Day

Participant Registration: 8:30 am – 9:00 am

Business Drivers and Overview	Libby Douglas – Project Executive, Web Renewal, Treasury Board Secretariat
Current State	
Managed Service Approach	Corinne Charette – Chief Information Officer of the Government of Canada, Treasury Board Secretariat
Information Architecture	Allen Pink, Project Lead (IA), Web Renewal, Treasury Board Secretariat
Desired State	Wade Daley– Chief Technical Officer, Treasury Board Secretariat
Industry Engagement	
Concluding Remarks	Libby Douglas– Project Executive, Web Renewal, Treasury Board Secretariat

Industry Day Objectives

- To provide business drivers and an overview of the Web Renewal Initiative.

- To inform and seek feedback from industry on a Web Management Solution as a Managed Service for Canada. Specifically, to gather input on:

  - Industry capacity to deliver this managed service;

  - Characteristics of the managed service that drive pricing and service capabilities; and,

  - Potential managed service approaches to meet Canada's requirements.

WEB RENEWAL: BUSINESS DRIVERS AND OVERVIEW

Web Renewal Initiative: Business Drivers

Web Renewal is a government priority that will consolidate GC websites into a new streamlined website at Canada.ca

Announced in Budget 2013, Government of Canada

Transforming How Canadians Obtain Government Services and Information

... working to make it easier for citizens and businesses to obtain information and transact with government...

•The Government is also examining opportunities to streamline its web presence by making it easier for Canadians to find and access Government information on the web through a single entry point.

Canada's Economic Action Plan 2013: The New Building Canada Plan

Web Renewal Overview:
What It's All About - The User Perspective

The Current User Experience

- More than 1500 Government of Canada websites and over 900 Web applications;
- An abundance of information spread between departments which requires users to visit several Government of Canada websites to complete a single task;
- Few Government of Canada websites optimized for mobile devices;
- Poor and inconsistent search results;
- Official social media accounts that are hard to find and identify as belonging to the Government of Canada; and
- Multiple technologies and platforms in use across websites.
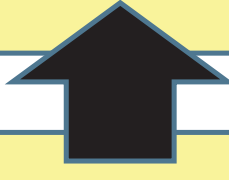
The Future User Experience

- A single consolidated, streamlined website for all of the Government of Canada at *Canada.ca*;
- Information and services grouped by theme and task which will allow users to find information and complete tasks quickly and easily;
- A website that is device neutral and can be viewed whenever and wherever necessary;
- Complete and consistent search results;
- Official social media accounts that are easy to find and identify as belonging to the Government of Canada; and
- Common Web Management Solution as a Managed Service for the *Canada.ca* website.

Web Renewal Overview: Final State

By Dec. 31, 2016

- Streamlined and consolidated *Canada.ca* site

- Departmental content migrated to *Canada.ca* between 2014 and 2016

- Departmental URLs retired

- Simple web applications fully integrated into *Canada.ca* site

  - With the exception of authenticated apps

- Standardized publishing process

- Standardized Web performance metrics

- Common tools (social media account management tool)

- Web Management Solution as a Managed Service

CURRENT STATE

Current State:
GC Public-facing Web presence - metrics

100+ Institutions, ranging from large (more than 500 employees) to micro (less than 50)

700 Social Media Accounts

1500 Static Websites

4 M Web Pages excluding weather, open data and Statistics Canada

30+ M Canadian and non-Canadian users

Numbers are indicative from 2011

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Current State:
GC Public-facing Web presence

- Multiple COTS CMS solutions and custom-built solutions in use; many departments don't use a CMS.

