

Fulbright - Digital Asset Management System

Request for Proposal

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Institute of International Education
Fulbright Program

Contents

I.	Overview	2
II.	Fulbright Program Background	2
III.	Digital Asset Background	2
IV.	Scope Of Work.....	3
V.	Proposal Evaluation Criteria	4
VI.	General Timetable	4
VII.	Implementation Support	5
VIII.	Cost	5
IX.	Proposal Items:.....	5
X.	Enclosures:	6
XI.	Contact Information	6
XII.	System Requirements & Preferences.....	6

I. OVERVIEW

The Fulbright Program, the U.S. Government's flagship international exchange program, is designed to increase mutual understanding between the people of the United States and the people of other countries. The Fulbright Program provides participants—chosen for their academic merit and leadership potential — with the opportunity to study, teach and conduct research, exchange ideas and contribute to finding solutions to shared international concerns.

The Institute of International Education is seeking a vendor to host a cloud-based digital asset management platform. The requirements listed herein serve as a basis upon which qualified vendors must submit proposal information. We are seeking proposals for the following activities to be conducted beginning in December 2012:

- Develop a strategic implementation plan for a digital asset management (DAM) platform, and meet the technical requirements and access needs of the Fulbright Program
- Implement and test the DAM while providing expert advice and guidance on the best way to serve the Fulbright Program's needs
- Support the DAM system for no less than three years from implementation date

II. FULBRIGHT PROGRAM BACKGROUND

The Fulbright Program is an important element of our country's bilateral relationships in which the U.S. and foreign governments jointly set priorities for the exchanges. The majority of the funding is provided by the U.S. Congress. Partner governments, corporations, foundations and academic institutions also provide direct and indirect support. The Fulbright Program operates in more than 155 countries worldwide and has provided approximately 318,000 participants with the opportunity to study, teach, or conduct research in each other's' countries and exchange ideas. Approximately 8,000 grants are awarded annually.

The Program was established by the U.S. Congress in 1946 under legislation introduced by the late Senator J. William Fulbright of Arkansas. It is sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs, which works with private non-profit organizations in the United States and with U.S. embassies and binational Fulbright Commissions abroad to administer the Program. Policy guidelines are established by the Presidentially-appointed J. William Fulbright Foreign Scholarship Board, which also selects the recipients of Fulbright awards.

III. DIGITAL ASSET BACKGROUND

In recent years, the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) has sought to increase the Fulbright Program's visibility through outreach efforts in collaboration with the Institute of International Education (IIE) and other cooperating agencies, overseas NGOs, and governments. However, management of digital assets for outreach – including photos, audio, video, articles, and other shared

documentation – has been handled on a piecemeal basis, with local offices obtaining and managing assets autonomously. As a result, access to asset resources is dependent on the knowledge of Fulbright personnel.

At present, the Fulbright Program cannot accurately determine how many assets it has in its various formats. However, we do expect the number of assets in the final product to number around several thousand, and comprise several terabytes.

Key concerns with the current solution are as follows:

- Lack of linking/tracking individuals appearing across assets and asset types
- De-centralized storage means key personnel lack access to key assets
- Time to find and assure individuals featured in digital assets are authorized for use in publicity
- Lack of centralized library contributes to lack of coordination worldwide

A future solution should maintain the autonomy of decentralized operation that currently exists, with a centralized asset resource so users can leverage the wealth and depth of content being produced worldwide. This involves serving the needs of several hundred staff that serve several thousand Fulbright grant recipients and stakeholders worldwide.

The future system should allow any user worldwide to log in, search for a particular person or keyword, and see all related assets with appropriate meta-data. In addition, the user should be provided access to only those assets they are authorized to access. A user must additionally be able to easily upload and download assets as they are obtained/created. Finally, the future solution should work simply and quickly without dependence on human knowledge.

IV. SCOPE OF WORK

On behalf of the Fulbright Program, we (IIE) are seeking a vendor to serve a digital asset management library (DAM) to serve as central repository for existing and future digital assets used in outreach, communications, and marketing, accessible worldwide. The DAM will replace the existing piecemeal solutions by consolidating assets and allowing robust categorization and tagging.

