

REQUEST FOR INFORMATION

RFI 201602-001

WEBSITE REDESIGN

February 11, 2016

Confidential





Privacy Notice

The content of the request for information and all supporting materials are the property of Telefilm and must be treated in a confidential manner. Each vendor agrees not to disclose any information, in whole or in part, without prior written permission from Telefilm.

Moreover, the vendor acknowledges that Telefilm is a government agency subject to the Access to Information Act and the Privacy Act.



Table of Contents

1. INTRODUCTION	3
1.1 ABOUT TELEFILM CANADA	3
2. PROJECT DESCRIPTION.....	4
2.1 OVERVIEW OF CONTENT MANAGEMENT SYSTEM REQUIREMENTS	4
2.2 OVERVIEW OF SIZE OF SITE	4
2.3 OVERVIEW OF SCRIPTING REQUIREMENTS	4
2.4 OVERVIEW OF APPLICATIONS	4
2.5 OVERVIEW OF MODULES TO CONFIGURE	4
3. MINIMUM CONDITIONS REQUIRED.....	6
4. REQUIRED INFORMATION	7
4.1 INTRODUCTION OF VENDOR.....	7
4.2 PRESENTATION OF RELEVANT PROJECTS.....	7
5. SCHEDULE	8



1. Introduction

This document contains a request for information with regard to the redesign of Telefilm Canada's website. It constitutes an information-gathering initiative for Telefilm Canada (Telefilm) as part of the preparation for a call for tenders for the redesign of Telefilm's website.

The information gathered through this request for information will allow Telefilm to better understand the present and future provisions of commercial vendors with regard to this service. Vendors that wish to respond to this request for information are asked to carefully read this document and follow the instructions. Any information submitted at the request for information stage will be treated as confidential and non-binding.

Respondents whose candidacy is retained will be required to make presentations in person. A maximum of six candidacies will be selected for an in-person presentation. Note that it is not necessary to have been chosen for an in-person presentation or even to take part in this request for information to be able to participate in the call for tenders that will follow this request for information.

The vendor must pay all costs incurred in the preparation and presentation of the response. All supporting documents and materials accompanying this request for information will become the property of Telefilm.

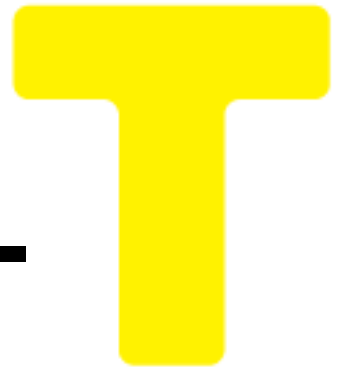
Note that no contract will be awarded following this request for information. This request for information will be used solely to prepare a call for tenders.

For any questions regarding this request for information, please e-mail:

appel@Telefilm.ca

1.1 About Telefilm Canada

Telefilm Canada is a federal cultural agency dedicated to developing and promoting the Canadian audiovisual industry. Telefilm provides financial support to the private sector to create distinctively Canadian products that appeal to domestic and international audiences. Telefilm also administers the programs of the Canada Media Fund. Visit www.telefilm.ca.



2. Project description

Telefilm would like to carry out a complete redesign of its website.

The goal of this project includes improving the accessibility of web content, publishing capabilities and user experience, and updating Telefilm's brand image.

The current site has a large inventory of content and a considerable number of applications. An analysis and streamlining phase has been carried out, which has significantly reduced the number of applications and the content planned for the project.

2.1 Overview of content management system requirements

- Open source content management systems that are easy to keep up to date
- Limited customized developments
- Capability to manage content and navigation
- Responsive/adaptive design
- Bilingual site

2.2 Overview of size of site

- 100 pages of content
- 6 sections
- 4 depth levels
- A section that includes different article inventories (e.g. press releases, industry advisories, news, etc.)

2.3 Overview of scripting requirements

- Home page
- Landing pages
- Several types of pages
- Information design standards
- Table

2.4 Overview of applications

Prior to the project redesign, an analysis was performed on the content and applications in order to retain a limited number of applications.

In the applications retained, internal clients must be able to import the data in the site using an Excel file.

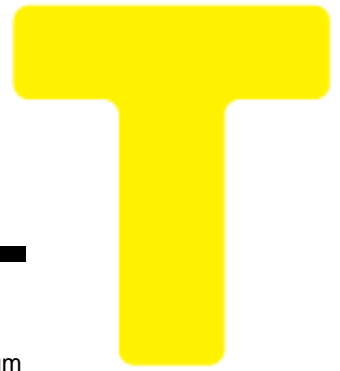
- Expense report
- Investment report
- Coproduction directories
- Coproduction certification
- Contracts

2.5 Overview of modules to configure

- Extranet registration form (web form)

- Newsletter profile manager
- SEO module
- Version management and online management
- Search engine
- RSS

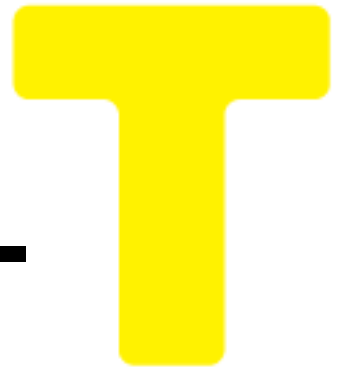




3. Minimum conditions required

To be able to respond to this request for information, the vendor must meet the following minimum conditions:

- Have a place of business in the province of Quebec
- Have at least five employees in the province of Quebec
- Have carried out at least three website projects in the past three years with an open source content management system such as WordPress or Drupal
- Be able to manage all steps for implementing a website, including:
 - o Information architecture
 - o Graphic design
 - o Site development
 - o Quality assurance
 - o Infrastructure implementation and management
 - o Management of rollouts of acceptance tests and production



4. Required information

As part of this request for information, the vendor must provide the following minimum information:

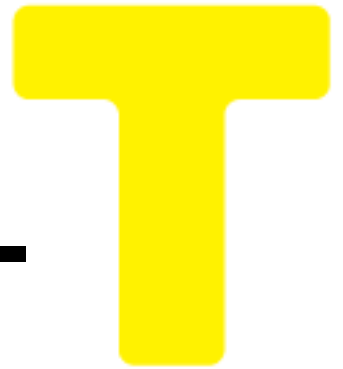
4.1 Introduction of vendor

The vendor must present its capabilities in the following areas:

- Information architecture
- Graphic design
- Website development with content management systems
- Quality assurance
- Management of infrastructures and rollouts

4.2 Presentation of relevant projects

The vendor must present its website projects with an open source content management system such as WordPress or Drupal.



5. Schedule

Barring unforeseen circumstances, Telefilm intends to comply with the following schedule. All participants in this request for information will be notified of any changes to the schedule.

Activity	Date
Publication of the request for information	February 10, 2016
Deadline for submitting a response to the request for information	February 18, 2016, at 12:00 p.m. Montreal time
Meeting with selected vendors for the request for information	Between February 19 and 23, 2016

Note that the meetings with the selected vendors will be organized upon receipt of the first responses to this request for information and not once all the responses have been received.