- Multiple Analytics solutions

- The above has led to:

  - Duplication of effort relating to procuring and supporting disparate Web solutions; multiple skillsets required to support solutions

  - Differences in functionality, security, availability and performance across the GC Web presence

  - Challenge to provide comprehensive Web metrics for the entire GC

  - Challenges in optimizing the GC Web presence for improved usability and incorporating social media and mobile

THE MANAGED SERVICE APPROACH

The Managed Service Approach

Goal

The Web Renewal Initiative will standardize, consolidate, and modernize the Government of Canada's Web management solutions to:

- Improve effectiveness of online information and service provided through <u>a single consolidated GC public-facing website</u>

  - Enable a user-centric approach

  - Align to top user tasks

  - Move away from an Information Architecture that is departmentally-centric

  - Deliver pertinent, up-to-date information that users are seeking

- Improve efficiency of the publishing process

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How To Achieve The Goal:
The Managed Service Approach

- **A Web Management Solution as a Managed Service that:**

  – Delivers a single consolidated, easy-to-use, policy-compliant, secure and high-performance GC public-facing website

  – Enables distributed Web publishing by all departments under the management of one department which will be the Principal Publisher

  – Enables transition in waves from departmental legacy systems to the outsourced Web Management Solution over a period of three years

  – Integrates with Government of Canada's search service, social media presence, and links to authenticated Web applications
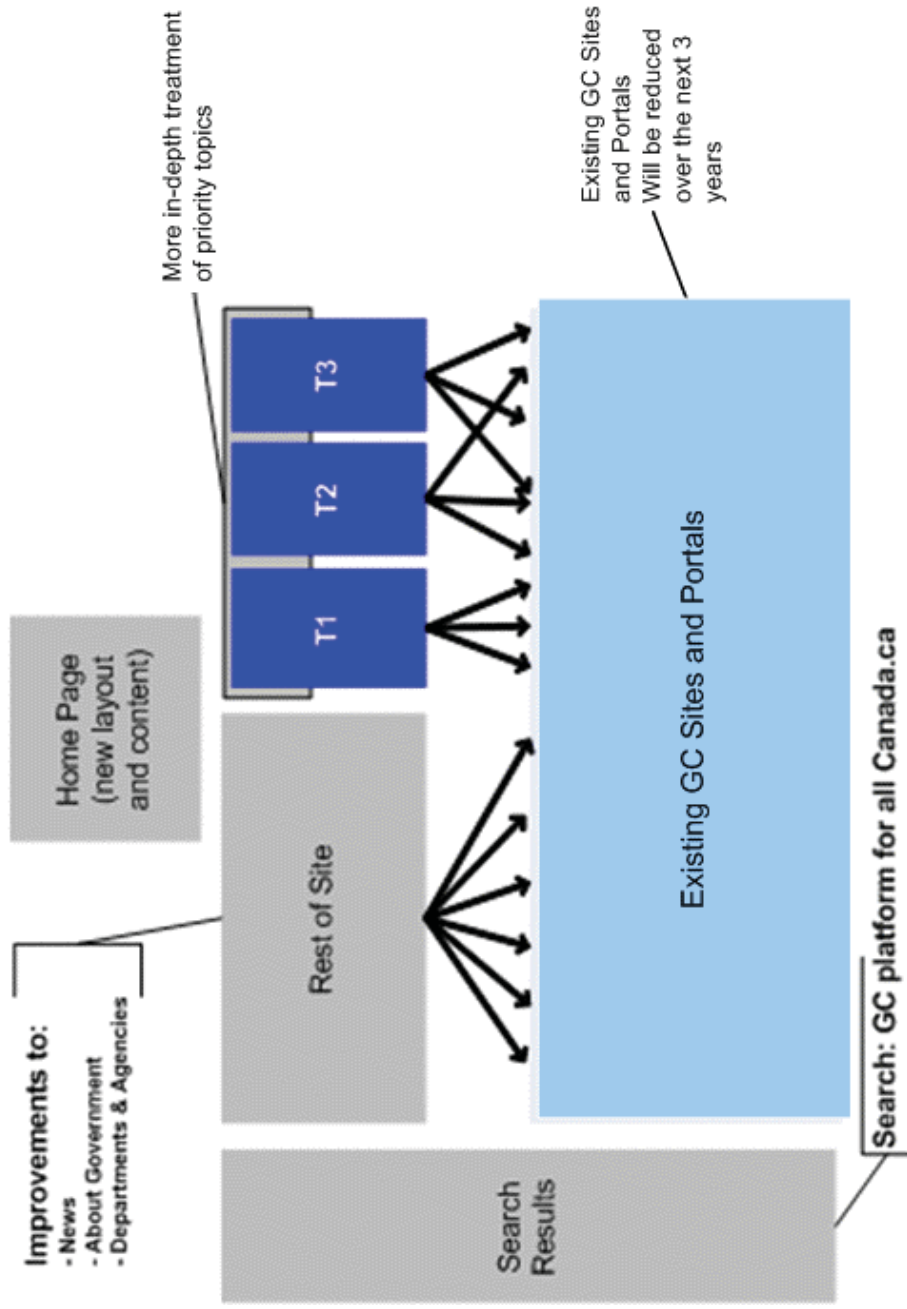
How To Achieve The Goal:
The Managed Service Approach

