RETURN BIDS TO: RETOURNER LES SOUMISSIONS À :

soumissionbid@sac-isc.gc.ca

Attention: Alma Moyeda

BID SOLICITATION DEMANDE DE SOUMISSIONS

The Bidder offers to provide to Canada the goods, services or both listed in the bid solicitation in accordance with the conditions set out in the bid solicitation and at the prices set out in the bid.

This bid solicitation is issued in accordance with the conditions of Supply Arrangement No. N/A . Only suppliers who are pre-qualified and have been issued a supply arrangement at the time this bid solicitation is issued are eligible to bid.

Le soumissionnaire offre de fournir au Canada les biens, services ou les deux énumérés dans la demande de soumissions aux conditions prévues dans la demande de soumissions et aux prix indiqués dans la soumission.

Cette demande de soumissions est émise conformément aux conditions de l'arrangement en matière d'approvisionnement numéro

N/A . Seuls les fournisseurs qui sont pré-qualifiés et auxquels un arrangement en matière d'approvisionnement a été émis au moment où cette demande de soumissions est émise peuvent présenter une soumission.

Solicitation No Nº de la demande 1000248152	Amendment No Nº de modification
Solicitation closes - La demande prend fin at - àat - à14:00 HRS ESTon - le2023-02-16	File No N° de dossier

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Date of Solicitation - Date de la dema	ande				
2023-0	02-02				
Address inquiries to - Adresser toute	demande d	e rensei	gnen	nents	à :
Alma Moyeda: alma.moyeda	@sac-isc	.gc.ca			
Area code and Telephone No.Facsimile No.Code régional et N° de téléphoneN° de télécopieur					
Destination					
Indigenous Services Canada 10 Wellington Street Gatineau, Quebec K1A 0H4					

of

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Instructions:

Municipal taxes are not applicable.

Unless otherwise specified in the bid solicitation, all prices quoted must be net prices in Canadian funds including Canadian customs duties, excise taxes, and must be FOB, including all delivery charges to destination(s) as indicated. The amount for Applicable Taxes is to be shown as a separate item.

Instructions:

Les taxes municipales ne s'appliquent pas.

Sauf indication contraire dans la demande de soumissions, tous les prix indiqués doivent être des prix nets, en dollars canadiens, comprenant les droits de douane canadiens, la taxe d'accise et doivent être FAB, y compris tous frais de livraison à la (aux) destination(s) indiquée(s). Le montant des taxes applicables doit apparaître séparément.

Delivery required - Livraison exigée	Delivery offered - Livraison proposée		
Supplier Name and Address - Nom et adresse du fournisseur			
Telephone No N° de téléphone Facsimile No N° de télécopieur			
Name and title of person authorized (type or print) Nom et titre de la personne autorisé (caractère d'impression)			
Signature	Date		

High Complexity Bid Solicitation and Resulting Contract Template (HC)

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GCDOCS # 108505679

PART 1 - GENERAL INFORMATION

1.1 Introduction

The bid solicitation is divided into seven parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides Bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications and Additional Information: includes the certifications and additional information to be provided;
- Part 6 Security, Financial and Other Requirements: includes specific requirements that must be addressed by Bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, the Security Requirements Checklist and any other annexes.

1.2 Summary

1.21. Indigenous Services Canada (ISC) is seeking a vendor that provides a SaaS-based integrated web analytics/web governance solution to provide the Indigenous Services Canada's Communications and Public Affairs Sector with a centralized way to track and monitor content uptake and quality for the Indigenous Services Canada (ISC), Crown-Indigenous Relations and Northern Affairs Canada (CIRNAC) and Nutrition North Canada's (NNC) public-facing internet websites.

It is intended to result in the award of one (1) contract for one (1) year, plus four (4) one-year irrevocable options allowing Canada to extend the term of the contract.

1.2.2 There are no security requirements associated with this requirement.

1.3 Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

PART 2 - BIDDER INSTRUCTIONS

2.1 Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the <u>Standard Acquisition Clauses and Conditions Manual</u> (https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The <u>2003</u> (2022-03-29) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of <u>2003</u>, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days Insert: 90 days

2.2 Submission of Bids

Bids must be submitted only to Indigenous Services Canada (ISC) by the date, time and place indicated on page 1 of the bid solicitation.

Due to the nature of the bid solicitation, bids transmitted by any other means to ISC will not be accepted.

