



SBS REQUEST FOR PROPOSAL (RFP) 2008/04

THE PROVISION OF WEB HOSTING SERVICES TO THE SPECIAL BROADCASTING SERVICE CORPORATION (SBS)

October 2008

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1. INTRODUCTION

This Request for Proposal (RFP) has been prepared by the Special Broadcasting Service Corporation (SBS).

The purpose of this Request for Proposal is to seek offers to supply, commission, management & support of Web Hosting services for SBS.

Persons to whom this Request for Proposal has been sent are invited to submit such offers in accordance with Section 4. Statement of Requirements contained within this Request for Proposal.

This document:

- (a) States the conditions which govern the Request for Proposal process (section 2).
- (b) Provides background information about SBS (section 3);
- (c) Describes the services which SBS seeks (section 4) and special information to be supplied by Respondents (section 5).

2. SPECIAL CONDITIONS OF RFP

2.1 Closing Date

RFP Responses will be received at the Tender Box at SBS until 5pm, on Friday 31st October 2008. No extensions will be issued.

2.2 Lodging of Request for Proposal Responses

Submissions should be addressed as follows:

Tender Box
Special Broadcasting Service Corporation
14 Herbert Street
ARTARMON NSW 2064

or Faxed to: (02) 9430 3051

or Emailed to: gerard.tanguy@sbs.com.au

Envelopes containing submissions should be addressed as follows:

"REQUEST FOR PROPOSAL NO. 2008/04 Provision of a Web Hosting Services to SBS"

The Tender Box is located at reception of the above address

(Note: If you wish to mail your submission you must ensure it reaches the SBS Locked Bag by Thursday 30th October 2008 to ensure it reaches the Tender Box prior to the Friday 31st October 2008 lodgement date. Address is Locked Bag 028 Crows Nest 1585).

If your submission is emailed or faxed by the closing date and time (5pm, 31 October 2008), a signed copy of your submission (with no changes from the emailed or faxed copy) must be received at SBS within 5 business days (i.e. by COB 7 November 2008).

Individuals or organizations submitting a response to this Request for Proposal must complete the Declaration at Section 5.

2.3 Information to be provided with Request for Proposal

RFP Respondents shall ensure that all which is called for herein is supplied. Failure to furnish all the information asked for may render the RFP invalid at the discretion of SBS.

2.4 Demonstrations

RFP submissions that meet the requirements stated in section 4 may, at the discretion of SBS, be invited to provide a demonstration of their proposed solution(s).

2.5 Further Information

RFP respondents seeking further information regarding this Request for Proposal shall do so in writing. The following email address will be the main contact source for all RFP respondents:

David Zufic – Email: david.zufic@sbs.com.au

2.6 Notice of Intention / Request for Further Information

RFP respondents should notify the contact source above of their intention to make a submission so that all notifications and amendments can be forwarded. Failure to notify SBS will not eliminate the respondent from submitting a response but may result in the respondent having inaccurate information.

Additional information provided in response to an enquiry and which, in the opinion of the SBS, may effect all RFP respondents, will be provided to all RFP respondents in writing.

All questions by respondents should be asked in a generic fashion, thus enabling SBS to provide a response that can be distributed to all RFP respondents.

2.7 Late or Non-compliant Request for Proposal Responses

Late or non-compliant Request for Proposal responses will not be considered by SBS.

2.8 Copies

One original and five copies of each RFP document and any supporting material shall be lodged. The original shall be marked *Original*, the copies shall be marked *Copy*. Where any discrepancy between the original and the copies exists, the RFP document marked *Original* shall prevail.

2.9 Authority

RFP responses shall be accompanied by a cover letter executed by a signatory with the authority, on behalf of the respondent, to negotiate terms and conditions, consult with SBS, and execute any contracts related to this Request for Proposal.

2.10 Alterations, Erasures or Illegibility

RFP responses having alterations or erasures therein and in which prices are not legibly stated are liable to rejection at the discretion of SBS.

2.11 Amendments to Request for Proposal

If, within seven days of the Closing Date, a respondent becomes aware of any discrepancy, error or omission in its RFP response, that respondent may lodge an amendment to its RFP response. No amendment relating to price will be accepted.

