

# REQUEST FOR PROPOSAL (RFP)

**RFP Number: 16RFP-CS012**

**RFP Name: Digital Signage,  
Information Services Branch**

|                            |  |
|----------------------------|--|
| <b>RFP Issue Date</b>      | August 04, 2016  |
| <b>RFP Closing Date</b>    | Aug 25, 2016, 14:00 MDT                                    |
| <b>Procurement Contact</b> | Indra Ghosh  |
| <b>Contact Info:</b>       | <a href="mailto:Procurement@aer.ca">Procurement@aer.ca</a> |

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# 1.0 General

## 1.1 About the AER

The Alberta Energy Regulator (AER) ensures the safe, efficient, orderly, and environmentally responsible development of the province's hydrocarbon resources over their entire life cycle. This includes allocating and conserving water resources, managing public lands, and protecting the environment while providing economic benefits for all Albertans.

Energy regulation in Alberta spans more than 75 years and has evolved over time. This evolution continued in 2013 when the AER became a new organization and began taking on regulatory functions related to energy development that were previously held by Alberta Environment and Sustainable Resource Development (ESRD). This transition is now complete, and the AER is now the single regulator of energy development in Alberta—from application and exploration, to construction and development, to abandonment, reclamation, and remediation.

For further information, please go to [www.aer.ca](http://www.aer.ca).

## 1.2 Framework and Outline

Alberta Energy Regulator (AER) is requesting proposals from qualified Vendors to provide system software and related training services for a Digital Signage Content Management System to aid in the creation, management and publishing of digital-based content for delivery to digital signage displays located at its Head Office in Calgary and several remote site locations (20 total Digital Signage Monitors).

## 1.3 Intent

### **AWARD**

It is the intent of the AER to negotiate and execute a service agreement with the Respondent(s) with the highest evaluated score. In the event that these negotiations should fail, The AER may enter into negotiations with the next-ranked Respondent(s). The AER may find it necessary, and reserves the right at its sole discretion if deemed appropriate and beneficial, to select more than one Respondent to perform the work contemplated in this RFP.

It is the purpose of the AER to obtain a Proposal(s) most suitable to the interests of the AER and what it wishes to accomplish, the AER has the right to waive any minor or inconsequential irregularity or insufficiency or non-compliance in any Proposal submitted and to accept the Proposal which is deemed most favorable to the interest of the AER.

Where reasonable to do so, the AER may, as a condition of Proposal acceptance, request a Respondent to correct a minor and inconsequential irregularity with no change in Proposal prices. The determination of what is or is not a minor and inconsequential irregularity, the determination of whether to accept, waive, or require correction of an irregularity and the final determination of the validity, will be at the sole discretion of the Procurement Manager.

Depending upon the results and outcome of the deliverables of the project, expressed herein, additional related work is possible to occur whereupon the AER reserves the right to either

utilize the services of the successful Respondent(s) for this additional work, subject to the successful Respondent's performance, funding availability and successful negotiation, or return to the market with a new proposal.

In other than a sole source situation, a single response (for example, a proposal from only one Respondent to the RFP) may be deemed a failure of competition, and at the sole opinion of the AER, the RFP may be cancelled.

#### **LENGTH OF AGREEMENT**

The length of any initial agreement resulting from this RFP will be TWO (2) YEARS ("The Term") from date of official acceptance and award by the AER.

If required, and when mutually agreeable between the parties, additional services may be renewed under the same or similar terms and conditions for successive ONE (1) year period ("Renewal Term"), which shall be in effect for not more than TWO (2) Renewal Terms. The total length of any contract resulting from this proposal shall not exceed FOUR (4) years.

The successful Respondent(s) shall be evaluated throughout the course of the contract and future extensions if applicable. Any assessment or findings will be shared with the Respondent(s), with the goal of immediate and permanent resolution where concerns have been raised. The AER reserves the right to terminate the contract with the chosen Respondent(s) if it is deemed that remedies cannot be established, and/or the work develops beyond the capacity of the successful Respondent(s), wherein, the AER reserves the right to approach the next highest rated Respondent(s) for award.

## 2.0 Request for Proposal Terminology

### 2.1 Definitions

Throughout this RFP, terminology is used as follows:

“**AER**” means the Alberta Energy Regulator

“**Alberta Purchasing Connection**” (APC) means the Government of Alberta’s electronic tendering system.

“**Agreement or Contract**” means any written agreement between a vendor and the AER for the supply of goods and services, with pricing and/or discounts off a manufacturer published price list resulting from this RFP.

“**Business Day**” means 8:00 a.m. to 4:30 p.m., MDT, Monday to Friday, excluding holidays observed by the AER.

“**Equivalent**” means equal to or better than the functionality and performance of the item specified in the RFP.

“**Evaluation Team**” means the individuals who will evaluate the proposals on behalf of the AER.

“**FOIP**” means the *Freedom of Information and Protection of Privacy Act*.

“**Goods**” means the products proposed by the respondent, including all the components and any products to be produced and/or any services to be provided under the Agreement.

“**Mandatory**” means a requirement that must be met in order for a proposal to receive consideration.

“**MDT**” means Mountain Standard Time or Daylight Saving Time as provided for in the *Daylight Saving Time Act* of Alberta.

“**Optional**” means a requirement not considered essential, but for which preference may be given.

“**Respondent**” means an individual or a company that submits, or intends to submit, a proposal in response to this Request for proposal.

“**Proposal**” means the respondent’s response to the RFP and includes all the respondent’s attachments and presentation materials.

“**Request for Proposal**” (RFP) means this solicitation for goods and/or services including attached appendices.

“**Service Level**” means the specific value of a service performance measure that indicates a standard of quality of service which must be attained or bettered.

“**Services**” means the contracted services as specified in the RFP and any resulting agreement executed by the parties.

“**Validation Period**” means the period of time the goods proposed shall be provided to the AER for Validation.

“**Vendor**” means the successful respondent chosen by the AER and who enters into a binding agreement with the AER in connection with this RFP.

**“Active Directory (AD)”** means a Windows OS directory service that facilitates working with interconnected, complex and different network resources in a unified manner.

**“Players”** refers to the hardware devices installed in the Digital Signage Monitors. They are used to play back the Digital Signage content on the monitors using a built-in media player

# 3.0 Request for Proposal Process

## 3.1 RFP Availability

Respondents must obtain this RFP directly from the Government of Alberta’s electronic tendering system (Alberta Purchasing Connection [APC]). The APC website is: [www.purchasingconnection.ca](http://www.purchasingconnection.ca).