2.3 Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the *Financial Administration Act*, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

a.an individual;

- b.an individual who has incorporated;
- c.a partnership made of former public servants; or
- d.a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the <u>Public Service Superannuation</u> <u>Act</u> (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the <u>Supplementary Retirement</u> <u>Benefits Act</u>, R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the <u>Canadian Forces Superannuation Act</u>, R.S., 1985, c. C-17, the <u>Defence Services Pension</u> <u>Continuation Act</u>, 1970, c. D-3, the <u>Royal Canadian Mounted Police Pension Continuation Act</u>, 1970, c. R-10, and the <u>Royal Canadian Mounted Police Superannuation Act</u>, R.S., 1985, c. R-11, the <u>Members of Parliament Retiring Allowances Act</u>, R.S. 1985, c. M-5, and that portion of pension payable to the <u>Canada Pension Plan Act</u>, R.S., 1985, c. C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes** () **No** () If so, the Bidder must provide the following information, for all FPSs in receipt of a pension, as applicable:

> a.name of former public servant; b.date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with <u>Contracting Policy Notice: 2019-01</u> and the Guidelines on the Proactive Disclosure of Contracts.

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes** () **No** ()

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than **5** calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by Bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated and the enquiry can be answered to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

2.5 Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in the Province of Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Bidders.

2.6 Improvement of Requirement During Solicitation Period

Should bidders consider that the specifications or Statement of Work contained in the bid solicitation could be improved technically or technologically, bidders are invited to make suggestions, in writing, to the Contracting Authority named in the bid solicitation. Bidders must clearly outline the suggested improvement as well as the reason for the suggestion. Suggestions that do not restrict the level of competition nor favour a particular bidder will be given consideration provided they are submitted to the Contracting Authority at least ten (10) days before the bid closing date. Canada will have the right to accept or reject any or all suggestions.

2.7 Bid Challenge and Recourse Mechanisms

- (a) Several mechanisms are available to potential suppliers to challenge aspects of the procurement process up to and including contract award.
- (b) Canada encourages suppliers to first bring their concerns to the attention of the Contracting Authority. Canada's <u>Buy and Sell</u> website, under the heading "<u>Bid Challenge and Recourse</u> <u>Mechanisms</u>" contains information on potential complaint bodies such as:
 - Office of the Procurement Ombudsman (OPO)
 - Canadian International Trade Tribunal (CITT)
- (c) Suppliers should note that there are **strict deadlines** for filing complaints, and the time periods vary depending on the complaint body in question. Suppliers should therefore act quickly when they want to challenge any aspect of the procurement process.

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

Canada requests that the Bidder submits its bid electronically in accordance with section 8 of the 2003 standard instructions and as amended in Part 2 - Bidder Instructions, Article 2.1 Standard Instructions, Clauses and Conditions. Bidders are required to provide their bid in a single transmission. The total size of the email, including all attachments, <u>must not exceed **10 megabytes (MB)**</u>. It is solely the Bidder's responsibility to ensure that the total size of the email does not exceed this limit.

The bid must be gathered per section and separated as follows:

Section I: Technical Bid Section II: Financial Bid Section III: Certifications Section IV: Additional Information

Due to the nature of the bid solicitation, bids transmitted by facsimile will not be accepted.

Section I: Technical Bid

In their technical bid, Bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that Bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, Bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

3.1.1 Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B").

3.1.2 Electronic Payment of Invoices – Bid

Bidders will accept Direct Deposit (Domestic and International) for payment of invoices.

3.1.3 Exchange Rate Fluctuation

C3011T (2013-11-06), Exchange Rate Fluctuation

Section III: Certifications

Bidders must submit the certifications and additional information required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

4.1.1 Technical Evaluation

4.1.1.1 Mandatory Technical Criteria

The bid must meet the mandatory technical criteria specified below. The Bidder must provide the necessary documentation to support compliance with this requirement. Bids which fail to meet the mandatory technical criteria will be declared non-responsive. Each mandatory technical criterion should be addressed separately. In cases where more than one resource is bid for a resource category each resource must fully meet the specific criteria.

Proposals which fail to meet the Mandatory Requirements will be deemed non-compliant and given no further consideration.

ltem	Mandatory Criteria	Met: Yes/No	Page Reference In The Bidder's Proposal
	Established company		
M1	The Bidder must clearly demonstrate that their company has been in operation for a minimum of five (5) years in the last ten (10) years.		
	Established Software-as-a-Service web analytics and web governance product		
М2	The Bidder must provide a Software-as-a-Service (SaaS), web-based toolset that has been publicly available for a minimum of 5 years and includes integrated, robust web analytics and web governance components within a common interface.		
	Note: Connection to all these components must be made through a common interface. Joint ventures using components from different vendors, and therefore different interfaces and identifiers, to "complete the solution" are not acceptable because this increases administrative burden.		
	Experience with government clients		
	The Bidder must include a summary for a minimum of 5 government (preferably Canadian Federal Government, however other Federal, Crown Corporations, Provincial/Territorial/State or Municipal governments are acceptable) clients onboarded in the last 10 years.		
M3	The summary must include the following information for each client :		
	 a) Date and duration of the contract; b) The scope of use of the product (analytical components, quality assurance components and all other components); c) The client's name and contact information (this information could be used to validate the information submitted); 		

