



Iowa Department of Transportation

Request for Information (RFI)

For

Web Content Management Solutions

Issued by:

IOWA DEPARTMENT OF TRANSPORTATION
Procurement and Distribution, Purchasing Section
On behalf of State of Iowa Executive Branch Agencies

Information must be received no later than

June 9, 2009

1 p.m. Central Standard Time

***For information about this notice,
interested persons shall contact only:***

Renee R. Shirley, senior purchasing officer
800 Lincoln Way
Ames, Iowa 50010
Phone: 515-239-1578
Fax: 515-239-1538
E-mail: renee.shirley@dot.iowa.gov

SECTION 1 GENERAL INFORMATION

1.1 Purpose

The purpose of this Request for Information (RFI) is to solicit information from all interested software and implementation software vendors, and service providers (herein after referred to as "Vendors") necessary to assist the Iowa Department of Transportation (herein after referred to as "Iowa DOT") and other State of Iowa executive branch agencies draft a Request for Proposal (RFP) for the selection of a Web Content Management Solution (WCMS).

The Iowa DOT will be leading the effort of requirements gathering. For purposes of the RFI, the Iowa DOT may be listed as the agency that will be requesting further information from Vendors when desired or as needed.

The agencies which make up the executive branch of state government are organized into a number of departments, each with a department head. These are the main executive branch departments:

- Department for the Blind
- Department of Administrative Services
- Department of Agriculture and Land Stewardship
- Department of Commerce
- Department of Corrections
- Department of Cultural Affairs
- Department of Economic Development
- Department of Education
- Department of Elder Affairs
- Department of Human Rights
- Department of Human Services
- Department of Inspections and Appeals
- Department of Justice
- Department of Management
- Department of Natural Resources
- Department of Public Defense
- Department of Public Health
- Department of Public Safety
- Department of Revenue
- Department of Transportation
- Department of Veterans Affairs
- Iowa Workforce Development

It is noted that some of the agencies listed above already utilize a WCMS product. The majority, however, do not. Agencies using existing WCMS products or solutions may also be interested in acquiring something different.

1.2 Intent

The Iowa DOT, and other participating executive branch agencies, intends to evaluate the information submitted by Vendors that at a minimum will include:

1. WCMS options as specified in the RFI.
2. A comprehensive scope of work detailed to this project.
3. An approximate cost for the purposes of budgeting and securing appropriate funding.

No formal bids will be accepted at this time.

Following review of all submitted RFI's, selected Vendors may be asked to participate in an information exchange and product demonstration with the Iowa DOT.

SECTION 2 RESPONDING TO THE RFI

2.1 Response

Primary contractors, systems integrators, subcontractors, software vendors, hardware companies, and other firms may offer any product or service solution useful for the specified application. Responses to this RFI may qualify Vendors to participate in the formal Request for Proposal (RFP) process.

2.2 Submittal instructions

Vendors shall submit responses to the following information in order.

- 1) **All RFI's shall be submitted electronically.** A signed transmittal letter on the Vendor's letterhead shall be in the electronic document including all company and contact information.
- 2) Function, Feature or Capability Checklist, **Attachment A**
 - a. The checklist contains those system functions that the Iowa DOT and other executive branch agencies have deemed "Essential" for its current requirements for WCMS, as well as other functionalities that are "Desirable". Vendors are asked to indicate whether they can comply with each requirement, without requiring any exceptional or unreasonable accommodations to make the product perform this function. An onsite product demonstration may be requested of some Vendors to confirm responses and clarify product capabilities. Each function also has an "Effort" indicator, which is used to gauge the amount of effort needed to make each function operational within existing agency environments.
- 3) Proposed Business Solution, **Attachment B**

Vendors are requested to submit general price ranges with their cost information, where applicable, to be used for reference only. No formal quotations shall be received or awarded in the RFI process.

No awarded contract shall be issued from the RFI process. Submitting an RFI is optional. Submitted RFIs shall in no way bind the Iowa DOT or any other agency to purchase any offered solution. This RFI is for information gathering purposes only. All information provided by Vendors shall be at no cost and without obligation to the Iowa DOT.

