



Canada Council
for the Arts

Conseil des arts
du Canada

**SITECORE UPGRADE WEB DEVELOPMENT SERVICES
REQUEST FOR PROPOSAL**

INDEX

1.0 GENERAL INFORMATION & INSTRUCTIONS	4
1.1 PURPOSE FOR THE RFP	4
1.2 ABOUT THE CANADA COUNCIL FOR THE ARTS	4
1.3 BACKGROUND.....	5
1.4 ACCEPTANCE OR REJECTION OF PROPOSALS	5
1.5 RFP DATES & DEADLINES	6
1.6 CONFIDENTIALITY AND COUNCIL'S OBLIGATION	6
1.7 TERMS & CONDITIONS	7
1.8 REQUESTS FOR INFORMATION	7
1.9 INSTRUCTIONS	7
2.0 COUNCIL'S REQUIREMENTS.....	9
2.1 OVERVIEW.....	9
2.2 SERVICE REQUIREMENTS	11
2.3 GENERAL TIMEFRAME REQUIREMENTS	13
2.4 OTHER REQUIREMENTS	13
3.0 EVALUATION OF THE PROPOSALS.....	13
3.1 SCORING	13
3.2 SHORT-LIST.....	14
3.3 AGREEMENTS WITH SUCCESSFUL FIRMS.....	14
4.0 WORK TERMS	15
4.1 TASKS.....	15
4.2 CLIENT SUPPORT	15
4.3 DELIVERABLES AND ASSOCIATED SCHEDULE.....	16
4.4 OFFICIAL LANGUAGES	16
4.5 WORK LOCATION	17
4.6 TRAVEL.....	17

APPENDIX A - PROPOSAL FORMAT18

APPENDIX B – PRICING SCHEDULE, RESOURCES & VALUE ADDED20

B.1 PRICING SCHEDULE20

B.2 KNOWLEDGE, EXPERIENCE AND CAPABILITY20

B.3 VALUE ADDED.....20

THE CANADA COUNCIL FOR THE ARTS

TYPE OF SERVICE

REQUEST FOR PROPOSAL

1.0 GENERAL INFORMATION & INSTRUCTIONS

1.1 PURPOSE FOR THE RFP

This request for proposal (RFP) invites consulting firms or digital agencies (the Firm) with expertise in Sitecore technologies to provide strategic web development services to the Canada Council for the Arts (the Council) to upgrade its Sitecore platform and all websites to Sitecore 9.3 on Sitecore Managed Hosting environment.

1.2 ABOUT THE CANADA COUNCIL FOR THE ARTS

The [Canada Council for the Arts](#) contributes to the vibrancy of a creative and diverse arts and literary scene and supports its presence across Canada and around the world. The Council is Canada's public arts funder.

Its grants, services, initiatives, prizes, and payments support Canadian artists, authors, and arts groups and organizations. This support allows them to pursue artistic expression, create works of art, and promote and disseminate the arts.

Through its arts funding, communications, research, and promotion activities, the Council fosters ever-growing engagement of Canadians and international audiences in the arts.

The Council's [Public Lending Right \(PLR\) program](#) makes annual payments to creators whose works are held in Canadian public libraries.

The Council's [Art Bank](#) provides the broader public with a collection of over 17,000 Canadian contemporary art works to enjoy through its rental, loan, and dissemination programs.

The [Canadian Commission for UNESCO](#) operates under the authority of the Council. It shares a common history and future with the Council in terms of sustainable development characterized by the arts, science, culture, equality, and peace.

The promotional microsite for the [Governor General's Awards in Visual and Media Arts](#), a prize awarded by the Canada Council, recognizes distinguished Canadian artists with artistic achievement in visual (including architecture) and/or media arts.

The promotional microsite for the [Governor General's Literary Awards](#), a prize awarded by the Canada Council, recognizes Canadian finalists and winners in seven categories of literature, in both official languages and readers of all ages.

