



**RETURN BIDS TO:**

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**Bid Receiving - PWGSC / Réception des soumissions  
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**Québec**

**K1A 0S5**

**Bid Fax: (819) 997-9776**

**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.

**Comments - Commentaires**

**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

<b>Title - Sujet</b> Social Media Monitoring	
<b>Solicitation No. - N° de l'invitation</b> W8484-168492/A	<b>Amendment No. - N° modif.</b> 005
<b>Client Reference No. - N° de référence du client</b> W8484-16-8492	<b>Date</b> 2016-01-26
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CY-007-68761	
<b>File No. - N° de dossier</b> cy007.W8484-168492	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2016-02-02</b>	
<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Standard Time EST	
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Westall, Susan	<b>Buyer Id - Id de l'acheteur</b> cy007
<b>Telephone No. - N° de téléphone</b> (613) 949-8350 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Delivery Required - Livraison exigée</b>	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone</b> <b>Facsimile No. - N° de télécopieur</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm</b> <b>(type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/</b> <b>de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

- 1) p 3 - Summary 2 a) a. - Historical - does historical data mean historical going back x-years from current date or historical from perspective of when the project starts (i.e. querying and analyzing data accumulated during the course of the project

5 years from the data of request by the analyst.

- 2) Social Media Platforms - please provide complete list of expected social media networks

Sites could be from [https://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](https://en.wikipedia.org/wiki/List_of_social_networking_websites) or any new site that appears and is relevant to CAF operations.

- 3) Summary 3 a) g. Please let us know what provisions of the AIT are applicable

The provisions related to procurement

- 4) p 9 - 1.1.1. Mandatory Technical Criteria - M1. What means of sharing of projects with team members are envisioned? Does marking a project as shared and providing link to member represents the sufficient level of sharing or is the sharing assumed to be done through export?

This functionality should EASILY allow individuals to add team members to a specific project that they want to share within the platform. Email links will present a security issue. In addition, as we are usually talking about large amounts of data, exporting and sending will also be problematic.

- 5) M2. Please let us know if this is the complete list of foreign networks. For networks that do not have APIs, please confirm that monitoring by indexing scrapped content specified by publicly accessible URLs that will be specified by users of the platform is sufficient.

This is not a complete list of foreign sites. We are looking for the scripting ability of the company to either set up an API connection or to scrape the site to obtain the required data.

- 6) M4. Please provide an example of a user-built coding field

Here we are asking for the ability for a group of DND raters/scores to read through social media text and have the built in capability to tag the text for properties of our own making. So for example we might want to read through 1000 tweets and tag ones that show an "anti-government" sentiment.

- 7) M5. Please provide specific desired formats - for example, is export in CSV sufficient or does the export need to be a word or excel document?

CSV and excel as a minimum.

- 8) M7. Please confirm that our understanding of this requirement through example - a hashtag is trending in a certain geographic area, the originator of the tweet with the hashtag was so and so, and x people with most followers have participated in the creation of the trend.

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.

- 9) M8. We assume that the blogs and websites per geographic area will be specified by users of the platform - please confirm

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Yes, user specified.

- 10) M9. Does providing a compressed file with unique URL that is accessible from only certain IP through encrypted protocol verified by username and password suffice?

Yes

- 11) M10. Any social network with public API and or public URLs that can be monitored will be supported within the terms and conditions of using such public APIs. Is this sufficient?

Yes

- 12) M11. Is this supposed to be done for any of the requested languages or English only?

English and French must be supported. Other languages upon request with development time provided.

- 13) M12. Please provide complete list of languages. Please provide example of what statistics and what analysis needs to be generated.

Other languages may be requested as CAF requirements dictate. Development time provided in order to meet a foreign language requirement.

- 14) p 10 - R.1.1 Please provide example of requested content analysis

Ability to detect significant changes in analyst provided characteristics 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...

- 15) p 26 - 5.b) f. Reddit instead of Reedit we assume

Yes

- 16) n. What is meant by historical data - how far back starting from what point in time?

Historical data can start as soon as yesterday. 5 years from the date of request by the analyst. This should be just a request to the data provider

- 17) 5.c) What is meant by "search the full Twitter firehose back a minimum of 5 years". Could you specify 5 years from what date?

See above

- 18) 5.g) Is this capability required in non-English languages?

English and French must be supported. Other languages upon request with required development time provided.

- 19) 5.i) Please provide example of scoring data using user-build coding fields

For example we might want to read through 1000 tweets and tag ones that show an "anti-government" sentiment.

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- 20) p 27 - Please provide example of dashboard customization (in what ways would you like to customize the dashboard).

In addition to watching the twitter data flows for our areas of interest, we would like to be able to customize a dashboard to be able to detect when there is a statistically significant change, over time and based on a sliding data window, to an analyst provided keyword, phrase, or hashtag and then identify the top posters, map of the interactions between posters. We might want to see how a topic is trending across different geographical locations.

- 21) With respect to Pricing:

- a) Please provide clarification for the phrase "unlimited queries and data" in section 1.3 a, b, c, and d?
- b) Can Twitter data be included in the monthly user fee and "unlimited queries and data" section rather than separated as it is in section 1.3 a, b, c, and d.
- a) DND does not want to pay on a per query basis, nor for data that is available for free, such as tweets currently provided by the Twitter API. A flat monthly fee is required.
- b) DND requires separate pricing for Twitter