Item	Mandatory Criteria	Met:	Page Reference In
nom	mandatory ornenta	Yes/No	The Bidder's Proposal
	 d) The estimated number of sites using the product and the estimated number of pages and users. 		Tropodal
Μ4	 Web analytics The Bidder must provide integrated analytics with basic and advanced features including, but not limited to: Basic web analytics a. Historical comparison/trending b. Visitor by source c. Content data to page level d. Page entries and exit e. Outbound links f. Inbound traffic types g. Site, content segment and page-level data h. Customizable dashboards i. Scheduled reporting Advanced web analytics j. Key metrics k. UTM campaign creation and monitoring l. Behaviour monitoring - User journeys, behaviour tracking, behaviour maps, funnels m. Visits – by day and hour n. Event tracking The analytics components should be able to track data site-wide, by content groups, at the individual web page level, and within web-based application 		
	pages (not mobile applications). Web governance The Bidder must provide integrated web governance features, including, but		
М5	 The Bidder must provide integrated web governance features, including, but not limited to: a. Accessibility - Aligns with WCAG 2.1+ and WC3 standards b. Search Engine Optimization (SEO) check – Provide for a high-level overview of SEO quality c. Policy/Rules – Customizable to organizational requirements d. Link and spell checking e. Readability f. Content inventory The governance components should be able to track data site-wide, by content groups, at the individual web page level, and within web-based application pages (not mobile applications).		

ltem	Mandatory Criteria	Met: Yes/No	Page Reference In The Bidder's Proposal
	Product administration		
М6	The Bidder must provide access to a robust product administration back-end to allow the organization's administrator(s) to manage sites, content, users, profiles/roles and general product elements without the need of vendor intervention.		
	Additionally, users should be able to manage their own basic user profiles, including changing contact information and passwords.		

4.1.1.2 Point Rated Technical Criteria

Item	Rated Requirements	Bidder's Cross Reference Page to Proposal	Max Points
R1	 Experience with government clients The Bidder will be awarded points for at and over the number of government (preferably Canadian Federal Government, however other Federal, Crown Corporations, Provincial/Territorial/State or Municipal governments are acceptable) clients (5) onboarded in the last 10 years identified as mandatory criterion M3. Points allocation: 0 points: Less than 5 government clients 5 points: 6-7 government clients 8 points: 8-9 government clients 9 points: 10 government clients 10 points: 11+ government clients 		10
R2	 Web analytics The Bidder must provide integrated analytics with basic and advanced web analytics features – identified in mandatory criterion M4, but not limited to: Basic web analytics a. Historical comparison/trending b. Visitor by source – by country, organization, device type, OS, browsers, etc. c. Content data to page level – data for all pages, such as least/most popular pages, pages with no visits, etc. d. Entries and exit – entry and exit pages, bounce rates e. Outbound links f. Inbound traffic types – Referring domains/pages, social media, search, direct traffic, etc. g. Site, content segment and page-level data h. Customizable dashboards - ability to add product components to dashboards from other areas, limit dashboards to specific sites, content, customizable date ranges, etc. i. Scheduled reporting - ability to schedule reports with customizable dates, times, frequency, recipients, subject lines, and customizable email templates Advanced web analytics j. Key metrics – set key metrics and KPIs k. UTM campaign creation and monitoring – ability to track and create UTM campaigns l. Behaviour monitoring - User journeys, behaviour tracking, behaviour maps, funnels m. Visits – by day and hour n. Event tracking - ability to add custom events, break down events by category, action and label and to track link clicks, PDF clicks, anchor link clicks, etc. 		10

	Points allocation:	
	0 points: No analytics	
	3 points: Some basic analytics features	
	5 points: basic analytics features	
	8 points: basic analytics features and some advanced features	
	10 points: all basic and advanced features	
R3	Wah gayarnanaa	10
КJ	Web governance	10
	The Didden much and ide intermeted such assume as footune.	
	The Bidder must provide integrated web governance features –	
	identified in mandatory criterion M5, including, but not limited to:	
	a. Accessibility - WCAG 2.1+ and WC3 standards, tracks issues, recent	
	activity, rollup of issues at the page level, aligned with sections, PDF	
	accessibility checking, custom accessibility policies, site and page	
	level checks	
	b. Policy/Rules - used to identify old program or minister names, when	
	pages were last modified, use of language – e.g. Aboriginal vs.	
	Indigenous, pre-defined policies (library), set policies for site or	
	content group levels	
	c. Link and spell checking - broken links listings of pages and PDFs,	
	spell checking - misspellings in English and French, breakdown of	
	misspellings, words that need review, and approved words, word	
	inventory – ability to import words that are approved and confirmed,	
	progress and trend monitoring	
	d. Readability - site and content group specific readability checks - can	
	also be done at the page level, with recommendations to improve	
	readability	
	e. Content inventory - summary of site wide elements, breakdown by	
	specific elements – e.g. pages, links, documents and media, email	
	addresses, link text, meta tags, etc.	
	f. Search Engine Optimization (SEO) check – high-level overview at	
	the site and content level, recommendations for improvements	
	Points allocation:	
	1 point: 1 matching web governance feature	
	2 points: 2 matching web governance features	
	4 points: 3 matching web governance features	
	6 points: 4 matching web governance features	
	8 points: 5 matching web governance features	
	10 points: all matching web governance features	
R4	Product administration	10
	The Bidder will be awarded points for having robust product	
	administration features that don't require vendor intervention, including,	
	but not limited to:	
	a. Create and edit tracked sites (by domain name) – e.g. ensure other	
	domains that redirect to main domains are tracked only under the	
	main domain and English and French versions of the same domain	
	have data rolled up together	
	b. Content level administration - grouping/segmentation of content to	
	specific sections of a site, or to a program, using either URL or page	
	name, ability to include or exclude content if it matches certain	

