# RFQ 2020/WS01

# Design, Development and Support of new Web Site

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The Malta Development Bank (hereinafter referred to as "MDB" or the "Bank") performs a promotional role in line with public policy with the objective to contribute towards sustainable economic development that benefits the Maltese people in areas including private sector development, skills and technology, infrastructure development, green economy and community services.

The Bank is currently in the process of building a new content manageable website.  Proposals shall include the estimated effort in days and cost for the design, development and implementation phases, the delivery plan and the ESPD Form as well additional information that will allow MDB to evaluate the proposal according to the defined Evaluation Criteria document.  With regard to the eligibility declaration, economic operators may submit either the ESPD Form if already available, or they may choose to submit the Eligibility Declaration Form.

In order to be able to fully evaluate the proposal, please do include all of the information requested within this document and indicated Evaluation Criteria document, including:
- Proposed Project Plan including a Completion Date (including any assumptions made);
- Project Team experience in similar assignment;
- Any third-party outsourcing envisaged to complete the project;
- Costing information.

All the documentation shall be submitted by **Monday 21st December at 12:00 CET** on **procurementproposals@mdb.org.mt**.  Late submissions will not be accepted.  Evaluation of the quotations received will take place after the 21st December at 12:00 CET.

A number of other conditions related to this call are being listed below:
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1. The Bank  shall award the Quotation on the basis of the most economically advantageous proposal in terms as indicated in the Evaluation Award Criteria.
2. Please quote the reference number of this request for quotation in your correspondence.
3. All submissions will be dealt with in strictest confidence.
4. The Bank reserves the right to reject a proposal which appears to be priced abnormally low in relation to the Services to be provided.  The Bank reserves the right to  request further clarification,  documentary evidence, explanation or elaboration  in writing on any aspect of the application or declarations made.
5. The Bank reserves the right to reject or disqualify a proposal if:

   a) the Applicant fails to comply fully with the requirements of the RFQ and the information given at the time of proposal is incomplete,  or additional requested information is not provided;

   b) the Applicant is guilty of a serious misrepresentation in supplying any information required in this document and/or in relation to this or any past proposals;

   c) the Applicant has, directly or indirectly, engaged in Corruptive, Fraudulent, Collusive or Obstructive practices in competing for the RFQ in question;

d) there is a change in identity, control, financial standing or other factor impacting on the selection and/or evaluation process affecting the Applicant.

6. If the Bank becomes or is made aware, after award of the Assignment, that an Applicant failed to comply with any of the requesting criteria, the Bank is entitled to terminate the contract without prior notice. The MDB reserves the right to claim payment from the non-compliant Applicant of any damages, loss and expenses incurred as a result of the termination.

7. Subcontracting and awarding this RFQ in Lots may be accepted after seeking the Bank's prior written consent.   In the case of subcontracting, the supplier submitting this RFQ will remain the end responsible party for the whole duration of this assignment.

8. The Bank reserves the right to extend the closing date and to cancel the request for quotation and evaluation process at any stage. The Bank shall inform all the prospective applicants without being liable for any costs and damages including, without limitation, damages for any loss of profits, in any way connected with the cancellation of the request of quotation.

At any time during the RFQ process, in case of any clarifications with regard to the specifications required or should you have any questions kindly revert by email on procurementproposals@mdb.org.mt.

## Objective

The Malta Development Bank's existing corporate web site, mdb.org.mt, was set-up during the initial formative stage of the MDB using the web-building tools then available.  While the existing website served its purpose, the MDB now feels that it needs a modern website using enhanced tools.

The Bank's vision is to build a secure, responsive and fully content-manageable website that will allow the MDB to take its branding and public awareness to the next level.

**This RFQ is for the design, development, implementation, and on-going servicing of our new web site.**

## Design & Development
### Overview

- The MDB requires a **unique, distinct web site look-and-feel**, completely separated from the look-and-feel of other Government entities that will clearly portray the organisation as being independent in culture and ideas.

- Though having a modern and impactful look, the web site must portray the fact that the MDB is a **national economic development institution**.

- The MDB will be making some modifications to its current branding, and the launch of the web site will accompany and reinforce the branding changes.

- For the MDB web site to better contribute towards the Bank's central goals, it should put a much **stronger emphasis on its strong partnerships with other financial intermediaries, support of the local economy**, and more clearly depict its market services in a user friendly and engaging way.

