



NCIA/ACQ/2023/06936
02 June 2023

Notification of Intent to Request Quotations

Method: Basic Ordering Agreement Plus (BOA+)

DIGITAL ASSET AND WEB CONTENT MANAGEMENT SYSTEM (DAMS-WCM)

NCI Agency Reference #: IFB-115759-DAMS-WCM

Estimated Amount: 7,600,000.00 EUR

NOI Closing Date: 23 June 2023

Solicitation Release Date: Anticipated on 30 June 2023

Solicitation Closing Date: Anticipated on 28 July 2023

Contract Award Date: Anticipated on 15 December 2023

Competition Type: BOA+ Best Value

The NCI Agency hereby notifies the NATO Nations of its intent to request quotations for the procurement of Digital Asset and Web Content Management System.

NCI Agency Point of Contact
Vieux-Rochat Lise – Contracting Officer

Email: IFBCO115759DAMSWCM@ncia.nato.int

Annexes:

- A. Summary of Requirements
- B. Distribution List
- C. List of Prospective Bidders

To : Distribution List

Subject : **Notification of Intent to Request Quotations for DIGITAL ASSET AND WEB CONTENT MANAGEMENT SYSTEM (DAMS-WCM)**

References :

- A.** BC-D(2018)0004-FINAL, BC Budget Procurement Guidance
- B.** AC/322-D(2021)0032, dated 10 December 2021, Technical and Implementation Directive for the Protection of NATO Information within Public Cloud-Based Communication and Information Systems

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1. In accordance with References A through B, the NCI Agency, as the Host Nation responsible to implement the project in subject, hereby gives notice of its intent (NOI) to issue a Request for Quotation (RFQ) for DIGITAL ASSET AND WEB CONTENT MANAGEMENT SYSTEM (DAMS-WCM), hereafter referred to as the "Project".
 2. A high-level summary of the Project's technical requirements is set forth in Annex A hereto. These requirements are being refined and will be included in further details as part of the RFQ.
 3. The reference for this Project is IFB-115759-DAMS-WCM, and all correspondence concerning this NOI and subsequent RFQ should reference this number.
 4. The NCI Agency will use the Basic Ordering Agreement (BOA) Plus bidding procedures for Best Value (BV) Evaluations. The successful bid for this Project, pursuant to the RFQ following this NOI, will be the bid that offers the best value in accordance with predefined evaluation criteria prescribed in the RFQ. The top-level criteria weighting will be 60% for non-price factors and 40% for price. A single, firm-fixed price contract is planned for the entire scope of work.
 5. Annex [C] attached to this letter contains a list of potential bidders which may be able to provide the products or services required for this Project. This list was compiled from companies already holding an active BOA with the NCI Agency.
 6. In addition to the companies listed in Annex [C], the BOA Plus procedures allow national authorities to nominate eligible bidders without an active BOA. Hence, qualified and certified companies interested in receiving an RFQ for this Project are hereby requested to provide a Declaration of Eligibility (DoE), sent by their Delegation/Mission to NATO to the NCI Agency contracting authority not later than 23 June 2023, which is 21 calendar days after the date of this letter.
 - a. The DoE should include the following information for each of the nominated companies:



- Company name
- Company address
- Point of Contact (PoC)
- PoC email address
- PoC telephone number

b. This information is critical to enable prompt and accurate communication with prospective bidders and should be sent electronically to IFBCO115759DAMSWCM@ncia.nato.int.

7. In order to maximize competition the NCI Agency may, at its discretion, accept nominations after the deadline, so long as the RFQ has not been issued. The NCI Agency may even accept, at its discretion, nominations after the RFQ has been issued under the condition that such late nomination will not be used as the basis to request an extension to the bid closing date.
8. Requests for participation in this competition received directly from individual companies will not be considered. All requests for competition should follow the process as outlined in paragraph 6.
9. Bidders will be required to declare a bid validity of 12 months from bid closing date. Should the selection and award procedure exceed the bid closing date by more than 12 months, companies will be requested to voluntarily extend the validity of their bids accordingly. Bidders may decline to do so, withdraw their bid and excuse themselves from the bidding process without penalty.
10. National authorities are advised that the RFQ package is anticipated to be NATO UNCLASSIFIED. However, the RFQ and the contractual documents could contain references to other NATO documents classified as NATO RESTRICTED.
11. The successful bidder could be required to handle and store classified information up to the level of NATO RESTRICTED. Therefore, individuals with access to this information must have the appropriate clearance.
12. The NCI Agency is not liable for any expenses incurred by companies in conjunction with their responses to this NOI and such responses shall not be regarded as a commitment of any kind concerning future procurement of the items or services described herein.
13. Your assistance in this procurement is greatly appreciated.

For the Chief of Acquisition:

[Original Signed By]

Vieux-Rochat Lise – Contracting Officer

Annex A – Summary of Requirements

1. Project Objective

- a. NATO Headquarters' Public Diplomacy Division (PDD) is undergoing a transformation program to improve the communication infrastructure of the alliance.
- b. The project aims to support this transformation by replacing the current Digital Asset Management System (DAMS; www.natomultimedia.tv) and the Web Content Management (WCM; www.nato.int) system by a single fit-for-purpose Content Management System (CMS). This CMS shall:
 - i. Ensure unity of operation by consolidating the DAMS and WCM systems into a single shared platform;
 - ii. Support improved NATO multimedia asset lifecycle processes by providing optimized privileges and workflow management;
 - iii. Optimize the access to public NATO multimedia assets of the media and the general public by improved discoverability and presentation of content;
 - iv. Increase retrieval and availability of NATO multimedia assets by other NATO bodies.

2. Scope of Work

- a. The scope of work is planned to consist of three work packages:
 - i. Technical Implementation.
 1. Implementation and hosting of a new CMS cloud solution/service that provides enhanced WCM and DAMS capabilities;
 2. Migration of the data from the old DAMS system to the new solution;
 3. Product training and on-the-job training;
 4. Support in the transition (cutover) from the old WCM solution to the new solution
 5. Support in the security accreditation process of the new solution
 - ii. Configuration.
 1. Work closely with PDD in multiple iterations to identify and configure the system to the ways of working and workflow of the organization;

2. Work closely with PDD in multiple iterations to develop the content templates based on the applicable NATO communication directives and standards.

iii. Service Delivery

1. Ensure appropriate and timely (security) patching and technical refreshment of the solution;
2. Continuously align the solution privileges, workflows, templates and other artefacts with PDD requirements (Change Management);
3. Perform system monitoring, incident response, and performance reporting;
4. Supporting the re-accreditation process of the solution
5. As required, provide regular product training and on-the-job training.

3. Technical Constraints

- a. The solution must be based on one of the six following products:
 - i. Adobe Experience Manager
 - ii. Liferay
 - iii. Sitecore
 - iv. Contentstack
 - v. Kentico
 - vi. Storyblok
- b. The technical solution must limit the amount of customization that is required and should maximize configuration of standardized out-of-the-box functionality.
- c. The contractor must have proven prior experience in implementing and configuring the CMS solution in a non-commercial multi-national organization with the same size as NATO.
- d. The solution must fully comply with the Technical and Implementation Directive for the Protection of NATO Information within Public Cloud-Based Communication and Information Systems (reference D)¹. This includes:
 - i. Delivery and support in creation of an Accreditation Documentation

¹ This directive is based on the Cloud Security Alliance - Cloud Control Matrix and is augmented with NATO-specific security requirements.

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- ii. Support in the execution of security validation tests
- iii. Support in the execution of penetration tests and system validation audits
- e. The solution must receive system security accreditation by the NATO Security Accreditation Authority (SAA)
- f. Optionally, the contractor can leverage the NCI Agency's AWS Extranet, which provides a managed and accredited Platform-as-a-Service (PaaS) up to the Operating System (OS) layer.

4. Warranty and O&M Support

- a. Following acceptance of the final operational delivery, the contract will require warranty for any software delivered and services provided.
- b. The contract must include 4 year O&M support following acceptance of the final operational delivery.