

**PAKISTAN TELECOMMUNICATION COMPANY LIMITED**

**HEADQUARTERS, G-8/4, ISLAMABAD**

**REQUEST FOR PROPOSAL**

**DIGITAL MEDIA SERVICES**

* Website Development and Maintenance
* Social Media Management
* Digital Media Planning and Buying

# RFP Scope

For the scope of this RFP, PTCL requires agencies for its Digital media services which are:

1. Website Development and Maintenance
2. Social Media Management
3. Digital Media Planning and Buying

On a broader level, the agencies will be required to perform the following functions:

1. **Website Development and Maintenance**

* Design, update and maintain PTCL website [www.ptcl.com.pk](http://www.ptcl.com.pk) to increase traffic and ecommerce
* Undertake SEO on [www.ptcl.com.pk](http://www.ptcl.com.pk) and gaming lounge [www.gaminglounge.pk](http://www.gaminglounge.pk) to bring the websites in top 10 search results based on keywords search

1. **Social Media Management**

* Maintain, update and create (if not available) PTCL social media presence on mediums which are as follows:
  + 1. Facebook
    2. Twitter
    3. LinkedIn
    4. YouTube
    5. Vimeo
    6. Daily motion
    7. Google+
    8. Instagram
    9. Any new medium which is gaining popularity
* Creative Development for digital campaigns
* Digital Media Monitoring & Reporting

1. **Digital Media Planning and Media Buying**

* Run campaigns to reach targeted audience – segmentation of audience and digital mediums to be used (email, ads, sponsored stories, video boost etc) to generate desired results
* Get best online rates and deals for PTCL.

**The Bidder can respond and submit proposal for ANY or ALL three sections.**

**PTCL reserves the right to call any bidder for any selected section for further pitch if required.**

# Website Development and Maintenance

The agency will be required to redesign and maintain the PTCL Corporate website. Our website is already developed, hosted and optimized which needs revamped to provide the following:

* Keep brand layouts similar to that of Etisalat websites (UAE, SL, NG, EG)
* Make it faster to load and compatible for multiscreen
* Add new features like login with facebook/ Google for the ‘My Account Section’
* New features like share the contents on social and messaging platforms e.g. Facebook, Twitter, WhatsApp etc
* Add new sections like ‘Forums for user help user and FAQs, tutorials , videos for self serve’ – public but moderated
* New sections like Download new firmware, patches etc
* E-Commerce section to be optimized / upgraded as per new technologies and features like
  + Recommended for you
  + User reviews – moderated
  + Wishlist
  + One click purchase
  + My account and previous purchases
* Optimized for SEO with regular SEO to bring it to the top 10 searches on popular keyword searches as ‘best internet in Pakistan etc)
* Easy access to common features for customers like
  + Get duplicate bill
  + Get Tax certificate
  + Pay your bill
  + Top up your account
* Easy to maintain and update via CMS
  + Content of the websites
  + New products and services
  + Changes in the prices
* Reporting
  + Google Analytics based reporting
  + Ecommerce section reporting like
    - * Left in the cart.
      * Inventory
      * Most popular etc

The agency must have experience with website design projects, and expertise with best practices regarding:

• Successful website redesign (keeping in mind current branding)

* User experience and usability testing
* Information architecture
* Website development and deployment
* Ecommerce Website development
* Content strategy (CMS)
* Social media integration
* Responsive design
* Multiscreen solutions

# Important Information about Current Website

* The current website was launched in September 2014 with implementation of Online Shop, My Account and Support with different features in 2015
* Approx. 3000 pages are managed by current CMS including content, shop, media, tenders, corporate info, support
* The current website platform is:
  + **Development**  
    Microsoft .NET Framework 4.0+  
    Oracle 12c / 11 G
  + **Application/Web Server**  
    • 4 Tara Byte 2 with load balancing + 1 for disaster recovery MS Windows Server 2012 Standard Edition
  + **Database Server**   
    • 4 Tara Byte 2 with load balancing + 1 for disaster recovery  
    • MS Windows Server 2012 Standard Edition Application/Web Server
* The current website is hosted in PTCL Data Centers (Isb and Khi) and managed by PTCL IT teams and vendor.

# Objectives

The primary objectives and goals are as follows:

1. Strategic Redesign of Website Customer Focused Segments
2. Redesign of Content / Information Architecture
3. Enhanced Browser and Device Compatibility
4. Improved SEO by meeting SEO requirements
5. Improved page load time
6. Location / Actions / Persona based customer experience
7. Digital Marketing techniques for improved conversion
8. Use of Google Analytics to capture all customer engagement points and improved traffic
9. Code and Functionality Quality Assurance
10. ***Interactive and engaging website***

We are seeking to redesign our website to include an intuitive, easy-to-use interface that allows residents, visitors and business partners to complete their tasks quickly and easily regardless of the device they are using. The solution should be also be easy to maintain for our administrators and content creators, streamline business operations and increase productivity.

1. ***Customer centricity***

Our website is our digital front door and our goal is to focus on the needs of our existing customers, new prospects and other stakeholders, and on improving our interactions and engagement with our customer base.

* + - Serve the needs of all users by letting them easily find what they are seeking, providing them with access to key services on a 24x7 basis, allowing them to share information and interact with our staff.