	 conditions and filtering in or out traffic based upon specific criteria c. Tracking - ability to identify site parameters, associated domains (e.g. subdomains and filter that traffic to the main domain, or web applications that using tracked domains) d. IP anonymization - ability to anonymize IP addresses of visitors (a GC requirement) e. Tagging - ability to tag users and content for easier administration f. User administration Centralized user administration allowing for adding, removing and managing of users, including ability to see when the user was added, their last login, their assigned role, their tag Roles - ability to change and assign roles based upon a user's needs – should be able to do it individually or by group User contact - ability to email one or many users via department email system ability to export full user list User profiles – the ability for administrators or users (in a more limited manner) to alter their own profiles g. Crawl management - set crawls to site, content group or page level h. Exportable data - ability to export/share analytics and governance data to Excel, CSV, PDF, dashboards and API 	
	3 points: 3 matching administration features	
	5 points: 5 matching administration features 7 points: 6 matching administration features	
	9 points: 7 matching administration features	
	10 points: all matching administration features	
R5	Accessible interface	5
NO		Ū
	The Bidder will be awarded points for having an accessible interface	
	Points allocation:	
	0 points: Non-accessible interface 5 points: Accessible interface	
R6	Product interface in both official languages	5
	The Bidder has a product interface that is available in English and French.	
	Points allocation:	
	2 points: Interface unilingual (only English)	
	5 points: Interface bilingual (Can be changed from English to French and vice-versa)	
D 7		-
R7	Canadian or United States office locations	5
	The Bidder will be awarded points for having an office location in Canada (preferred) and/or the United States	
	Points allocation:	
	0 points: No Canada or United States office 3 points: Office in United States only	

	4 points: Office in Canada only	
	5 points: Office in Canada and United states	
R8	Onboarding plan and support	5
	The Bidder will be awarded points for having dedicated plan and support for onboarding – configuration, implementation and optimization and post onboarding	
	Points allocation: 0 points: No onboarding plan or support 5 points: Onboarding plan or support	
R9	Training and user support	10
	The Bidder will be awarded points for having established and ongoing training and user support offerings	
	 Points allocation: 0 points: No training or user support 5 points: Online training and user support only (pre-written) 7 points: Online and one-on-one training and user support (live and pre-written) 9 points: Online and one-on-one training and user support (live and pre-written), plus webinars and online training courses 10 points: Online and one-on-one training and user support (live and pre-written), plus webinars and online training and user support (live and pre-written) 	
	pre-written), plus webinars and online training courses + bilingual support	
	Maximum points available 70	
	Minimum points required 70% = 49 points	

4.1.2 Financial Evaluation

SACC Manual Clause <u>A0220T</u> (2014-06-26), Evaluation of Price-Bid SACC Manual Clause <u>A0222T</u> (2014-06-26), Evaluation of Price-Canadian/Foreign Bidders

4.2 Basis of Selection

4.2.1 SACC Manual Clause A0027T (2022-12-01) , Basis of Selection – Highest Combined Rating of Technical Merit (70%) and Price (30%)

1. To be declared responsive, a bid must:

- a. comply with all the requirements of the bid solicitation; and
- b. meet all mandatory criteria; and
- obtain the required minimum of 49 points overall for the technical evaluation criteria which are subject to point rating.
 The rating is performed on a scale of 70 points.
- 2. Bids not meeting (a) or (b) or (c)" will be declared non-responsive.
- 3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be **70%** for the technical merit and **30%** for the price.



- 4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of **70 %**.
- 5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of **30 %**.
- 6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
- 7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

		Bidder 1	Bidder 2	Bidder 3
Overall Techr	nical Score	115/135	89/135	92/135
Bid Evaluated	1 Price	\$55,000.00	\$50,000.00	\$45,000.00
Calculations	Technical Merit Score	115/135 x 60 = 51.11	89/135 x 60 = 39.56	92/135 x 60 = 40.89
	Pricing Score	45/55 x 40 = 32.73	45/50 x 40 = 36.00	45/45 x 40 = 40.00
Combined Ra	ating	83.84	75.56	80.89
Overall Rating	9	1st	3rd	2nd

PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

Bidders must provide the required certifications and additional information to be awarded a contract.