2.12 Collusion/ Joint Request for Proposal

RFP respondents will not approach or otherwise communicate with any other RFP respondent in relation to any RFP without the full knowledge of and prior written authorisation from SBS. A single joint RFP submitted to SBS by two or more RFP respondents is permitted at the discretion and written permission of SBS.

2.13 Corrections and Addenda to the Request for Proposal

Corrections and addenda to this Request for Proposal will be provided to all RFP respondents and will form part of this Request for Proposal. RFP respondents must acknowledge in writing receipt of corrections and addenda to this Request for Proposal.

2.14 Negotiations and further submissions

SBS may invite one, or more of the RFP respondents to negotiate on system design and solution or make further submissions (written or oral).

2.15 Acceptance

The lowest price or any RFP will not necessarily be accepted as the preferred proposal. If SBS selects any preferred proposals for further negotiation or discussion, SBS will notify the preferred respondent in writing.

SBS reserves the right to accept in part, or in whole, any aspect of one or more than one RFP response.

SBS reserves the right to reject one, some or all of the RFP responses submitted in response to this Request for Proposal.

SBS reserve the right to accept other than the lowest priced response for any reason at their discretion, the right to take the response they regard as most favourable as a basis for further negotiation with the respondent and the right to purchase equipment or services offered in this RFP in a phased manner to meet their needs.

2.16 Notification

Each RFP respondent will be notified in writing from SBS of the success or failure of their response.

2.17 Goods and Services Tax (GST)

All prices quoted should be inclusive of Goods and Services Tax (GST). RFP respondents must provide their Australian Business Number (ABN) or provide a reason as to why one cannot be supplied.

2.18 Rejection of Request for Proposal response

As the special requirements shown herein are part of this Request for Proposal, it is necessary that all RFP's refer to each of these requirements. In the event of a RFP being submitted incomplete, the same may be considered not to be in accordance with the special requirements and therefore liable to rejection at SBS's discretion.

2.19 Standard

The specifications contained herein are indicative of SBS's requirements and any services offered should be of at least the same standard and potential.

Request for Proposal respondents submitting alternative offers are advised also to submit a RFP in accordance with the specifications wherever possible.

2.20 Amendment of Request for Proposal

SBS reserves the right to raise or amend this specification and/or any other document prior to the closing date and the amendments will form part of this Request for Proposal.

2.21 Withdrawal of the Request for Proposal

SBS reserves the right to withdraw this Request for Proposal, or any part or parts of this Request for Proposal, at any time without giving reasons.

2.22 Statement of Compliance

Request for Proposal respondents must provide with their RFP response a statement of compliance in respect of every clause of this Request for Proposal excluding sections one and three. The 'Statement of Compliance' must include a separate statement against each clause or paragraph number defining the extent to which the RFP complies with the requirements. RFP respondents should note that such ambiguous statements as "noted" etc. will not be accepted as a 'Statement of Compliance'.

The term "Fully complies" may be used where appropriate. Reference to catalogues and leaflets is not sufficient. However, illustrations, pamphlets and descriptive literature may be submitted with the completed RFP to enable a full assessment of the service to be provided.

Where the service offered does not comply with the Request for Proposal, details of such non-compliance must be given. Failure by the RFP respondent to make clear the extent or compliance or non-compliance with any clause or paragraph may be interpreted as failure to comply with the requirement concerned when assessing the relative merits of Request for Proposal responses.

Where a RFP respondent believes that it can offer an alternative which would have benefits for the SBS, it is at liberty to do so. Such alternatives should be fully described and the advantages foreseen stated. Although the RFP respondent may offer an alternative, it will be in its interests to also submit a RFP against the requirement as presently defined in the Request for Proposal.

Responses need to be concise and clear.

2.23 Confidentiality

The RFP respondent and SBS (each a "Party") agrees that it will not at any time, either during or after the RFP process divulge any information in relation to all or any of the other party's affairs or businesses or any fact or matter relating to this RFP process and each of the parties shall use its best endeavours to prevent the publication or disclosure of any information concerning the business of the other party or any of their dealings, transactions or affairs.

2.24 General Conditions of Contract

SBS intends to contract with the successful respondent on the terms and conditions included within the GITC contracting framework – information pertaining to this framework can be found at <http://www.gitc.finance.gov.au>. RFP respondents should be prepared to sign a contract in substantially the same form as that contained in the GITC contracting framework.

