



Part B: SCOPE OF WORK (SAT TENDER NUMBER 184/21)

Bid Description	
Digital Assets Management systems and services requirement	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender number 184/21
Closing Time:	12h00
Closing Date:	06 August 2021 (No late submission will be accepted)
Compulsory Briefing Session:	No Compulsory Briefing
Date and Time:	N/A
Venue:	N/A
Address	N/A
Contact Person	Raymond Mabuela
Bid Submission Address	https://e-procurement.southafrica.net
Envelope Addressing	<p>SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism. The portal is the official portal for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.</p> <p>The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (https://e-procurement.southafrica.net) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.</p> <p>The supplier user manual can be viewed and downloaded on SA Tourism's website at https://www.southafrica.net/gl/en/corporate/page/tenders.</p> <p>All bidders should therefore take note that the physical drop-offs and courier of bid responses to</p>

	<p>SA Tourism's physical address is no longer permitted.</p> <p>Prospective tenderers must periodically review both http://www.southafrica.net/gl/en/corporate/page/tenders and https://e-procurement.southafrica.net for updated information or amendments with regard to this tender, prior to due dates.</p> <p>Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.</p> <p>Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.</p> <p>Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.</p>
	No tenders transmitted by telegram, hand delivery telex, facsimile, E-mail or similar apparatus will be considered.
Section	Supply Chain Management
Contact Person	Raymond Mabuela
Email Address	raymond@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

Index **Page**

1	INTRODUCTION	3
2	CLOSING DATE	3
3	TENDER DOCUMENT MARKING	3-4
4	CONTACT AND COMMUNICATION	4
5	DETAILED SCOPE OF WORK	4-10

INTRODUCTION

South African Tourism Board (South African Tourism) was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. South African Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

The mandate of South African Tourism in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors. It is common cause that tourism is a key strategic industry in terms of National Tourism Sector Strategy documents as it supports government objectives of alleviating the triple challenges of unemployment, poverty and inequality.

The scope of South African Tourism's business includes four distinct areas of business focus and delivery, with different target markets and segments:

- I. International Leisure tourism (travel trade and consumer); and Domestic leisure tourism (travel trade and consumer)
- II. Business events through the delivery unit the South African National Convention Bureau (Meetings, Incentives, Conferences, Exhibitions);
- III. Quality assurance of tourism establishments through the delivery unit the Tourism Grading Council of South Africa.
- IV. Corporate - enhancing the South African Tourism brand

Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted through a system that is fair, equitable, transparent, competitive and cost-effective and also confers a constitutional right on every potential supplier to offer goods and services to the public sector when needed.

The submission of proposals will be in terms of this document. All information requested, must be supplied and all annexures completed, whether such information or annexure refers to the eventual tender or not. This information will form part of the eventual tender and must therefore be completed, as there will not be an opportunity to do so later. Thus it is essential that the information supplied is both correct and true.

South African Tourism has a detailed evaluation methodology premised on Treasury Regulation 16A.3 promulgated under Section 76 of the Public Finance Management Act, 1999 (Act, No. 1 of 1999), the Preferential Procurement Policy Framework Act 2000 (Act, No.5 of 2000) read with Preferential Procurement Regulations 2017, and the Broad-Based Black Economic Empowerment Act, 2003 (Act, No. 53 of 2003).

Prospective tenderers must periodically review <https://www.southafrica.net/gl/en/corporate/page/tenders> for updated information or amendments with regard to this tender, prior to due dates.

2 CLOSING DATE

The closing date for the submission of proposals is **06 August 2021 at 12:00pm**. No late submissions will be accepted.

Briefing Session (No applicable)

3 E PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 3.1 SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism.

The portal is the official portal for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal.

The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on SA Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>.

All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism's physical address is no longer permitted.

- Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to due dates.
- 3.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.
- 3.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.
- 3.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

4. CONTACT AND COMMUNICATION

- 4.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Raymond Mabuella via email raymond@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.
- 4.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than 23 July 2021.