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare a bid non-responsive, or will declare a contractor in default if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority will render the bid non-responsive or constitute a default under the Contract.

5.1 Certifications Required with the Bid

Bidders must submit the following duly completed certifications as part of their bid.

5.1.1 Integrity Provisions - Declaration of Convicted Offences

In accordance with the Integrity Provisions of the Standard Instructions, all bidders must provide with their bid, **if applicable**, the Integrity declaration form available on the <u>Forms for the Integrity Regime</u> website (http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html), to be given further consideration in the procurement process.

5.2 Certifications Precedent to Contract Award and Additional Information

The certifications and additional information listed below should be submitted with the bid but may be submitted afterwards. If any of these required certifications or additional information is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to provide the certifications or the additional information listed below within the time frame specified will render the bid non-responsive.

5.2.1 Integrity Provisions – Required Documentation

In accordance with the section titled Information to be provided when bidding, contracting or entering into a real property agreement of the <u>Ineligibility and Suspension Policy</u> (http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

5.2.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the <u>Employment and Social</u> <u>Development Canada (ESDC) - Labour's</u> website (https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#).

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "FCP Limited Eligibility to Bid list at the time of contract award.

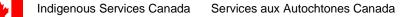


PART 6 - SECURITY, FINANCIAL AND OTHER REQUIREMENTS

6.1 Security Requirements

There are no security requirements associated with this requirement.

- 6.2 Financial Capability removed
- 6.3 Insurance Requirements removed



PART 7 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

7.1 Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

7.2 Standard Clauses and Conditions

All clauses and conditions identified in the Contract by number, date and title are set out in the <u>Standard</u> <u>Acquisition Clauses and Conditions Manual (https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual) issued by Public Works and Government Services Canada.</u>

7.2.1 General Conditions

<u>2035 (</u>2022-12-01), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

7.2.2 Supplemental General Conditions

<u>4003</u> (2010-08-16) Licensed Software, apply to and form part of the Contract. <u>4004</u> (2013-04-25) Maintenance and Support Services for Licensed, apply to and form part of the Contract.

7.3 Security Requirements

7.3.1 There is no security requirement applicable to the Contract.

7.4 Term of Contract

7.4.1 Period of the Contract

The period of the Contract is from date of Contract to March 31, 2024 inclusive.

7.4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to **four** (4) additional one (1) year periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least 30 calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

7.5 Authorities

7.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Alma Moyeda Title: Senior Procurement and Contracting Officer Indigenous Services Canada Materiel and Assets Management Directorate Address: 10 Wellington St. Gatineau, Quebec K1A 0H4



Telephone: 819-271-6488 E-mail address: <u>alma.moyeda@sac-isc.gc.ca</u>

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

7.5.2 Project Authority

The Project Au	thority for the Contract is: (TBD at contract award)
Name:	
Title:	
Indigenous Ser	vices Canada
Address:	
Telephone:	
Facsimile:	
E-mail address	::

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

7.5.3 Contractor's Representative (TBD at contract award)

Name:	
Title:	
Organization:	
Address:	
Telephone:	_
Facsimile:	_
E-mail address:	

7.6 Proactive Disclosure of Contracts with Former Public Servants

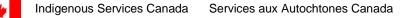
By providing information on its status, with respect to being a former public servant in receipt of a Public Service Superannuation Act (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with Contracting Policy Notice: 2019-01 of the Treasury Board Secretariat of Canada.

7.7 Payment

7.7.1 Basis of Payment

7.7.2 Limitation of Expenditure

- 1. Canada's total liability to the Contractor under the Contract must not exceed <u>\$ TBD at contract</u> <u>award.</u> Customs duties are included and Applicable Taxes are extra.
- 2. No increase in the total liability of Canada or in the price of the Work resulting from any design changes, modifications or interpretations of the Work, will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being



exceeded before obtaining the written approval of the Contracting Authority. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:

- a. when it is 75% committed, or
- b. four months before the contract expiry date, or
- c. as soon as the Contractor considers that the contract funds provided are inadequate for the completion of the Work,

whichever comes first.

3. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

7.7.3 Single Payment

Canada will pay the Contractor upon completion and delivery of the Work in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work delivered has been accepted by Canada.

7.7.4 Direct Request by Customer Department

A9117C (2007-11-30) T1204 - Direct Request by Customer Department

7.7.5 Electronic Payment of Invoices – Contract

The Contractor accepts to be paid using the following Electronic Payment Instrument:

a) Direct Deposit (Domestic and International);

7.7.6 Discretionary Audit

C0705C (2010-01-11) Discretionary Audit

7.8 Invoicing Instructions

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Each invoice must be supported by:

- a. a copy of time sheets to support the time claimed;
- b. a copy of the release document and any other documents as specified in the Contract;
- c. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
- 2. Invoices must be distributed as follows:
 - a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.

