



Request for Proposals (RFP)  
NGC Website Redevelopment Project  
Reference #: NGC107224  
Buy and Sell Reference #: PW-16-00721283  
March 10, 2016

## ADDENDA # 5

This Addendum forms part of the contract documents and is to be read, interpreted, and coordinated with all other parts. The cost of all contained herein is to be included in the contract sum. Acknowledge receipt of this Addendum by inserting its number and date on the Tender Form, specifically Appendix F – Addenda. Failure to identify addenda issued by the NGC **will (M)** result in the immediate disqualification of your proposal.

\*\*Please note: Addenda #6 will be posted the week of March 14<sup>th</sup>. Addenda #6 will address the final group of questions that were received by the question deadline of 11am (HNE) on March 9, 2016.

1. What exactly do you mean by "microsite"? The term is used across the document but it is not clearly defined. Is a microsite a collection of pages presenting a different (but still recognizable) branding? Or is a microsite a single page using an ad-hoc layout, with its own dedicated content elements? Are there specific requirements or expectations on how the microsities will be managed?

- Microsites are often developed to promote or support a specific exhibition or program. Their branding and look and feel are inconsistent. They have been developed with a range of CMS's and use various hosting options.

The redeveloped website will bring consistencies in the use of Microsites under a unique CMS and a set of templates

2. Does the suggested CMS have to meet all the required features out-of-the-box, without additional development? Or can features be provided as custom functionalities developed by the Proponent?
  - Yes they can be developed. The development costs to meet the mandatory requirements must be clearly identified in the financial proposal.
3. Assuming there is a quick and safe deployment procedure in place, can parts of the configuration of the CMS (including templates or workflow configuration) be managed in the source code, rather than in the user interface of the CMS?
  - Yes, configuration of templates and workflow can be done in the source code rather than the user interface (UI) although the Gallery favours a UI as user-friendly as possible. There must be a proper system in place for managing these types of deployments. Please note any instances where configuration must take place in the



source code and identify how the changes will be tested and approved prior to deployment.

4. In regards to Appendix E, does all scenarios must be executed in a single past project, or can we showcase the best implementation of each functionality which may be in different projects (that are using the same CMS), or even perhaps in a custom-built prototype made specifically for the presentation?
  - Functionalities might be demonstrated through several projects using the proposed CMS and implemented by the proponent. The Gallery prefers to be shown proven projects rather than prototypes.
5. Who are you key partners for this project (i.e. Payment Process Vendor, Partner organization...)?
  - The Gallery does not have key partners for this project besides the mandated use of Piction as the DAM and SharePoint as the document information system. Other current arrangements with digital service/solutions providers will be re-examined once the CMS solution has been adopted.
6. Who are your key resources for this project (i.e. Content Maintainers, Project Lead, SMEs, Developers, IT Managers, etc.) and how available will they be for the project?
  - Please refer to Addenda #4 Questions #3, 6, 10, 18, 19
7. Who are the key stakeholders for this project (staff, partner organizations, sponsor department...)?
  - Please refer to Addenda #4 Questions #3, 6, 10, 18, 19
8. Are there any other major technology project upcoming at the gallery that may impact this project (CRM or Intranet implementation for example)?
  - The Gallery sees the redevelopment of its web sites at the core of further deployment of digital technologies. (e-marketing using CRM; audioguide enhancements, digital displays etc.) As identified in the RFP, the establishment of the Canadian Photography Institute with its massive photographic collections will present an opportunity to develop innovative open data and user experiences approaches.
9. What is your budget for this project?
  - Please refer to Addenda #1 Question #2
10. What is the expected timeline for launch of the new gallery.ca site?
  - Please refer to Addenda #4 Question #5



11. In 2.1 Introduction and Project Overview

- a. You mention “The digital strategy includes the deployment of CRMs, e-marketing, mobile experience, online interactives, e-commerce, etc.”
  - i. The CRM is not mentioned anywhere else in the proposal, is this part of the scope under the consolidation of all sites under one CMS?
    - Under 2.4.8.4, it is identified that the CMS must have an ability to integrate with Raisers Edge (CRM). The Gallery operates a range of other Client databases and will look for opportunities to further integrate these functions to support e-marketing activities.
  - ii. What e-marketing activities do you expect to leverage with the new CMS?
    - Please refer to Addenda #4 Question #19. The Gallery intends to harness data from web users, visitors, stakeholders, donors, customers, members to build the foundation of its e-marketing.
- b. Geo-localization: would this feature be use to capture data on your user or to provide a web navigation in the user’s preferred language or both?
  - Accessing geo-localization data provides many opportunities. One of them is to offer visitors augmented experiences related to their position in the Gallery.
- c. Have the users “needs and wants” been documented as part of the Gallery.ca audit?
  - Please refer to Addenda #4 Question #7

12. 2.1.1 Long-term goals of the web redevelopment initiative:

- a. Has the gallery established criteria to measure these goals?
  - No.

13. 2.2 Background information:

- a. Can you detail how you currently manage all the different sites and microsites? For example:
  - i. Are there different teams in charge of each technology or site?
    - Various sites and technologies have been developed at different times under various leaderships. As stated in 2.3.2 the redevelopment project will aim to regroup all sites while keeping a distributed content ownership and update responsibility.
  - ii. Do sites share information?
    - Yes



- b. eCommerce:
    - i. Have users access to a user account once they have completed a purchase on the store or enrolled as a member?
      - At this time, there are no web user accounts available for members; Bookstore clients can create web accounts but no financial data gets collected or benefits provided.
  - c. Technology:
    - i. Does the National Gallery own a mobile application?
      - Yes, there is a Mobile App., IOS and Android.
14. 2.2.2 Current website metrics
- a. What events generally trigger traffic spikes?
    - Traffic to the Gallery websites is generally very stable and does not fluctuate significantly. Events that may have an impact on traffic would be exhibition launches, special events organized at the gallery, or the distribution of monthly e-newsletters.
15. 2.2.3 Current Website infrastructure
- a. Does Barracuda currently manage your servers or do you have in-house staff who have access to the servers?
    - The Barracuda load balancer is used to distribute incoming requests across the two production servers to reduce individual server load. General server maintenance and management is handled by in-house staff.
16. 2.3.2 Structure and Content – i) Users Engagement
- a. How many different users do you envision using the CMS? Would there be different levels of permissions needed for staff users?
    - Please refer to Addenda #4 Question #6. As we wish to implement a distributed content ownership and update responsibility system, we will be looking for best practices in this regard.
17. 2.3.2 Structure and Content – k) E-Commerce
- a. Do you plan on collecting insurance/deposits on the facility room rentals through the website?
    - No. not in the short term.



- b. What options do you envision users to have for payment (e.g. Credit Card, Debit, Cheque, Cash, PayPal...)?
    - At this time only major credit cards (Visa, MasterCard, and Amex) are accepted. We are looking for best practices.
  - c. Who is your current Credit Card Payment provider?
    - The Gallery uses various providers, directly and through 3<sup>rd</sup> party applications.
18. 2.4.1 Best option(s) for hosting gallery.ca
- a. Do you currently know what CRM technology the Gallery would use or are you looking at recommendations as per what could integrate with the proposed CMS?
    - See Question 11 a) i)
19. 2.4.2 Recommend and implement a CMS
- a. Are you open to the use of open-source CMS?
    - Yes
20. 2.4.7 Maintenance and Support
- a. Does the 6-month guarantee cover technology-related bugs (not under the developer's control) or simply development-related bug (related to missing bug in QA and testing)?
    - The 6-month guarantee must cover both technology and developer related bugs. It must ensure that any code developed as part of this project is working properly and that updates and patches to the CMS do not cause any issues within the 6 months under warranty.
21. 2.4.8.1 General enquiries
- a. Do you confirm that "Multilingual" only refers to French and English?
    - While the site currently will only be in English and French, the implementation of additional languages may be required in the future.
22. 2.4.8.2 Content Management and Workflow
- a. User Management: must be able to sync with ADFS. What data would need to be sync between the CMS and ADFS?
    - ADFS provides user account information. The users of the CMS should be integrated with the Gallery ADFS user account repository to enable consistent login credentials across platforms.



23. 2.4.8.4 Functionality and Features

- a. 3<sup>rd</sup> Party Applications: Can you detail what data will be pulled from and push to each of the applications listed?
  - The specific data cannot be identified at this time.

24. 2.4.8.6 Nice to Have

- a. Can you detail what your different audience groups are?
  - Please refer to section 2.1.2 and Addenda #4 Question #7