## 3.2 Changes to the RFP

The AER reserves the right to modify the terms of this RFP at any time at its sole discretion. This includes the right to cancel this RFP at any time prior to entering into an agreement with the highest evaluated respondent.

The AER can waive or change any of the stated requirements, at our discretion, by notifying all respondents of the revision(s). In the event that there are modifications or additions to the RFP, all respondents who have obtained the RFP from APC will be notified of those changes through the APC site.

## 3.3 RFP Schedule

Planning dates are subject to change at the discretion of the AER.

| <b><u>STEPS</u></b>                                     | <b><u>DATE</u></b>                    |
|---|---------------------------------------|
| <b>RFP release date. . . . .</b>                        | <b>August 04, 2016</b>                |
| <b>Questions accepted until. . . . .</b>                | <b>August 15, 2016 at 14:00 MDT</b>   |
| <b>Answers and clarification posted to APC. . . . .</b> | <b>August 17, 2016</b>                |
| <b>RFP closing date. . . . .</b>                        | <b>August 25, 2016 at 14:00 MDT</b>   |
| <b>Evaluations completed by. . . . .</b>                | <b>September 06, 2016(tentative)</b>  |
| <b>Shortlist and Highest evaluated posted. . . . .</b>  | <b>September 12,2016(tentative)</b>   |
| <b>Negotiations and presentations to be complete by</b> | <b>September16, 2016(tentative)</b>   |
| <b>Commencement of services. . . . .</b>                | <b>No later than October 03, 2016</b> |

## 3.4 Respondent Questions

All requests for clarification and questions regarding this RFP must be submitted in writing via email to [procurement@aer.ca](mailto:procurement@ aer.ca). All questions or clarifications must be specific to this RFP, and must include references to a specific section or schedule and item number.

It is further requested that all clarification and questions be received no later than **August 15 2016 14:00:59 Hours (MDT)**. All questions will be answered on or before August 17 2016.

Although every attempt will be made, the AER cannot guarantee that questions received beyond this time period will be answered prior to the RFP closing time.

If AER Procurement, in its sole discretion determines a response or clarification is warranted, a response will be published in writing and included as an addendum to this RFP prior to the closing date. The official response to all questions will be considered final. This will ensure accurate, consistent responses to all Respondents. Only the written responses from the AER Procurement will be considered official and binding on this RFP.

The Respondent is responsible to seek clarification where they perceive ambiguity, divergence, error, omission, oversight, contradiction, or item subject to more than one interpretation in this RFP, as it is discovered, and to request any instruction, decision, or direction required to prepare the proposal.

This RFP call contains all the requirements relating to this Proposal. Other information or documentation provided to or obtained by the Proposer, from any other source prior to the close date of this Proposal has no force or effect in relation to this Proposal.

### **3.5 RFP Closing**

This RFP will close on **Thursday August 25, 2016, at 14:00 MDT.**

### **3.6 Proposal Submissions Requirements**

Respondents shall email one electronic copy in PDF format (not more than 5Mb) of their Proposal. Proposals may also be delivered by hand (hard copies along with one electronic copy either on a CD or USB drive), courier, or mail during AER business days (as desired or for proposals larger than 5Mb PDF).

- a) Proposals must be received no later than the RFP closing date and time.
- b) The **Signature and Waiver form** in the RFP (Appendix 1) shall be completed, signed by an authorized representative of the respondent, and included in the proposal.
- c) Respondents may not be in contact with the requesting AER Branch regarding this RFP. Any contact prior to evaluation will result in Respondent disqualification.
- d) Proposals shall be sealed and clearly marked with the **RFP's number** and addressed as follows:

**The Alberta Energy Regulator  
Suite 1000, 250 - 5 Street S.W.  
Mailroom 10<sup>th</sup> Floor  
Calgary, Alberta, Canada  
T2P 0R4**

**CONFIDENTIAL  
RFP: 16RFP-CS012  
Attn: Procurement**

## **4.0 Proposal Terms and Conditions**

### **4.1 General**

The working language of the AER is English, and all responses to this RFP must be in English.

While the AER has used considerable efforts to ensure an accurate representation of information in this RFP, the information contained in this RFP is supplied solely as a guideline for respondents. The information is not guaranteed or warranted to be accurate by the AER, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve respondents from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

Notice to a respondent that it has been identified as the highest evaluated Vendor, and the subsequent written agreement executed by the Vendor and the AER, will constitute a contract for the goods and/or services. No respondent will acquire any legal or equitable rights, entitlement, or expectation of benefit relative to the goods until both have occurred.

This document, or any portion thereof, may not be used by a respondent for any purpose other than the submission of proposals.

### **4.2 Acceptance of Proposals**

This RFP should not be construed as an offer to purchase or an agreement to purchase goods and/or services. Notwithstanding anything contained in or arising from this RFP, the AER is not bound to award business to the respondent who submits the lowest priced proposal or to any respondent. Proposals will be assessed in light of the evaluation criteria. The AER will be under no obligation to receive further information, whether written or oral, from any respondent.

By submitting a proposal, each respondent acknowledges and agrees that if the AER elects to reject all proposals, or chooses to end this RFP process without selecting a highest evaluated proposal, the AER will not be liable to any respondent for any claims of any nature or kind, including costs or damages incurred by the respondent in preparing the proposal, loss of anticipated revenues or profit in connection with any sale of goods and services, or any other matter whatsoever. By submitting a proposal, each respondent agrees that it will not claim damages and hereby waives any claim against the AER, for whatever reason, relating to the award or refusal by the AER to award any work contemplated in this RFP or in respect of the competitive process, including but not limited to any claim for loss of revenues or profits if the AER does not award the work contemplated by this RFP to the respondent.

### **4.3 Ownership of Proposals**

All proposals submitted to the AER become the property of the AER.

#### **4.4 Consent to Collection and Use of Information**

The respondent consents, and has obtained the written consent from any individuals identified in the proposal, to the collection and use of their confidential or personal information in the proposal by the AER and/or individuals providing services to the AER to enable it to evaluate proposals.

#### **4.5 Confidentiality and Security of Information**

The respondent and the respondent's employees, subcontractors, and agents must:

- keep strictly confidential all information concerning the AER and any knowledge of the business or activities of the AER acquired as a result of participation in this RFP and;
- only use, copy, or disclose such information as is lawful and necessary for the purpose of submitting a proposal, unless otherwise authorized in writing in advance by the AER.