7.9 Certifications and Additional Information

7.9.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Contractor in its bid or precedent to contract award, and the ongoing cooperation in providing additional information are conditions of the Contract and failure to comply will constitute the Contractor in default. Certifications are subject to verification by Canada during the entire period of the Contract.

7.9.2 Federal Contractors Program for Employment Equity - Default by the Contractor - removed

7.10 Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

7.11 Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

(a) the Articles of Agreement;

(b) the supplemental general conditions 4003 (2010-08-16) Licensed Software,

(c) the supplemental general conditions <u>4004</u> (2013-04-25) Maintenance and Support Services for Licensed;

(d) the general conditions 2035 (2022-12-01), General Conditions - Higher Complexity - Services;

(e) Annex A, Statement of Work;

(f) Annex B, Basis of Payment;

(g) Annex C, Security Requirements Check List;

(h) the Contractor's bid dated _____, insert at contract award

7.12 Foreign Nationals (Canadian Contractor OR Foreign Contractor) TBD at contract award

SACC Manual clause <u>A2000C</u> (2006-06-16) Foreign Nationals (Canadian Contractor) SACC Manual clause <u>A2001C</u> (2006-06-16) Foreign Nationals (Foreign Contractor)

7.13 Insurance Requirements

SACC Manual clause G1005C (2016-01-28) Insurance - No Specific Requirement

7.14 Dispute Resolution

- (a) The parties agree to maintain open and honest communication about the Work throughout and after the performance of the contract.
- (b) The parties agree to consult and co-operate with each other in the furtherance of the contract and promptly notify the other party or parties and attempt to resolve problems or differences that may arise.
- (c) If the parties cannot resolve a dispute through consultation and cooperation, the parties agree to consult a neutral third party offering alternative dispute resolution services to attempt to address the dispute.
- (d) Options of alternative dispute resolution services can be found on Canada's Buy and Sell website under the heading "<u>Dispute Resolution</u>".

7.15 Joint Venture (if applicable)

The contractor confirms that the name of the joint venture is ______and that it is comprised of the following members: (list all the joint venture members named in the contractor's bid).

With respect to the relationship among the members of the joint venture contractor, each member agree, represents and warrants (as applicable) that:

- 1. _____has been appointed as the "representative member" of the joint venture contractor and has full authority to act as agent for each member regarding all matters relating to the contract;
- 2. By giving notice to the representative member, Canada will be considered to have given notice to all the members of the joint venture Contractor;
- 3. All payments made by Canada to the representative member will act as a release by all the members.

All the members agree that Canada may terminate the contract in its discretion if there is a dispute among the members that, in Canada's opinion, affects the performance of the work in any way.

All the members are jointly and severally or solidarily liable for the performance of the entire contract.



ANNEX "A" STATEMENT OF WORK

Project Title:

Software-as-a-Service (SaaS), cloud-based, integrated web analytics/web governance solution

SW1 OBJECTIVE:

Indigenous Services Canada's Communications and Public Affairs Sector (CPAS) is in need of a modern, integrated, enterprise-level, cloud-based solution to handle web analytics and governance (site content quality assurance, inventory, accessibility, policy/rules, readability, search engine optimization and performance). This is in accordance with the Government of Canada's *Directive on the Management of Communications* that states that the Heads of Communications are responsible for official web analytics tools to evaluate and optimize the effectiveness of web content.

Procuring a SaaS-based integrated web analytics/web governance solution will provide CPAS with a centralized way to track and monitor content uptake and quality for the Indigenous Services Canada (ISC), Crown-Indigenous Relations and Northern Affairs Canada (CIRNAC) and Nutrition North Canada's (NNC) public-facing internet websites.

The toolset would be the foundation for Communications' web performance measurement services, and would equip the Communications Sector and its users with the ability to support evidence-based decisions on web content that is key to improving services to Canadians.

SW2 BACKGROUND:

CPAS currently uses a number of web analytics tools, but they are not easily available to content owners, nor are they easy-to-use. The Sector does not have an integrated web governance solution to address accessibility, readability, policies/rules, link and spell checking, and content inventory. Lack of integrated tools means there is currently no way to bring all the data and information into one central location, in a consistent manner, to inform analysis and decision making by senior management.

The requirement for a modern, integrated, enterprise-level web analytics and governance solution will not only allow the centralization of related tasks, but will allow the department to provide equal access to content owners for all three noted sites, across the organization. Additionally, this approach provides for information roll-ups in a central location and a more unified corporate history.

The goal is to procure an integrated solution that is robust enough for experienced users, yet easy-to-use for any interested staff to use to monitor their content. A SaaS tool will remove administrative burden from IT (no software needs to be installed on Government of Canada servers) as all updates and server management is handled by the vendor. An integrated tool will significantly reduce administrative burden and greatly increase data cross-integration.

While there are a myriad of standalone tools available that perform similar tasks, the goal of this procurement is to minimize the number of tools we need. Therefore, we are looking for an integrated solution where sign-in for the components is done once via a common integrated interface, shared across all components.