• Promote transparency and make it easy for us to share and post information, and for our users to find and interact with the information.

• Represent or brand in a way that highlights the cutting edge products on offer, easy engagement and moreover PTCL’s customer centricity.

• Provide a pleasant and delightful experience to all users by making it easy for them to complete their tasks or find what they want in a straightforward manner.

• Be strategic and nimble, and focus on making the load faster and better across the type of devices it is accessed.

1. ***Research based design***

We want a site that meets the unique needs of our target audience, and are not looking for a cookie-cutter or template solution. Our vendor should employ a strategic research-based and data-driven process to gather input, define expectations and design a consistent, user-friendly navigation framework for the website that meets the needs of all users.

1. ***Responsive site***

Visitors to our site will utilize a wide variety of devices to access our website, including computers, tablets and mobile smart phones. Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

1. ***Accessibility***

Our new website should comply with World Wide Web Consortium’s (W3C) standards.

1. ***Flexibility***

The new site should build upon proven and accepted Website development standards while maintaining flexibility to easily grow and add new functionality over time .The solution should also accommodate existing auxiliary department sites to maintain a unique look and feel, but share overall infrastructure and features.

1. ***Content Management System***

Content management solution (CMS) should be provided as a part of the solution. The annual subscription fee should cover ongoing support and CMS module.

1. ***Simplify and streamline administration***

The solution should:

• Simplify website administration, allowing users of all skill levels to update assigned sections of the website.

• Streamline business operations and reduce the amount of time that IT spends on enhancing and maintaining the site.

# Scope of Work

1. **Development Requirements:**

The development will include the integration with PTCL internal backend systems and external systems including:

1. **Customer Relationship Management (CRM)**
   1. Online Shop Landline, Broadband, SmartTV Orders and Status Update
   2. Service Complaints Registration and Status Update
   3. My PTCL Service(s) Linking
2. **PTCL Customer Relationship Management (pCRM)**
   1. Online Shop Orders for EVO / Charji products
   2. EVO Bucket Subscription and Scratch Card Recharge
   3. Data Usage Inquiry for Broadband, EVO and Charji
   4. My PTCL Service(s) Linking
   5. Withholding Tax Inquiry for Wireless Services
3. **PTCL e-Payment System** 
   1. Bill Inquiry for all PTCL Products
   2. User Registration and Login
   3. Customer Profile Update
4. **Etisalat Payment Gateway**
   1. Credit/Debit Cards payments for Online Shop and Bills / Recharge via e-Payment System
5. **UFone SMSC**
   1. Customer Notifications
   2. SMS Promotions
6. **PTCL SMTP**
   1. Customer Notifications
   2. Email Promotions
7. **E-Reports**
   1. Withholding Tax Inquiry for Landline services
8. **Third Party Courier System (if provided by business)**
   1. To deliver wireless products to customer premises
   2. To allow Cash on Delivery payment mode
   3. To provide biometric verification for wireless services
9. ***Design guidelines and qualifications***

The design of the website should be welcoming, attractive and created by a member or members of the vendor’s professional design staff. The final version of the design should be a collaborative effort between PTCL and the vendor, incorporating elements that effectively represent PTCL brand and image through a data- driven and consultative development process.

The vendor should utilize a data-driven design process to gather information to complete a comprehensive redesign of our website. The techniques should include the best practices of usability and user experience:

* **Accessibility / Heuristics validation** – the vendor should analyze the accessibility of the current site and make recommendations for the new site.
* **Site analytics** – the vendor should utilize historical site analytics to understand patterns and information useful to the development of the new site.
* **Mobile usability** – the vendor should analyze the current site for mobile usability and review the mobile site statistics to understand the needs of the current visitors.
* **User usability testing** – usability testing allows vendor to conduct user research with participants in their natural environment to test interaction and identify issues with navigation and layout.

The result of the usability design study should be a report with design recommendations and a wireframe version of the proposed new website that will be used to develop homepage and interior page design concepts.

* **Consistent Website Design** – Website design must remain consistent throughout all pages to maximize usability, except where differentiating between departments or sections of the website as requested by the {entity}.
* **Design Overview** – Website design must be visually appealing, incorporating PTCL’s colors and logo.
  + Customized webpage for
    - PTCL customers
    - Non PTCL customers
    - Page with specific offers for geographical locations. For e.g website visitors from Lahore to get Lahore specific promotions.
* **Design Process** – The vendor shall develop an original design for the PTCL and over a period of time during the development of the website, consult with key members of PTCL website redesign committee to make revisions and alterations to the vendor’s original design submission.
  + **Easy Updating** – Design elements should include background images, photographs, logos and buttons that are easily updated or swapped out by our staff at any time and without incurring any additional implementation
  + **Website Design and Content Ownership** – Ownership of the website design and all content should be transferred to PTCL upon completion of the project.

1. ***Responsive website***

The vendor is expected to produce a responsive website for PTCL to meet the needs of users accessing the site on a variety of devices, including computers, tablets and smart phones. Vendor must have proven success in previous responsive design projects. The solution should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

The project is expected to include:

* + - Clean visual design incorporating PTCL’s logo and branding as identified in
    - Responsive site creation that includes, but not limited to:
      * Creation of responsive templates
      * Creation of fluid grids
      * Taxonomy and site map
      * Image adjustments
      * Ability to adjust or modify responsive views on individual pages or templates
      * Navigation redesign

1. ***System functionality***

The vendor’s proposed content management system (CMS) should be a web- based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update the new website.