2.3 Questions and requests for clarification

Vendors interested in responding to this RFI may submit questions or requests for clarification. All questions or requests must be submitted by E-mail to renee.shirley@dot.iowa.gov, and received no later than three days before the date and time specified in the coversheet of this document.

The Iowa DOT may contact the Vendor for clarification of RFI content, as needed, throughout the requirements gathering process.

2.4 Review and rejection of RFI responses

An RFI response may be rejected outright and not reviewed for any one of the following reasons. Therefore, Vendors are asked to make every effort to meet the RFI timelines and include the requested information.

- Failure of Vendor to deliver the response by the due date and time
- Failure to include information requested in the RFI
- Failure to offer demonstrations, if requested

2.5 Copyright

By submitting a response, the Vendor agrees that the Iowa DOT may copy the response for purposes of facilitating the evaluation or to respond to requests for public records. The Vendor represents that such copying will not violate any copyrights in the materials submitted.

2.6 RFI ownership

Once received, submitted Vendor responses become the property of the State of Iowa.

SECTION 3 SPECIFICATIONS

3.1 Solutions

Based on the varying business needs of participating agencies, there may be more than one WCMS solution required to meet all agencies' needs. WCMS solution options may include, but are not limited to:

- 1) **Enterprise content management system:** that manages all aspects of an organization's content public processes, including Web, print and any alternative outputs.
- 2) **Hosted:** a Vendor hosts and maintains the WCMS, which frees the client from much of the administrative responsibilities and reduces the initial cost.
- 3) **Commercial/Out-the-box:** a Vendor-built WCMS application for the agency, with maintenance terms.
- 4) **Open source:** open source software, where there is no cost to acquire the software, but may require consultant assistance for deployment.

3.2 WCMS functionality features shall:

- Simplify and expedite content creation, review and approval processes through the creation and use of standard templates, lifecycles and workflows.
- Manage Web content in its most fundamental and reusable standard components.
- Support existing design templates and create new templates.
- Provide tools that streamline the Web communication process in place by multiple agencies.

3.3 Objectives for WCMS

Each Iowa government entity recognizes that as Web development grows, and as more content creation occurs, it will become necessary to automate and simplify many of the manual processes that are currently in place to support the existing Internet and Intranet environments. Rather than perpetuate more manual process to manage content, state agencies desire to invest in a product or solution that will allow them to manage this growth without having to add staff.

Larger agencies requesting a more robust application want to utilize a WCMS that streamlines and more fully automates the content creation, routing, approval, and production processes. At a minimum, the solution is expected to facilitate routing and approval through multiple levels of moderators; simplify the process of content and application creation, through the use of re-usable objects, common templates, and other automated facilities such as wizards; eliminate as many manual processes in this cycle; and provide a platform that allows more timely content and application creation and deployment.

3.4 Proposed WCMS

Attachment B information must be provided in the RFI response.

ATTACHMENT A

Function, Feature or Capability Checklist

Comply Yes/No – Vendor should indicate whether or not their solution can provide the described functionality or meet the stated requirement. By answering “Yes”, the vendor confirms that the functionality is available in the solution, or that the requirement can be met in the current generally available version of the product or product(s). By answering “No”, the vendor confirms that this functionality is not possible, or that the requirement can not be met in the current generally available version of the product or product(s).

Effort Indicator – Vendor should indicate, via an assigned number, what level of effort is needed to implement the described functionality or requirement. The possible levels are:

(1) Out-of-the-box – Indicates that the function described is available immediately upon product installation, and requires very minimal configuration (or none) on the part of the system administrator. No other products or components are required (Third Party or vendor-supplied).

(2) Customization required – Indicates that the function described requires some configuration and setup on the part of the system administrator, but does not require any significant coding efforts, system planning or component design work. No other products or components are required (Third Party or vendor-supplied). An estimate of the time required to customize the function should be stated (in days) in the vendor's comments and response section.

(3) Design required – Indicates that the function requires significant configuration and setup on the part of the system administrator, and may include the need for design and coding efforts. No other products or components are required (Third Party or vendor-supplied). An estimate of the time required to design and implement the function should be stated (in days) in the vendor's comments and response section.

