![Public Works and Government Services Canada / Travaux publics et Services gouvernementaux Canada]

RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:

Bid Receiving - PWGSC / Réception des soumissions - TPSGC
11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0B2 / Noyau 0B2
Gatineau
Quebec
K1A 0S5
Bid Fax: (819) 997-9776

LETTER OF INTEREST
LETTRE D'INTÉRÊT

Title - Sujet RFI - Digital Asset Management Solu	

Solicitation No. - N° de l'invitation C1111-190572/A	**Date** 2020-08-07
Client Reference No. - N° de référence du client C1111-190572	**GETS Ref. No. - N° de réf. de SEAG** PW-$EEM-055-38388
File No. - N° de dossier 055eem.C1111-190572	**CCC No./N° CCC - FMS No./N° VME**

Solicitation Closes - L'invitation prend fin at - à **02:00 PM** on - le 2020-08-25	**Time Zone** **Fuseau horaire** Eastern Daylight Saving Time EDT

F.O.B. - F.A.B.

Plant-Usine: ☐   **Destination:** ☐   **Other-Autre:** ☐

Address Enquiries to: - Adresser toutes questions à: - Millerd, Dylan	**Buyer Id - Id de l'acheteur** 055eem
Telephone No. - N° de téléphone (873) 354-8813 ( )	**FAX No. - N° de FAX** ( ) -

Destination - of Goods, Services, and Construction:
Destination - des biens, services et construction:

DEPARTMENT OF CANADIAN HERITAGE
25 Eddy St., 9th Floor
Gatineau
Quebec
K1A0M5
Canada

Comments - Commentaires

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address
Raison sociale et adresse du fournisseur/de l'entrepreneur

Delivery Required - Livraison exigée See Herein	**Delivery Offered - Livraison proposée**

Vendor/Firm Name and Address
Raison sociale et adresse du fournisseur/de l'entrepreneur

Telephone No. - N°de téléphone
Facsimile No. - N° de télécopieur

Issuing Office - Bureau de distribution
Mainframe & Business Software Procurement Division /
Div des achats des ordi principaux et des logiciels de gestion
Terrasses de la Chaudière
4th Floor, 10 Wellington Street
4th etage, 10, rue Wellington
Gatineau
Quebec
K1A 0S5

Name and title of person authorized to sign on behalf of Vendor/Firm (type or print)
Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)

Signature   **Date**

![Canada]

REQUEST FOR INFORMATION REGARDING DIGITAL ASSET MANAGEMENT

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REQUEST FOR INFORMATION REGARDING

DIGITAL ASSET MANAGEMENT FOR

CANADIAN HERITAGE

1) **Background and Purpose of this Request for Information (RFI)**

The purpose of this RFI is to solicit feedback from Industry about Digital Asset Management (DAM) or Media Asset Management (MAM) vendors who currently offer systems that manage media assets for the purposes of organizing and streamlining the use of those assets in a creative production environment.

The High-Level Requirement is for a comprehensive system of online and off-line tools targeted at managing a high volume of media assets. Key features of the DAM are, but are not limited to, integration into industry-leading creative tools, automated workflows, customizable metadata, comprehensive search capabilities, ingesting and transcoding, as well as web-based collaborative spaces.

The Creative Services team at Canadian Heritage are a group of 10-15 multimedia, photography and graphic design specialists. Our assets are currently stored on multiple servers. Roughly, we have 60TB of working video assets, 9TB of photos, and 50TB of graphic design elements.

2) **Nature of Request for Information**

This is not a bid solicitation. This RFI will not result in the award of any contract. As a result, potential suppliers of any goods or services described in this RFI should not reserve stock or facilities, nor allocate resources, as a result of any information contained in this RFI. Nor will this RFI result in the creation of any source list. Therefore, whether or not any potential supplier responds to this RFI will not preclude that supplier from participating in any future procurement. Also, the procurement of any of the goods and services described in this RFI will not necessarily follow this RFI. This RFI is simply intended to solicit feedback from industry with respect to the matters described in this RFI.

Changes to this RFI may occur and will be advertised on the Government Electronic Tendering System. Canada asks Respondents to visit buyandsell.gc.ca regularly to check for changes, if any.

3) **Nature and Format of Responses Requested**

Respondents are requested to provide their comments, concerns and, where applicable, alternative recommendations regarding how the requirements or objectives described in this RFI could be satisfied. Respondents are also invited to provide comments regarding the content, format and/or organization of any draft documents included in this RFI. Respondents should explain any assumptions they make in their responses.

4) **Response Costs**

Canada will not reimburse any respondent for expenses incurred in responding to this RFI.

5) Treatment of Responses

a) Use of Responses: Responses will not be formally evaluated. However, the responses received may be used by Canada to develop or modify procurement strategies or any draft documents contained in this RFI. Canada will review all responses received by the RFI closing date. Canada may, in its discretion, review responses received after the RFI closing date.

b) Review Team: A review team composed of representatives of the client (where applicable) and PWGSC will review the responses. Canada reserves the right to hire any independent consultant, or use any Government resources that it considers necessary to review any response. Not all members of the review team will necessarily review all responses.

c) Confidentiality: Respondents should mark any portions of their response that they consider proprietary or confidential. Canada will handle the responses in accordance with the Access to Information Act.

d) Follow-up Activity: Canada may, in its discretion, contact any respondents to follow up with additional questions or for clarification of any aspect of a response.