The promotional microsite for the [Musical Instrument Bank](#), showcases talented, Canadian classical musician winners with an instrument of choice from the Canada Council's Musical Instrument Bank.

The promotional microsite for the [Killam Program](#), a prize awarded by the Canada Council, recognizes inspiring scholars and thought leaders in research.

The promotional microsite for the [Saidye Bronfman Award](#), a prize awarded by the Canada Council, recognizes the careers of exceptional artists who have helped shape the field of fine craft.

For more information in regard to the above-mentioned, please refer to Council's following websites:

- Canada Council for the Arts: <https://canadacouncil.ca/>
- Public Lending Right Program: <https://publiclendingright.ca/>
- Art Bank: <https://artbank.ca/>
- CCUNESCO: <https://ccunesco.ca/>
- Governor General's Awards in Visual and Media Arts: <https://en.ggarts.ca/>
- Governor General's Literary Awards: <https://ggbooks.ca>
- Musical Instrument Bank: <https://instrumentbank.canadacouncil.ca/>
- Killam Program: <https://killamprogram.canadacouncil.ca/>
- Saidye Bronfman Award: <https://saidyebronfmanaward.ca/>

1.3 BACKGROUND

The Canada Council's enterprise solution for its websites, Sitecore, has not had a major system upgrade since 2016. An upgrade to Sitecore latest version 9.3, is now required to:

- resolve website performance issues;
- achieve improved security compliance and stability for public-facing web pages;
- improve process efficiencies and alleviate maintenance tasks for internal teams;
- deliver communications outputs using industry-standard technologies; and
- enhance online service delivery to the Council's stakeholders by having a reliable digital communication platform

In 2018 Council hired a third party to conduct a technical assessment of the Council's Sitecore configuration to investigate publishing performance issues. The assessment made short term recommendations for server changes as well as a longer-term recommendation to upgrade Sitecore and move it to a cloud-based solution.

The upgrade to Sitecore 9.3 and migration to Sitecore Managed Cloud services is required before December 31, 2021 as our current implementation, Sitecore version 8.1, will no longer be supported. It will become a maintenance and security risk if it is not upgraded by this date. In order to achieve the aforementioned business goals and ensure the ongoing stability of its websites, the Council is now seeking a vendor to implement the Sitecore 9.3 cloud-based solution.

1.4 ACCEPTANCE OR REJECTION OF PROPOSALS

It is the intention of the Council to consider the proposals submitted and to not be precluded from negotiating with one, or more than one, of the parties responding to this RFP to finalize technical and commercial terms. **The Council reserves the right to accept any proposal, or any part of a proposal submitted that is deemed, in the sole discretion of the Council, to be the most advantageous to it.**

The proposal having the lowest cost shall not necessarily be accepted and the Council may take into account any criteria in evaluating responses to this RFP. The Council is not obliged to provide reasons to any responding parties with respect to any use of the Council's discretion.

The Council reserves the right, in its sole discretion, to seek further information from, or clarification of, any proposal submitted in response to this RFP, and is entitled to utilize any such information or clarifications received in deciding which proposal it may accept, if at all.

1.5 RFP DATES & DEADLINES

The following schedule will be followed for this RFP:

Deadline for expressing interest to respond	2020-11-06 at 9 am EST
Deadline for questions regarding the RFP	2020-11-13 at 9 am EST
Deadline for Council to respond to questions	2020-11-20 at 9 am EST
Deadline for submissions	2020-11-25 at 5 pm EST
Presentations or additional requests from short-listed Firm(s) if required	2020-12-07 to 2020-12-18
Selection decision	2021-01-15
Contract negotiations	2021-01-18 to 2021-01-29
Start of contract	2021-02-08

The Council reserves the right to modify the above timelines as required and the Firms will be informed accordingly.

Period of Validity of the Proposal: Proposals submitted must remain open for acceptance by the Council for a period of not less than sixty (90) days from the specified closing date.