- **A Web Management Solution as a Managed Service that reflects GC requirements and has the following functions:**

  – Web Content Publishing and hosting

  – Web Analytics

  – Online Citizen Engagement

  – Services to support the Web Management Solution including:

    • related applications maintenance,

   • infrastructure, and

    • enhancement services.

DESIRED STATE – INFORMATION ARCHITECTURE

# Preliminary View – December 2013

Improvements to:
- News
- About Government
- Departments & Agencies

Home Page
(new layout
and content)

More in-depth treatment
of priority topics

T1 T2 T3

Rest of Site

Existing GC Sites and Portals
Will be reduced
over the next 3
years

Existing GC Sites and Portals

Search Results

Search: GC platform for all Canada.ca

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DESIRED STATE –
THE WEB MANAGEMENT SOLUTION AS A
MANAGED SERVICED

Desired State: I.T. Reference Model
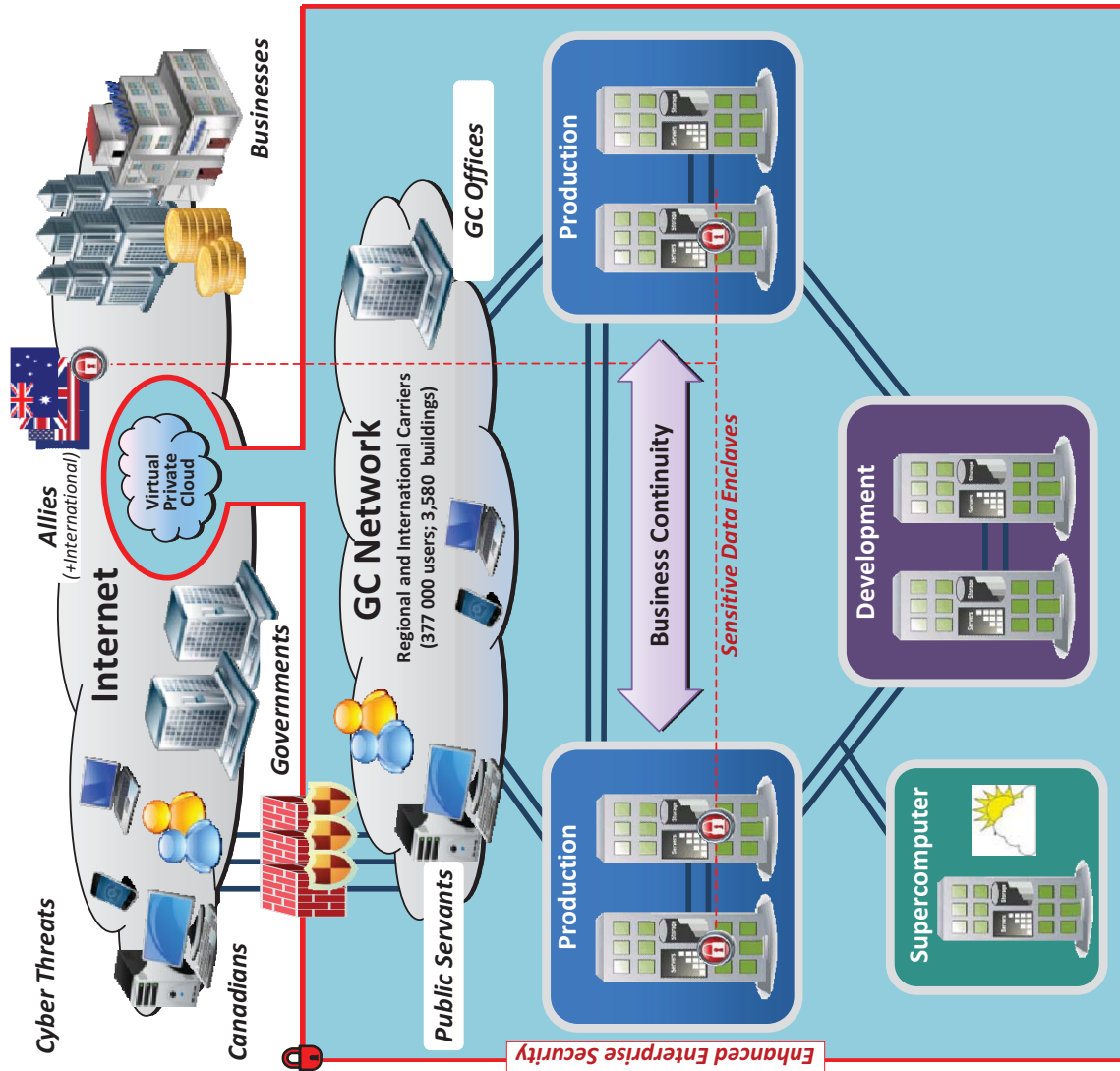
Desired State: Web Publishing Model