The vendor will develop, implement, and manage a cloud-based digital asset management solution. This solution will become the central library for shared digital assets worldwide, providing the Fulbright Program with key capabilities to promote stories, individuals, and ideas in publicity seamlessly.

In a very large part, the Fulbright Program is about individuals who participate in the program. The assets are thus by and large associated with people. These people may go on to accomplish great things – like Jonathan Franzen who has become a novelist – and the DAM would ideally support the capability of users to add this sort data to all assets associated with a tag or person. In essence, tags would preferably a vocabulary associated with them.

In addition to developing a platform, the vendor will also help ECA and IIE create an asset taxonomy, customize the platform, develop user roles, and train the first set of “super-users” and administrators. This

vendor will also provide technical support and maintain the DAM software for at least three years from implementation.

Experience in enterprise-level DAM implementation and management is preferred, and case studies are welcomed. Specific requirements to the DAM system are as listed in the System Requirements section.

V. PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated by IIE and ECA using various criteria, including:

1. Vendor's ability to meet mandatory requirements and objectives.
2. Competitive pricing.
3. Availability of high-quality service.
4. Can the vendor meet the specified time-lines for this project?
5. Does the response indicate that the vendor properly understands the scope of the project?
6. Are the vendor capabilities clearly stated in the proposal?
7. Is the vendor's general approach understood from the proposal?
8. Are the system requirements and objectives addressed in the proposal?
9. Is the requested vendor information complete?
10. Is the requested proposal information complete?
11. Is the requested project information complete?
12. Is the proposal responsive to needs while minimizing Total Cost of Ownership?

Vendors will also have areas to provide a description of their overall organization, to include:

1. Describe your company's expertise and directly relevant experience applicable to this RFP.
2. State how you differ from your competitors.
3. Explain the service level agreements offered by your company.
4. What is your philosophy on Customer Service/Satisfaction? What is the appeal process?
5. Can the vendor provide references of clients that have similar requirements and/or in similar industries?

VI. GENERAL TIMETABLE

IIE would like to finalize agreements for the software by January 31, 2013. Actual implementation activities will be started as soon after the selection and contract agreement process as practical (based on level of efforts expected, timing with business windows, resources available, etc). As much as possible, IIE and the Department of State are interested in a speedy rollout of the DAM system. As such the below timeline is advised, and not a firm requirement.

- January 11 – Bid submission deadline
- January 21-25 – Vendor demos/interviews
- January 31 – Contract finalized
- Early-February – Complete needs assessment, rollout plan
- Late-February-Early-March – Complete software build and customization
- Late-March – Populating of initial content, creation of user profiles and roles, initial training
- End of March – Launch, final training, begin support/maintenance phase

VII. IMPLEMENTATION SUPPORT

Upon completion of contract negotiations, the selected vendor will be expected to provide an agreed upon level of assistance and guidance in implementing the agreed upon solution. Vendor responses are invited to include information about services they are willing to provide concerning implementation activities, including but not limited to activities, such as:

1. Hosting Requirements, including timeline and information needed from IIE, etc.
2. Development of training materials for IIE use.
3. Coordinate and assist in training of personnel on use of new system, including training for any new procedures surrounding the new system if necessary.

VIII. COST

Please submit an estimate of cost to achieve this plan, detailing how IIE would be billed. For example, cost per project/activity, or monthly/retainer cost. Please note that the budget for these activities is very lean since IIE is a not-for-profit organization and the program is funded by the U.S. Department of State. We are looking for a proposal that is extremely cost-effective and efficient.

IX. PROPOSAL ITEMS:

To respond to this RFP, please submit a proposal by January 11 of no more than 10 pages describing:

- 1) A general introduction to your firm, with an overview of related experience and expertise.
- 2) DAM credentials in relevant categories of education, U.S. Government, NGOs, global companies, etc.
- 3) Bios of staff members who would work specifically on implementing and supporting the DAM system
- 4) Overview of the firm's approach to providing cloud-based DAM software and services, and a description of the scope of services to be provided over the term of the engagement. Please provide examples of activities/common scenarios.
- 5) A budget outline with an approximate breakdown of total cost.
 - a. Description of how implementation is charged (hourly rate, fees for certain activities, one flat rate, etc.)
 - b. An itemized budget (by general phase or task) of the DAM software implementation project from contract until launch
 - c. Description of how maintenance and support is charged (hourly rate, project fee for certain activities, or one flat rate, etc.) and expected monthly maintenance costs
 - d. A breakdown of monthly maintenance costs (e.g., storage, bandwidth, support, etc.) with an expectation of a three-year arrangement
- 6) Anticipating a 2013-2015 service agreement, additional costs or upgrades that might be needed at some point over the term of the contract.