All responses will be published by the 27th of July 2021 on the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders>; and
<https://e-procurement.southafrica.net>.

5. DETAILED SCOPE OF WORK

- 5.1 South African Tourism currently owns a large repository of existing content that must be stored and managed through a reliable and modern digital asset management system run by a reputable company with extensive previous experience in asset management and offer rights and usages management services for all assets within the library

This repository of existing content has been steadily built over a number of years and includes all of the raw footage that has been developed during the various SA Tourism marketing campaigns. The existing assets equate to over R120 million in relative terms of production costs and are an invaluable source of content for SA Tourism. It is a significant quantity of assets that must be tagged, categorised, sorted, stored, retrieved, used and ensures that the appropriate usage rights and limitations are attached to every asset.

Reputable and experienced service providers, with a good track record of delivering the scope of work and the full range of services as laid out below, to submit proposals that demonstrate their ability and capability to implement a digital asset management system to facilitate a centralised database as well as demonstrate their rights and usages experience. This system implementation must be entirely owned by SA Tourism however the rights and usages management must be undertaken by the service provider. The system is to have digital assets stored, indexed, tagged and saved to make it easier for SA Tourism to have full control of digital assets in a way that they will be able to access media data, organise it, retrieve it, label it, SA Tourism's footage library

A. The lifecycle of a digital asset is as follows:

- Identify gap or need for an asset
- Design and create asset
- Capture asset and tag, annotate and review asset
- Asset approval
- Asset distribution to internal and/or external partners and stakeholders
- Asset retrieval to make use of and distribute the asset
- Asset Archiving when the asset is no longer useful, relevant, out of rights or viable, however having the function to be able to review archived assets as needed
- As part of the lifecycle of this asset there is a requirement to report on asset related data including but not limited to; the number of downloads; the number of embeds; the number of deployments; and an integration with Google Marketing Platform to measure programmatic instances of dynamic assets.

B. User Requirements

- User must be licensed to use the system
- Each user can see his/her own permissioned view of the library
- Unlicensed users will have access to a specific set of assets that SA Tourism owns the rights to in perpetuity for the purposes of selling South Africa as a destination of choice.

C. Administrator

- System administrator can make changes to the system (deleting, editing, providing foreign language translation etc.)
- The System Administrator must have access to reports including audit trails, approvals and asset recovery in the case of a systems failure
- There must be a workflow system that can identify approvers within the system and the administrator must have line of site of assets in each stage of the approval workflow. There is a high likelihood that this system will need to integrate into an existing WMS (workflow Management System) or BPM (Business Process Management) tool

D. The content creator or manager with access to the system must have the physical asset in place. The system must then allow the user to upload the asset with set parameters including but not limited to:

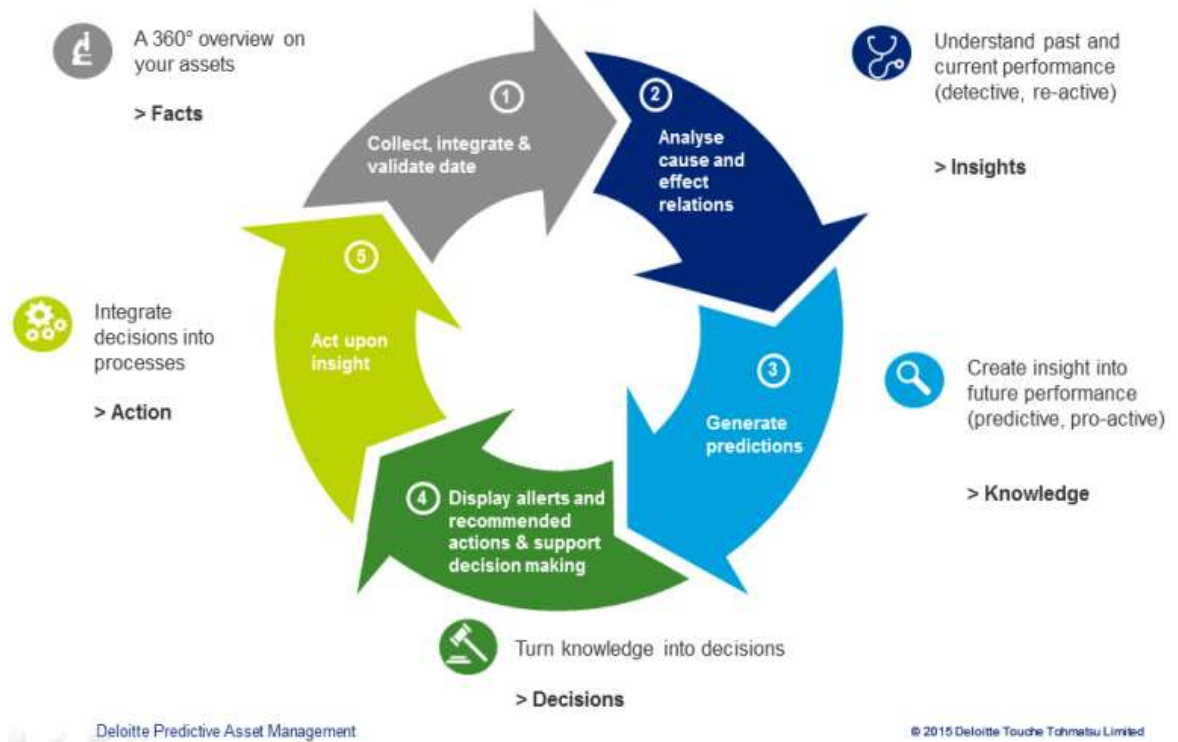
- Usage rights if regional rights have been applied
- Expiry dates of asset usage
- EXIF (Exchangeable image file format) and METADATA data from the asset
- Appropriate tags for the asset to be searchable
- Description of the asset
- All agreements relevant to the asset can also be stored with the asset.

The physical asset is then made available and searchable to users in the system with the appropriate usage rights and privileges in place. The asset in all the formats that it exists will be required to ensure that the rights remain in place and when assets are to be removed or renewed. The end user is then able to select and make use of the asset in line with the usage and regional rights and can be deployed on appropriate channels.

Notification of usage rights should be highlighted whenever a user accesses any asset. If there are regional rights each asset must indicate this. If SA Tourism holds the rights to an asset in perpetuity for use on all regions this must be specified. Usage must indicate if there are expiry dates on the asset in terms of usage rights. Proven Approach customized to your needs:

A proven approach customized to your needs

Predictive Asset Management analyzes data from multiple sources and provides recommended actions, enabling informed decisions



Asset review and approval – assets should be reviewed, approved, rejected, and annotated in the system and approval capabilities as per user right, to help collaborators get assets and creatives edit, review,

and approve easily, regardless of their location. This eliminates the need to share and approve drafts manually, which saves valuable time.

File management – enable users to store, share, distribute, and edit digital assets from a single centralized location. Workflow automation – workflow automation engine built in to the system as it replaces manual processes and streamlines the creation and production of assets, while providing project tracking to ensure that all production steps are completed, and that no proofing or approval cycles are missed

Repurposing and conversion – the system repurpose assets into different formats, and offer file conversion capabilities with process control. Digital publishing – enables creative teams to utilize assets to create and produce content in multiple formats, and deliver it across a variety of platforms and devices.

E. User access

- System to support internal and external access for registered users, vendor’s consultants.
- Varying access levels depending on whether it is SAT internal, a stakeholder or trade partner and member of the public using our assets for their advertising purposes
- User should have a dashboard view of all the rights and talent releases/work status as per their permission level

F. File format support

- solution should support:
 - Image, video, audio, open design files and documents including word, pdfs, templates and spreadsheets
 - Social assets (including GIFS), open Photoshop, InDesign and Illustrator
 - Image editing

G. Content

- solution should support:
 - Deployment of dynamic assets in conjunction with Google Marketing Platform
 - Sizing of assets for dynamic banner creation
 - Support services to measure usage and report on downloads or deployment
 - Support for the Content Delivery Network
 - Storing UGC content

H. Versioning

- Describe the file versioning capabilities of the system.