GC Web Publishing Model
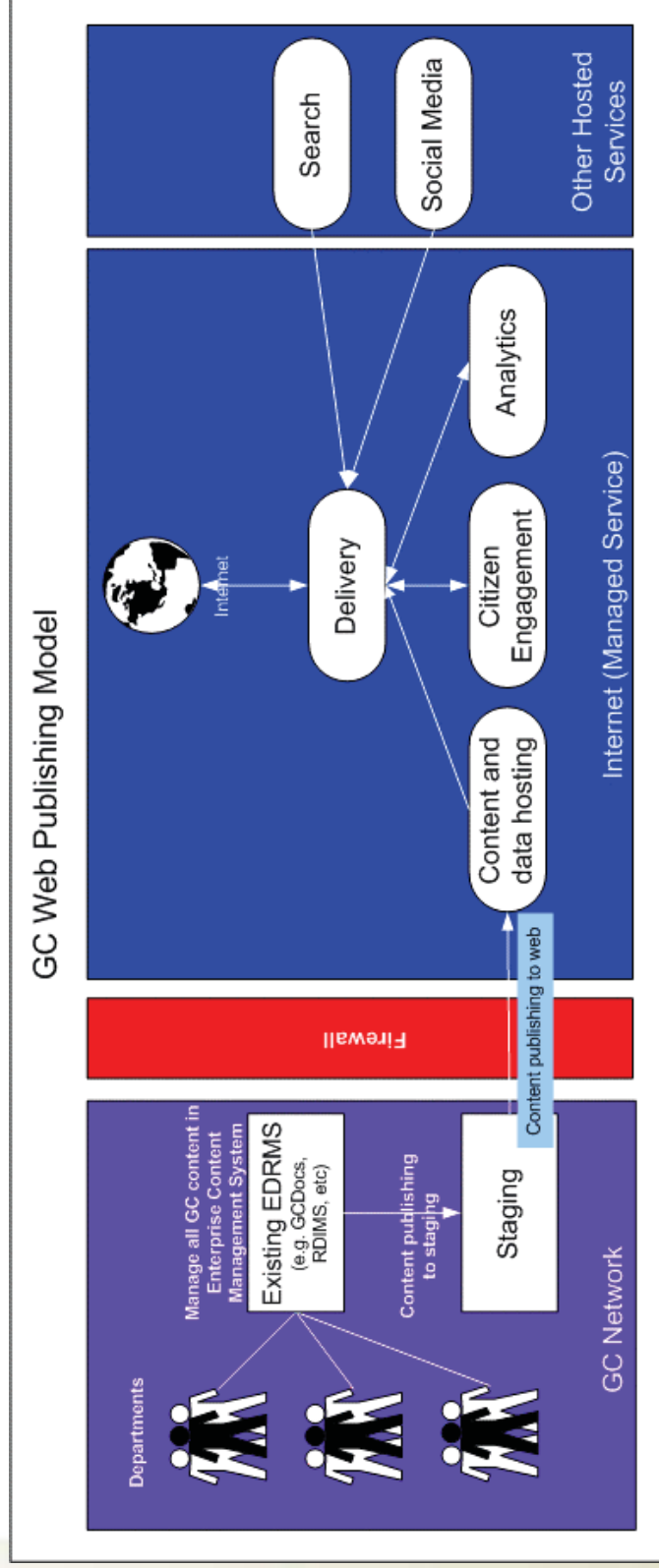
Desired State: Roles and Responsibilities