1.6 CONFIDENTIALITY AND COUNCIL'S OBLIGATION

All information, including the RFP, provided to the Firms shall remain the exclusive property of the Council. As such, all data and information shall be kept strictly confidential and shall not be disclosed to any third party without the express written consent of the Council.

The issuance of this RFP and Council's receipt of any proposal shall not, in any manner, obligate Council to perform any act, incur any liabilities, or reimburse or compensate any Firm for preparation costs or other losses incurred in the preparation of their response to this RFP. Council shall have the right to use, for any purpose, any information submitted in connection with the RFP unless it has been marked Confidential.

Confidentiality agreements or clauses are subject to the [Access to Information Act](#) s. 20(1)(b) and must meet the following four conditions to be treated confidentially.

The information must be:

1. financial, commercial, scientific or technical information;
2. "confidential" - three indicators of confidentiality:
 - the information contained in the record is not available from other sources in the public domain or obtainable by observation or independent study by a member of the public acting on his or her own;

- the circumstances in which the information originates and is communicated give rise to a reasonable expectation that it will not be disclosed; and
 - the information, whether provided by law or supplied voluntarily, is communicated to the government within a relationship that is either fiduciary or not contrary to the public interest and that will be fostered for the public benefit by confidential communication;
3. supplied to a government institution by a third party; and
 4. treated consistently in a confidential manner by the third party.

1.7 TERMS & CONDITIONS

Successful firm(s) will be required to enter into a Contract with the Council which will embody the terms of this RFP and any subsequent negotiations or clarifications. The Council reserves the right to modify or amend this form of agreement prior to its finalization and execution with the party submitting the successful proposal.

1.8 REQUESTS FOR INFORMATION

Please submit any questions in writing, via email, to the contact below and the Council will respond accordingly. To ensure that all firms receive equivalent information, the Council will post applicable clarification questions and responses on MERX. Deadline for submitting questions is November 13 at 9:00 am EST (Ottawa local time).

Enquiries concerning any aspect of this RFP can be directed to:

Contact Name: Robyn Jeffrey

Contact Title: Manager, Digital and Brand

Email: Robyn.Jeffrey@canadacouncil.ca

1.9 INSTRUCTIONS

1.9.1 INTENTION TO REPLY TO RFP

Please reply via email (address in section 1.8) by November 6 at 9:00 am EST that you have reviewed this RFP and of your intention to submit a proposal. A return email address must be shown in the proposal.

Firms that confirm their intention to submit a proposal will be provided access to the Council's code base for the current websites.

1.9.2 RECEIPT OF PROPOSAL

The completed RFP submission shall be received electronically by email (address in section 1.8) on the proposal due date of November 20, 2020 prior to 5:00 pm EST (Ottawa local time). Firms are requested to keep their RFP submission size to under 20 MB. Please indicate the RFP title in the email's subject line.

All proposals must be:

- 1) signed by a duly authorized officer;
- 2) include a statement that the firm has examined and understood the RFP and all addenda (as applicable), and
- 3) state that the Firm has the technical and financial resources and personnel to provide the services as identified in this RFP, and within the timeframes specified in this proposal.

Consulting firms are responsible for ensuring that submissions are received by the Council prior to the proposal due date and time. Late submissions received after the closing date and time will be disqualified from competition and not evaluated.

1.9.3 FORMS OF PROPOSAL

To ensure that all proposals are uniformly evaluated, they must be submitted in the format prescribed in Appendix A of this RFP.

The proposal should completely address each element of the Council's requirements as outlined in Section 2.2 (Service Requirements). Changes or enhancements should be clearly identified and explained. The Firm may suggest alternative means beyond the scope of the stated requirements.

All the terms and conditions set forth in the RFP are accepted and incorporated in the proposal unless the proposal specifically takes exception to them.

1.9.4 MODIFICATION OF PROPOSALS

Firms may modify their proposals up to the specified closing date and time.