The CMS must allow non-technical content contributors the following abilities:

* **Content Management** – A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a back-end administrative system (i.e. HTML).
* **Hyperlinking** – Users who wish to add simple links – either internal or external – should be provided with an option to do so through an automatic hyperlinking option.
* **Menu Updates** – Content publishers should be able to add and update menu items if assigned the appropriate permission level.
* **Training Manual** – A CMS Manual should be submitted.
* **Page Templates** – Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content. Content publishers should have the ability to place widgets or content blocks on page templates that serve specific purposes and streamline the template building process. Widgets can represent any key function such as calendars, directory, e-notification, FAQs search, etc. Widgets should have settings to customize their look and function to meet specific needs.
* **WYSIWYG Editor** – The CMS must have an advanced WYSIWYG rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles.

The system shall also include the following features for use by administrative users:

* **Content Categories** – Administrators shall have the ability to create content categories within CMS applications and modules and edit the parameters for categories.
* **Graphics Administration** – Administration of on-site banners and graphics, with the ability to develop and add new banners and on-site graphical elements and assign those elements to specified areas of the site
* **Login History** – A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful.
* **Menu Administration** – Administrators shall have the ability to add, edit, update and move menu items, affecting overall site structure and organization.
* **Permissions** – The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.
* **Site Search Statistics** – Access to site search statistics, including the ability to filter searched terms by date and time, which can also be exported.
* **User-friendly URLS** – System should allow for creation of user-friendly URLs

1. ***System administration***

* **Broken Link Review** – An administrative center for reviewing quality assurance, including detailing broken links on the website, including the referring page location so that links can be corrected.
* **Dynamic Menu Structure** – A dynamic menu structure, with the ability to easily add, edit, move and delete menu items in multiple structural areas of the site.
* **Infinite Menu Levels** – An infinite menu level system that allows the addition of an unlimited number of menu levels by the {entity}.
* **Infinite Page Structure** – An infinite page structure system that allows the addition of an unlimited number of pages by the {entity}.
* **SSL Certificate** – If necessary, one or more SSL certificates to encrypt data contained in site transmissions.
* **Website Analytics** – An administrative center for reviewing, filtering and exporting overall website statistics, including the ability to view statistics by page or section and presenting the information in a graphical representation.

1. ***System features***

* **Accessibility Add-ons** – Accessibility software embedded in the website that offers users access to larger fonts and audible content
* **Active Directory Integration** – The solution should have Active Directory integration for authentication.
* **Advanced Site Search** – Provide an internal site search that:
* Users should be able to sort search results by content, title or relevance; users should be able to filter by type of content easily.
* Search functionality should search web content as well as the contents of files too if possible (PDFs, Word Documents, etc.)
* Is contained exclusively within the {entity}’s site and not outsourced to an external page hosted by a search provider such as Google.
* **APIs, Import and Export** – Major components should have import and export capabilities, and APIs should be defined.
* **Contact Us Form** – Capability for prospects to contact PTCL through the use of a “contact us” form on the site for each division /department.
* **Embedded Audio/Video/Media and Social Media** – Easy embedding of audio, video, media and social-networking applications with associated embed codes.
* **Facilities Reservation** – Solution should have an online reservation function to make it convenient for visitors and residents to schedule local facilities.
* **FAQ Tool** – Solution should have a FAQ application that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category.
* **Forms** – Solution should have an online form for PTCL to get user information wherever necessary
* Ability to have unlimited categories of forms, with an unlimited number of forms in each category.
* Ability for prospects to complete and submit forms electronically.
* Method by which form data is stored in a database and can be exported in a usable format from the CMS.
* **HTML Code** – The solution should have the capability to view the HTML code of any individual page and directly add or alter the code as necessary.
* **Image Management** – Image management tools for the addition of images to on-site content through web pages and modular elements associated with the CMS. Capacity to upload multiple images and associate images with specific pages.
* **Language Translation** – Site should have functionality to have Urdu and English content.
* **Mega Menus** – The solution should provide capability for fully-customizable mega menus, including options to define the number of levels of navigation, columns and the ability to place widgets (images, content and calendars) on the menu. Mega Menus should be unique to each main navigation item
* **News Posting** – The solution should have the ability for use to post press releases, features stories and “what’s new” content on the site. News content should have an auto archiving functionality to archive posts after a certain time frame. The News should also have RSS feeds automatically available if desired by website visitors.
* **Online Payments Solution** – The solution should have an integrated online payment functionality along with a shopping cart to conduct transactions. Transactions should be logged into a local database for reconciliation and reporting purposes. For security purposes, credit card and confidential financial information should not be stored on the system. The solution should integrate with online forms.
* **Social Media Integration** – Integrate Twitter and Facebook feeds and other social tools, including the ability to comment on specific pages and/or events through social media.
* **Third Party Integration** – Ability to integrate with existing 3rd party applications

1. ***Website maintenance***

Ongoing services along with the solutions such as:

* **Maintenance of content / website database –** updating of content as and when needed
* **Advanced Website User Experience Analysis** – provide an in-depth analysis of our user’s needs and expectations
* **Vulnerability assessment & Health Check Analysis** – monitor the health and usefulness of the site
* **Site Analytics Reporting** – analyze site statistics and recommend changes to make sure our website continues to meet users’ needs

1. ***Technology/platform requirements***

* **Browser Support** – PTCL is looking for the new website to support mobile and desktop versions of Apple Safari, Google Chrome, Microsoft Internet Explorer and Edge, and Mozilla Firefox. The site should support all versions of the browsers that have been released within the last 2 years.
* **Page Load Time** – The solution should ensure that pages load on an average of 1.5 seconds of less.
* **Programming Experience** – Explain your firm’s experience with other programming capabilities that would be useful in developing websites.
* **Third Party Plugins** – will allow the vendor to use third-party plugins where appropriate as potential solutions for a requirement.
* **Web and Database Servers** – Preference will be given to vendors that split website management between web servers and SQL database servers in order to optimize load time and efficiency in the hosting environment.

# Modules / Pages – Already Available OR to be Added in new website

The following frontend and admin modules need to be redesigned and revamped:

|  |  |
| --- | --- |
| **Main Modules / Sections** | **Sub Module** |
| **Home and Landing Pages** | Home page  Shop  Support  My Account  User registration  User Login  Any other as required |
| **Support** | Email Campaigns |
|  | SMS Campaigns |
|  | Redirect Promotion Campaigns |
|  | Survey Engine to capture customer satisfaction of website visitor |
|  | FAQs |
|  | Video Tutorials |
|  | Downloads |
|  | Customer Notifications |
|  | Complaints Registration and Tracking |
|  | Withholding tax certificate |
|  | Live Chat |
|  | Forums – Moderated (Login required for users to provide community Support Service) |
| **Bill and payments** | Bill inquiry and payment (Dr Card/Cr Card/top-up/pre-paid balance) |
|  | EVO Recharge / Bucket Subscription |
|  | Duplicate bill |
|  | e-bill registration – CRM / pCRM |
| **Online Shop** | Products Catalogue |
|  | Orders and Cart |
|  | Add-on for a popular product |
|  | Order Tracking |
|  | Products Rating by Customers |
|  | Social Media Sharing |
|  | Customer Wishlist |
|  | Check-out as Guest  Profile Check out |
|  | Recommended for you products |
| **PTCL Careers** | Job advertisements |
|  | Upload CV against position advertised |
|  | Growth Stories / Careers of PTCL |
| **My Account** | User registration and Login |
|  | User Profile / Password Change |
|  | BB/EVO Usage inquiry |
|  | Service Closure Requests |
|  | My Orders with status |
|  | My Complaints with status |
|  | My PTCL Services |
|  | Bill Inquiry and Payment |
|  | EVO Bucket Subscription and Scratch card recharge |
|  | Withholding tax inquiry and certificate |
|  | My Wishlist |
| **Website Admin** | |
| **Content Management** | Page Management |
|  | Menu Management |
|  | Banner Management |
| **Media Management** | TV/Commercials Video Management |
|  | Downloads Management |
|  | Press Releases |
| **Procurement** | Tenders Management |
|  | Stock Exchange Update |
| **Corporate** | Board of Directors |
|  | Financial Statements |
| **Shop Management** | Products Management |
|  | Bundle Management |
|  | Package Management |
|  | Categories Management |
| **Support** | Survey Management |
|  | Customer Feedback Management |
|  | Retention Management (Service Closure by OSS/Exchange Staff) |
| **User Management** | Admin Users Management |
|  | Selected Module/Section Access Management |
| **Reports / Analytics / Data Exports** | Products (Shop) Statistics |
|  | Website Statistics |
|  | **Mobile Statistics** (User registered, Login, Guest Access, New Orders, Bill Payment, Product Payment, Complaint Registration, Profile Updates, Feedback, Service Closure Requests) |
|  | Feedback Statistics |
|  | Surveys Statistics |
|  | e-Bill Requests Report |
|  | Shop Orders Report |
|  | Shop Orders Status |

# SEO Requirements

* Development of SEO/SEM strategy for customer acquisition to ensure maximum search visibility
* Managing tools to enhance PTCL’s SEO strategy

# Additional Development Criteria

The addition development criteria includes:

* **Collaborative Effort** – The website will be developed through the cooperation of PTCL and the vendor, and facilitated under the supervision of a dedicated project management professional in the direct employ of the vendor.
* **Skilled Team** – Vendor will supply a team of user experience, design and development professionals to supplement the development process led by the project manager. This team should include staff members skilled in website user experience, navigation and information architecture, website design, accessibility, and support and training of the content management system.
* **Proven Development Process** – Vendor should have a proven development process and flexible timeline structure that favors the availability and time commitment of PTCL.
* **Proven Content Management System** – The proposed content management software must be a proven platform for website development and website architecture. Development that is requested and approved by the PTCL should be performed by the vendor