I. Metadata

- solution to employs metadata standards:
 - such as XMP, EXIF and IPTC. metadata reside in the actual asset file so that it travels with the file, even if the file is removed from the repository.
 - And should be added to both single assets and groups of assets

J. Search and Indexing

- System should have search functionality including:
 - Including rich descriptions and keywords to index for search
 - Searchable database for languages in support of all regions in the SA Tourism MIF.
 - Findable and indexed through Google for search tags
 - AI to assist with searching based on picture content
 - Uploading and naming assets to support SEO and Search Activities

K. Tagging

- Functionality for:
 - Linking of assets into a shopping basket
 - Support services to upload, tag and manage assets
 - Asset tagging and tracking for views and engagements

L. Notifications

- Alerts for all activities on the system for relevant users this includes:
 - Expiry dates of asset rights usage
 - Regional rights usage
 - Identifying assets owned wholly by SA Tourism in perpetuity
 - Identifying if an asset is available for ONLY SA Tourism usage
 - Editorial assets
 - Broadcast rights

M. Registration

- Functionality for different users to access the system:
 - Contributor level/rights (Access levels - front end user)

N. Collaboration

- Enables groups of users or organizational teams to work together on asset development or creative projects in real time.

O. Reports

- be able reports to generate from the system:
 - Reports should have ability to be emailed and output to Access, Excel, and/or other applications from within the system
 - Reporting available at the asset level.

P. Assets Migration

- System should be able to migrate assets data form other legacy systems in any format

Q. Assets Sales

- Should allow / support the sale of assets within the system.

5.2 Configuration & system requirements**A. SaaS or On-Premise**

- Installed system (On-Premise) or hosted (SaaS/cloud) or hybrid:
 - users can access the DAM system through a website application
 - Specify browsers supported

B. Integration with existing infrastructure

- should support integration with our existing technology systems or future technology implementations (e.g., SA Tourism proprietary technology platforms,
- Google Marketing Platform, Umbraco, Azure, SharePoint, Adobe creative software, Oracle etc.)

C. Customization

- The required solution should be customizable for the interface, features, and other components.
-

D. Solution should have RESTfull integration and functionality**E. Solution must be multi-platform and device responsive and compatible****F. Methodology**

- Describe your methodology when working with clients like us.
- How will you go about understanding our current workflows and needs, designing a solution to meet those needs, and deploying the solution so that we'll get maximum benefit from our investment?

5.3 Backup, disaster recovery, and business continuity planning**A. Disaster recovery planning**

- System should ensure the security of our digital assets in the event of a system failure or another catastrophic event.
- SA Tourism would require the supplier to do tests on disaster recovery and evidence of backups to be supplied for assurance.
- This includes not just digital assets but the safe storage on analogue assets including film storage.

B. Archiving

- system should have the following:
 - full archiving capabilities with rights management as per users
 - Archived assets (and their metadata) should still searchable in the system.
 - System support integration with other archive systems

5.4 IT security and administration

- Access privileges
- system should allow us to structure our user base with a variety of privileges to restrict/grant access to file formats, delivery methods, groups of assets, and administrative functionality.

- SA Tourism currently works with the Google suite of products and user authorisation may require to be linked to existing systems. Not all users who access the system will automatically have the G-Suite authorisation, therefore there must be user access abilities that are external of the SA Tourism
- Administrator functions– the administrators must have the ability to verify assets, usage rights and model releases. The administrator must also be able to approve, annotate and adjust assets.
- Solution implementation and training – Provide plan/process for successfully implementing the solution to support our requirements, including how you'll ensure that our employees have a thorough understanding of how to use the system
- Please provide a high- level task plan and timeline.
- Data Migration, in the event that a new service provider is appointed, the data migration from old to new also needs to be taken into account.
- Maintenance and support– Please provide:
- maintenance and support programs, including warranty.
 - how change requests are accommodated, email vs. phone support, response times and escalation processes.

5.5 Services

The successful bidder will deliver a content management hub that provides continuity for South African Tourism's existing digital asset bank. Amongst the services required from the provider includes:

- Production, sourcing and management of digital assets
- Categorising, tagging and storage of digital assets. This includes updating and verifying accurate information that relates to the mage including place names, provincial details, pillar and experience categorization, thematic categorization, specialist travel categorization.
- Rights and usage permissions including valid dates and original content creation agreements and talent releases according to the asset management framework of the organisation
- Requirement to have editing and production facilities with relevant in house specialties like photo retouching and video editing.
- Collation, storage, tagging and categorizing of all marketing assets including open files and design elements.
- Collation, collection, tagging and categorizing of all rushes form all SA Tourism shoots for later retrieval and re-use all of marketing material and shoot rushes. It is imperative that SA Tourism retains existing footage for repurposing for marketing activities to assist in cost saving measures on SA Tourism production projects.
- Raw content processing including but not limited to: Editing, digitising, colour-correcting, adding meta-tags and attaching, verifying and ensuring talent releases are in place for the proposed asset development deployment.
- Provision and sourcing of 3rd party content to be used by SAT. This content includes all footage or features procured by the service provider and liaising with the creative agency or in-house teams to retrieve and make use of that footage.
- Retroactively procure content that may have been developed during SA Tourism marketing activations, add it to the existing repository and increases our existing library for usage.
- When content does not exist the service provider may be requested to source content from external partners including provinces, local destination organisations and tourism product owners to support marketing activities.
- Performing research and fulfilling requests for all SA Tourism production requests including requests from the wider tourism sector and trade partners.
- Management and support of multiple user interfaces as per the SA Tourism requirements. These platforms include:
 - Tourism Sector available assets that SA Tourism owns the rights to globally and in perpetuity that may be made available to sector partners for use in their promotion of South Africa as a destination.
 - A secondary layer of access for assets that are available for internal or SA Tourism marketing activities
 - UGC procurement, storage, retrieval and usages for SA Tourism to make use of UGC in their dynamic advertising
- Managing user requests on the platforms
- Hosting and platform software and hardware
- Support the legal requirements for usage rights by directing compliance for all usages
- Management of talent and property releases
- Supports to agencies and internal SA Tourism users with talent and property releases to reduce the potential of liabilities for talent costs
- Provision and management of model and property releases to agency production teams to ensure all of the compliant information is captured during the production of the shoot.
- Review and checking of edits to ensure that all talent and footage is cleared for identified usages
- Safe and secure appropriate storage for the digital assets valued at over R120 million in production value

- Safe and secure appropriate storage of all physical content assets such as film canisters
- Approach all international offices to understand the size of their local assets (image/footage/open files from previous campaigns). All content produced up to now should be available to all offices so we could maximise resources.

5.6 PITCH PRESENTATION

All agencies will be expected to present a short pitch revert against the background, environment and scope of work stated above. The pitch presentation also needs to address the below:

The pitch should include an overview of the proposed system to be used and the technical functionalities of the system.

5.7 PRICING SCHEDULE

Share a commercial proposal for a 3-year project based contract with South African Tourism Tender 184/21.

With reference to the above tender, the contract period for the successful bidders will be for a period of three years. We therefore are inviting the shortlisted bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.

Please note this tender is for an agency that will manage ongoing services for by South African Tourism, and may be required to support all other business units of South African Tourism. The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems listed above. The price quoted by the agency during submission will be used whilst evaluation. However, it is important to note that this is a fixed retainer amount and the agency will be required to supply an ongoing service during the year.

A detailed price schedule should be included in the proposal where the following should be considered:

- Agency fees i.e. responsibilities, levels of seniority, creatives, client service, strategy, production management etc.
- In-house rate for the resources
- Mark-up policy on external costs, i.e. third-party storage, etc.
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e. total transparency for all commercial deals relating to South African Tourism
- Indicate any once-off costs that may occur
- Monthly Retainer fee for a period of three years

It is however important to note that South African tourism will contract based on project fee model structure only.

END.