SBS reserves the right to vary the terms on which it will contract with the successful respondent.

2.25 No contract

Neither this Request for Proposal nor any response is intended to constitute an offer to any party. There shall be no contract between SBS and any respondent to the RFP unless and until a separate written legally binding agreement is executed by both parties.

2.26 Request For Proposal Costs

SBS shall not be responsible for any costs incurred by RFP respondents in complying with this Request for Proposal or in any subsequent discussions or negotiations.

3. BACKGROUND INFORMATION ON THE SBS CORPORATION.

3.1. General

- 3.1.1 SBS is involved in the production of multicultural and multilingual television programs and the distribution and transmission of these in each State capital and Canberra, together with regional centres throughout Australia. SBS television is broadcast over an extensive network of analogue television transmitters together with digital transmitter services in the five main capital cities.

SBS also operates multilingual radio stations on both AM and FM bands in Sydney and Melbourne. A subset of these radio services is relayed to the other state capitals and Canberra where it is broadcast on FM transmitters and to Newcastle and Wollongong where it is broadcast on AM transmitters. Some of these radio services are also broadcast as part of SBS' digital television service.

SBS Online is responsible for delivering the rich multi cultural content of SBS TV and SBS Radio via the Internet. SBS currently have a main web portal environment <http://www.sbs.com.au> that provides the primary web presence of the SBS Corporation to internet viewers.

- 3.1.3 Potential Respondents should be aware that SBS is a Statutory Government Corporation and is subject to public accountability responsibilities in terms of annual reporting and reporting to Parliament; which may apply to any contract resulting from this tender process.
- 3.1.4 More detailed information regarding SBS can be found on the Internet at <http://www.sbs.com.au>

3.2 Independence and Integrity

SBS is prohibited by law from accepting the performance of any service, or the provision of any facility, where it is likely that the independence or integrity of SBS would be affected.

4. STATEMENT OF REQUIREMENTS

4.1 Introduction

Background

Currently, SBS's web infrastructure is currently hosted by both SBS's internal IT group and an external hosting provider.

SBS's online traffic presently stands at circa 10,000,000-12,000,000 page impressions, 2,000,000 video streams, 100,000 audio streams and 1,000,000 unique browsers per month.. SBS also has major traffic spikes around major sporting events such as the Tour De France and Football World Cup which can result in the effective doubling of those average monthly numbers.

Subject to available funding, SBS has plans to grow traffic to its online services to approximately 25,000,000 page impressions and 3,000,000 video views per month over the next 3 years. ..

SBS's current web environment is a standard LAMP (Linux, Apache, MySQL, PHP) stack, based around RHEL5, Apache2.2, PHP5 (with some legacy PHP4), and MySQL 5.x delivering cutting edge News, Current Affairs, Sport, complimentary TV websites, original content and a suite of IPTV services.

Current Hardware Configuration

The current production environment is configured as a number of Virtual Machines (VM) running on dedicated and shared hardware. Each Virtual Machine has 4vCPUs, and 5GB memory.

SBS Core:

- CMS: A RHEL5.1 application server running Apache/PHP serving the bespoke SBS CMS
- Master: A RHEL5.1 application server running Apache/PHP serving the SBS website front-end
- MasterDB: A MySQL database server that is read/written to by the above two servers

SBS Load Balanced Farm

The load balanced server farm currently hosts three instances of the Master/DB pair.

- All reads are performed against the dedicated DB instance
- All writes are performed against the MasterDB
- MasterDB replicates to each DB instance via MySQL Master/Slave replication
- Files placed on the Master server are replicated to each load balanced application server via *rsync*.

Legacy Internal SBS

- A number of websites running a single PHP4 LAMP stack
- A load balanced environment of four servers running a PHP4 LAMP stack

Staging/UAT Environment

In addition to the production Environment, a Staging/UAT environment will exist which will be a replica of the 'Core' infrastructure and used for:

- previewing changes
- load / performance testing

- security / penetration testing

In addition to the VMWare environment SBS utilises a leased GoogleMini appliance which will be co-located in the provider's location. It is also envisioned that a redundant VM containing utility backend software not forming part of the SOE will be required.

