

RFP000076
INTEGRATED MEDIA MONITORING AND ANALYSIS SOLUTION
Addendum No. 1
(Question & Answer)

Question #1: Do we need to go to CMHC National Office for meetings?

Answer: No, meetings can be held via Skype.

Question #2: Can we perform the tasks (related to RFP) outside Canada? (ie, from India or USA)

Answer: No, please refer to clause 2.21 under Section 2 Submission Instructions.

Question #3: Can we submit the proposals via email?

Answer: Yes, please see Section 2.3 of the RFP for the submission instructions.

Question #4: Does CMHC also want to monitor ethnic media (Hindi, Punjabi, Chinese, Polish, Arabic)?

Answer: No, ethnic media monitoring is not a requirement.

Question #5: Section 3.3 states that "Users must also have the ability to distribute via e-mail any articles captured to hundreds of CMHC employees and post the press review on CMHC's Intranet". Because the redistribution number affects the source cost, can CMHC confirm the number of people within CMHC who are on the redistribution list?

Answer: Distribution depends on the clippings package – it ranges from 120 employees for the Top Stories, to approximately 250 employees for the afternoon package.

Question #6: Section 3.3 states that "Should the contract be awarded to a vendor whose platform includes sources, CMHC reserves the right to avail itself of the integrated sources". It is our understanding there is a need to bring in content sources. Is CMHC looking for vendors to integrate content subscriptions, or is CMHC also interested in retaining their existing content subscriptions as well?

Answer: CMHC is willing to negotiate and enter into new separate agreements for additional sources if needed. The successful Proponent would then need to integrate these sources into their platform. We would also consider a vendor who does not own any sources but is able to work with source providers on our behalf.

Question #7: Section 2.2 refers to a "Certificate of Submission" which is "attached as Appendix B." The Certificate of Submission appears to be in Appendix A. Can you confirm that this is the Certificate of Submission referred to in Section 2.2?

Answer: Yes there is a typo in Section 2.2 and it should read the Certificate of Submission is "attached as Appendix A", per the list of Mandatory Requirements.

Question #8: Could you further define what integrated sources means? (3.3 Statement of work; 5th paragraph).

Answer: If the vendor owns sources, for example, Postmedia, Toronto Star, French publications, etc., CMHC reserves the right to have access to these sources.

Question #9: Will CMHC maintain their current content licensing agreements?

Answer: Please see Question #6.

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Question #10: Is CMHC looking to outsource the work of assembling newsletters or is the preference to do this “in-house”?

Answer: In-house is preferred.

Question #11: Does CMHC require downloadable broadcast?

Answer: Yes.

Question #12: Can we provide 1 Proposal with 2 options for Platform and content? (2.9 Multiple Proposals).

Answer: Separate pricing on one proposal is fine.

Question #13: How many user licenses are required? 3-5 is standard for this scope of work.

Answer: 10 user licenses may be needed, however 5 might work.

Question #14: How many total readers does CMHC expect to review the media reports? This information will help us provide a more accurate price quote.

Answer: Please see Question #5.

Question #15: Copyright compliance is a central component of the services outlined in this RFP. Is it a mandatory requirement that vendors provide all media monitoring data in a copyright compliant manner?

Answer: Yes.

Question #16: Is access to CEDROM content, which is the only way to access the vast majority of Quebec-based French language print content as well as most print content from Atlantic Canada, a mandatory requirement of this RFP?

Answer: See Question #6.

Question #17: Is copyright compliant access to Globe & Mail and Torstar a mandatory requirement?

Answer: Yes. We will be entering into a separate agreement with The Globe and Mail to ensure copyright compliance.

Question #18: In addition to daily and weekly newspapers, community newspapers, and trade publications, does CMHC want coverage of magazines (at additional cost)?

Answer: No.

API Specific Questions

Question #19: Is CMHC looking to integrate the success Proponent’s API into an internal platform? If so, which platform?

Answer: Yes, the platform is Informatica suite.

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Question #20: How often would data need to be pulled? Daily, weekly, monthly?

Answer: Daily.

Question #21: Does CMHC have an estimated amount of data they would need to pull each month?

Answer: No.

Question #22: What is CMHC using the content for? Reporting, Internal Dashboard, etc.

Answer: Both Reporting and Internal Dashboard.

Question #23: Is CMHC satisfied with the Export API or are they looking into a streaming API?

Answer: Export API is satisfactory.

Question #24: Would CMHC need API access for every search in the platform or just news related to CMHC?

Answer: API access would be required for every search related to CMHC and housing in Canada.