Departments	Principal Publisher	Managed Service Provider

• Develop content for themes and departmental sections
• Engage with citizens
• Analyze metrics for departmental content
	• Information architecture
	• Templates
	• Assign roles and permissions
	• Coordinate with departments
	• Interface with Managed Service Provider
	• Independent QA & testing
		• Provide Web Management System, including:
		  • Integrated services for Web publishing
		  • Web Analytics
		  • Engagement platform
		• Host content and data
		• Implement above services as per GC ongoing requirements
		• Support principal publisher

Shared Services Canada
- Security
- Networks and GC Infrastructure

Desired State: Web Management Solution as a Managed Service

Web Content Management

Departments and agencies manage their content through a single unified Web management system, using a common interface and a consistent approach to content preparation for publishing.

•Facilitate a consistent, standard approach to web content preparation, publishing, management and archiving;
•Facilitate the re-use of content throughout the GC web presence;
•Enable decentralized content publishing and centralized publishing planning and oversight;
•Facilitate the consistent presentation of content across the GC web presence; and,
•Facilitate compliance with accessibility, web standards and integrate well with other services.

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Desired State: Web Management Solution as a Managed Service

Citizen Engagement

The citizen engagement system will enable the Government of Canada to consult with citizens online.

The system will facilitate:
- Two-way dialogue with citizens online;
- The ability to make links between consultations of similar topics or intended for similar audiences;
- A consistent user experience for engagement: tools, look and feel, common search; and,
- A consistent toolset across departments, for engagement management, dialogue and reporting.

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Desired State: Web Management Solution as a Managed Service

Web Analytics

Consistent metrics will facilitate the enterprise-wide evaluation of GC's ability to provide Canadians with content and services that are useful, desirable, accessible, credible, findable, usable and overall valuable. Across the one website, the Web Analytics system will enable GC to perform analysis to:

•Respond to User needs: creation and delivery of Web information and services enabled by user traffic and search metrics
•The Principal Publisher will be able to determine what is the most frequently searched and viewed GC content
•Departments will be able to use these metrics to determine what content needs to be updated and kept current
•Continuously improve the web presence through ongoing performance measurement and iteration.

Desired State: Web Management Solution as a Managed Service

Web Hosting
A consolidated, secure, policy-compliant and performant GC website will be hosted by the service provider.

4 M   Web Pages

3 B   Page views per year

2 TB   Total Storage

720 TB   Bandwidth per year

99.9999%   Availability

30+ M   Canadian and non-Canadian users

Note: numbers above are approximate and exclude open data, weather and Statistics Canada pages

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Desired State: Web Management Solution as a Managed Service

Infrastructure and Services

• Provider to provision and manage all other Web hardware and software services required to supply the service including backup and recovery of the site.

• Ongoing operations and management of the environment to Government of Canada service levels and security requirements as per Shared Services Canada.