(4) Add-on product required - This indicator should be selected if other product components are required to supply the function described (third party or vendor-supplied). Use this indicator in conjunction with the other three that relate to the degree of effort required. The vendor should supply the name the other product that is required, and the product's vendor, in the vendor comments and response section. An estimate of the time required to implement the companion product should be stated (in days) as well.

Comments - Vendors may add comments as to how their product meets each functional requirement. If an Effort Indicator of 2, 3 or 4 was associated with this functional requirement, the vendor must describe the effort needed to implement the function in their response.

Function, feature or capability	Yes	No	Effort Indicator	Comments
Content authoring and ease of use				
Ability to create tables in pages, with sortable headers				
Content authoring by non-IT personnel				
Multi-user authoring, supporting potentially thousands of authors				
Customizable content management workflow with standard roles and approval hierarchies				
Minimal number of steps in the create/build/publish process				Comment required: Describe each step.
Preview functions for content consistency, look and feel and URL paths				
WYSIWYG editor				
Compliant with Section 508 of the Rehabilitation Act				Comment required: To what extent is your application compliant?

Ability to validate Web pages for compliance with Section 508				
Able to be viewed in design view as well as code view				
Ability to add HTML, XML, ASPX code in the WYSIWYG editor				
Content, documents and images can be migrated from existing sites into the WCMS				
Pages designed by third-party products (i.e., Dreamweaver, etc.) can be imported				
Image alt tag support				
Flexible for different user levels (e.g. beginner, novice and expert)				
Ability to use notion of autotags to embed content				
Ability to check spelling for a word or entire document				
Search engine-friendly URLs				
Image resizing				
Drag-n-drop content				
Possibility to reuse or repurpose the authored content				
Metadata (ability to alter and add metadata fields)				
User controls and security				
Secure login				
Role-based or granular user privileges				
Supports asset locking for version and edit control (to prevent altering past documents)				
Supports automatic versioning				
Ability to compare two versions of the same content				
Capability to "roll back" to any previous version				
Login history				
Content approval				
Authentication - compatible with ENTAA (State of Iowa Authentication and Authorization)				
Audit trail				
Sandbox (section within the system to test new features without disturbing the main site)				
SSL compatible				
Built in safeguards for injection flaws (SQL, LDAP, etc), XSS and CSRF				
E-mail cloaking (hides E-mail addresses contained inside content items and contacts)				
Simultaneous editing warning				
User management (administrators can disable user accounts or change their passwords at any time)				

Content management				
Web-based style/template management				
Web statistics (generation of useful Web statistics or pluggable with third-party Web statistics packages)				
Multilingual content integration				
Centralization of documents allowing for search engine optimization and change control				
Web accessible documents for anytime anywhere authoring				
Automatically publish to Web-friendly formats (PDF or HTML)				
Search for documents and metadata that are indexed for fast access search				
Content staging (ability to set a date for publication and date for content expiration, if applicable)				
HTML tag "cleaner" (for users who copy and paste from Word)				
Minimal number of steps in the create/build/publish process				
Ability to export entire site				
Link validation				
Functionality that allows for content to be published for different channels (mobile, E-mail and print)				
Content can be submitted and/or consumed via a protocol like SOAP or REST				
Metadata support				
Ability to name page rather than just being assigned an ID				
"Breadcrumbs" (a navigation aid that gives users a way to keep track of their location within the Web site)				
Document/content management				
Content library for centralized and classified content storage				
Find the document you need to read or edit through a search				
File version comparisons				
Access your documents through your Web site, an Office toolbar or a WCMS tool				
Manage documents and digital assets online with features such as permissions, workflows and approvals				
Built-in modules and plugins				
Wiki				
Weblog				
Photo gallery				
Chat				
Discussion/forum				