The current infrastructure is not ideal as there is:

- no redundancy or failover for the Master
- no redundancy or failover for the CMS
- a single point of failure in the connection from all application servers to the MasterDB
- lack of flexibility where hardware is shared
- the Master acts essentially as a front end to storage
- there is no way to manage deployments, releases and replication in a controlled manner
- the infrastructure has only partly implemented the 'shared nothing' metaphor
- No Staging/UAT environment that is employed for testing

Objectives

With the SBS Board and Executive recognition of the Online medium as a new key delivery platform to go along side the existing Radio and TV offerings to the SBS viewers, the creation of the Online Services Department was instigated. Over the last 12 months since the formation of the Online Services Department a review of SBS's online offerings, capabilities, infrastructure and core competencies have been done. The result is SBS is seeking to form a long term partnership with a proven entity in the provision, growth and management of web hosting services for our external facing online presence.

The hosting infrastructure must adequately support major spikes in internet traffic driven from on-air calls to action, popular shows, breaking news and special events. These spikes occur on a weekly and sometimes daily basis. The infrastructure must also be able cope with increasing amounts of web based content, and usage from front and backend users as SBS' online content offering grows.

The infrastructure must support both a production and staging/UAT environment

The hosting platform must be flexible enough to allow for the addition of non-SOE environments such as a Microsoft .Net and Java environments

The service level requested is **99.9%** availability.

SBS's decision will be based upon the individual merits of the submitted proposals in relation to the evaluation criteria outlined in section **4.9**

4.2 Requirements Matrix

The following Requirements matrix is to be completed by the respondents attaching detailed documentation around each items compliance, proposed solution, any alternative suggestions and detailed item level costs associated.

Requirement Number	Mandatory Or Highly Desirable	Requirement	Respondent Complies (Yes / Part / No)	Detail
4.2.1	Mandatory	Software Support Required: a. RHEL5.x b. Apache 2.2 c. PHP 5 d. PHP 4 e. Zend Platform f. MYSQL 5.x g. Java Based Socket Server (currently Smart Fox Server) h. MySQL Cluster i. Java SDK running on Linux		
4.2.2	Highly Desirable	The infrastructure will support the following software: a. Microsoft .Net Framework b. Microsoft SQL Server (Clustered)		
4.2.3	Mandatory	The Respondent will detail the proposed infrastructure including all servers, firewalls, switches, load balancers, storage and other components. (Including all proposed Hardware Brands, Models , Age and Technical specifications for delivering the hosting solution)		

4.2.4	Mandatory	The infrastructure will be appropriately dimensioned to support the following capacities, with a peak load of 5x the daily average (based on the following figures) and 99.9% service level. a. Pages Served Volumes i. 25,000,000 page impressions per month platform wide ii. 3,000,000 video streams per month (may be offloaded to CDN) b. Storage Used i. current 1TB for content including video and audio ii. current 500mb for software		
4.2.5	Mandatory	The Respondent will provide a network diagram of the proposed infrastructure, and detail strategies to allow the current infrastructure detailed to be deployed/migrated/transitioned.		
4.2.6	Mandatory	The Respondent will provide suggestions and process for achieving a “shared nothing” infrastructure or highly scalable and redundant infrastructure to meet their hosting requirements		
4.2.7	Mandatory	Remote Access will be provided to all SBS environments to nominated SBS staff over a secure connection. Remote access logging and reporting of each access and each attempted access to the environment to be provided weekly to SBS.		

4.2.8	Mandatory	The infrastructure will provide functions and support for monitoring and alarming. Monitoring and alarming will be configurable for, but not limited to: a. CPU(including vCPU) load b. Disk usage/performance c. Memory usage/performance d. Services(i.e. mysql.d, httpd etc) e. Hardware failure f. Network usage/performance g. Environmental (server room temperature etc)		
4.2.9	Mandatory	There will be a facility for: a. Real time reporting on each monitored item (above), including graphs available through a console accessible remotely to SBS nominated staff b. Retrospective reporting on each monitored item above), including graphs available through a console accessible remotely to SBS nominated staff c. Ability for diagnostic monitoring and reporting on an ad hoc basis. To enable performance or problem identification debugging. The graphs will allow reporting over a range of data specifiable through the interface		