# Responsibility Matrix

The following responsibility matrix is proposed for pre-production, production and post-production phases:

|  |  |
| --- | --- |
| **Task** | **Responsible** |
| Pre-Production |  |
| Brand guideline | PTCL |
| Logos and Sample creative | PTCL |
| User Behavior Analysis | Vendor |
| Website Requirements Specification | Vendor |
| QA Planning | Vendor |
| Website Deployment Planning | Vendor |
| API/CRM/Internal system documentation | PTCL |
| Business and functional requirement | PTCL |
| Existing data mapping | Vendor |
| Technical Architecture | Vendor |
| Hosting and Domain Name for initial development | PTCL |
| Feature Prioritization | PTCL + Vendor |
| Production |  |
| Design Mock-ups | Vendor |
| Design justification document | Vendor |
| Design Review and Feedback | PTCL |
| Front End development | Vendor |
| Backend development & testing | Vendor |
| Backend Review | PTCL |
| Content recommendation | Vendor |
| Content creation | PTCL |
| Content upload | Vendor |
| Content Review | PTCL |
| Images/Videos recommendation | Vendor |
| Images/Video creation | PTCL |
| Authentication Details for Integration | PTCL |
| Test accounts for internal systems | PTCL |
| SMS forwarding for a test number | PTCL |
| Data migration | Vendor |
| Technical SEO optimization | Vendor |
| Analytics code implementation | Vendor |
| Final QA | Vendor |
| PTCL Review | PTCL |
| Vulnerability Assessment | Vendor |
| Page load optimization | Vendor |
| Page size optimization | Vendor |
| Hosting and Domain Name for deployment | PTCL |
| Phased deployment | Vendor |
| Performance Analysis | Vendor |
| Complete Launch | Vendor |
|  |  |
| Post Production |  |
| Initial Security Configuration | Vendor |
| Vulnerability Assessment during Maintenance | Vendor |
| Sanity Test | Vendor + PTCL |
| CMS user manual | Vendor |
| User training | Vendor |
| UAT | Vendor |
| Project closure document | Vendor |
| Handover Document | Vendor |
| New Feature Development | Vendor |
| Ongoing Vulnerability Assessment after Maintenance | PTCL |
| Ongoing Site Content Updates | PTCL |
| Ongoing minor graphic/content changes | Vendor |

# Maintenance and Support

The vendor’s website /CMS, including all features and modular applications associated must have qualified and available annual support included as a part of the ongoing services engagement. While website content updates are to be managed by the vendor, the vendor must also commit to regular maintenance and upgrades to fix reported bugs and information security leaks on the website/CMS.

The proposal must provide pricing for the following:

**Update and Support** – The vendor shall manage, maintain and update the website for a period of 12 months, after the development.

**Support Service Level Agreement** – In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantees of customer support, maintenance and updation schedule and timelines for service delivery as well as a service escalation process.

# Additional Options

Although PTCL has these specific requirements, it is also interested in your ideas for the approach of redesigning the style of the PTCL’s website. We encourage respondents to consider and propose alternative solutions and recommendations. We are particularly interested in specific web functionality that your company may have already developed and deployed for other customers.

# Project Timelines

Following needs to be provide along with the proposal:

* A step by step project timeline which will be religiously followed by both PTCL and the agency to launch the required website.
* A well-defined maintenance plan along with timelines.

# General Requirements

1. The bidder must have at least 03 years of proven website development and maintenance experience
2. The bidder must guarantee support with qualified, experienced and dedicated team and specialists.
3. The bidder must provide all the documents in English.
4. The bidder must provide 2 editable soft copies of all documents on USBs (soft copies shall be without password protection) and 02 physical copies.
5. The bidder must not be actively working for another telecom provider of Pakistan except Ufone.

# RFP Content

Proposal submitted must contain, at a minimum, the information listed below. The evaluation of the proposal and presentation should consist of, but not be restricted to, these points. Please respond to each numbered section in order. The agency should number the responses in the same sequence as below to make the review process easier.

02 separate set of hard copies and 2 soft copies (on USBs) should be included for PTCL’s reference. Vendor information form must be submitted as part of each response of RFP.

## Agency Background

* + 1. Details of the agency’s background and each known subcontractor, its size and resources
    2. Date Established
    3. Ownership and nature of entity (Limited company, partnership, subsidiary, etc)
    4. Total number of full time employees (Head Office and all Branch Offices)
    5. Physical locations including addresses of all branches and its sister concerns

## Experience

* + - 1. List of clients (past and present) years serviced (From – To) and billing amounts
      2. Please state what tools will be used to affiliate research or internal research
      3. All clients added and lost in past three years with reasons for leaving

## Value Addition

Evaluation of PTCL current website pointing out areas of strengths and perceived areas of weakness. Please include a SWOT analysis in this section

## Services and Implementation

1. Provide an in-depth list of your firm’s capabilities.
2. Explain your firm’s experience in developing responsive websites.
3. Describe your organization’s experience with implementing multi-lingual websites.
4. Identify what uniquely distinguishes your offering from your competitors.
5. Describe your implementation approach, project management tools and methodologies for the proposed solution.
6. Define the process of how your company works with remote customers
7. Define the interim project reviews you will utilize to gain team, management and key stakeholder buy-in and approval to move to the next phase of the project.
8. Present a detailed implementation plan which will address requirements, customizations, content migration, implementation schedule, delivery milestones and responsibilities for each party
9. Describe the languages and tools used to develop your proposed solution.
10. Describe your Security measures undertaken
11. Describe the maintenance programs available.
12. Describe the hours of support you provide.
13. Describe your service call escalation policy.
14. Describe your plan vis-à-vis user trainings, site analytics reporting and site health checks

# Remuneration

The agency will work on redesigning the website (keeping the current branding architecture in place) and will be working on retainer basis for update, maintenance and support. Agency needs to quote in PKR (inclusive of tax)along with break-up, including but not limited to team structure and resource allocation:

1. The development cost and time lines for the new website
2. Update, maintenance and support cost (cost can be charged monthly, quarterly or annually)

In case of maintenance and support, no expenses other than maintenance cost will be charged **(including but not limited to design charges, adaptation charges, CDs, prints, fuel, travelling, electricity, bonuses, promotions, Management Fees, Coordination fees, commission on third party works, consultancy fee etc.)**

# Important Notes

1. The bidder must submit the tender bid with the most competitive/workable price.
2. PTCL’s agency selection criteria will not be challenged and will be deemed final.
3. The successful bidder will provide services only to PTCL in the telecom sector.
4. PTCL reserves the right to hire any other agency during or after the tenure of the agreement.
5. PTCL will not pay any additional cost to the agency for the development of any application/ portal, widget or any technological product /service which will be developed to advertise/ promote or enhance PTCL products/ services.
6. Development of any specific artworks/adaptation for website etc. will be done on the agency’s expense and PTCL will not be paying any amount for it.
7. The Contract shall be construed and governed by the laws of the Islamic Republic of Pakistan. The Contract shall be written in English language, which shall govern its interpretation. All literature, correspondence and other documents pertaining to the Contract that are exchanged by the Parties shall be written in the same language.
8. The Contractor shall fully indemnify PTCL against all actions, claims, demands, proceedings, damages, costs, charges and expenses arising from or incurred by reason of any infringement of any intellectual property rights including copyright, patent rights, design rights and trade marks by use or possession of the service, software and equipment supplied by the Contractor. Contractor shall indemnify and save harmless PTCL from and against all losses and all claims, demands, payments, suit, actions, recoveries and judgment of every nature and description made and related cost and expenses brought or recovered against the PTCL related to the work done under this Order, by reasons of any act, omission to act or status of liability of Contractor or its sub-Contractors or agents or employees. Contractor agrees to give PTCL prompt notice of any possible liability.
9. If the Contractor is in breach of any obligations under any subsequent Contract/Purchase Order (or any part of it) or if any other liability arising then the maximum liability of the Contractor under Contract/Purchase Order shall not be limited to the Order Price payable to the Contractor by PTCL and shall include indirect losses including but not limited to loss of goodwill or reputation, loss of data or information.
10. The Contractor shall not change the Order or any part thereof, or assign or sub-Contract the whole or otherwise any part of the work without the prior written consent of PTCL. If such consent, if given, shall not relieve the Contractor from any liability or obligation under the Order and Contractor shall be responsible for the acts, defaults and neglects of any sub-Contractor, agent assignee or neglect of Contractor’s servant or workman or employee.
11. The Contractor shall not without PTCL prior written consent, make use of any documents or information except for purposes of performing the Order.
12. No official or employee of PTCL shall be admitted to any share or part of the Contract or to any benefit that may arise there from. The Contractor declares and affirms that the Contractor and its shareholders, directors, officers, employees and agents have neither paid nor undertaken to pay, pay-off, kick-back or unlawful commission. The Contractor and its shareholders, directors, officers, employees, and agents have not in any way or manner paid any sums, whether in Rupees or a foreign currency and whether in Pakistan or abroad, given or offered to give any such gifts and presents in Pakistan or abroad, to any official or employee of the PTCL or any other person to procure the Contract. The Contract shall be terminated during any time of execution if such act is proved in the reasonable opinion of PTCL.
13. Parties can undertake amendment(s) in the Contract, if so required, by the mutual consent. This Order shall not be amended except by written amendment signed by all the parties.
14. The Contract shall be construed and governed under the Laws of Pakistan and the Parties irrevocably submits to the exclusive jurisdiction of the courts of Islamabad. The Parties shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with the Contract. Any difference, dispute or question arising out of, or with reference to, the Contract which cannot be settled amicably shall within thirty (30) days from the date that either party informs the other in writing that such difference, dispute or question exists, be referred to arbitration. Within thirty (30) days of the aforesaid notice, both parties shall nominate and agree upon a sole arbitrator for commencement of the arbitration proceedings. The arbitration shall be a condition precedent to any proceedings in law. The arbitration shall be conducted in accordance with the rules of procedure set forth in the Pakistan Arbitration Act 1940 subsequently amended. The arbitration Tribunal shall have its seat in Islamabad, Pakistan. The award of the arbitrator shall be final and binding on both parties. The cost of the arbitrator shall be borne equally by both parties. In the event of an arbitrator resigning or becoming incapable or unable to act, the parties shall nominate and agree on a replacement within two weeks of such an event. Proceeding shall continue without recommencing as if such arbitrator had been originally nominated.
15. In addition to other rights available to PTCL, if the Contractor fails to comply with any of the conditions mentioned herein or the “Contract”, PTCL reserves the right to immediately terminate the Contract/ Purchase Order. Such termination shall not prejudice any legal action subsequently taken by PTCL against the Contractor for breach of Contract / Purchase Order. Furthermore, PTCL may terminate the resulting Contract/PO (if any) in whole or in part at any time for its convenience. However only those services, which are ready to be rendered within 10 days after the receipt of the termination notice, may be purchased by PTCL as per terms and conditions of the Contract/ Purchase Order.
16. Nothing in this Agreement shall confer or be deemed to confer on either Party any rights, title or interest in any logo, service mark trademark, copyright or other intellectual property rights belonging to the other Party and each Party hereby acknowledge that it shall not acquire any rights, title or interest in respect thereof and that all such rights, title or interest are and shall remain the property of and vested in the other Party.

# Commercial Terms & Conditions

1. Quotes shall be submitted on **DDP-PKR basis i.e. inclusive of all applicable taxes**.
2. 100% payment shall be made to the Contractor through cross cheque upon delivery of complete services and subsequent issuance of SAN/Acceptance Certificate.
3. The Contract/Agreement shall be valid for an initial period of **One (01) year** starting from the date of signing of Contract by all the parties and further extendable another one year as per PTCL’s requirement. The prices agreed upon and reflected in the BOQ/Price Summary in the Contract/PO shall be valid for an initial term of One (01) Year from the date of signing of Contract/PO by all the parties. The unit prices (including discounts) will remain unchanged till the validity of the Prices/Contract/PO.
4. Contractor shall submit a Revolving/Corporate Performance Security equivalent to PKR 500,000/- (within 15 days from signing of Contract/Agreement) valid for period of Twelve (12) Months from the date of its issuance, as per annexed Performance Security Form. The Performance Security will be discharged by PTCL not later than 30 days following the expiry of the 12 months period or any extended warranty/period, taking into account LDs and/or any other penalties (if any).
5. No quantity over and above that requested in the Order will be paid, if delivered/completed without advance written authority having been obtained from the PTCL.
6. Details regarding Documents for Payment will be specified in the resulting Contract/PO (if any).
7. Contractor shall ensure smooth running/delivery of services as per PTCL requirement/guidelines against each Order.
8. Contractor agrees to observe all PTCL security procedures in force, ownership of entire pertinent activities will be the responsibility of Contractor including resolution of any fault/issue, which may affect the applicable domain(s)/operations(s).
9. Contractor shall be responsible and answerable in case of any delay or disturbance.  PTCL reserves the right to penalize delayed (and/or not up to the mark) activities. Contractor warrants that it will provide and perform the services by itself using suitably trained and qualified personnel utilizing the standards, expertise, care and diligence to be reasonably expected in the telecommunication industry.
10. If Contractor breaches a warranty and/or condition implied by law, which cannot be excluded, restricted or modified, to the extent permitted by law, the liability of Contractor is limited to.
11. In the case of goods:
12. The replacement of the goods or the supply of equivalent goods; or
13. The repair of goods; or
14. The payment of the cost of replacing the goods or of supplying equivalent goods
15. In the case of services:
16. The supplying of the services; or
17. The payment of the cost of having the services resupplied.

# Bid Submission

1. Bidders shall submit the bids in two (02) separate sealed envelopes. One sealed envelope will contain the Technical Offer (un-priced bid) along with specifications and all other technical details ensuring that the envelope must be marked as **“Technical Offer”.** This master envelope (Volume-I) should have one original bid in a separate sealed envelope and two copies of bid in separate sealed envelopes duly marked as “Original” and “Copy-1” and “Copy-2” respectively (along with soft copies in MS Word/Excel burnt over USBSs).
2. A second sealed envelope will contain the Commercial Offer (priced bid) with the cost breakdown as per PTCL price schedule/BOQ, ensuring that this envelope must be marked as **“Commercial Offer**”. This master envelope (Volume-II) should have one original bid in a separate sealed envelope and two copies of bid in separate sealed envelopes duly marked as “Original” and “Copy-1” and “Copy-2” respectively.
3. Both the Mater Envelopes i.e. Technical (Vol-I) and Commercial (Vol-II) shall further be enclosed in a MAIN ENVELOPE, which shall bear PTCL Tender/RFP Number and the RFP Name/Title ONLY and Do Not Open Before 10.01.2017, without any other details or name of bidder or any other reference etc. However, the Master Envelopes (Vol I & II) shall be having vendor name and other contact details along with RFQ No. and Title.
4. Bids complete in all aspects (proposals along with duly filled price schedule and shall be submitted to the office of Senior Manager (Supply Chain Marcom, IT & CPE), 4th Floor, Old Building, PTCL HQ G-8/4, Islamabad on or before the closing date and time as advised by PTCL in Invitation to Tender Letter/Notice. Any bid received by PTCL after the deadline for submission of bids prescribed by PTCL will be rejected and returned un-opened to the bidder.
5. The bids/prices shall remain valid for a period of One Hundred & Eighty (180) days after the date of bid opening prescribed by PTCL. A bid valid for a shorter period shall be rejected by PTCL as non-responsive. Bids with conditional prices due to currency fluctuation or petroleum cost fluctuation in Pakistan or any other reason shall be taken as non-responsive and may be rejected.
6. Call Deposit in original equivalent to PKR 100,000/-, valid for a period of 06 Months from the date of its issuance shall be enclosed in the ORIGINAL COMMERCIAL OFFER along with Confirmation Certificate (regarding enclosing/submission of CDR without mentioning any value) in the ORIGINAL TECHNICAL OFFER. CDRs of the unsuccessful bidders will be returned upon finalization of award of work, whereas CDR of successful bidder will be released upon submission of Performance Security as per relevant clause(s).
7. Any non-compliance to the above would lead to disqualification of bids from further processing.
8. In case, requests for extension for tender closing date are officially received from two or more bidders, the matter shall be referred to end user/project owner who shall advise their concurrence on the period of extension with justifications, or advise their rejection of such request. EVP Procurement shall be the authority to approve tender extension and all the bidders will be communicated accordingly, in time.