X. ENCLOSURES:

- Fulbright Program Overview
- Review Websites
 - U.S. Department of State Fulbright website: eca.state.gov/fulbright
 - IIE website iie.org
 - Fulbright U.S. Student Program website: us.fulbrightonline.org
 - Fulbright Foreign Student Program website: foreign.fulbrightonline.org
 - Fulbright FLTA Program website: flta.fulbrightonline.org
 - Fulbright Scholar Program website: cies.org
 - Fulbright Teacher Exchange Program website: fulbrightteacherexchange.org

XI. CONTACT INFORMATION

The following are the contact personnel that vendors must use when communicating questions or information concerning this RFP:

Institute of International Education, Inc.

Tony Claudino
809 United Nations Plaza
New York, NY 10017

Phone: +1 212.984.5345
E-mail: tclaudino@iie.org
Subject: Fulbright DAM

XII. SYSTEM REQUIREMENTS & PREFERENCES

The information in this section is intended to provide vendors responding to this RFP with a picture of the system requirements. The chosen vendor should be able to provide a software solution to meet IIE desired goal. In situations where a specific capability is not available, comment on what alternative solutions are available or how this can be easily/simple replicated

Required Functionality

Assets

- House/support common digital formats, including (but not limited to):
 - Image (GIF, JPG, EPS, AI, PNG, RAW)
 - Video (AVI, WMV, MOV, H264, MP4)
 - Audio (WAV, AIF, WMA, AAC, MP3)

- o Document (DOC/X, RTF, XLS/X, PPT/X, PDF)
- Assets can be downloaded in multiple sizes/formats
- Transcoding of assets (e.g., AI to EPS to JPG, etc.)
- Collect Assets into Folders or Portfolios to be saved, searched, viewed
- Previews for videos and thumbnails for photographic images
- Handle a digital rights managements workflow; either through attachment of releases or linkage to central asset
- Dedicated url per asset; updates to asset will propagate to derivative assets (e.g., other formats, etc.)
- Create an audit trail of historical asset usage

Controlled Vocabulary, Fields, Meta-Data

- Customizable controlled vocabulary (fields, taxonomy, meta-data, etc.)
- An unlimited number of customized meta-data fields
- Customizable required and non-required asset fields
- Customized fields (meta-data) by folder/program
- Permissions granularity to allow specific users to view specific meta-data fields
- Bulk edit asset controlled vocabulary

User-Based Functionality

- Multiple (unlimited) customizable user roles
- Custom user- and asset-based views
- User bulk-upload and download
- Share individual assets or portfolios to others outside of the system
- Send individual assets or portfolios via email to outside entities, such as Publishers, production houses, etc.
- Lock usage of asset by asset, group, portfolio, user, or user group
- Web-based project collaboration: multiple entities access, comment and approve asset
- UI that offers ease-of-use to non-technical staff and users
- Robust search
- Data portability

System Security / Technical

- Uptime guarantee – 99.97%
- High-speed up/down stream asset transfer
- Routine (e.g., weekly, biweekly, etc.) backups at an offsite secure data center
- Vendor provided backup tapes/cds to be mailed to IIE as needed

System Integration – Interface with External Systems

- Web-based API available
- Capability to seamlessly cross-talk with Oracle CRM

Reporting

- Report on asset expiration
- Report on asset downloads by user and by date
- Report on program specific metadata
- Others as needed

Preferred (Not Required) Capabilities

- Controlled vocabulary for associated tags/subjects/keywords
- Cross-talk capability with Oracle CRM solution
- Simple UI for users
- Ease-of-use for users adding assets
- Capability to embed/populate assets to public websites, social media, YouTube, etc., from within DAM system
- Send email alerts if specifically tagged asset is uploaded (e.g. such as an asset that has a metadata tag of “scholar”)
- Video Distribution: auto-generate video embed codes to be used on websites and as a direct link from social media outlets