- The web site shall contain user-friendly information about the legislative and regulatory background within which the MDB operates, including relevant EU programmes.

- Target Audiences:
  - **Maltese** market;
  - Commercial Entities as well as private persons who might be beneficiaries (E.g. student loans);
  - EU Commission, and EU Institutions;
  - National Promotional Banks;
  - Local Entities and Institutional Bodies;
  - Members of partner organisations (e.g. EAPB).

- The web site is to have a **responsive design** (can be viewed, in different resolutions on desktop, laptop, phone, tablet, etc), be **cross-browser compatible** (can be accessed using different browsers for example Safari, Google Chrome, Internet Explorer, Edge, Firefox, etc.) and have a **modern, eye-catching and user friendly** look and feel.

- Our requirement is for the supplier to guide the MDB through the design process; to hold sufficient meeting(s) with the MDB team assigned to this project in order to dig deeply into our design requirements; to work with the MDB team and propose unique design alternatives that are up to the desired level of quality.  The supplier is to propose the preferred design delivery (e.g. wireframes, screen mock-ups, templates etc.)

- The approved design will then be developed by the supplier.

## System and User Requirements

The proposed Solution must have the following core facets:

The web site will strengthen the MDB's brand, raise market-awareness about its products and services, and motivate and facilitate additional engagement with the Bank and its partners by utilising an effective mix of user-friendly design, appealing content, and interactive functions.  The proposed solution will be search-engine-optimised in terms of design, giving as much opportunity as possible to increase organic traffic.

We would like to consider the use of:
- A clean, highly informative *products portal* - allowing the customer to be able to **quickly** understand which banks are offering which products – implicitly, we are trying to get beneficiaries to contact the appropriate bank for the right product, without **unnecessary** interaction from MDB.
  - Consider use of a Question tree/Automated Chatbot to arrive at the required product.
- Integration with email client applications for distribution of information to registered users.
  - Integration with MDB's social media presence in LinkedIn, Twitter, Facebook, etc.

- Feedback Forms.  For example,
    - 'Suggest a Product'
    - Suggest web site improvements
    - Suggest product improvements

- Case Studies / Testimonials

- Projects – Portfolio view of potential financial solutions that MDB can offer

Through expertly curated, targeted content and functionality, our ambition is that Visitors will:
- engage in an **interactive and intuitive** manner with the MDB web site;
- consider the MDB web site as a *point of reference for* gaining a better understanding of how they can benefit from the MDB's schemes, project finance and advice.  This could be delivered through *glossary-style* information explained in layman terms.  This can also be supplemented by effective use of multi-media features, providing great cross-over opportunities to social media;
- obtain enough information so that visitors can ascertain if there is an applicable product or service provided by MDB in some shape or form, and then find a simple way to contact the relevant persons at MDB (or commercial Banks) to continue the path towards achieving their objective.

Design Preferences

| Don't Like | Like |
| --- | --- |
| Overcrowded Content | Pages with a light amount of well-spaced content, supplemented with visual aids to facilitate reading and to engage the customer |
| Not too much scrolling, break the page into subpages to reduce scrolling | Focused content split onto separate pages |
| Content style that looks dated, too verbose and 'broadsheet' | Style of site that leads the customer to click (on content) |
|  | Easy readability (avoid grey text) |
|  | Intuitive menus |

Supporting Content and Information

The web site will be presented predominantly in English only, although some specific content may be provided in both English and Maltese.  In addition to the product-centric information that is described above, this content will be supplemented by additional critical content as proposed below:

- About us, with coverage regarding 'chief-level' staff members
- Newsletter subscription
- Social Media integration
- Site search
- Press Releases
- Articles (to be added to web site after some time of appearing in the press etc.)
- Careers

- Procurement
- PR and Events
- Partnering Entities
- Social Responsibility
- FOI / Privacy / GDPR Etc.
- How to Contact Us
- MDB History
- MDB Membership with International Organizations
- Registration of Visitors to receive regular updates to the website

### Future Requirements

The following functional elements have been identified and have been consciously excluded as deliverables for the first web site iteration. However, there is value in mentioning these future requirements for the service provider to be aware of the strategic direction that the Bank would like to take in the future:

- Customer Login Functionality (user authentication for online customer services)
  - To support viewing of balances & transactions (direct loans and co-funding)
  - To support sending of authenticated messages to MDB
- Integration with a Procurement module
- Integration with a Careers/HR module

By submitting a quotation, you are confirming that the solution that you will provide will include the necessary scalability for such potential future enhancements (at an additional cost according to the precise future requirement).