4.2.10	Mandatory	The infrastructure will have the following redundancy capabilities: a. Power (UPS & Backup Generator) b. Air Conditioning c. Network d. Hardware e. Office f. Geographical g. DR Strategy		
4.2.11	Mandatory	For each item above, the redundancy status of each will be frequently tested, with reports published to SBS on a regular basis.		
4.2.12	Mandatory	The Respondent will detail their operational procedures and processes, including, but not limited to: a. Change Control b. Electronic/Automated Approval/Request c. SLA's d. Transparency to SBS		
4.2.13	Mandatory	The Respondent will detail short and long term scalability options. The Respondent will provide a standard price list and time to implement for increasing capacity for all aspects of the infrastructure including but not limited to: a. Servers b. Software c. Network d. Storage		

4.2.14	Mandatory	The Respondent's solution will include the following Support Requirements: a. Online problem logging and status checking b. 24 * 7 Helpdesk and Support c. SLA's d. Transparency to SBS e. Escalation Process Definition with named escalation contacts f. Weekly reporting on SBS service g. Knowledgeable staff available to assist with the configuration, diagnosis, install and removal of software and services within their provided infrastructure h. Conduct regular appraisals of the infrastructure and volumes of traffic and will be able to make recommendations on configuration changes i. Account Manager assigned to SBS j. Bi annual site inspection by SBS delegates		
4.2.15	Highly Desirable	The Respondent will provide details on their Project Management Capability including: a. Project Methodology Documentation b. Pricing if not included as value add item in contract c. Transparency to SBS		
4.2.16	Mandatory	The Respondent's solution will be built using hardware and network resources dedicated to SBS (not shared)		

4.2.17	Highly Desirable	The Respondent will provide details and pricing on Professional Services offered outside the listed Support/Network/Change/Project Management capabilities. • MySQL tuning • Apache tuning • RedHat configuration / expertise • Performance management tools • Stress and volume testing		
4.2.18	Mandatory	The Respondent will provide documentation on their Security Practices, including standard timings and for penetration testing and virus protection. Reports from tests and monitoring tools will be provided to SBS on test completion. (minimum 1 penetration test a year and daily virus protection reporting/validation with weekly report from firewall detailing any attack attempts and detail on SBS sites and infrastructure)		
4.2.19	Mandatory	Daily Backup of all SBS infrastructure and restore capability. Offsite tape storage. LAN free backups with no/minimal impact to SBS online sites/systems. With a monthly copy sent to SBS's designated offsite facility.		

4.2.20	Highly Desirable	The Respondent will have a local presence in Sydney. Please detail the following: a. Main computer centre b. Technical Support staff c. Account Manager Video and audio conferencing infrastructure for account management and other meetings.		
4.2.21	Highly Desirable	SBS wishes currently uses a CDN to distribute rich media content, predominantly video and audio, with a view in the future to possibly use a CDN to distribute HTML and images. If the Respondent has a CDN offering, it should be factored into a version of the hosting solution. The Respondent also needs to detail: • How the CDN will be integrated with the web infrastructure • Where the media will be stored • What content will be distributed via the CDN • Costs for different services used by the CDN (If a CDN is proposed as part of the hosting proposal, please provide an alternate proposal without the CDN also.)		
4.2.22	Mandatory	Transitioning Plan, Workflow, Resource requirements, Milestones, Timeline for initial migration from existing hosting environment to the proposed environment		

4.2.23	Mandatory	Special Events Option: The Respondent may be asked to provide isolated, dedicated environments to the overall infrastructure to support 'Special Events' A special event could be a major sporting or world event where traffic predictions will far exceed the platform average load. To ensure operation of the existing platform, and content editorial the Special Event infrastructure will be isolated to the existing infrastructure. It is envisioned that the Special Event infrastructure would be used for a short term periods (up to 1 month). In any one year there will typically be 2-3 special events.		
4.2.24	Mandatory	Describe the proposed solution for SBS to be able to transfer Content/Data/Code from SBS's Corporate network to providers proposed environment securely and redundancy. Any proposed network connection links are to be the responsibility of the provider.		
4.2.25	Mandatory	Contract term to be 3 years with option to SBS to extend.		
4.2.25	Mandatory	Detail the proposed solution to measure and report on the service level requirement of 99.9% availability and delivery to support/change/project proposed SLA's.		