1.9.5 AMENDMENTS OR WITHDRAWAL OF THE RFP

Correction or clarification to the RFP will be issued in the form of a written addendum to the RFP and will be posted on MERX. No interpretation, correction, clarification or amendment to the RFP shall be binding on the Council unless it is by way of an addendum. Firms must acknowledge receipt of all addenda in their proposal.

1.9.6 RETURN OF PROPOSALS

Unsuccessful proposals will not be returned to the Firm.

2.0 COUNCIL'S REQUIREMENTS

2.1 OVERVIEW

2.1.1 BACKGROUND

The Canada Council for the Arts website and its affiliated sites ([see section 1.2](#) for all websites), are built on Sitecore 8.1 CMS using the BrainJocks SCORE accelerator framework and hosted on Microsoft Azure Cloud platform.

Existing environment and tools:

- Sitecore databases are hosted on Microsoft Azure SQL Server
- Sitecore 8.1 Update-2
 - BrainJocks SCORE Accelerator version 2.1 for Sitecore 8.1 Update-2
 - PowerShell 3.3 for Sitecore 8
 - Active Directory 1.3 module
 - COVEO 4.1 for Sitecore
- There are 9 websites running in 1 instance of Sitecore

Servers:

- 2 Content Delivery Servers which are load balanced
 - IIS URL Rewrite Module is installed for 301 redirects
- 1 Content Master Server
- 1 QA Server
- Sitecore Analytics is disabled on all servers

Development tools and environment:

- Microsoft Visual Studio 2017 Enterprise Edition
- Microsoft SQL Server 2016 Developer Edition
- TDS 5.8
- 9 instances of Sitecore running on developer workstation
- There are 9 code bases (1 code base per website)
- The solutions are hosted on Microsoft Azure DevOps source control
-

The following websites use Coveo search:

- Canada Council for the Arts: <https://canadacouncil.ca/>
- Art Bank: <https://artbank.ca/>
- CCUNESCO: <https://ccunesco.ca/>

Note: There are 3 Coveo search indexes

The Council will be moving to Sitecore Managed Hosting:

- 1 Production Environment– Small performance rating
- 2 Non-Production Environment– Extra small performance rating

2.1.1.1 AUDIT SUMMARY

An audit was performed in 2018. Key points made by a 3rd party are as follows:

Category	Findings	Recommendations
Code	<p>A .NET solution per website</p> <ul style="list-style-type: none"> Code duplication <p>A local Sitecore install per website</p>	<p>Sitecore's Helix model</p> <ul style="list-style-type: none"> Single solution, multiple projects Single local instances for all sites
Source Control	<p>A single code branch - master</p>	<p>Best practices: use development and release branches</p> <ul style="list-style-type: none"> Development – feature creation/enhancements Master – feature integration/deployment flow Release – production hot fixes
Deployments	<p>Manual process</p> <ul style="list-style-type: none"> Developers generate TDS packages of items and files Packages are installed in different environments <p>A non-scaled Pre-Production (QA) Instance Packages used to deploy to the QA instance are generated separately from those deployed to Production</p> <p>Best Practice followed: Build configurations create environment targeted deployments (e.g. QA, PRD-CM, PRD-CD)</p>	<p>Best practices: (CI, Development & Deploy)</p> <p>Pre-Production mirrors production</p>
Content Author Experience	<p>Manual process for publishing</p> <p>Content editing/xDB readiness Use experience editor for Content Author friendly control of personalization and A/B testing – Follows best practices</p>	<p>Use scheduled or auto-publish action on workflow</p>
Workflows	<ul style="list-style-type: none"> Not defined on Templates Pages and Datasources use same workflow making Workbox difficult to use 	
Security	<ul style="list-style-type: none"> Slowly rolling non-Sitecore administrator content authors Explicit permissions denials prevent cross functional content authors 	

2.2 SERVICE REQUIREMENTS

The Council is looking for a Firm to implement the recommended changes that were uncovered in the audit (see above [2.1.1.1 Audit Summary](#)) and upgrade to Sitecore 9.3 on Sitecore Managed Hosting environment. It is expected that the upgrade to Sitecore 9.3 will cover at the minimum the existing functionalities and maintain the branded look and feel for each site.