• Implementation and Training support.

Key Considerations

- Components of the solution will exist inside the GC security perimeter and outside the perimeter.

- GC will need to finalize the Vendor Security Profile requirements after the Industry Engagement phase.

  - Looking for feedback on VSP, as requested.

- Companies should be aware of security procedures.

  - Please go to: http://ssi-iss.tpsgc-pwgsc.gc.ca/questions/esosp-psos-eng.html

- Contractor must recognize Canada's right to order the destruction or deletion of its data.

- The Managed Service Provider must ensure that information is accessible only to those authorized, and must comply with the statutory obligations under the *Privacy Act* and the *Access to Information Act*.
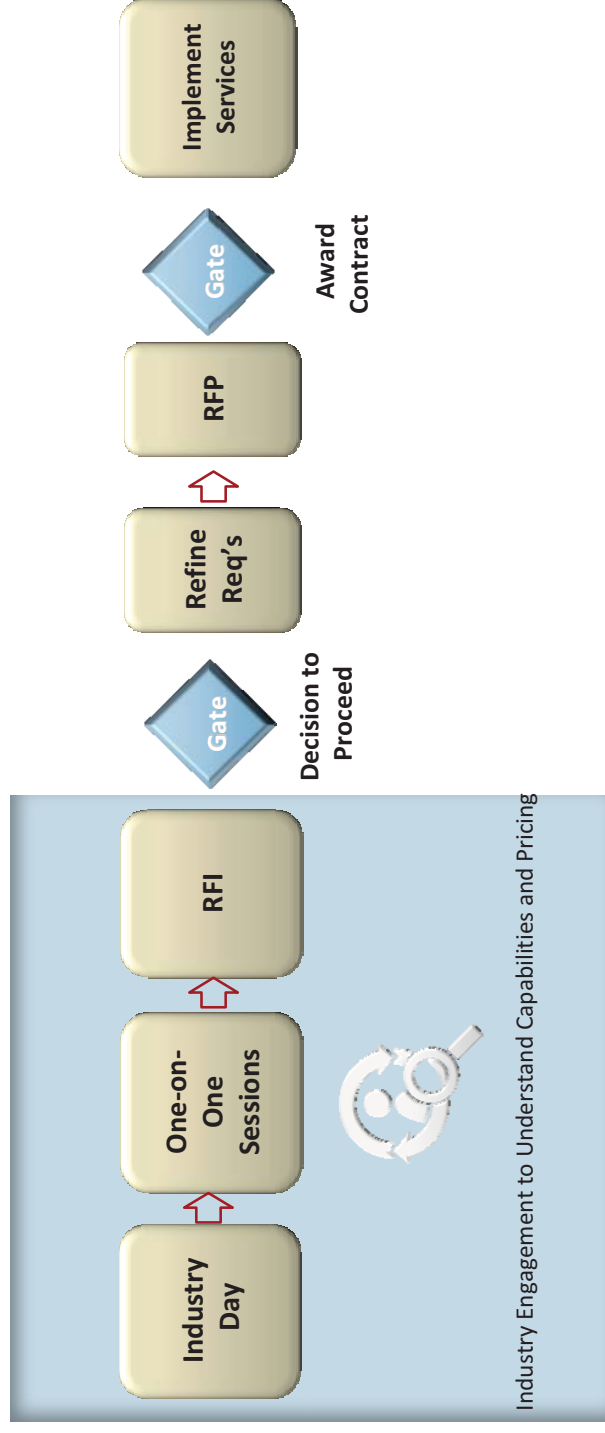
What is out of Scope?