Joint ventures using components from different vendors to "complete the solution", with a custom single sign-in that acts as a gateway to individual tools, each with unique interfaces and usability functions, is not an acceptable solution as it increases administrative burden and the user learning curve.

Choosing a unified toolset simplifies license management, reduces overall costs from an administration, training and interoperability perspective (much like using an integrated "office" suite), provides for a uniform user-experience, and improves data consistency as data comes from one source.

The solution must include a robust analytics platform, beyond standard data gathering, including the following, but not limited to, advanced functionalities: customizable dashboards; automated reporting; data segmentation; content filtering; event tracking; UTM campaign creation and management; KPIs; user-behavior components (including: heat maps, funnels, behavior tracking, and user journeys).

The solution must also provide web governance components including: quality assurance – link and spell checking, readability, content inventory; accessibility; policy/rules; basic SEO review.

The service must include a means to roll up web governance and web analytics data in one location for a site or segment-level overall content quality assessment through the use of dashboards. Data must also have the option of being exportable – e.g., via CSV, Excel, Sheets or PDF.

The tool should also include components to link to other platforms, and provide API access so that data can be pulled into other tools if needed.

The vendor of choice must have recent experience with Government of Canada departments (or other Federal, crown corporations, provincial/territorial/state or municipal governments) using its product, and be familiar with web requirements specific to the Government of Canada.

SW3 TASKS/TECHNICAL SPECIFICATIONS:

The department requires a yearly subscription, with option years.

SW4 OUTPUT/DELIVERABLES:

- 1) An integrated SaaS solution that must provide, but not be limited to, the following functionalities:
 - a) quality assurance link and spell checking, readability, content inventory
 - b) policy/rules to monitor site consistency and identify areas with outdated content
 - c) accessibility (minimum WCAG 2.1) to align with requirements of the Accessible Canada Act
 - d)basic SEO review to provide recommendations on options to improve content placement in search engines
 - e)robust web analytics to monitor and assess public-facing internet sites with standard data gathering, and advanced features including:
 - i) customizable dashboards
 - ii) automated reporting via email
 - iii) content filtering to include or exclude traffic from targeted locations
 - iv) event tracking to monitor PDF downloads and link clicks
 - v) UTM campaign creation and management
 - vi) KPIs
 - vii) user-behavior components heat maps, funnels, behavior tracking, and user journeys
 - f) a roll up web governance and web analytics data for a site or segment-level overall content quality assessment
- Monitoring of approximately 12,000 pages of English and French internet content (receiving approximately 15 million pageviews a year) across three websites, with flexibility to add sites and increase coverage if needed
- 3) Segmentation of data into individual web sites and content sections within those sites
- 4) Centralized administration of content and users
- 5) Unlimited user accounts with customizable roles
- 6) Dedicated advisors during configuration, implementation and optimization of the product until onboarding is complete including access to analytics and accessibility specialists
- 7) Support via chat, email, and an online knowledge base and bi-weekly meetings



- 8) Training available in both official languages as required
- 9) Detailed information on data location, management, storage and security
- 10) Data owned by ISC/CIRNAC/NNC

SW5 DEPARTMENTAL RESPONSIBILITY:

The product shall be SaaS and cloud-based. The vendor will be responsible for providing updates, maintenance and support for the duration of the contract.

Users access the tool via web browser.

User management and administration of the tool, user training, and analytics/quality assurance requests would be led by the Communications and Public Affairs Sector.

SW6 WORK LOCATION:

N/A. Accessible via web browser

ANNEX "B" BASIS OF PAYMENT

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the work as determined in Annex – "A" – Statement of Work; to a limitation of expenditure of **\$**<u>TBD at</u> <u>contract award</u> (applicable taxes are extra)

Initial Contract Period: April 1, 2023 to March 31, 2024

	(B)	(C)	(D)
	Estimated Number	Unit Price	Total Cost (B x C)
SaaS Solution	1	\$	\$
Initial Start-up Services	1	\$	\$
Total Price Initial Contract Period			\$

Option Period Year 1: April 1, 2024 to March 31, 2025

	(B)	(C)	(D)
	Estimated Number	Unit Price	Total Cost (B x C)
SaaS Solution	1	\$	\$
Total Price Option Period 1			\$

Option Period Year 2: April 1, 2025 to March 31, 2026

	(B)	(C)	(D)
	Estimated Number	Unit Price	Total Cost (B x C)
SaaS Solution	1	\$	\$
Total Price Option Period 2			\$

Option Period Year 3: April 1, 2026 to March 31, 2027

	(B)	(C)	(D)
	Estimated Number	Unit Price	Total Cost (B x C)
SaaS Solution	1	\$	\$
Total Price Option Period 3			\$

Option Period Year 4: April 1, 2027 to March 31, 2028

	(B)	(C)	(D)
	Estimated Number	Unit Price	Total Cost (B x C)
SaaS Solution	1	\$	\$
Total Price Option Period 4	•		\$