The following services are required from the selected Firm:

- **Sitecore development (includes Frontend and Backend development)**
 - The solution must follow Sitecore Helix guidelines
 - The solution should be multi-tenant and multi-site
 - The solution must have multiple build targets
 - The solution must use BrainJocks SCORE framework version 3.5
 - The solution must use the Coveo for Sitecore 5
 - Code refactoring to use Coveo Hive framework
 - Script automation in adding in a website to the solution
 - Script automation in adding in new components
 - New solution should maintain existing functionality as a minimum

- **Sitecore Administration**
 - The Firm will create roles and permissions determined by Council
 - The Firm will create and implement Sitecore workflow determined by Council

Note: There is an initiative in process to determine the roles and permissions.

- **Content Migration**
 - The Firm will outline their plan in migrating content for all websites currently hosted on Sitecore 8.1 in addition to the new content that was created or amended during the development of the solution.
 - The migration plan should clearly mention the content freeze periods which should be kept to a minimum to avoid any disruption to the Council's communication.
 - Content Migration Requirements:
 - URL paths to newly migrated pages must be kept as is. All links in search engines remain valid.
 - URLs to new pages that change must be followed with redirects to new paths
 - Pages normally refer to other pages and media items. Those links must be kept in the new solution as well.
 - Old pages may have many versions which are old and outdated, so only the publishable versions will be migrated
 - The content must be extracted from various places in the old solution and be placed into new components, data sources and pages in the new one
 - Some pages should not be migrated to new solution as they are outdated. The Council will map all these pages.
 - Pages that should not be migrated still refer to media items that may not be needed anymore so those media items should not be migrated as well.

- **Training**
 - The Firm will train content authors (up to 20) in their respective website sections
 - The Firm will train content approvers (up to 15) in their respective website sections
 - The Firm will provide technical training for the Sitecore administrators (up to 5)

- **Documentation**
 - The Firm will produce the following in English:
 - Content authoring manuals for respective website sections
 - Content approver manuals for respective website sections
 - Technical documentation related to the solution
 - Technical documentation related to Coveo Search
 - On boarding manual for developers for installing the solution
 - Code Deployment guides (should include how to recover from a failed code deployment)
 - Document any configuration changes done to Sitecore CMS or hosting environment
 - Sitecore Administrator manual

- **Infrastructure Configuration and Support**
 - The Firm will install and/or configure Sitecore 9.3 on Sitecore Manage Hosting environments
 - The Firm will install and configure Sitecore modules on all cloud environments
 - Brainjocks SCORE 3.5
 - Coveo for Sitecore 5
 - Powershell 6.1.1
 - The Firm will configure/integrate Sitecore CMS with Council's Azure Active Directory
 - The Firm will apply Sitecore best practices in security hardening on web servers on all cloud hosting environments
 - Migrate existing 301 redirects

- **Quality Assurance**
 - Conduct websites performance testing, provide the report to the Council and resolve any issues
 - Conduct security assessment to ensure that the solution is secured
 - Test for any visual defects in UI elements
 - Check for any missing content during content migration
 - Website functional testing: upgraded sites should function the same way as the existing solution
 - The Firm must be capable of verifying the content migration for the respective sites in Canadian French, as well as English

- **DevOps**
 - The Firm will provide expert guidance in code deployment and source code management that follows best practices
 - The Firm will provide expert guidance in setting up Continuous Integration and Delivery stack for Sitecore

- **Support and Warranty**
 - The Firm will provide the following support services after a launch for a duration of 1 year:
 - Bug fixes and tweaks
 - Troubleshooting server issues