4.3 Service Rebate Regime

The system is to achieve 99.9% availability with a service rebate regime for reduced availability in any month with a right of termination if availability is less than 99.9% in 3 months during the term.

4.4 Term and Termination

Service and support agreement for 3 year term with right to renew for further 3 years. Usual termination right for unremedied breach after written notice, damages to include additional cost of replacement service and transition costs; supplier to provide performance and damages security.

4.5 Transition Requirements

Supplier is to agree to work with current SBS internal staff and current external provider for installation and acceptance of new system and also at end of term to assist on transition with replacement supplier or service provider.

The respondent must provide details of transition in/out processes, these should include but not be limited to:-

1. Transfer or management of software licences and other relevant third party agreements from/to the alternate service provider
2. Purchase/Sale options regarding current equipment
3. Transfer of data from/to alternate service provider

4.6 Qualifications / Experience

Evidence of previous implementations of this scale and nature needs to be referenced, in particular design and technology, and any issues encountered. SBS requires assurance of the expertise and skill of those awarded the task of designing and commissioning the proposed solution.

Details of the staff involved in the design, configuration, installation and support of the system need to be provided including experience and level of expertise.

Proven reliability/service provision and value add is a must and will be assessed through analysis of current and previous clients of the Respondent. Therefore, contact details of a minimum of three appropriate reference sites need to be provided.

SBS intends to make contact with the nominated customers to gather information on general satisfaction of products and services as well as value for money.

4.7 Pricing Breakdown

In pursuing the most cost-effective solution SBS requires that all submissions include a detailed pricing breakdown of all individual system components proposed or referenced in the response.

The final specification of the system will be largely influenced by value for money (SBS will not necessarily opt for the cheaper option). Therefore RFP submissions that make a concerted effort to assist in the design process in arriving at the most cost effective design will be highly regarded.

4.8 Payment Arrangements

SBS payment terms are 30 days from the receipt of an invoice following receipt of goods or services.

All RFP respondents must agree to provide invoices in a format which is suitable for GST purposes and complies with the Australian Taxation Office's tax invoice requirements (<http://www.taxreform.ato.gov.au>).

SBS preference is to pay its accounts by electronic funds transfer (EFT) direct to the nominated bank account of the supplier.

RFP respondents should state any discounts they offer for payments within certain time periods.

Prices provided by RFP Respondents are to be quoted in Australian dollars and remain valid over 12 months. In addition SBS reserves the right to purchase extra proposed options over time.

4.9 Evaluation criteria

All responses will be assessed only against the criteria published below, arranged in no particular order of priority. Respondents are advised in their own interest to address the criteria suitably to enable an accurate assessment to be made of their submission.

The submissions will be evaluated against the following evaluation criteria:

1. Value for money of total proposal
2. Performance against the requirements specifications (as set out in Section 4 of this RFP)
3. Compliance with the Request For Proposal process (as set out in Section 2)
4. Proven ability to provide a comprehensive web hosting service environment
5. Ability and experience in providing support services to client (this will include satisfactory responses from reference sites)

4.10 Variation of Criteria

SBS reserves the right to vary the evaluation criteria at any time without giving its reasons. RFP respondents will be notified in writing of any such changes and given a reasonable time from the date of the letter notifying them of the change to make any necessary amendments to their RFP response document.

4.11 Period of appointment

The appointment for the provision of the managed hosting services will be for period of three years.

5. *DECLARATIONS BY REQUEST FOR PROPOSAL RESPONDENTS*

I/We hereby offer to supply to the Special Broadcasting Service Corporation (SBS), the services provided for herein against Request for Proposal No. 2008/04 and subject to the conditions of the Request for Proposal.

We declare that, in preparing the Request for Proposal response, we have relied on no representation made by SBS other than representations contained in this Request for Proposal or in a written response to an enquiry made pursuant to section 2.5.

Dated this _____ day of October 2008

Signature: _____

Printed Name: _____

Duly Authorised to sign RFP for and on behalf of (state full trading name):

Address of RFP respondent:

Telephone/Fax Nos.

Signature and Address of Witness:

Printed Name:
