National Gallery   Musée des beaux-arts
of Canada   du Canada

Request for Proposals (RFP)
NGC Website Redevelopment Project
Reference #: NGC107224
Buy and Sell Reference #: PW-16-00721283
March 15, 2016

ADDENDA # 6

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.

1. Has the Gallery done any Persona's or Journey Mapping towards future personalization of the site?
   - The Gallery has considered personalization and has undertaken some Persona development however we have not mapped out Customer Journeys specifically for personalization.
2. Co-development
   a. Is there any co-development desire in this project or is the Gallery only supplying a Project Authority?
      - The Gallery is looking for a firm to handle all of the development. Gallery staff will be maintaining the existing web presence, providing the proponent with guidance, facilitating the input of other Gallery staff, and seeking internal contributions and approvals as required.

3. Search – is your intention to continue to use GSA?
   - Please refer to Addenda #4 Question #29

4. eCommerce:
   a. Ability to create a single shopping experience that requires integrating various ecommerce elements – are you looking for the vendor to build this single shopping experience and integrate the platforms?
      - Yes. We are looking for a platform that can integrate all ecommerce elements within the CMS as much as effectively possible and we are open to recommendations including 3rd party tools.

5. 3rd Party Apps:
   a. Is the vendor responsible to write all 3rd party app API's to allow for integration or is the Gallery supplying API's
      - The vendor is responsible for integrating 3rd party APIs when they exist, and creating them when they do not.

6. Services budget (range)?
    a. As design for the Gallery site can be a project in and of itself, Is there a separate design and build budget?
        • No, design and build is part of this project. See 2.4.3.3 and 2.4.3.4. Please refer to Addenda #1 Question #2

7. Timeline for the project – is there a deadline to start and complete the initiative.
            i. Any dates driving the launch desire?
        • Please refer to Addenda #4 Question #5

8. Can the Gallery confirm that the SharePoint, Piction, CyberMuse and other applications are to remain in their current location and are not to be considered as part of the hosting evaluation?
        • Piction and SharePoint will not be changing their location or hosting status. CyberMuse as a database will be retired

9. Can the Gallery confirm that if the vendor was to propose external hosting - and the Gallery to accept - that access to these points of integration can be granted via firewall or VPN configuration?
        • Yes. In the case of external hosting the Gallery would enable integration with tools hosted within the Firewall.

10. Does the Gallery plan on repurposing any of their current infrastructure?
        • The Gallery has not made may plan in this regard. We will examine all opportunities.

    a. Are their servers on prem or IaaS?
        • On premise

11. What version of SQL Server do you have?
        • A mix, but mostly transitioned to 2015. Any new installations would be required to be 2015.

12. Are all the sites / sub sites authored by the same users?
        • No. Some have been internally produced, others have been contracted. All hosted at the NGC are managed by our internal Web team.

13. You've indicated a bilingual administration interface is a mandatory criteria in section 2.4.8.4. Could you clarify this expectation please? While the front end of nearly all CMS's can be bilingual (or multilingual), a bilingual admin interface may significantly reduce the options available to the national gallery and potentially result in a CMS solution that doesn't respond to a number of your other criteria for a CMS (i.e. ease of use for content contributors).
        • Admin interfaces for distributed content publishing and management must be available in both English and French.

14. With regard to Omni-channel support – does the National Gallery foresee development of a new mobile app on iOS, Android and windows devices? Or is customization of these apps considered in-scope for this project? Could functional specification for integration with the new website be provided?
    - The development of mobile apps, and other omni-channel usage is beyond the scope of this project, however the ability to provide that support through the CMS is a mandatory requirement.

15. For other third party application integrations, could you please clarify the following:
    a. How does NGC anticipate integrating Adobe Connect into your new website? How is Connect used currently? What level of integration is NGC looking for? Can functional specifications for the integration be provided?
       - Adobe Connect is used for distance education programs as a telecommunication tool between the Gallery and classrooms.

    b. How is Piction (DAM) used currently – does it power both website and mobile app? What level of integration is NGC looking for? Can functional specifications for the integration be provided?
       - Although Piction is not currently serving content to either the web or mobile app, the NGC's desire for it to do so is a part of this project's prerequisites. No proposed solution will have direct access/integration with the core program or database, but would follow Piction's design model of integration with DMZ-instanced copy. Piction may be contacted directly for the technical details of this model.

    c. How is Blackbaud Raisers Edge used currently – is it the central area where all donors information is stored? What level of integration is NGC looking for? Can functional specifications be provided?
       - Raisers Edge is currently used independently from the web for the management of memberships and donors. Please refer to Addenda #5 Question #11 a).

    d. With regard to the several ways in which the museum gathers user account information - Are their currently linkages between Shopify, Raisers Edge and Tickets.com databases tracking user "purchase" information? Can functional specifications be provided for this if available?
       - CRMs, Shopify, Ticket.com and other ecommerce functionalities currently in place are not integrated. We are looking for integrated CRM and E-Commerce solutions.

    e. How is MS Sharepoint used currently? Can functional specifications for an integration be provided?
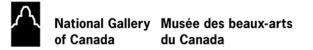   Please refer to Addenda #4 Question #11

16. "Scalable feature sets" has been identified in Section M.5.4 but no further detail about this requirement is listed in section 2.4.8.4. Could further information for this requirement be provided?
    - Scalable feature sets refers to the ability of the CMS (and associated components of the proposed solution) to scale up to meet future requirements (i.e. users, transactions, file

size).

17. Could you also clarify from section 2.4.8.6 the "personalization based on audience group" nice to have feature requirement? Would this include personalization based on being logged in? Based on google analytics data? How does NGC foresee personalization working?
    - The nature of the personalization will be dependent on the proposed solution. We are looking for what is possible within the proposed solution. Please refer to Addenda #4 Question #19 and Addenda #5 Question #11 a)

18. Could you provide more details about integrating widgets like Google Maps API, photo gallery/slideshows and especially "etc." from section 2.4.8.4? Functional specifications for the integration would be extremely helpful in determining the scope of the project.
    - The proposal must address how the CMS can accommodate the integration of 3rd party components, such as Google Maps. The exact nature and sophistication of those integrations is unknown pending the complete planning of the site and thus additional information cannot be provided.

19. In section 2.4.3 with regard to design could you please clarify the following:
    a. How many homepage concepts would NGC like to see?
       - Section 2.4.3.3 requests the production of 3 concepts including a declination for each concept to a home, landing and content pages. The section also requires that once the concept is approved, the proponent will produce 18 different applications of the concept to various page layouts and 7 other design assets (list provided).

    b. How many concepts of each microsite/interior page would NGC like to see?
       - See previous answer.

    c. How many slideshow designs does NGC anticipate? Is creation of actual slideshows considered in-scope? If so, how many slideshows with how many slides per show?
       - Slide Shows refer to web sliders. We cannot provide a number at this point.

    d. How many social media accounts does NGC currently manage?
       - Overall, 12 accounts on 5 channels: Facebook, Twitter, YouTube, Instagram, Pinterest; some French and English separate, some bilingual.

    e. How many lightbox effect designs are anticipated?
       - We cannot provide a number at this point.

20. M2 Company Summary - Project Experience
    "The Proponent must demonstrate that it has experience with developing similar website (scope, users' interactivity, ecommerce) with the recommended CMS and has completed redesign projects with other major Galleries or Museums, the Government of Canada and or Canadian Crown organizations and or Canadian Provincial governments in the past five (5) years (to a maximum of six (6) projects)."

Is it acceptable to the Gallery that the Proponent have project experience developing similar websites with the recommended CMS, and has completed redesign projects with other major Galleries or Museums, the Government of Canada and or Canadian Crown organizations and or Canadian Provincial governments? In other words, can a Proponent be compliant with the M2 requirement by demonstrating similar project experiences using the recommended CMS in another industry vertical (e.g. financial services) and significant experience with the Government of Canada using another CMS?

- Yes

21. Per section 2.4.2, Recommend and Implement a CMS. Has NGC done any preliminary work to identify a potential CMS platform to replace the current platform? If so, can you share your shortlist so we can work within it? If not, we assume the CMS recommendation is solely based on our knowledge and experience against your requirements and budget.
    - The Gallery has not excluded any CMS solution and is open to all proposals. All recommendations for CMS will be assessed with the same criteria.

22. We understand the budget allocated to the previous redesign and CMS licensing (2011) was in the ballpark of $800,000 CDN. Can you share budget parameter / ceiling for this redesign and CMS licensing.
    - Please refer to Addenda #1 Question #2. As well, your reference to the "budget allocated to the previous redesign and CMS licensing (2011)" is incorrect and should be disregarded.

23. Per section 2.4.3.3, Visual Design, the RFP states a Creative Brief will be supplied to the selected agency partner detailing the graphic elements of the web site requiring change, overall look and feel requirements and the applicable NGC branding instructions. Can you clarify how far visual design goes in the Creative Brief i.e. do you have a look and feel mapped out for the redesign that the agency partner will take and design the concepts off of?
    - There is no existing "look and feel" to be applied to the design and a refresh from the current look will be expected. The creative brief will provide specifics on brand application and communication/marketing objectives.

24. Per Appendix C, Section M2, the RFP indicates 'proponent must demonstrate it has experience with other major Galleries or Museums, the Government of Canada and or Canadian Crown organizations and or Canadian Provincial government in the past 5 years to a maximum of 6 projects. If we have strong CMS experience but have not worked with the Canadian Government, are we precluded from this opportunity?
    - Any proposal not meeting this requirement will not be rated. The requirement includes major Galleries or Museums, the Government of Canada and or Canadian Crown organizations and or Canadian Provincial government.

25. Section 2.1
    Can you please explain in further detail: Seamless integration with "other digital technologies"? Would you be able to give us a sense of what those other digital technologies are and how they will be leveraged by the new website?
    - Other digital technologies refer to future potential tools, websites and web services. We cannot identify them as they may not even exist at present. What we are seeking is a solution that adheres to best practices and allows for integration with other services and systems and will not place any limitations on any foreseeable integration in the future.

26. Section 2.3.2
    a) Line f): Can you please elaborate on how the multimedia content will be used on mobile to support and enrich the in-gallery experience? ex. If I am in the gallery viewing an exhibit, will there be video content on gallery.ca I can view on my mobile browser to support that exhibit experience? Will there be an interactive map of the gallery and exhibits?
       - The Gallery want to be able to deliver a wide range of multimedia content to visitors through its responsive website to augment their in Gallery experience and is looking for best practices.

    b) Line i): Will users create an account to build, customize and store their Visit and Album on gallery.ca?
       - The Gallery is looking for recommendations and best practices in this regard.

       i. What's behind the current gallery.ca client login?
          - The current client login is not functional. At this time, only the media room use to provide images to media is using this functionality.

       ii. Can users upload images from their desktop?
          - The Gallery is looking for recommendations and best practices in this regard.

       iii. Can other users view each other's album publicly or is this for individual user viewing only?
          - Same as previous.

       iv. Will users be granted permission to generate and share their own content? How would you prefer to censor the content to mitigate in appropriate use?
          - Same as previous.

       v. Will this be an internal or external collaboration? Will this experience take place in digital forum on gallery.ca or link to a wiki microsite?
          - Internal and external collaboration. The Gallery is looking for recommendations and best practices in this regard.

    c) Line k): Will the image purchases gallery require a full Shopify site?
       - The Gallery is looking for an e-commerce solution that can integrate as many transactional needs as possible.

    i.   Does an online inventory of room bookings currently exist for the facility room rentals?
- No

    ii.   Will the new site incorporate payment online or will payments still happen offline for room bookings?
- The Gallery is looking for recommendations and best practices in this regard.

27. Section 2.4.2
    a) Does the CMS recommendation need to be classified as "enterprise level"?
    - Yes

    b) Do you have a CMS preference or would you prefer to continue using your legacy CMS?
    - See question 21

    c) Are you open to considering both a custom/proprietary CMS solution? Or an "off the shelf" CMS like WordPress, SquareSpace or Drupal for example, that would be modified to incorporate each of your requirements?
    - See question 21

28. Section 2.4.3.1
    Collaboration Site: We use Jira and Basecamp, would either of those solutions be sufficient?
    - Yes.

29. Section 2.4.8.6
    The "Nice to have" features, should we include that scope in the overall budget or provide a separate line item for those cost implications?
    - See 4.6.2. last paragraph.

30. Section 2.6
    Location of Work and Travel: Are you open to a remote collaboration with XXXX coming to Ottawa for key milestone meetings? We are located in Toronto and can travel as necessary.
    - Please refer to Addenda #2 Question #1-2.

31. Budget
    Can you please share any budgetary restraints or considerations we should be aware of?
    Do you have a not-to-exceed cost limit?
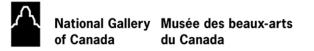   Does the National Gallery of Canada have secured funding in place to proceed with the project following the RFP?
    Can you please disclose your budget for the project or share a range in cost from minimum to maximum cost?
    - Please refer to Addenda #1 Question #2.

32. The RFP asks for a recommendation and pricing for hosting services. Does the NGC intend to contract directly with the recommended hosting services provider, or would the NGC prefer to contract through the proponent for hosting services?
    - The NGC will favour a direct contract with the hosting service provider after the expiry of the warranty period.

33. The NGC notes that Content Development is not a part of the scope of the RFP. Do you require Content Strategy to be part of the services provided by the proponent?
    - The Gallery will manage the content review and content development strategy.

34. Page 13 - section 2.3.3. "Online content is not integrated and is artificially separate." Can you clarify this or provide screen shot or URL as an example?
    - Collection, bookstore, exhibition, and magazine content for example are not integrated and dynamically served to web users.

35. Page 19 section 2.4.4 Content Migration: Does the NGC intend to perform a R.O.T analysis?
    - Yes a ROT analysis has been performed.

36. The RFP refers to "the Proponent" and "the Contractor" (e.g. 2.4.4). Please confirm that the meaning of these is the same, i.e. the vendor submitting the proposal.
    - Yes, these both refer to the vendor submitting a proposal.

37. Section 2.4.8.3 - Will there be a requirement to evaluate and refine the existing taxonomies to support faceted search and tagging, or will we be required to develop specific taxonomies for this effort?
    - Yes, the taxonomy will need to be developed.

38. Re section 2.2.2 - Has there already been a content audit exercise completed to bring the Gallery to the conclusion that 5000 of the 6000 pages on the site will be archived? If there has not yet been a formal content audit performed, will a content audit be within the proponent's scope, or will the Gallery complete this exercise independently?
    - Yes a content audit has been performed. The Gallery will manage the content review and content development strategy.

39. Re section 2.2.1 / 2.2.3 - On which server(s) (ref 2.2.3) are the internally hosted sites identified in section 2.2.1 hosted?
    - The internal websites are hosted on the production web servers, identified as "Web Server 1" and "Web Server 2".
    -

40. Re section 2.2.3 - Would the gallery consider, or under what circumstances would the gallery consider, either reconfiguring an internal server, or adding an additional server, to provide support for a Linux based solution?
    - See Question 21

41. Is CyberMuse a proprietary application of the Gallery? What interfacing options are available?
    - The Gallery will retire CyberMuse both as a Web element and as a database.

42. Is the Gallery willing to consider adding the Piction API service to the existing Piction license?
    - Yes

43. Re section 2.4.3.4 - Can we assume that Blackberry support will be limited to modern device platforms such as the Z30, Leap and Classic?
    - Please refer to Addenda #4 Question #31.

44. Re section 2.4.3.4.4 "CSS3 files will need to be created based on the provided designs." - Our understanding, based on section 2.4.3.3, is that the development of visual designs will be in-scope of this project and will not be provided. Please clarify.
    - Designs will be provided by the proponent further to the fulfillment of section 2.4.3.3

45. Re section 2.4.8.4 "NGC Enterprise Metadata Repository" - Is this a proprietary system to the Gallery? What interfacing options are available, and can it optionally be replaced with a CMS based taxonomy?
    - The Enterprise Metadata repository is no longer relevant to this project. Please ignore references to it.

46. Re section 2.4.8.4 3rd Party Integrations - Please outline the nature of the integration requirements for Blackbaud Raisers Edge, Tickets.com, SharePoint and Adobe Connect?
    - Please refer to Addenda #4 Question #15.

47. pp. 11, Do all the requirements stated in section 2.3.2 (Structured and Content) need to be implemented by launch, or would the Gallery consider a phased approach for implementation site functionality with Priority 1 requirements that are identified during the Discovery phase.
    - Please refer to Addenda #4 Question #26.

48. pp.14, "Where the content is hosted (e.g. U.S., Canada, etc.). If the hosting environment is located outside of Canada, please explain how arrangements can be made to ensure that customer information can be stored in Canada." … This cannot be live data, this could only be backup up data, we need to ask if Canadian data storage is firm requirement?
    - All Personal Information has to be stored exclusively in Canada.

49. p7. What type of integration will be required between the new CMS and Sharepoint?
    - Please refer to Addenda #4 Question #11.

50. p7. Can you please be more specific with regards to "fulfilment of user needs and wants"
    - Please refer to Addenda #4 Question #7

51. p7. Can you please be more specific with regards to "additional opportunities for revenue generation"
    - From our Annual Report 2014/15, p. 47: Diversifying Revenues: An organization-wide, revenue-conscious, entrepreneurial culture is established, resulting in new and diverse revenue sources that contribute to the institution's financial sustainability and growth

52. p11, section 2.3.2, paragraph c). Can you please give an example of dynamic content based on user behaviour and preferences? Can you give a sample scenario of what is expected?
    - A web user browsing on Colville should be offered similar content from many internal source.

53. p12, section 2.3.2, paragraph f). What do you mean by "supporting visitors to the physical gallery and providing an enriched visit to the gallery"?
    - providing enhanced web assisted experience to our on-site visitors, (as opposed to our online visitors)

54. Page 12: States that the through the integration of the CMS and the Piction DAM product, the system should be "Searchable". Is it searchable by visitors through the web site?
    - Yes.

55. p12, section 2.3.2, paragraph k). With regards to supporting the ecommerce functionalities listed here, is the need simply to ensure that the chosen CMS can integrate with these, or is this the integration of the CMS with this list part of the scope of this project?
    - See question 15. Implementing an e-commerce solution is part of the scope of this project.

56. p18. Can you please be more specific with regards to "planning for Search Engine Optimization"
    - The development strategy must take into account best practices for Search Engine Optimization including redirects for any pages that are moved or removed, proper URL formatting and best practices for page formatting (Titles, Header structure, alt text, etc.)

57. p20. section 2.4.8.2, with regards to archival abilities, do you mean exporting content out of the CMS to archive elsewhere, or do you need to ability to keep the content hosted in the CMS but in a way that is inaccessible to the public?
    - This refers to non-public archival

58. Page 22: What kind of integration is expected with Blackbaud Raisers Edge?
    - Please refer to Question #15.

59. Page 22: What kind of integration is expected with Adobe Connect?
    - Please refer to Question #15.

60. When completing our proposal, with regards to section M5 as described on page 41, do you require explanations of each feature (e.g. accessibility, responsive…) or is a simple checkbox enough to indicate it is feasible?
    - You must provide an explanation for each item. Please note: For each item you must indicate if the feature is provided as an inherent part of the proposed CMS solution or as an additional license / 3rd party module as described in 4.6.2

61. Can you please confirm the requirement amount for insurance?
    - There is no requirement for insurance for this contract

62. In the section 2.4.3 the National Gallery team says they will conduct usability testing on deliverables that we will provide like the architecture of information, the wireframes, the creative concepts and all other functional elements. However, it is mentioned in paragraph 2.4.3.2 that the bidder will conduct usability testing to validate the information architecture and refining the overall design.
    - The Gallery reserves the right to undertake usability testing on any of the deliverables. The proponent is required to identify appropriate usability testing to fit within their proposed schedule.

63. Is it possible to confirm which portion of the usability testing mandate will be handle by National Gallery and which portion will be piloted by the bidder?
    - No see previous answer.

64. In the section 2.3.3, Canadian Photography is described as a new feature of the National Gallery offer and this should be available from the first level of the navigation. Currently Photography Canadian-have the appearance of a microsite. Does National Gallery expect from the bidder to include the content of this microsite in the redevelopment project?
    - Yes. This microsite is only a temporary setting; it will be integrated in the redevelopment project. Please refer to Addenda #5 Question #8.

65. Can you elaborate on your expectations around the style guide? What do you want to see included, or is that something that can be exported once the project is started?
    - The Style Guide is a deliverable to this project and it will guide further web development with consistent design and graphical direction.