It is expected that the GC will deliver and/or manage the following elements in-house or with participation of and/or consultation with other private sector suppliers:

- Certain public facing content such as Open Data, Weather Office, certain large data sets
- Secure Web applications requiring authentication
- Internal websites and Intranets
- Search service
- Social Media Account Management Service
- Website Information Architecture
- Template design
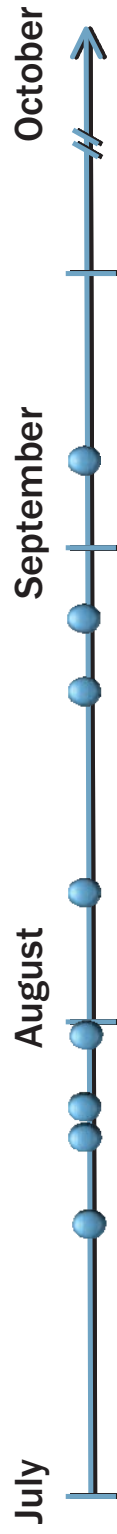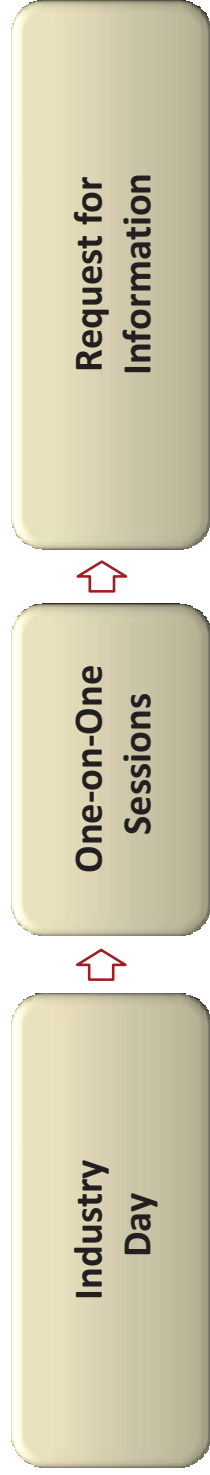- Workflows design for the publishing process
- Content creation

INDUSTRY ENGAGEMENT

Proposed Procurement Stages

Industry Day → One-on-One Sessions → RFI

Industry Engagement to Understand Capabilities and Pricing

Gate — Decision to Proceed

Refine Req's → RFP → Gate → Implement Services

Award Contract

Industry Engagement Phase

Industry Day ⇨ **One-on-One Sessions** ⇨ **Request for Information**

July — August — September — October

19th - Posting of Call Letter — One-on-one sessions
25th — Industry Sign-up Closed — RFI posted
31st — Industry Day event — RFI responses due

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Request for Information

The formal Request for Information is expected to be posted August 9th.

Areas of interest for the GC include:

• Service characteristics that affect pricing;

• Service offerings and capabilities;

• Indicative pricing for services;

• Strategic considerations;

• Address security, data protection and privacy concerns; and,

• Evaluation criteria for a future Request For Proposal.
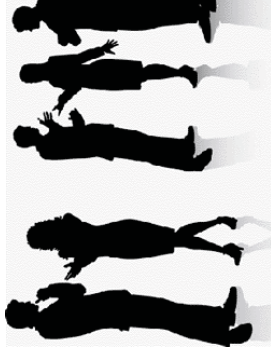
One-on-One Sessions

- The one-one-one sessions will take place between August 1st to August 7th, 45 minutes per session. They will take place in government offices. Instructions for registration contained within Industry Day Call Letter:

  https://buyandsell.gc.ca/procurement-data/tender-notice/PW-EEM-044-26272

- During the sessions you may present any information that you feel could help us scope this work to fit industry methods and capabilities.

- At a minimum we are gathering input on:
  – Industry capacity to deliver this managed service;
  – Characteristics of the managed service that drive pricing and service capabilities; and,
  – Potential managed service approaches to meet Canada's requirements.

- Registration for one-on-one sessions ends at 2pm EST July 31st. Please register at ws-nw@tbs-sct.gc.ca.

National Security Exception

- Canada may invoke its right under national and international trade agreements to use a National Security exception (NSE).

- An NSE allows Canada to remove a procurement from some or all of the obligations of the relevant trade agreement where Canada considers it necessary to do so in order to protect its national security or other related interests specified in the text of the national security exceptions.

Questions/Clarifications?