- Applying Sitecore security patches
- Applying Sitecore updates
- Applying SCORE updates
- Applying Coveo updates
- Performance tuning
- Training (see Training)
- Digital marketing consultation

Post the above warranty and support period, the Firm will deliver all information and necessary documentation to the Council or its appointed representative. This includes but not limited to:

- Source code walkthrough
- Technical documentation
- Technical training
- Any other deliverables or services required to cover the above-mentioned support activities

2.3 GENERAL TIMEFRAME REQUIREMENTS

Exact timelines will be defined with the successful Firm. However, the following general timeframes are being planned for as follows:

- **Sitecore implementation target: From February 2021 to August 2021**

2.4 OTHER REQUIREMENTS

The Firm must (supporting documentation should be included with the submission):

- Be a Sitecore Certified Implementation Partner of three years or more
- Be a Coveo Certified Implementation Partner of three years or more
- Have at least two Sitecore Certified Developers on staff and assigned to the project
- Have experience in working in Microsoft Azure PaaS environment
- Have experience in deploying Sitecore web projects to Microsoft Azure PaaS environment
- Have developed and deployed Sitecore web projects with Coveo Search integration
- Have experience in upgrading Sitecore CMS
- Have experience in content migration
- Have experience in developing multi-lingual website

3.0 EVALUATION OF THE PROPOSALS

3.1 SCORING

All proposals will be rated on the basis of a "points earned" matrix that will involve an analysis of the complete proposal including, but not limited to, such areas as:

- Proposal is submitted according to instructions (Pass/Fail)
- Firm's capability (70%)
 - [Section A: Executive Summary of the Proposal](#)

- [Section B: Profile of the Firm](#)
- [Section C: Suitability of the Firm](#)
- [Section D: Service Requirements](#)
- [Section E: Service Standards](#)
- [Section F: References](#)
- [Section G: Timeline Requirements](#)
- Firm's pricing schedule (30%)
 - [Section H: Pricing Schedule, Experience & Value Added](#)
 - [Appendix B](#)

Firms are required to demonstrate in their proposal that they are able to satisfy the above criteria. Council reserves the right in its sole discretion to request, in writing or orally, clarification of any additional information concerning proposals that are considered responsive.

3.2 SHORT-LIST

A short-list of Firms will be selected on the basis of Council's analysis. Firms on the short-list will be notified in writing and Council reserves the right to request a one-hour presentation to the Council's Selection Committee.

The Council retains complete discretion in deciding which proposals meet the requirements set out in the RFP and what evidence will be considered adequate to indicate compliance with those requirements.

3.3 AGREEMENTS WITH SUCCESSFUL FIRMS

The Council shall enter into negotiations with the successful Firm(s) with a view to finalizing a Contract on terms acceptable to the Council. The Council reserves the right to cancel the contract at any time if the service does not meet Council's expectations and a 30-day advance notice will be sent.

If an agreement acceptable to the Council is not reached within sixty (60) days after selection of the successful Firm, the Council may disqualify that Firm and re-evaluate the remaining proposals without obligation or claim against the Council.

All proponents will be advised on the results of the RFP, including disclosure of the name of the winning proponent, once the proposals have been reviewed and the final negotiations with the winning proponent have been finalized and agreed. Notifications will be done via an email and/or telephone conversation with all the proponents at the discretion of the Council. Within 15 days after notification of award, unsuccessful proponents may request a debriefing on their proposal to be scheduled at a later date.

4.0 WORK TERMS

4.1 TASKS

Specific tasks, activities, deliverables, and Initiative/Project timelines or milestones will be determined by the Project Authority during negotiation of the contract. The Project Authority will negotiate with the contractor the level of effort (number days), nature and/or scope of each task.

Work could include:

- Content migration that meets the requirements in the [Service Requirement](#) section: the Firm will outline their approach
- Installation of the configured application in a Cloud environment, including provisioning of development, testing/sandbox and production environments
- Migration of all websites currently hosted to the new Sitecore instance
- Change Request Process: implement a structured approach to managing changes that will be agreed upon with the Council upon contract signing
- Training
- Quality Assurance
- Documentation
- Development: the Firm will analyse existing code base, and outline their approach in creating the new Sitecore Helix solution
- Support
- DevOps
- See section [2.1 Service Requirement](#) for more detail

4.2 CLIENT SUPPORT

The Council's Project Authority will:

- Provide overall project management authority however the Firm is expected to assign a project manager to manage their resources and activities and act as the point of contact with the Council;
- Provide the Firm with background documents for review;
- Assist the Firm with obtaining Council documents, data and source code, when required;

- Will be the source of final approval and acceptance of all deliverables; and
- Provide feedback to the Firm on all deliverables.

4.3 DELIVERABLES AND ASSOCIATED SCHEDULE

It is expected that the rollout of the upgrade will be performed iteratively for the first few sites starting with the site that has the least traffic in order to adapt and enhance the migration approach which will allow for a simpler and more automated migration for the remaining sites. This will allow the project to work in an Agile way and adapt as the implementation moves forward while reducing the risk of possible issues as we deploy. Further understanding of this iterative rollout requires the creation of a detailed project schedule that will be done at a later time while the deployment Strategy and Plan is created. It is expected that the Firm will provide its recommendation on the migration strategy in order to minimize the content freeze and hence the impact of the overall rollout on the Council’s communications.

The Firm is expected to produce the following deliverables that the Council has divided into “Project” and “Product” deliverables.

Project focused deliverables will include:

Key Task Items/Deliverables	Estimated Time Frame
Kick-off	2 days following the contract award
Project work plan and team structure	To be provided by vendor
Project schedule	To be provided by vendor
Change management plan	To be provided by vendor
Communication plan	To be provided by vendor
Project status reporting	To be provided by vendor

Product focused deliverables will include:

Key Task Items/Deliverables	Estimated Time Frame
Requirements specifications	To be provided by vendor
Technical specifications	To be provided by vendor
Implementation and Migration Strategy	To be provided by vendor
Implementation and Migration Plan	To be provided by vendor
Test strategy and plan	To be provided by vendor
Training Plan	To be provided by vendor
Documentation Plan	To be provided by vendor
Quality Assurance Plan	To be provided by vendor
Cutover plan	To be provided by vendor

The above deliverables list represents the Council's minimal expectations for bidders. The Council acknowledges that proponents may have their own implementation methodologies that will include additional deliverables that may not be listed above. The Council requests bidders to clearly identify deliverables that may not be feasible due to an agile implementation method. The Council also requests bidders to identify additional (or alternate) project and product deliverables to be produced as part of their work plan.

4.4 OFFICIAL LANGUAGES

Work, including tasks and deliverables, will be primarily completed in English; however, the team must be capable of providing services in both of Canada's official languages, especially for conducting meetings. For quality assurance testing, the team must be capable of verifying the content migration for the respective sites in Canadian French, as well as English.

4.5 WORK LOCATION

The Firm is expected to work remotely from its own offices and communicate with the Canada Council via phone, email, Teams videoconference and other modes of communication. The Firm is not expected to work in-person, on site at the Canada Council's offices.

4.6 TRAVEL

No travel outside the NCR will be required. Travel within the NCR will not be reimbursed.

APPENDIX A - PROPOSAL FORMAT

To ensure that all proposals are evaluated equally, the submissions must be divided into the following sections:

SECTION A AN EXECUTIVE SUMMARY OF THE PROPOSAL

SECTION B A PROFILE OF THE FIRM

This section should include:

- company legal name and Canadian address;
- contact information for person responsible for RFP submission;
 - Name, Title, Phone, E-mail
 - Authorized Signature and Date
- website;
- professional memberships;
- number of years in business as a Sitecore Certified Implementation Partner firm in Canada;
- number of core customers;
- financial capacity;
- geographical area of operation;
- a brief description of your company, including the number of FTEs (employees versus contract personnel), average length of employment, an organizational chart and a brief resume of each senior manager.
 - Provide details that would be specific to this engagement
- List other if necessary

SECTION C SUITABILITY OF YOUR FIRM

This section should describe in two pages why you feel that the Firm is best suited to serve the Council's requirements.