The respondent shall maintain security standards, including control of access to data and other information, consistent with the highest standards of business practice in the industry.

#### **4.6 Indemnification**

The successful Respondent by its acceptance of the agreement or purchase order, agrees to defend, indemnify and hold harmless the AER, its officers, employees and agents, from and against all loss or expense by reason of the liability incurred by the AER, its officers, employees and agents, for damages because of breach of any term or condition of this Request for Proposal and any resulting contract (if applicable), negligence, bodily injury, including death, at any time resulting therefrom, sustained by any person or persons, or on account of damage to property, including loss of use thereof, arising out of or in consequence of the performance of this contract.

#### **4.7 Respondents' Expenses**

Respondents are solely responsible for all costs and expenses incurred in preparing a proposal, delivering a proposal, presentations and subsequent negotiations with the AER, if any.

#### **4.8 Irrevocability of Proposals**

By submission of a clear and detailed written notice, the respondent may amend or withdraw its proposal prior to the closing date and time. Upon closing time, all proposals become irrevocable. The respondent will not change the wording of its proposal after closing and no words or comments will be added to the proposal unless requested by the AER for purposes identified in this RFP.

#### **4.9 Proposal Validity**

Proposals will be open for acceptance for at least 90 days after the RFP closing date. Prices will be firm for this period unless this RFP specifically states otherwise.

## 4.10 Insurance and WCB

Before commencing performing the Services, the successful Respondent shall obtain, at its cost, and maintain throughout the Term:

- a) where available and applicable to the successful Respondent, Workers' Compensation insurance or similar insurance in accordance with the statutory requirements of the Province of Alberta for all of its employees engaged in performing the Services herein. Where Workers' Compensation insurance coverages or similar insurance is not available to the Respondent, it shall provide to the AER a letter outlining the reasons for lack of coverage and provide the AER with proof of employer's liability insurance;
- b) at its own expense and without limiting its liabilities herein, insure its operations under a contract of either Comprehensive or Commercial General Liability with insurers licensed in Alberta in an amount of not less than \$2,000,000 per occurrence (annual general aggregate, if any, of not less than \$2,000,000) insuring against bodily injury, personal injury and property damage or loss. Such insurance(s) shall include (1) products and completed operations liability, (2) contractor's protective liability, and (3) blanket contractual liability;
- c) ensure that all such policies entered into pursuant to Section 4.10 (b), shall be written in forms and amounts and upon terms acceptable to the AER and in accordance with the Insurance Act of Alberta, as amended; and
- d) as evidence of all insurance required to be maintained under the Service Agreement, provide certificates of insurance to the AER and a letter from the Workers' Compensation Board of Alberta stating that Contractor has an account in good standing with such Board.

If awarded Respondent fails to provide or maintain insurance as required by Section 4.10, the AER shall have the right to terminate this agreement or subsequent service agreement.

## 4.11 Form of Agreement to Be Executed by the Vendor

The service agreement shall only establish the terms and conditions governing future project work, and does not represent a commitment to purchase. The Vendor will be expected to execute the standard form of the AER service agreement. A copy of this agreement can be found at: <http://www.aer.ca/documents/about-us/Procurement/AERServiceAgreementSample.pdf>

By submission of a proposal in response to this RFP, each respondent agrees that, should it be identified as the successful respondent, it agrees to and will execute the standard form of the AER service agreement. A copy of the AER service agreement is provided at

<http://www.aer.ca/documents/about-us/Procurement/AERServiceAgreementSample.pdf>

By responding to this RFP, each Respondent and the Vendor agrees that it will sign the AER service agreement without alteration of any of its provisions. However, the AER may, in its sole discretion, consider reasonable changes to one or more terms of the AER service agreement proposed by a respondent, provided the respondent clearly identifies them in the proposal and provides compelling reasons that outline how or why the AER service agreement or a provision thereof is not appropriate or applicable in the circumstances. Any changes to the AER service agreement proposed by a respondent that are not included in its proposal may not be considered by the AER. Each respondent and the Vendor acknowledge that, by responding to this RFP, they are bound to execute the AER service agreement as detailed at:

<http://www.aer.ca/documents/about-us/Procurement/AERServiceAgreementSample.pdf>, in the event the AER does not agree to make changes as proposed by the Respondent or Vendor during the tendering process.

In submitting a proposal in response to this RFP, each Respondent acknowledges that any indication of unwillingness to execute proposal of materially different terms than, and/or inclusion of any licensing or other agreements in the proposal that contain terms that differ from or contradict the AER service agreement may result in the AER refusing to further consider the proposal without notification or explanation to the respondent.

Each respondent must also include in its proposal a sample of each licensing agreement, or any other form of agreement, that it will request the AER to sign if the Respondent is identified as having the successful proposal. Respondents must ensure that any additional agreements included with the proposal do not contain terms that contradict any term or provision of the AER service agreement and, if so, acknowledge and agree that any provision of the AER service agreement that is inconsistent with or contradicts any provision of any additional agreement proposed by the Respondent or Vendor will always take precedence. Respondents should be aware that contract terms (including forms of agreement proposed by the respondent and requested changes to the AER service agreement) will be considered as part of the proposal to meet the requirements of this RFP and therefore may affect the AER's evaluation of the proposal.

In its sole discretion, the AER may attach and incorporate all or any portion the proposal of the Vendor in to the final agreement governing the terms and conditions of the goods and services provided by the Vendor.

#### **4.12 Choice of Law and Forum**

This RFP proposal submitted in response hereto, and any final agreement shall be construed and governed by the laws of the Province of Alberta and the laws of Canada in force in Alberta. Each respondent shall and does hereby agree to attorn to the exclusive jurisdiction of the courts of the Province of Alberta for all matters relating to this RFP and the RFP process established herein.

This RFP is subject to the *New West Partnership Trade Agreement (NWPTA)* and *Agreement on Internal Trade (AIT)*.

#### **4.13 Negotiation Delay**

If a written agreement cannot be negotiated and finalized within fifteen business days following notification to the successful respondent, the AER may, in its sole discretion at any time thereafter, terminate negotiations with that respondent and either negotiate an agreement with another respondent submitting a valid proposal or choose to terminate the RFP process and not enter into an agreement with any respondent.

#### **4.14 Conflict of Interest**

All response submissions must include full disclosure of all existing business relationships that may pose a conflict of interest, or what could be perceived as a possible conflict of interest, if the respondent were to become a contracting party pursuant to this RFP (refer to AER Service Contract, Part E).

Should a conflict of interest arise, the AER, at its sole discretion, may disqualify the response submission. Failure to disclose a potential conflict of interest in the submission may result in disqualification from the evaluation process or termination of any contract that has been awarded as a result of the bid process.

#### **4.15 Notification of Award**

At the conclusion of the RFP process, the outcome shall be posted on APC where all respondents may view it. Unsuccessful respondents may request a debriefing meeting only with the AER Procurement section. During a debriefing meeting the unsuccessful respondent's proposal may be discussed, but the AER will not discuss the details or the evaluation of other respondents' proposals.

#### **4.16 Contractor Employees**

Contractor's employees shall conduct themselves in a professional and competent manner at all times that they are performing services. The AER shall immediately notify the successful Contractor, in writing, of any employee misconduct in the performance of the contract. In such instance, upon being notified by the AER of its claim of such employee misconduct, the Contractor shall promptly investigate the claim and take appropriate corrective action to remedy the situation.

#### **4.17 Parking**

Contractors shall be responsible for any parking requirements while working at an AER location.

#### **4.18 Freedom of Information and Protection of Privacy Act**

Each respondent and the vendor acknowledges the following:

- a) The *Freedom of Information and Protection of Privacy Act* (FOIP) applies to all information and records relating to, or obtained, generated, created, collected or provided under, this RFP or the agreement and which are in the custody or control of the AER. FOIP allows any person a right of access to records in the AER's custody or control, subject to limited and specific exceptions as set out in FOIP.
- b) FOIP imposes an obligation on the AER, and through this RFP and the agreement on the respondent, to protect the privacy of individuals to whom information relates. The respondent shall protect the confidentiality and privacy of any individual's personal information accessible to the respondent or collected by the respondent pursuant to this RFP or the agreement.
- c) The respondent, if it considers portions of its proposal to be confidential, shall identify those parts of its proposal to the AER considered to be confidential and what harm could reasonably be expected from disclosure. The AER does not warrant that this identification will preclude disclosure under FOIP. The AER may not be able to meet the respondent's confidentiality expectations in every instance.
- d) Materials produced by the respondent, in connection with or pursuant to this RFP or the agreement, which are or become the property of the AER pursuant to this RFP or the

agreement, could be considered records under the control of a public body and could therefore also be subject to FOIP before delivery to the AER. As such, the respondent must conduct itself to a standard consistent with FOIP in relation to such materials.

- e) For the records and information obtained or possessed by the respondent in connection with or pursuant to this RFP or the agreement, and which are in the custody or control of the AER, the respondent must conduct itself to a standard consistent with FOIP when providing the services or carrying out the duties or other obligations of the respondent under this RFP or the agreement.

#### **4.19 Fiscal Funding Out**

The AER reserves the right to cancel and/or suspend the established contract if funds for the continuation of these contracted services are eliminated or are not fully appropriated in subsequent years. The AER will make all efforts, through annual budget requests, to meet financial obligations for continuing contractual obligations; however, this does not guarantee that funds will be made available from one fiscal year to the next.

The AER also reserves the right to cancel and/or suspend the established contract if changes in AER policy and/or the way business are conducted, regarding contracted services.

#### **4.20 Assignment / Subcontracting**

Neither party shall assign this contract or any monies to become due thereunder without the prior written consent of the other.

The Contractor may subcontract all or part of the Services upon the prior written consent of the AER, which consent may not be unreasonably or arbitrarily withheld, provided any such subcontracting shall not relieve Contractor from its obligations herein. Nothing contained herein shall create any contractual relationship between any permitted subcontractor of the Contractor and the AER.

#### **4.21 Vendor Dispute Process**

Any award disputes or protests must be submitted in writing to the Procurement Manager within five (5) days of the award date. Failure to protest within this time period shall be deemed a waiver of all rights.

Written protests shall include the following:

- a) Name, address, telephone and fax number of complainant,
- b) Complainant's or its representative's signature,
- c) Reference competitive bid or contract number,
- d) Detailed documentation of the legal and factual grounds of the dispute, complete with copies of relevant documents, and
- e) State dispute resolution expectation

#### **4.22 Short-list**

Based on initial evaluation scores, a possible short-list of potential Respondents may be established. Respondents selected for the short-list may be invited to make either formal

presentations regarding their Proposal to the Evaluation Team or provide an on-site demonstration to validate that the proposed solution meets the AER requirements. Short-listed Respondents may also be invited to enter into a ‘best and final offer’ process pursuant to section 4.23.

#### **4.23 Best and Final Offer**

As there may be a variety of solutions proposed by the Respondents, the AER may in its absolute discretion choose to implement a ‘best and final offer’ process after the initial evaluation of proposals, as described below.

In the event that a shortlist of Respondents is developed in accordance with Section 4.22, shortlisted Respondents may be given an opportunity to modify their responses or propose additional services to the AER. The AER will inform shortlisted Respondents of the specific issues that it would like addressed in a modified proposal, and will clarify or revise relevant RFP specifications in advance of submission of the modified proposals. The resulting ‘best and final offer’ submitted by Respondents will largely be scored based on best (cost/benefit) value to the AER, most effective business solution and the best viable operating strategy.

Any and all rate for services, add-ons, labour, rentals, maintenance, training, support, discounts and incidentals must be issued with the initial proposal response. No revised rates shall be submitted after the initial close date, **August 25, 2016**.

# 5.0 Respondent Response Guidelines

## 5.1 Proposal Format

To facilitate ease of evaluation by the evaluation team, and to ensure each proposal receives full consideration, proposals should be organized in the following format using the section titles and sequence listed below:

**a) Signature and Waiver form**

Appendix 1 of this RFP is a mandatory requirement and must be completed and signed by an authorized representative of the respondent and included in the proposal.

**b) Table of Contents**

A table of contents listing all key sections of the proposal must be included. All pages are to be numbered consecutively.

**c) Executive Summary**

The proposal shall include an executive summary of the key features of the proposal.

**d) Respondent Profile**

The respondent must provide full responses to all questions in Appendix 2.

**e) Respondent References**

Provided references and detailed responses to the items listed in Appendix 4.

**f) Proposed business solution & response to RFP Requirements**

Provided informative and detailed responses to the items listed in Appendix 3. Proposals submitted in response to this RFP must address all items in Section 7.0

**g) Pricing**

Respondents are encouraged to use the provided template in Appendix 5 or must include one in the same format as part of their submission.

**h) Agreements**

See Section 4.11 and document at:

<http://www.aer.ca/documents/about-us/Procurement/AERServiceAgreementSample.pdf>,

**i) Appendices**

If the respondent wishes to include any other material not specifically requested by this RFP, it may do so by including additional appendices in the proposal. Examples may include case studies, white papers, client testimonials, reference material, etc.

## 6.0 Proposal Evaluation Process

### 6.1 Evaluation Process

An evaluation team, formed by the AER, will evaluate and score the proposals using the criteria and weightings described.

Respondents may not be in contact with the requesting AER Branch regarding this RFP. Any contact prior to evaluation will result in Respondent disqualification.

During the evaluation process, Procurement may contact a respondent to seek clarification in relation to any matter raised in the respondent's proposal.

### 6.2 Evaluation and Selection

Procurement will check proposals for compliance with the stated mandatory requirements. Proposals that do not meet all the mandatory requirements will not be forwarded to the evaluation committee for evaluation. Those proposals meeting the mandatory requirements will be further assessed against the evaluation criteria as stated in the RFP.

| SECTION    | MANDATORY CRITERIA   | PASS | FAIL |
|------------|--|------|------|
| 3.3, 3.5   | Proposals received no later than the RFP closing date and time.  |      |      |
| Appendix 1 | Signature and Waiver form (Appendix 1) completed, signed by an authorized representative and included in the proposal. |      |      |

### 6.3 Evaluation Criteria/Weightings

Proposals will be evaluated based on the criteria and weighting outlined below:

|    | CRITERIA   | WEIGHTING (%) |
|----|--|---------------|
| 01 | <b>Understanding and meeting of requirements:</b><br>(Refer to Section #7 and sub Section 7.3)   | <b>30</b>     |
| 02 | Vendor Qualifications and References<br>(Refer to Appendix #3 and #4)  | <b>25</b>     |
| 03 | <b>Pricing Strategy :</b> <ul style="list-style-type: none"> <li>▪ Pricing details (Appendix #5 – lowest price/response price x .27)</li> <li>▪ Price option/flexibility</li> <li>▪ Discount(s) Offered –Up to 3%</li> </ul> | <b>30</b>     |

|              |  |            |
|--------------|--|------------|
| 04           | <b>Training and Value Add</b><br><br>(Refer to Section 7.6 & Appendix 6) | <b>15</b>  |
| <b>Total</b> |  | <b>100</b> |

Provided functional specifications are met, preference may be given to respondents with valid standing offer agreements with the Government of Alberta.

## 6.4 References

Respondents must include references of comparable organizations to which you have supplied similar services. Please include at least three (3) references [Appendix 4] and the type of products/services provided. Respondent may include one AER reference that is not from the **Information Services Branch**.

The AER reserves the right to check the references of any and all respondents at any time during the evaluation process and at our discretion. References may be contacted by phone and/or in writing, and any information received will be used to assist in the evaluation of a Respondent's submission to this Request for Proposal.

The AER reserves the right to consider the past performance of any Respondent when evaluating References.

The AER will not enter into a contract with any Respondent whose references, in the opinion of the AER, are found to be unsatisfactory.

## 6.5 Pricing

Any and all costs must be listed and detailed. Completely describe all prices (gst excluded), including initial and recurring costs, options, duty, labour, training, travel, discounts, Carriage Paid To (CPT) the AER, and in Canadian dollars.

Pricing will be quantified using the following pricing formula:

**Lowest priced Proposal / Proposed price x Weight = Score.**

The AER reserves the right to quantify average pricing based on price of services only, total price or other average price measurements.

# 7.0 Project Scope and Requirements

## 7.1 Objective

The Successful Vendor will be responsible for providing consulting services, software, customization, installation and configurations, testing, training, maintenance and support and all other services related to the implementation and operation of the solution.

The services required for this opportunity will include:

- Software and/or software services to allow the creation of an enterprise Digital Signage Content Management solution for the AER;
- Associated professional services to assist AER with the initial setup and configuration of the DSCMS solution;
- Training for key AER personnel in the use and operational maintenance of the software in an enterprise environment.

**\*\*\*Please note that with the short-listed vendors a demonstration off-site will be required.**

## 7.2 Current State

The AER currently has 20 Digital Signage monitors deployed as outlined below in which there are no current plans to add additional monitors in the near term; however the system should be scalable and expandable to any desired future number of Digital Signage screens.

The AER currently has:

- NEC 46" V series monitors (**NEC V463-DRD-PSP**) with Digital Signage Android players (**OPS-DRD**) installed.
- These devices are not currently on the AER network.
- Hardwired network ports are available as well as potential for wireless connectivity. Preference is wired with static IP addresses.
- All existing hardware has been installed in the past 6 months and is still under warranty.

Current Sites where Digital Signage monitors are deployed:

- Calgary (9)
- Midnapore (1)
- CRC (1)
- Edmonton ( 2)
- Red Deer (1)
- Medicine Hat (1)
- Wainwright (1)
- Fort McMurray (1)
- Grande Prairie (1)
- High Level (1)
- Bonnyville (1)

A manual process is currently being employed to update the content on all displays on a weekly basis (using a USB stick to manually load content to each display). Link for above offices: <http://www.aer.ca/about-aer/contact-us.htm>

## 7.3 Requirements

*High level requirements the AER wishes to see is as follows, but is not limited to:*

- Central web enabled console to push content to monitors
- Full control and monitoring of displays
- Can adjust programming to be site specific
- Support live TV broadcasts and external video feeds
- Ability to display real-time information (e.g... Emergency messages to specific sites)
- Allow for the scheduled power on/power of displays
- Vendor must provide on-site staff training for the care of the system, content formatting, content uploading and problem resolution.
- The system should be scalable and expandable from the initial 20 occurrences to any desired future number of Digital Signage screens
- A software maintenance and support agreement is needed to provide a 4 hour response to technical support requests from 7:30 am to 6:30 pm MST (Monday- Friday). There must be multiple ways to initiate a support request, including email, web page or voice mail. Support agreement will include free software upgrades.

*Security requirements that should be considered in your proposal are as follows, but are not limited to:*

- Compatibility with all commercially available anti-virus solutions.
- Compatibility with all current virtualization and cloud computing technologies.
- Compatibility with any content delivery network technology.
- Compatibility with any internet proxy server.
- Compatibility with http and https connections.
- Ability to specify which communication ports the application will use.
- Compatibility with Microsoft Windows Active Directory.
- Security requirements do not require an open internet connection to download and activate the software.
- System must support strong passwords and will allow Customer to define a log- out time for inactive web browser sessions.

*Administration requirements that should be considered in your proposal are as follows, but are not limited to:*

- The solution must be able to support single sign-on login authentication from the AER's existing Active Directory environment. The user authentication integration must map users' credentials, such as group membership, from the AER's directory with similar credentials in the system.
- Accounts that must be synchronized so that disabling a user, adding a user, changing password or changing group membership in the AER's Active Directory has the same affect in the system.

- User accounts should be able to be programmed to become active and expire at any time thereby letting administrators pre-configure user accounts.
- Administrators should be able to enforce a disk storage quota for each user account thereby limiting how much data each user can upload to the system.
- Users should be allowed to access the status of a Player, which playlist is currently being displayed, the user name of the person that sent the last update, the state of the Player's content download progress and confirmation of its successful completion. All this information to be provided in real time.
- Users should be allowed to review a list of previously recorded alerts and events relative to each Player under their control.
- System must allow an unlimited number of user accounts to be created at no additional cost.

*In addition, there must be the ability for administrators to assign the following rights to each user such as:*

- Which network (group/sub-group) of Players each user can see and access.
- Which content library users can see and access.
- Which playlist users can see and access.
- Which tasks each user is authorized to perform.
- Which alerts the user will receive based on a predefined profile.
- Which events the user will be notified of based on a predefined profile.

*Player Monitoring and Reporting requirements that should be considered in your proposal are as follows, but are not limited to:*

a) Player monitoring:

- Colour coded status of the Player (ex. Green - operating, Red - not operating)
- The ability to track and display the following information:
  - Date of the last Player update sent.
  - Name of the user that send the update.
  - Name of the playlist currently running on the Player.
  - Detailed log files.
- Events that should be sent to a user (based on their profile):
  - Player has received an update.
  - Content on Player has expired.
  - Content approval has been requested.
  - Content has been approved.
  - Notify if Player software has been updated.
- Expired logs should be purged automatically to conserve hard drive space.
- Alerts that should be sent to a user (based on their profile):
  - Player has not communicated with the Server within last X minutes or hours.
  - Player has had problems downloading content.
  - A live data feed is no longer available. (Meaning a template or ticker could currently be displayed with no live data).
  - Player has shut down unexpectedly.
  - Player has an issue playing some content.
  - Free space on a Player's hard drive has fallen below a pre-set threshold.

b) Player Reporting Requirements:

The proposed solution must provide detailed usage reports.

Data should include, at a minimum:

- Video site and/or location
- Time of day, length of time, and channel/stream viewed
- Bandwidth usage
- Equipment utilization
- Failure alerts

c) Other Player Requirements:

- Compatible with Microsoft IIS 7 and Microsoft SQL Server R2
- Support for Android players
- Compatible with Microsoft Internet Explorer and Google Chrome
- The digital media system must run over the AER's WAN/LAN infrastructure and be capable of delivering streaming multimedia over IP without required special cabling or network modifications.
- For on-premises deployment, solutions are preferred to run in a virtual server environment.
- The system should have the ability for its network traffic to run on a separate VLAN network. This will guarantee the separation of network traffic of this system from other more critical AER network traffic.
- Email alert notifications should be able to be sent out automatically over http and https SMTP mail servers.
- System must allow IT to check the status of the entire system, including the status of all players from the content server.
- System must allow IT to back-up the entire system database to provide a pathway for system restoration in the event of a critical hardware failure.
- All Player licenses should be able to be managed centrally
- Player Screen suspend/resume time for each day (screens on at night, off during the day).
- Ability to have default media content shown when nothing is scheduled.
- Ability to enable/disable automatic Player software updates.
- The solution must allow for the AER to take over all displays to provide emergency messaging.
- Date and time synchronization between Player and Server PCs.
- Ability to set the interval at which the Player will purge unused content. Any content not listed as part of a current or future schedule will be deleted.
- The user shall be able to schedule content by date, time, range, end date, number of occurrences, day of week, week of month, and any combination of these as far into the future.
- Ability to schedule content to be displayed in advance.
- Ability to set end dates in advance.
- Ability to set auto expiration and to archive content.
- Ability to provide sound when desired.
- Ability to set the interval at which the Player will upload its reports to the Server.
- Ability to set the Player data storage threshold. Users to be notified when exceeded.
- Ability to upload up to 25 media files or assign URLs to each Player in a group.
- The solution must allow for both static and dynamic content including, but not limited to the following:
  - Static

- PowerPoint
  - Maps
  - Image graphics
  - Standard text
  - Media files and Adobe Flash
- Dynamic
  - RSS feeds
  - Streaming video
  - Television feeds
  - Date/Time (display)
  - Calendar
  - Weather
- *Support for the following media types and formats:*
  - Animations: Flash SWF (interactive Flash content is supported).
  - Audio: mp3, wav
  - Bitmaps (static images): bmp, gif, jpeg, png.
  - Videos: avi, flv, h.264, mpeg-1, mpeg-2, MP4, QuickTime MOV, Windows WMV.
  - Web: html, s-html, asp, jsp.
  - Streaming video: unicast (http common to Windows and Android) /multicast (RTP, UDP specific to QL Player running on Windows).
  - Ability to operate in “disconnected” mode
  - Ability to display in full HD
- *Tickers:*
  - Text data fields required support:
  - 3D transitions (fade, fade and grow, horizontal wipe, fade up).
  - Support for all types of RSS/XML feeds, including feeds with links to images.
  - Ticker zones to support both static text and real-time information through an RSS feed

## 7.4 Training

The Vendor shall provide training to designated AER staff in the use of the Digital Signage Content Management System. All costs associated with this training shall be included in the total Tender price. The length of such training shall be what is reasonably required to train the users of the solution and shall be documented.

Key thoughts for responding to training are as follows, but are not limited to:

- Approximately 10-20 users will require training on the new system (System administrators as well as IT support staff).
- Provide training materials and train on the system functionality and processes.
- Training for technical staff supporting the application.
- Training for business staff to use application and manage local needs.
- Training for digital signage content contributors and signage content creators.
- Development of user manuals and system administrators guides to enable our internal resources to know the operating guidelines of the Digital Signage Solution. User manual/ Process guide containing steps taken for installations of Digital Signage screens in a new location.

## 7.5 Responsibilities of the AER

The AER shall be responsible for the following:

- The identification of branches / offices / locations for roll out of this initiative.
- The hardware required for setting up of Digital Signage Solution has been procured by the AER. Support for this hardware is the responsibility of the AER.
- The network connectivity required for the Digital Signage Solution will be arranged by the AER at the respective branches/locations.
- All the contents / uploads will be owned by AER.
- Decision making for the project and necessary direction in this regard will be given by AER to Service Provider from time to time.
- AER, at its sole discretion may appoint any third party Service Providers for testing and audit purposes, if required.

## 7.6 Your Response

It is expected in your response, you will clarify the following points:

- Provide a detailed explanation of how the Vendor proposes to meet the Project objectives and requirements set forth above, including descriptions of the methodology that will be used and examples of the deliverables that will be produced.
- Provide a detailed technical architectural diagram of required digital signage infrastructure.
- Clarify virtual server requirements, including if the VM's must run on a dedicated host or if they can be part of a cluster, the RAM and network connectivity requirements (i.e. 100 Mbps, 10 Gbps, etc.)
- Provide storage requirements for Digital Signage Content (server as well as local player side storage requirements)
- Provide requirements and options for each component of the infrastructure that is proposed.
- Provide network bandwidth requirements to distribute digital signage content for the proposed solution.
- Provide a list of systems that can integrate into the digital signage solution such as event management software, emergency notification software, etc.
- Provide information on your support model.
- Describe how the relationship between the AER and the Service Provider will be managed from an account and technical support perspective.
- Include your project plan for the system installation. The plan shall include the description of rollout and operations team, competencies of team members, timelines, critical dependencies, potential risks and risk mitigation plans and any other relevant information.
- Understanding that the core system must be installed in a timely manner with an expected start date in October of 2016 and a completion before the end of December 2016, please indicate your expected delivery/installation timeline. Bidders should define the timeline from the start of installation to completion in terms of consecutive business days (**Gantt chart**).

## 7.7 Other programs

Respondents are requested to include additional information (including all pricing) on any supplementary services associated with this Request (not supplementary to the solution, but over and above) that you are willing to offer to the AER. All such services must be available through the term of the contract and will be requested and paid for by the AER on an “as required” basis. Please note that this does not form part of the evaluation for this Request for Proposal.

# APPENDICES

# Appendix 1: Signature and Waiver

16RFP-CS012

## Digital Signage, Information Services Branch

Issue Date: **August 04, 2016**

Closing Date/Time: **August 25, 2016, 14:00 (MDT)**

### Respondent Information

Legal name of respondent: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**This form shall be included as part of your response.**

The Respondent hereby acknowledges that prior to submitting a response for this quote, the Respondent has reviewed and agreed to all of the terms and conditions set out in this RFP.

The Respondent also consents, and has obtained written consent, of any individuals identified in the quote submission, to the collection and use of the information in the submission, by the AER and/or individuals and providing services to the AER, to enable it to evaluate the quote.

By signing this form, the undersigned confirms they have the full authority to represent the Respondent in all matters relating to the RFP, and confirm that the Respondent agrees to be bound by all the Terms and Conditions.

### **Acknowledgement of Addenda Received (if Applicable)**

The Respondent hereby acknowledges receipt of the following addenda and has modified their bid accordingly. Check all that apply:

Addendum #1     Addendum #2     Addendum #3     Other: \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

## Appendix 2: Respondent Profile

Respondents are welcome to use the electronic copy of this appendix that is included with the RFP on APC.

| <b>Basic Information</b>       |           |                    |  |
|--------------------------------|-----------|--------------------|--|
| Name:                          |           |                    |  |
| Current address:               |           |                    |  |
| City:                          | Province: | Postal Code:       |  |
| Phone:                         | Fax:      | Website:           |  |
| Contact:                       | Email:    | Contact ph:        |  |
| <b>Structure and Profile</b>   |           |                    |  |
| Form of Business (Corp, etc.): |           |                    |  |
| GST#:                          |           | Years in business: |  |
| Names of Officers              |           |                    |  |
| Titles of Officers             |           |                    |  |
| <b>Financial (optional)</b>    |           |                    |  |
| Bank Name:                     |           |                    |  |
| Address:                       |           | Phone:             |  |
| City:                          | Province: | Postal Code:       |  |
| Email/Website:                 |           |                    |  |
| <b>Other Locations/Offices</b> |           |                    |  |
| Address1:                      |           | Type:              |  |
| Phone:                         | Fax:      | Email:             |  |
| City:                          | Province: | Postal Code:       |  |
|                                |           |                    |  |
| Address2:                      |           | Type:              |  |
| Phone:                         | Fax:      | Email:             |  |
| City:                          | Province: | Postal Code:       |  |
| Name                           |           | Name               |  |
| Name                           |           | Name               |  |

# Appendix 3: Respondent Questionnaire

Please respond to questions listed in the table below. Respondents can find an electronic copy of this appendix included with this RFP posting on APC.

| AER REQUIREMENTS SECTION |   | RESPONDENT SECTION    |
|--------------------------|---|-----------------------|
| Line #                   | Feature   | Respondent's Response |
| <b>1</b>                 | <b>Requirements</b>   |                       |
| 1.1                      | How are you able to meet requirements listed in 7.3   |                       |
| <b>2</b>                 | <b>Resources</b>  |                       |
| 2.1                      | Describe your resources that you are proposing for this project   |                       |
| 2.2                      | Describe your companies background  |                       |
| 2.3                      | Why are your resources best to handle this project?   |                       |
| <b>3</b>                 | <b>Organizational tools and methods</b>   |                       |
| 3.1                      | Describe your training methodology as listed in Section 7.4   |                       |
| <b>4</b>                 | <b>Service Agreement and Terms</b>  |                       |
| 4.1                      | <p>Confirm or comment your willingness to adopt the AER service agreement. <a href="http://www.aer.ca/documents/about-us/Procurement/AERServiceAgreementSample.pdf">http://www.aer.ca/documents/about-us/Procurement/AERServiceAgreementSample.pdf</a></p> <p>Describe any changes that you would request in the service agreement and provide a written rationale for those changes.</p> |                       |
| 4.2                      | Identify any concerns or limitations with respect to compliance with AER conflict of interest matters (Section 4.9 and Part E and F of the AER Service Agreement).  |                       |

## Appendix 4: Respondent References

Respondents must include references of comparable organizations to which you have supplied similar services. Please include at least three (3) references and the type of products/services provided. Respondent may include one AER reference that is not from the Information Services Branch.

| CLIENT REFERENCE #1   |  |       |  |
|---|--|-------|--|
| Company Name  |  |       |  |
| Address   |  |       |  |
| Contact Name  |  | Title |  |
| Phone Number  |  | email |  |
| Client Since (date)   |  |       |  |
| Description of work that is similar to what is being requested in this RFP. |  |       |  |

| CLIENT REFERENCE #2   |  |       |  |
|---|--|-------|--|
| Company Name  |  |       |  |
| Address   |  |       |  |
| Contact Name  |  | Title |  |
| Phone Number  |  | email |  |
| Client Since (date)   |  |       |  |
| Description of work that is similar to what is being requested in this RFP. |  |       |  |

| CLIENT REFERENCE #3   |  |       |  |
|---|--|-------|--|
| Company Name  |  |       |  |
| Address   |  |       |  |
| Contact Name  |  | Title |  |
| Phone Number  |  | email |  |
| Client Since (date)   |  |       |  |
| Description of work that is similar to what is being requested in this RFP. |  |       |  |

# Appendix 5: Pricing

Respondents are encouraged to use this template or must include one in the same format as part of their submission. Respondents can find an electronic copy of this appendix included with this RFP posting on APC.

| <b>Costing</b>  |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
|---|----------|-----------|-------------------------|---------------|----------|-----------|---------------|--------|--|--|--|---------------------|--|--|--|---|--|--|--|---------------------|--|--|--|--------------------|--|--|--|-------------------|--|--|--|--|--|--|--|
| <i>Pricing is to be provided for each line item followed by a summary total.</i>  |          |           | <b>Cost<br/>(CDN\$)</b> |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| <b>OPTION 1 – On-premise Digital Signage Solution</b>   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| <ul style="list-style-type: none"> <li>- Hosted onsite at AER</li> <li>- Operated by the AER using our internal resources.</li> <li>- Content created, managed and maintained by internal AER resources</li> <li>- Vendor role: Consultation and design, installation and implementation, user training, ongoing service and support.</li> <li>- see template</li> </ul>  |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Cost Category</th> <th style="width: 17%;">Quantity</th> <th style="width: 17%;">Unit Cost</th> <th style="width: 33%;">Extended Cost</th> </tr> </thead> <tbody> <tr> <td>Player</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Annual Maintenance*</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Content Management<br/>(Vendor Hosed Solution)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Configuration/Setup</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Project Management</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Training Services</td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> |          |           |                         | Cost Category | Quantity | Unit Cost | Extended Cost | Player |  |  |  | Annual Maintenance* |  |  |  | Content Management<br>(Vendor Hosed Solution) |  |  |  | Configuration/Setup |  |  |  | Project Management |  |  |  | Training Services |  |  |  |  |  |  |  |
| Cost Category   | Quantity | Unit Cost | Extended Cost           |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Player  |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Annual Maintenance*   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Content Management<br>(Vendor Hosed Solution)   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Configuration/Setup   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Project Management  |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Training Services   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
|   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| <p>*The Service Provider should provide new version/s, releases, upgrades, updates, etc. of all application software supplied by the Service Provider, without any additional cost for a period of 5 years.</p>   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| <b>OPTION 2 - Hosted Digital Signage Solution</b>   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| <ul style="list-style-type: none"> <li>- Vendor hosted and operated</li> <li>- Content created, managed and maintained by internal AER resources</li> <li>- Vendor role: Consultation and design, installation and implementation, remote system hosting and monitoring and on-site service.</li> <li>- see template</li> </ul>   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Cost Category</th> <th style="width: 17%;">Quantity</th> <th style="width: 17%;">Unit Cost</th> <th style="width: 33%;">Extended Cost</th> </tr> </thead> <tbody> <tr> <td>Player</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Annual Maintenance*</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Content Management<br/>(Vendor Hosed Solution)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Configuration/Setup</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Project Management</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Training Services</td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> |          |           |                         | Cost Category | Quantity | Unit Cost | Extended Cost | Player |  |  |  | Annual Maintenance* |  |  |  | Content Management<br>(Vendor Hosed Solution) |  |  |  | Configuration/Setup |  |  |  | Project Management |  |  |  | Training Services |  |  |  |  |  |  |  |
| Cost Category   | Quantity | Unit Cost | Extended Cost           |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Player  |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Annual Maintenance*   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Content Management<br>(Vendor Hosed Solution)   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Configuration/Setup   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Project Management  |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
| Training Services   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |
|   |          |           |                         |               |          |           |               |        |  |  |  |                     |  |  |  |   |  |  |  |                     |  |  |  |                    |  |  |  |                   |  |  |  |  |  |  |  |

|  |  |
|--|--|
| *The Service Provider should provide new version/s, releases, upgrades, updates, etc. of all application software supplied by the Service Provider, without any additional cost for a period of 5 years. |  |
|  |  |
| Other:   |  |
| Hourly Labour Rate   |  |
| Travel, meals, and accommodation (if applicable or not included)   |  |
|  |  |
| **PRICING CHART MUST BE COMPLETED FOR OPTION 1 and 2   |  |
| <b>Total</b>   |  |

Pricing will be quantified using the following pricing formula:  $\text{Lowest priced Proposal} / \text{Proposed price} \times \text{Weight} = \text{Score}$ . The AER reserves the right to quantify average pricing based on price of services only, total price or other average price measurements.

| <b>Payment Terms</b>  |                         |                   |
|---|-------------------------|-------------------|
| <b>PAYMENT TERMS</b>  | <b>CASH DISCOUNT OF</b> | <b>IF PAID IN</b> |
| NET   | %                       | DAYS              |
| <b>Discounts will be considered if deemed in the best interests of the AER. Discount may be given up to 3% weighting.</b> |                         |                   |

| <b>Assumptions (if applicable):</b> Please note any assumptions |
|---|
|   |

During the term of any contract the AER may, at its discretion, seek Electronic commerce and payment alternatives.

## **Appendix 6: Value Add, Sustainability, Innovation**

Please describe your value proposition, sustainability or innovation for your submission. This may include but not be limited to the following:

1. Methodology
2. Alternative solution
3. Any integrated and/or green approach promoting or supporting sustainability
4. Unique Experience