6) Contents of this RFI

a) This RFI also contains specific questions addressed to the industry.

7) Question to Industry

a) Scope

i) Does your solution offer metadata tags for media assets? If so:

    1. Can the metadata be added to batches being uploaded?

    2. Can the metadata be added to batches already in DAM?

    3. Is some of the metadata automatic (i.e., date created, etc.)?

    4. Does your solution integrate pre-existing camera-generated metadata (e.g. xml files, etc.)?

    5. How does your DAM manage metadata pertaining to accessibility?

    6. At what stage in the workflow does a clip get tagged with metadata: pre or post transcoding?

    7. Where is the metadata stored? Would we be able to migrate to a new platform – should we ever choose to do so?

    8. How simple is it to remove metadata?

ii) Does your solution offer thumbnail previewing of assets? If so:

    1. Does it include (but is not limited to) InDesign files, PDFs, videos, photos, audio, and other Adobe Creative Cloud assets? What specific formats work with your solution's thumbnail previewing?

    2. How does your solution offer previewing? What is the back-end workflow to offer this?

iii) Does your solution include a Web-Based User Portal? If so:

    1. Can you toggle between languages in the User Portal?

    2. Can you access this User Portal remotely?

    3. Can you access this User Portal via mobile?

    4. Can you download content from the User Portal?

        5.   Can you upload content to the User Portal?

   iv)   Does your solution offer metrics and analytics? If so:

        1.   Do they include asset usage and/or asset downloads?

        2.   Do they include log-ins and user activity?

        3.   Is there a built-in dashboard for viewing and sorting the data? If required, can we export and treat the data in another program?

b)   **Software, web, and security**

   i)   What deployment models does your solution support (cloud, on-premises, hybrid, etc.)?

        1.   How many servers are required to operate the Transcoding, Previewing and the DAM metadata?

        2.   What cloud costs would be incurred if we selected a hybrid or full-cloud solution?

        3.   Regardless of on-prem/cloud/hybrid deployment, is there a difference to the User Experience and Operational Features?

        4.   Can your solution link to multiple storage units?

        5.   If your solution uses low-res proxy files, what approximate size is the low-res file in comparison to the original full file?

   ii)   Does your solution integrate with other software? If so, how?

        1.   With "Finder" on a Mac?

        2.   With social media managers like Hootsuite?

        3.   With social media platforms like Facebook, Twitter and Instagram?

        4.   Is backward compatibility to archiving software, such as LiveLink or iRims, part of your integrational capacity?

c)   **Pricing**

   i)   Do you offer subscription or outright purchase of your solution?

        1.   What are the advantages to either?

        2.   Do you offer updates to the software? How do you roll out the new features?

        3.   Are you looking to grow into Production Asset Management features as well?

        4.   Is your pricing on a per-seat basis, per user, per tier of governance?

d)   **Other**

   i)   Do you offer training and troubleshooting for your solution?

        1.   Is training offered in person or remotely?

   ii)   Does your solution integrate with A.I. recognition and metadata functionality? If so:

        1.   Does it work only for photos?

        2.   Can you give examples of what kind of metadata it could generate; i.e., the number of people in a shot, etc.?

        3.   What costs could be incurred for this feature?

8) Format of Responses

    a) **Cover Page**: If the response includes multiple volumes, respondents are requested to indicate on the front cover page of each volume the title of the response, the solicitation number, the volume number and the full legal name of the respondent.

    b) **Title Page**: The first page of each volume of the response, after the cover page, should be the title page, which should contain:

        i) the title of the respondent's response and the volume number;

        ii) the name and address of the respondent;

        iii) the name, address and telephone number of the respondent's contact;

        iv) the date; and

        v) the RFI number.

    c) **Numbering System**: Respondents are requested to prepare their response using a numbering system corresponding to the one in this RFI. All references to descriptive material, technical manuals and brochures included as part of the response should be referenced accordingly.

    d) **Number of Copies**: Canada requests that respondents submit one electronic copy of their responses.

9) Enquiries

Because this is not a bid solicitation, Canada will not necessarily respond to enquiries in writing or by circulating answers to all potential suppliers. However, respondents with questions regarding this RFI may direct their enquiries to:

Contracting Authority: Dylan Millerd
E-mail Address: dylan.millerd@tpsgc-pwgsc.gc.ca
Telephone: (873) 354-8813

10) Submission of Responses

    a) **Time and Place for Submission of Responses**: Suppliers interested in providing a response should deliver it to the Contracting Authority identified above by the time and date indicated on page 1 of this document.

    b) **Responsibility for Timely Delivery**: Each respondent is solely responsible for ensuring its response is delivered on time to the correct location.

    c) **Identification of Response**: Each respondent should ensure that its name and return address, the solicitation number and the closing date appear legibly on the outside of the response.