## Technical Requirements

The MDB has decided to make use of MITA's Hybrid Cloud infrastructure to host the new web site and require that **SSL-enabled WordPress** is utilised as the web site platform.

There are two potential options that we are considering for Hosting, and the web site must be able to be hosted on either:

1) **Microsoft Azure WebApp**. (https://azure.microsoft.com/de-de/blog/how-to-run-wordpress-site-on-azure-websites/)

2) MITA may offer a multi-site **centralised WordPress hosting platform** for all government entities.

A final decision on which option to take up will most likely be made in April 2021 and the decision is at the discretion of MDB.

Two versions of the web site should be maintained:
- Staging Environment:
  This will be used to
  - Test technology / platform upgrades and updates;
  - Security Testing;
  - User Training;
  - Content development and testing;

- o "Look-and-Feel" evaluation;
- o Intuitive navigation testing;
- o And allow software developers to showcase new functionality to MDB before going into production.

- Production Environment:
  This will be the LIVE instance of the web site, accessible by end users

A core requirement of the web site from a technical perspective is that the delivered solution will only utilise components that are compatible with the very latest version of WordPress at the time of Go-Live and that all plugins and other components are still supported by their creators where applicable. Additional security best practices such as configuration of SSL certificate, locking down the admin page, using non-standard nominative accounts etc., are to be considered part of the standard delivered solution.
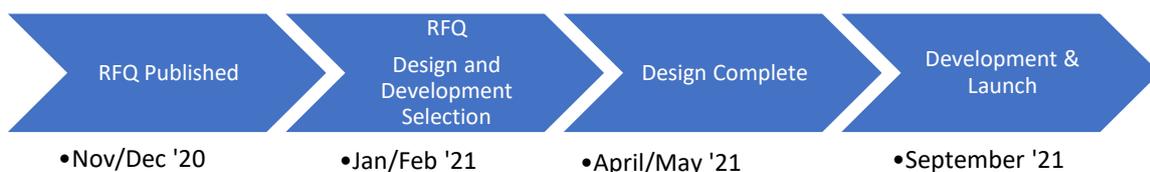
## Search Engine Optimisation

The website will need to be connected to Google Analytics and would be designed utilising best practices in international search engine optimisation, to maximise the website's exposure in the leading search engines such as Google and Bing. Standard SEO tuning issues identified by Basic tools such as Google Webmaster Tools, WooRank and NeilPatel must be fixed as necessary as part of the contracted service.

## GDPR Compliance

The solution needs to be GDPR compliant. Suppliers will need to document how they propose to achieve this, in their proposal. The web site should be able to pass reputable online GDPR test tools such as https://2gdpr.com/. Standard GDPR tuning issues identified by such tools must be fixed as necessary as part of the contracted service.

## Delivery Plan & Supplier History

The supplier is required to deliver the project within the following timeframes:

| RFQ Published | RFQ Design and Development Selection | Design Complete | Development & Launch |
|---|---|---|---|
| • Nov/Dec '20 | • Jan/Feb '21 | • April/May '21 | • September '21 |

It is important that the supplier provides a project plan, and states what participation and resources are required from the side of MDB in order to achieve this timeline.

The supplier is requested to provide information about the profiles and experience levels of the individuals that would be allocated to this project from the side of the supplier, including relevant certifications or accreditations that they possess. In the case of sub-contracted services, which would require the Bank's prior and written consent, the supplier is required to provide the same level of information about the profiles and experience levels of those sub-contracted individuals that would be allocated to this project.

Additionally, the supplier is expected to provide information (or links to information) for at least 5 recent projects that show relevant expertise and experience in developing websites or portals of

comparable size and complexity.  The projects should ably demonstrate sensitivity & adaptation to the local (Maltese) market.

Finally, the supplier is to state any relevant certifications or accreditations that the Organisation possesses.

## Training, Resources, Implementation and Go Live

Suppliers are required to submit pricing and details about internal user training (basic site administration, new content creation, etc.), implementation and go live, and to describe the level of administration documentation that will be provided.  Note that the MDB will be provided with full administrative rights over the web site.