Please describe what work the Firm has done in terms of Sitecore CMS upgrades to version 9.x, content migration, and Sitecore development in a Cloud management, or other with (a) the Canada Council for the Arts (b) Crown corporation(s), or (c) similar type of agencies and/or organizations, or (d) with organizations working in the arts and culture sector.

The Firm must be able to demonstrate experience in providing Sitecore CMS Upgrades to version 9.x, content migration, and development in cloud services for similar corporations and agencies and should demonstrate both Canadian and Global reach.

SECTION D SERVICE REQUIREMENTS

This section should be broken into sub-sections that respond to each of the requirements identified in the [Council's Service Requirements](#) (2.2) of this RFP. The Firm must provide project summaries describing at least two (2) engagements related to each project/service/requirement completed in the past three (3) years and must show experience and qualifications with similar corporations and agencies. The Firm must demonstrate qualifications for each of the requirements and articulate what value they brought to

their client through the delivery of that service. The Firm must demonstrate experience in providing Sitecore development, Coveo development, Sitecore CMS upgrades and content migration services.

SECTION E SERVICE STANDARDS

This section should describe the Firm's approach, methodology and accelerators for managing and delivering on project engagements of this nature (based on the examples identified in [Section D](#)).

This section should also address the following:

- Firm's ability to provide a highly personalized, responsive and practical service, and meet established project deadlines;
- Firm's proposal for problem resolution if the proposed work is unsatisfactory;
- Firm's ability to provide a high level of service to Council in both official languages.
- The Firm's approach to managing changes in scope due to unforeseen circumstances or new requirements that weren't previously discussed as part of the project
- The Firm's approach to bug tracking and task management during development
- The Firm's approach to communicating with Council

SECTION F REFERENCES

Please provide five references of comparable, existing corporate clients including the names of the senior contacts, phone number and email. Summarize the work that was done for their organization and the year(s) the service was provided.

SECTION G TIMELINE REQUIREMENTS

This section should describe how the Firm will meet the timeframes indicated in [Section 2.3](#) and demonstrate availability and capacity to deliver on the Council's service requirements in the timeframe requested.

SECTION H PRICING SCHEDULE, RESOURCES & VALUE ADDED

This section should state the total value of the contract and outline the rates for services for each resource category (see [Appendix B](#) for the roles). Resumes must be provided for each of the roles to demonstrate the Firm's breadth of experience and availability of these resources to immediately start work on the proposed requirements.

Indicate whether your Firm would provide thresholds for pricing influenced by spending or if any additional incentives such as early payment terms or grouped project discounts could apply.

Describe any other value-added services that your Firm could provide. Explain where there would be any additional financial advantage if your Firm was awarded work.

APPENDIX B – PRICING SCHEDULE, RESOURCES & VALUE ADDED

As a requirement to complete the Proposal, a pricing schedule must be included.

B.1 PRICING SCHEDULE

To ensure that all proposals are evaluated equally, please provide a task breakdown including predicted hours and rates for each of the team members assigned to the project.

B.2 KNOWLEDGE, EXPERIENCE AND CAPABILITY

It is important to the Council to have competent resources who have been dedicated by their Firm to work with the Council. Describe the resources, including their knowledge, qualifications and experience to provide the services required by the Council. Please provide resumes for each of the roles identified above.

B.3 VALUE ADDED

Indicate whether your Firm would provide thresholds for pricing influenced by spending or if any additional incentives such as early payment terms or grouped project discounts could apply.

Describe any other value-added services that your Firm could provide. Explain where there would be any additional financial advantage if your Firm was awarded work.