

# **Consulting Services to Refresh Powertech Lab's External Website**

## **1.0 INTRODUCTION**

Powertech Labs Inc. is a BC Hydro subsidiary that specializes in clean energy consulting, testing, and power solutions. It has been serving electrical, oil and gas companies, automotive and electrical equipment manufacturers since 1989 by meeting the complex and changing needs of customers around the world. More information about Powertech can be obtained at [www.powertechlabs.com](http://www.powertechlabs.com).

Powertech is currently seeking the services of a Web design firm with relevant experience designing business to business websites to completely redesign [www.powertechlabs.com](http://www.powertechlabs.com). Moving forward, we would like Powertech to be positioned as an information resource for these industries. To achieve this goal, Powertech needs to provide a dynamic and informational type web site (a platform that encourages two-way communications through relevant and engaging information). Additionally, Powertech has a lot of success stories that have yet to be shared with their stakeholders. Story telling has the ability to affirm Powertech's culture, and could possibly be a major focus for this new web site.

### **Powertech High-level objectives for the website include:**

- Ensuring the website reflects a positive image of Powertech as a company which delivers trusted solutions for a clean energy world. The Powertech mission is to use its technical ability to support communities, governments, utilities and organizations in their drive toward sustainable clean energy.
- Increasing positive impressions among visitors (potential clients, existing clients and potential employees);
- Simplify the current content to better reflect our brand;
- Improving the site's flexibility as Powertech develops and grows its offerings in the area of clean energy technologies;
- Improve site visibility on major search engines;
- Increasing traffic (both new hits and repeat visits) and length of stay.

- Create an ability to transact business directly on the site by enabling prospective customers to request quotes for service online.
- Content Management System, which is flexible and easily, and has the ability to be expanded upon at a later date.

## **2.0 BACKGROUND**

Powertech has a highly diverse client base, both in terms of sectors and geography. While the majority of its business comes from within North America, a significant portion of its business also comes from places in Europe and Asia. Most of Powertech's clients have a high degree of technical expertise and expect to communicate at an expert-to-expert level. Most business is attracted through Powertech's industry reputation and face-to-face meetings. Powertech is currently in a growth mode so potential employees form an important, secondary audience for its website.

Powertech also has a unique website for its software products and services – [www.dsatools.com](http://www.dsatools.com). This stand-alone site will be integrated into Powertech's main site and updated to align with overall corporate standards.

Powertech's website is currently hosted locally on a Microsoft Web Server platform. It links to custom Adobe Cold fusion applications that will continue to be hosted locally, and are not within the scope of this RFP.

## **3.0 CONSULTANT REQUIREMENTS TO BE SUBMITTED**

The consultant(s) shall submit the following to be used as part of the evaluation and selection process for this RFP:

### **Qualifications**

- Describe the background and experience of each member of the consulting team relevant to the project, including specific projects they have worked on in the past and their contribution to those projects, complete with client list and references.

### **Strategic Approach to Scope of Work**

- Recommend the approach to the scope of work described below. Describe what staff would be involved in each area of the project, and outline requirements for Powertech staff involvement. Include the time line of the project, inclusions at milestones reached through this timeline

### **Schedule**

**Deadline for proposals is 4:00 p.m., June 11, 2010.** Provide a timeline based on the assumption that a project kick-off meeting with the client is held on June 18, 2010.

### **Pricing**

Provide an estimate of the total project cost, with breakdown by phase and cost component, and provide terms in the event of additions to scope.

### **4.0 EVALUATION CRITERIA**

Powertech will conduct a fair and impartial evaluation of all Proposals received in response to this Request for Proposal document. Each Proposal will be analyzed to determine overall responsiveness and qualifications under the RFP. Criteria to be evaluated may include the items listed below. Powertech may select all, some or none of the respondents for interviews. If Powertech elects to conduct interviews, respondents may be interviewed and re-scored based upon these same criteria, or other criteria to be determined by Powertech. Powertech may also request additional information from respondents at any time prior to final approval of selected respondents.

**Evaluations will be completed based on the criteria listed below.**

1. Quality and Experience of team
2. Approach to work
3. Schedule and Timelines
4. Price
5. Quality of Proposal
6. Creativity/ Design approach

The contract will be awarded to the respondent whose proposal is deemed most in line with Powertech's vision and advantageous to Powertech.

## **5.0 OTHER CONDITIONS**

### **Code of Conduct Guidelines**

Successful candidate must comply with the B.C Hydro Code of Conduct. This can be found on the BC Hydro website.

### **Project Assignment**

Powertech reserves the right to withdraw this Request for Proposal, and assign any part, all, or none of this project at any time and shall not be liable for any expenses, costs, losses or damages suffered by any Consultant as a result.

### **Communication Guidelines**

**Respondents may submit written questions concerning this RFP to the Powertech contact person(s) listed below until 3pm, Friday, May 28, 2010.** Individual questions received from respondents will be answered in writing to the Respondent within a reasonable time. Questions received after the stated deadline will not be answered. All questions may be sent by email to [mike.krafczyk@powertechlabs.com](mailto:mike.krafczyk@powertechlabs.com) with a cc to [lori.einarson@powertechlabs.com](mailto:lori.einarson@powertechlabs.com) by fax to 604-590-6611 or by mail to the following address:

Lori Einarson  
Powertech Labs  
12388 - 88th Avenue  
Surrey, BC V3W 7R7

### **Payment of Services**

The consulting firm's proposal shall include their proposed commercial and payment terms.

### **Site Credit**

The site will not show an explicit credit for the design firm.

## 6.0 SCOPE OF SERVICES

- Establish new templates (140 pages) for website based on graphic standards to be provided to the successful proponent.
- Establish web based marketing action plan to include Strategic approach to new web design and web based marketing tools including, but not limited to, web based marketing such as Search Engine Optimization.
- Recommend new structure for website based on the company's structure and customer needs.
- Provide search option on each page, as well as an advance site search feature
- Improving content management by establishing new content management system
- Provide recommendations on how to facilitate readership in other character-based languages
- Provide a system for managing change within the website. Powertech's services are very dynamic. We need a website that is easy to maintain in order to add new services and/or remove others. We also need some flexibility to adjust the structure of the site if market needs dictate it.
- A program for e-newsletters and social media should be considered
- Full integration of web site measurement vehicles (Google Analytics)
- Inclusion of quick links, forms, product application video, RSS Feed, Blogs, and survey and polls.
- Sales lead generation tools: query forms, document & software downloads, etc.
- Access to graphic design resources to support photography requirements, video production, production spec. Illustrations, and overall graphic elements required for the external site
- Possibility of mobile devices ability to view and search the Powertech web site
- The ability to support video should be considered
- User testing will be required

## **7.0 DELIVERABLES**

- The winning bidder will be required to setup and maintain a temporary site which will run in addition to Powertech's main "production" site to show a mock-up of the new site as it is built. Once the mock-up site is ready. It should be available to transfer to a production server
- Powertech will hold the rights to any pages or templates developed for the site. Any "sourcecode" will be made available to Powertech. Powertech reserves the right to make changes to any of these items in the future, with no further payment or compensation to the bidder.