Public Works and Government Services Canada

Travaux publics et Services gouvernementaux Canada

SOLICITATION AMENDMENT
MODIFICATION DE L'INVITATION

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

Title - Sujet	
Social Media Monitoring	
Solicitation No. - N° de l'invitation W8484-168492/A	**Amendment No. - N° modif.** 004
Client Reference No. - N° de référence du client W8484-16-8492	**Date** 2016-01-26

GETS Reference No. - N° de référence de SEAG
PW-$$CY-007-68761

File No. - N° de dossier cy007.W8484-168492	**CCC No./N° CCC - FMS No./N° VME**

Solicitation Closes - L'invitation prend fin **at - à** 02:00 PM **on - le** 2016-02-02	**Time Zone** **Fuseau horaire** Eastern Standard Time EST

F.O.B. - F.A.B.
Plant-Usine: ☐ Destination: ☐ Other-Autre: ☐

Address Enquiries to: - Adresser toutes questions à: Westall, Susan	**Buyer Id - Id de l'acheteur** cy007
Telephone No. - N° de téléphone (613) 949-8350 ( )	**FAX No. - N° de FAX** ( ) -

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

Comments - Commentaires

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

Instructions: See Herein

Instructions: Voir aux présentes

Delivery Required - Livraison exigée	Delivery Offered - Livraison proposée

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

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de l'approvisionnement en communication
360 Albert St./ 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

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

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

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1) Several questions were asked regarding the mandatory requirements, and if a bid will be eliminated if the Bidders platform does not meet a particular mandatory requirement.

Yes. To be responsive, a bid MUST meet ALL of the mandatory criteria. Bids that do not meet ALL of the mandatory requirements, will be deemed non-compliant and will not be evaluated further.

2) "Twitter (full Twitter firehouse back a minimum of 5 years)". We have 2 years of historical data, does this eliminate us?

We do not require that bidders have 5 years of Twitter data in their servers, only that they are able to access the data if the client needs it.

3) Reedit" We cover the Blog for Reddit but not the entire source, does this eliminate us?

Yes

4) "Bidders must demonstrate that their platform has the ability to qualitatively score data using user-build coding fields. Are you asking for custom sentiment/scoring? We allow for manual overrides only. Does this eliminate us?

We need the internal ability to read through social media text and have the built in capability to tag the text for properties of our own making. s an example, we want to be able to read through a say 1000 tweets and tag each tweet if it meets a particular characteristic.

5) Bidders must be able to support new and upcoming social media platforms that are available in the public domain, such as Swarm, Plague, Yik Yak and others upon request. To demonstrate they meet the criteria here, Bidders must detail how they will meet this requirement." - We have no way to demonstrate this capability, does this eliminate us?

Bidders must DETAIL, e.g., explain, how they will meet this requirement. Simply confirming that you can meet the requirement is not sufficient to meet the mandatory requirement.

6) Are you able to disclose the vendors used in past years for social media monitoring and reporting?

The current contract is with Nexalogy Environics

7) Are you able to disclose an approximate budget for services required?

No.

8) How many concurrent/simultaneous users are required to be logged into the platform at the same time for daily media monitoring of existing search criteria already established to see results and reports real-time?

It could be only one or up to at least 40

9) How many concurrent/simultaneous users are required to be logged into the platform at the same time for media monitoring of brand new, historical data of non-existing search criteria?

It could be only one or up to at least 40

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10) Are you able to please reissue this RFP in Word format?

No

11) Do you require an archive? If so please detail the desired length of archive.

No archive is required. However access to historical information is required.

12) Does the department require any engagement tools to reply or publish social media content?

No

13) Do you require any references as part of the submission?

No

14) Are you able to provide a sample of your current search and or reports? If not, are you able to provide a desired sample?

No

15) The RFP stipulates 40 concurrent users. Are these named users, or 40 user seats that can be used concurrently? Is the expectation that 40 users will be always using the system concurrently, or is 40 licenses the expected number of licenses required for the first year?

We need each user to have their own login and password with the ability for all 40 users to use the system at once.

16) Sentiment analysis. Are we correct to assess that what is being looked for is lexical analysis that can give an indication of sentiment?

We want, both and separately, a measure of sentiment and a lexical analysis

17) M7: Could you please describe the online trends of interest as well as the possible relationships that the system should be capable of identifying?

As a minimum the platform should be able to detect when there is a statistically significant change, over time and based on a sliding data window, to an analysts provided keyword, phrase, or hashtag and then identify the top posters, map of the interactions between posters.

18) Page 9 - M8: Could you please provide more information about the requirement to "map and monitor blogs and websites"? What type of mapping is required?

Mapping would involve the resolution of URLs found in tweets or other social media and linking this to posters.

19) Page 9 - M12: What specific statistics are required and what is meant by "analyze" in the phrase "(produce statistics and analyze)"? What specific analytical capabilities or tools are needed?

Minimum statistics needed are: top publishers/posters; top RTs; timeline showing volume of tweets; follower information; etc. Analysis needed are: ability to detect significant changes in analyst provided characterises such as keyword, phrase, or hashtag based on sliding data window; identification of key

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concepts in the data and how they are related to each other and users; the ability to look at a posters influence; etc.

20) Page 10 - R.1.1: Could you provide examples of the content analysis required?

Ability to detect significant changes in analyst provided characterises such as keyword, phrase, or hashtag based on sliding data window; identification of key concepts in the data and how they are related to each other and users; the ability to look at a how a concept changes over time, ability to see how word usage changes over time...