



## Black Box Corporation

### Website Design & Development Request for Proposal

This RFP is for the merging of multiple websites, including content, assets, languages and countries.

RFP Sent: June 26<sup>th</sup>, 2020

Responses Due: July 24<sup>th</sup>, 200

Send any questions on the Website RFP to: Justin Van Estenberg, Director of Digital Marketing

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Goal for new website launch: Oct/Nov 2020

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#### **Overview**

Black Box began as a premier IT infrastructure products company over 40 years ago. Since that time, Black Box's Technology Products & Services (TPS) business unit has continued to design and manufacture award-winning products for Pro AV, KVM, cabling and networking known for their advanced functionality. In addition, through a series of over 80 acquisitions executed through 2012, Black Box has developed the Global Solution Integration (GSI) business unit. The GSI business designs, deploys and manages our customers' digital transformation needs by connecting people to people, people to devices and devices to devices.

In January 2019, AGC Networks, an Essar Company, acquired Black Box Corporation to expand its global IT services footprint. AGC Networks (AGC) is a Global Solution Integrator representing the world's best brands in Unified Communications, Data Center & Edge IT, Cyber Security (CYBER-i) and Digital Transformation & Applications to evolve the customer's digital landscape. AGC's ability to tailor solutions across quadrants is strengthened through delivery of seamless customer support services. In collaboration with global technology



leaders like Avaya, McAfee, Palo Alto, Cisco, HPE, Trend Micro, Juniper, Nutanix, NICE, Verint, Polycom, Genesys and Mitel among others, AGC delivers customized technology solutions and seamless services that accelerate customers' business.

The GSI and TPS business units have historically functioned as independent entities– with entirely separate websites and no cross-selling. Under the leadership of Sanjeev Verma, President and CEO of AGC | Black Box we are now taking initial steps toward collaboration in common markets.

The budget for this project is \$TBD and will run in parallel to a Rebranding project. Coordination with the agency assisting with our rebranding may be needed.

### ***Our Audience***

***Our Target Audience for Blackbox.com: For TPS, although we do sell to some end users (very limited), our primary business is B2B. Selling through channel partners/distributors and our own website, Blackbox.com. Our target audiences are system integrators, IT executives, IT purchasing, IT professionals, Government & Solution Architects.***

***Our Target Audience for Bboxservices.com: For GSI, we target CIOs, CTOs, IT Directors, Facility Directors, IT Managers and Facility Managers. Our largest vertical is healthcare, but we also have a significant presence in financial services, retail and manufacturing.***

***Our Target Audience for AGCnetworks.com: CIOs, CTOs, IT Directors, IT purchasing – primarily IT Infrastructure owners in organizations across verticals. Considering that AGC is the parent company; we may need to continue keeping this brand (more from a legal perspective) – and till the time the customers across India, MEA, ANZ and US (smaller numbers) move under a single brand umbrella.***

Our secondary audience is people who potentially want to work for our company...

### ***New Website Objectives***



1. Information architecture exercise is needed to merge content from Blackbox.com, Bboxservices.com & Black-box.eu
  - a. Blackbox.com & Black-box.eu have eCommerce functionality
  - b. Some countries are present on bboxservices that aren't on Blackbox.com (ex: UK).
  - c. Agcnetworks.com content should be taken into account but the site will remain as is. Ultimately, only the India site will remain.
2. Migrate Int'l country sites/content from legacy platform (Black-box.eu) to our CMS, Progress Sitefinity (Blackbox.com & Bboxservices use Sitefinity currently)
3. Improve Lead generation across the new site.
4. Easy Navigation/Searchability
5. To inform and educate, engage our customer base and position our brand as a thought leader through educational & resource content.
6. SEO Ranking
7. eCommerce country stores are all home-grown applications. Assess if we can merge the stores and/or if the store should move to its own sub-domain (ex: shop.blackbox.com) to reduce dependency on CMS and allow for its own development improvements.
8. Determine if different platforms should be used for easier country/language/e-commerce content management.

### **Current Website**

A little history on our websites... up until a couple years ago, all of the GSI (bboxservices) content was found within Blackbox.com. It was an executive decision to separate then and given the recent changes in leadership and ownership, poor visibility to our customers and SEO rankings, we want to merge the sites again. However, the navigation and content are very different. The international web platform is 3<sup>rd</sup> party developed and hosted. We have been trying to migrate our international sites into Blackbox.com but have been met with numerous technical and resource challenges. It's just taking too long.

That being said, we have different content across multiple platforms, languages / countries, which makes it very confusing to our customers, impacts our lead generation and managing them internally is very time consuming & cumbersome.