Prior to go-live, the MDB will commission an independent third party to perform standard vulnerability and penetration testing on the web site.  It is expected that the supplier will address any security issues and best practices that are discovered, that are related to the web site implementation, components, settings, themes, plugins, etc (i.e. not related to the MITA hosting) within the control of the supplier.

## Ongoing Support, Maintenance, & Reporting

The supplier is to propose support package options for the ongoing support and update of the web site platform and its plugins and components, additional future requirements, user support, security hardening activities, and any other related support service that may be required during the lifetime of the web site.

Requirements Include:
- Non-automated periodic (minimum quarterly, but please propose based upon experience) update cycles to the Staging and Production environments.  A log of updates is to be maintained and shared with the customer;
- Fixes & rework during updates to ensure that WordPress is regularly updated, and that all plugins, components, and customisations are updated to support the latest version of WordPress;
- Fixes and application vulnerabilities, and application of best practises as WordPress evolves;
- Configured dashboard access or reporting that will provide key information about the performance of the web site.  Including, but not limited to:
    - Overall Availability Statistics
    - Dead Links
    - Number of Page Hits (Daily/Monthly)
    - 404 responses (page not found) per day
    - Average Session Duration
    - Average Unique Page Views (Monthly)
    - Average Organic Traffic (Monthly)
    - Messages received via Contact Forms (Split by Form)

- We require hourly rate for new development, configuration, customisations, and any work that does not form part of the quoted services.

The supplier is requested to describe their model for Issue Tracking, Change Management and SLA offering. The MDB will give preference to suppliers who commit to respond to *standard* bug reports within 8 working hours, and *critical* issues within 2 working hours.

Within the support proposal, the supplier is requested to state the conditions where the cost of annual fees / hourly development rate may change, and if there is a period when the supplier will agree to keep these costs fixed, for how long that period will be.

## Subcontracting

Any intention to subcontract all or part of the contract must be clearly stated by the supplier in their quotation. Suppliers must indicate the parts of the contract they intend to subcontract and the identity of those subcontractors they intend to work with, and clearly state the nature of their links to those subcontractors. In the case of subcontracting, the supplier submitting this RFQ will remain the end responsible party for the whole duration of this assignment.

## Intellectual Property

By submitting the Quotation, the Supplier agrees to assign to MDB any intellectual property rights that subsist in or arise from the deliverables including but not limited to any related documentation, modifications, improvements, upgrades created or otherwise developed pursuant to this Quotation. The MDB may request to the supplier to sign a Confidentiality and Secrecy Declaration Form.

## Project Cost Breakdown

To aid in our understanding of your project delivery methodology, please provide a breakdown of the project costings information in the following sample format below. Please amend this table in line with your own project approach and include as much as possible the constituent elements of your quotation.

It is important that within your quotation document for each constituent element you provide as much information as possible.

| Phase | Item | Estimated Effort (days) | Cost |
|---|---|---|---|
| Design | Workshops & Meetings with MDB | | |
| | Analysis, and creation of unique design alternatives for Approval | | |
| Development | Development of Solution | | |
| | Deployment of Solution to Staging Environment | | |
| | SEO Tuning | | |
| | GDPR Compliance Tuning | | |
| | Security Hardening | | |
| Implementation | Deployment of Solution to Production Environment | | |
| | User Training | | |

# Evaluation Criteria

## RFQ-2020-WS01- Evaluation Criteria

| Qualification | |
|---|---|
| *Supplier has provided a quotation for entire project brief (full project) including all information requested?* | **Y/N** |

| Evaluation Grid | Weight |
|---|---|
| **Supplier & Project Team** | **25.0%** |
| *Supplier Size (resources relevant to this project)* | **3.0%** |
| *Supplier Accreditations / Certifications* | **3.0%** |
| *Project Team Profile / Quality / Relevant Experience* | **4.0%** |
| *Quality of Project References/Portfolio Provided with Local (Maltese) Context* | **15.0%** |
| **Response Quality & Accuracy of Content and Structure** | **30.0%** |
| *Project/Delivery Plan Quality - Design / Development Phases* | **15.0%** |
| *Project/Delivery Plan Quality - Post-Launch & Ongoing Support* | **10.0%** |
| *Information Security consideration of Approach* | **5.0%** |
| **Cost** | **45.0%** |
| *Initial Cost* | **25%** |
| *Estimated Annual Support & Maintenance Cost* | **13.0%** |
| *Hourly Development Rate for Additional Services & Customisation* | **7.0%** |