Member or subscriber manager				
Message boards				
Polls				
Surveys				
FAQ management				
Link management				
User contributions (users can contribute to news, pages or forums)				
Events calendar				
Syndicated content (RSS)				
E-mail marketing				
Graphs and charts				
Newsletter				
Forms development				
Site map				
Mail form				
Data entry				
HTTP proxy				
Contacts (allows user to manage a contacts directory)				
Footer (standard page footer information)				
Multimedia integration (integration of multimedia elements such as video, audio, flash animations, Java applets, etc.)				
Integration of streaming media				
Ability to build custom modules to extend the core functionality				
Search functions				
Support for third-party search engines such as Google appliance				
Native search engine that searches: content, sections, titles, documents, file names, and allows for advanced and filtered searches				
Architecture and support for industry standards				
Compatible with existing application servers				Comment required: List application server system requirement
Supports open standards (XHTML, XSLT, XML)				
Compatible with multiple programming languages				Comment required: List compatible programming languages
Compatible with existing Web servers				Comment required: List Web server system requirement
Compatible with existing database Servers				Comment required: List compatible database types
Compatible with existing operating systems				Comment required: List compatible operating systems

Compatible with common Internet browsers				Comment required: List compatible browsers
Ability to handle existing dynamic Web applications (PHP, CFM, ASP, JSP)				
Integration with Enterprise CRMs				
Cascading style sheet templates				
Content stored in XML format and/or can it be extracted in XML format to be resused in additional channels and applications				
Content authoring and all administrative tasks can be performed in multiple browsers				
Scalability of content serving engine (for large number of editors, visitors, load balancing, failover)				
Scalable to multi-site systems (Internet, intranet and extranets)				
Support				
Commercial support				
Commercial training				Comment required: How much training is required for non-technical contributors to contribute?
Commercial manual(s)				
Online help				
Developer community				
Professional services				
Third-party developers				
Periodic product releases and updates provided				
Can assist in the migration of existing content				
Performance				
Supports load balancing and offers failover solutions				
Page caching				
Advanced caching (navigation, content object or template caching)				
Database replication				
Static content export (publish pages to physical HTML files)				
Scalable to hundreds of thousands of pages and multiple Web sites with multiple content editors				
Scalable for increased user demand				
Commerce				
Shopping cart				
Subscriptions				
Shipping				
Tax calculator				
Inventory management				
Point of sale				

ATTACHMENT B

Proposed Business Solution

Based on the specifications outlining the RFI, describe the product or services recommended as the business solution for each of the categories in Section 3.1. At a minimum, please address the following 15 areas.

- 1) Solution overview (Be sure to identify whether the product or service being offered is best categorized as an enterprise content management system, hosted service, commercial/out-the-box product or open source product, as defined in Section 3.1 on page 6 of this RFI).
- 2) Features and benefits
- 3) How does your product or service compare to similar products/services in the marketplace?
- 4) Technical specifications and requirements
- 5) Modules or packaging options (Please describe any additional software, modules, systems or development (by Vendor, third party or buyer) required to achieve the functionality described in this RFI.
- 6) Licensing options (Be sure to note if a government contract vehicle is available; and if the model is based on number of users, servers, processors, etc.)
- 7) User support (define duration of support)
- 8) Any additional Vendor services (i.e., creative design, custom implementation, integration, template design, content loading, training, consulting)
- 9) Amount of customization necessary for the system to be usable, including a description of expected roles and time commitments of state agency personnel during an implementation of this size
- 10) Expected roles and time commitments of state agency personnel involved in on-going maintenance of the system
- 11) How can modifications be made to the WCMS system, if they become necessary?
- 12) Links to sample sites
- 13) Online demo availability (Vendors may be invited to provide a presentation/demonstration of their products(s) and/or services.)
- 14) Would you be willing to build a pilot program to help validate your system capabilities?
- 15) Cost estimates (strictly for budget purposes only) Part of the purpose of this RFI is to plan a budget and secure funding for the project. Please estimate the cost for typical system implementation of similar size and scope. Include, as applicable, license fees, government discounts, on-going support, consulting, custom development, content migration, and training. Include costs for any add-ons, modules or software required for functionality described in response to this RFI. Do not include costs for hardware, storage and network infrastructure.

Electronic copies of any product literature may be included in the RFI. All materials submitted must be clearly identified and presented in numerical sequence.