Total Bid Price

(Initial Contract Period + Option Period 1 + Option Period 2 +	\$
Option Period 3 + Option Period 4)	

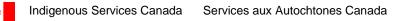
Affaires autochtones et Aboriginal Affairs and Développement du Nord Canada Northern Development Canada

ANNEX "C" SECURITY REQUIREMENTS CHECK LIST

	IIREMENTS CHECK LIST (SRCL) (IGENCES RELATIVES À LA SÉCURITÉ (LVERS)		
PART A - CONTRACT INFORMATION / PARTIE A - INFORMATIO	N CONTRACTUELLE		
1. Branch / Sector / Directorate / Region / Direction générale / Secteur / Direction / Région Communications and Public Affairs	2. Contract type / Type de contrat Non-Competitive / Non-compétitif Competitive Type : Type :	/ Compétitif	x
 Brief Description of Work / Brève description du travail Centralized cloud based tool to track web analytics and monitor web Relations and Norther Affairs Canada (CIRNAC) and Nutrition North 		Crown-Indig	genous
4. Contract Amount / Montant du contrat 90,000 \$	 Company Name and Address (for non-competitive contradresse de la compagnie (pour les contrats non-compétiti) 		
5. Contract Start and End date / Date de début et de fin du contrat Contract award to / au 2024/03/31 (+optional years)		e economican	.,
7. Will the supplier require / Le fournisseur aura-t-il :			
7.1 access to PROTECTED and/or CLASSIFIED information o accès à des renseignements ou à des biens désignés PRO		X No Non	Yes Oui
7.2 an access card to AANDC premises? besoin d'une carte d'accès aux bureaux d'AADNC?		X No Non	Yes Oui
7.3 access to the departmental computer network? accès au réseau informatique du Ministère?		X No Non	Yes Oui
(If the answer is <i>N</i> o to all three questions, go to Part D / Si I			
PART B – SAFEGUARDS OFF-SITE (COMPANY) / PARTIE B – ME	SURES DE PROTECTION À L'EXTÉRIEUR (COMPAGNIE	Ξ)	
PHYSICAL INFORMATION / ASSETS / RENSEIGNEMENTS M	IATÉRIELS / BIENS		
8. Will the supplier be required to receive/store PROTECTED and/or Le fournisseur sera-t-il tenu de recevoir /entreposer sur place des		No Non	Yes Oui
INFORMATION TECHNOLOGY (IT) MEDIA / SUPPORT RELA	TIF À LA TECHNOLOGIE DE L'INFORMATION (TI)		
9.1 Will the supplier be required to use its computers, portable media information?	a, or IT systems to electronically process/store sensitive	No Non	Yes Oui
Le fournisseur sera-t-il tenu d'utiliser ses propres ordinateurs, mé électroniquement des renseignements sensibles?	idias portatifs ou systèmes TI pour traiter/stocker		
9.2 Will the supplier be required to electronically transmit sensitive in Le fournisseur sera-t-il requis de transmettre électroniquement de d'autres parties?		No Non	☐ Yes Oui
If yes, specify: / Si oui, spécifiez :			
a) Email transmission / Transmission par courrier électronique	:	No Non	Yes Oui
b) Other transmission (Secure FTP, Collaboration, etc) / Autre	transmission (FTP sécurisé, collaboration, etc) :	No Non	Yes Oui
c) Remote access required to AANDC network (VPN, Citrix) / E (VPN, Citrix) :	Besoin de connexion à distance au réseau d'AADNC	No Non	Yes Oui
9.3 Will the supplier be required to safeguard COMSEC* information Le fournisseur sera-t-il tenu de protéger des renseignements ou de		No Non	Yes Oui
 Handling equipment and measures for secure transmission and em mesures sécuritaires pour fin de transmission et émissions (crypto 		équipement	

Contract Number / Numéro du contrat 1000248152

Security Classification / Classification de sécurité unclassified



	Ortonomi	Please refer to question :	PRO	TECTED / PR	OTÉGÉ		CLASSIFIED / CLASSI	IFIÉ
	Category Catégorie	Veuillez vous référer à la question :	А	В	С	CONFIDENTIAL CONFIDENTIEL	SECRET	TOP SECRET TRÈS SECRET
	formation /Assets enseignements/Biens	7.1						
R	formation /Assets (off site) enseignements/Biens (extérieur)	8						
R	Information /Assets (off site) enseignements/Biens TI (extérieur)	9.1						
Tr	Transmission – e-mail ransmission TI - courriel	9.2 a)						
Tr	Transmission – other ransmission TI - autre	9.2 b)						
	emote Access to Network onnexion à distance au réseau	9.2 c)						
C	OMSEC	9.3						
		0.0						
1.1 Pei	PERSONNEL / PARTIE C – I rsonnel Security Screening Level reau d'enquête de la sécurité du j	PERSONNEL Required:	X N Non r	I/A / [equis	Reliabil	, <u> </u>		ecret Top Secret/ Très secret