At this time, we are not expecting to shift away from our Sitefinity CMS as investment was made in that platform. As you review this information and learn more about our environment/setup, we would be open to hearing if another



platform should be considered to make management of all the content and country sites/languages much easier.

### ***New Website Functionality Requirements***

Our new website will need:

- Easy management of content/assets
- Intuitive navigation to support Corporate communications, TPS (w/ eCommerce) and GSI businesses
- Refreshed homepage
- Clean and focused design
- All applicable content merged/imported to new site
- IP Detection for country routing
- Optimized with SEO best practices
- Clear path to conversion/lead generation
- Combined blog
- Social media integration (share buttons, follow buttons, etc.)
- Product configurators/selectors (TPS)
- Simplified contact us forms
- Better way to preview changes with stakeholders before they go live

### ***Optional New Website Functionalities/Wish List***

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately and note if any additional design or development time would be required.

- **TPS:** Updated Product selectors and configurators that integrate with our ERP system (MS Dynamics AX)
- **TPS:** eCommerce – Listing this as optional because if this piece is too complex and will jeopardize the timeline to merge the content of the sites, this may need to be part of a second phase.

### ***Ecommerce Details***

We currently sell over 30,000 products online for TPS, globally. The web store on blackbox.com is technically its own application (.net) but has been integrated to appear as one site with the CMS. The CMS pulls in the taxonomy and allows us to connect pages directly to product pages within the store. This works as is but with the merging of sites and complexities around migrating Int'l sites/stores, does it make sense to spin the store off to its own subdomain:



- So that if the store goes down, it doesn't take all of blackbox.com down with it.
- Will allow any custom development to be done separately w/o impacting the CMS.
- Reduced impact on content migration/website merge timeline

Should we explore moving the store from a homegrown application to an ecommerce solution like UCommerce, Shopify or Bigcommerce?

The product pages for .com are connected to our Product Information Management (PIM) platform, InRiver. All product content/assets are stored in the PIM and feed the website as well as our data feed partners like CNET. The Int'l CMS does not connect to the PIM, so all content gets replicated/translated within that tool. To move all the Int'l site stores, the product content would need to be added to our PIM.

### ***eCommerce Minimum Requirements***

- Multi-currency purchasing
- Multi-language support
- Channel Partner Integration (Buy from our partners)
- Product promotion capabilities (New, Featured, Clearance, Sale, Discontinued)
- Media gallery (photos/videos)
- Collection of proper taxes per country (ex: VAT)
- Integration with CMS (Sitefinity)
- Integration with ERP (MS Dynamics AX)
- Integration with PIM (InRiver)
- Ratings and Reviews

### ***Budget Details***

While we of course prefer the most cost-effective solution, all reasonable proposals will be considered and weighed based on their merits. Proposals that offer flexibility in billing (quarterly, N60) and for non-required elements added to the website after initial launch will also be considered, as we may be able to obtain funding for these additional website elements or ongoing marketing efforts after the new site is launched and stable.



We are fully aware of the complexity of this project which makes it difficult to define a budget at this time. Therefore, please be as detailed on all costs as possible so that we can properly review with our CEO, whom is the executive sponsor.

### ***Proposal Requirements***

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of any new proposed platforms/CMS/eCommerce
- Explanation of how you would approach a content restructuring
- Explanation of how you would project manage all the work
  - Project Management methodology and tools
- Outline of your website content, design & development strategy
- Expected time commitment from internal Black Box subject-matter experts and executive sponsor(s)
- Proposed website timeline from kickoff to launch (If different than our expected completion, please explain why)
- Details about your team
- Recent design & development examples
- References
- Technical experience with platforms/technologies identified in proposal
- Any key differentiators about you?
- Projected cost with optional elements line-itemed
- Terms & conditions

### ***RFP & Project Timeline Details***

RFP Sent: June 26<sup>th</sup>, 2020

Responses Due: CoB July 24<sup>th</sup>, 2020

Finalists Selected & Contacted: July 31<sup>th</sup>, 2020

Winner Selected & Contacted: August 7<sup>th</sup>, 2020

Project Kick-off: August, 2020

New Website Launch Target Date: Nov 1<sup>st</sup>, 2020

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.



If you have any questions, please contact [Justin.VanEstenberg@BlackBox.com](mailto:Justin.VanEstenberg@BlackBox.com),  
[Susan.Allen@BlackBox.com](mailto:Susan.Allen@BlackBox.com) & [Neelam.Kapoor@agcnetworks.com](mailto:Neelam.Kapoor@agcnetworks.com)