# Deadline, RFP Clarification and Comments

## Guidelines

Following guidelines must be met to ensure that the RFP process is done equitably. Failure to adhere to these guidelines will remove your company, as an eligible bidder, from being considered for the grant of an award of the business and potential contract. PTCL reserves the strict right to accept or reject any or all bids for any reason, as it deems suitable or necessary.

* + 1. All costs expended or incurred by the bidder in preparation and submission of its responses to the RFP or any other expenses related with travelling and presentations are the sole responsibility of such bidder and shall not be reimbursed or paid by PTCL.
    2. All documentary responses to this RFP shall become the legal property of PTCL and shall not be returned to their sender.
    3. PTCL shall not disclose the RFP responses of any one tender bidder to any other tender bidder. Any information contained in your responses that are proprietary information and confidential to your company must be marked as such. Such information shall be automatically treated as confidential.
    4. A tender bid in response to this RFP does not obligate PTCL to accept your tender bid or enter into a business relationship with your company. Any obligations on the part of PTCL shall be set out fully in an appropriate written contractual agreement, to be promptly negotiated subsequent to any award.
    5. The presenting team will include members who will work exclusively on PTCL’s account in case of final selection:

## Conflict of Interest

The agency must disclose all accounts that it is currently servicing, especially those which may be perceived to be in conflict of interest. The agency must submit an agreement to terminate all conflict of interest accounts, if selected.

## Deadline

**The responses to tender bid must be received no later than 30-12-2016.**

Responses to tender bids received after this date may be disqualified and removed from consideration. Provided that the responses to the tender bid have met the deadline PTCL shall promptly begin the process of reviewing documents, contacting references, asking any necessary questions or requesting any required clarifications and undertaking any appropriate actions in the selection process.

No further changes to your responses and tender bid shall be allowed or accepted unless PTCL requests a change, modification or additional information.

Thereafter, PTCL may schedule to meet with a short list of tender bidders within a short period after the completion of the review of the RFP responses and tender bids.

All documents should be delivered in 2 copies (2 Hard copies and 2 soft copies on USBs) addressed to:

**­­­­­­­­­Syed Muhammad Talha Ghaznavi, Senior Manager (Supply Chain Marcom, IT & CPE), 4th Floor, Old Building, PTCL HQ G-8/4, Islamabad.**

## Confidentiality

The fact that PTCL is conducting an agency RFP is to remain confidential.

## Contact Details

The tender bidder may submit questions, request clarifications or offer comments to PTCL via e-mail to **Syed Muhammad Talha Ghaznavi/SM (Supply Chain Marcom, IT & CPE)/PTCL <Talha.ghaznavi@ptcl.net.pk>** stating the tender name i.e. Request for Proposal for Online Media Agency services. Any questions, requests or comments must be received by the PTCL during 4 days after the receiving the document. After such deadline no further questions, requests or comments will be taken into consideration or answered.

# Evaluation Criteria

Evaluation will be done by a committee based on the following:

|  |  |
| --- | --- |
|  | **Total Weightage (%)** |
| **Technical Evaluation Criteria** |  |
| Company Experience | 15 |
| Reference Customers | 10 |
| Understanding of PTCL requirements | 15 |
| Website development design | 20 |
| Website/CMS development technology/strategy | 15 |
| Ecommerce Solution development | 15 |
| Website maintenance | 10 |
| **TEC Total** | **100** |

# Annexure A – Pitch Strategy – 100 Minutes

* **Introduction 10 Minutes**
* Company experience
* Customers (current and previous)
* **Understanding of PTCL requirements 15 Minutes**
  + Audit of Website
  + Feedback on website
* **Website development design 25 Minutes**
* **Website/CMS development technology/strategy 10 Minutes**
* **E-commerce solution development 15 Minutes**
* **Website maintenance 15 Minutes**
* **Q&A 10 Minutes**

# Social Media Management

The agency will be required to manage the following social mediums, grow PTCL likes and followers with monitoring and reporting on news regarding PTCL on social media:

* 1. Facebook
  2. Twitter
  3. LinkedIn
  4. YouTube
  5. Vimeo
  6. Daily motion
  7. Google+
  8. Instagram

# Scope of Work

**Social Media Marketing**

* Devise strategies to maintain a consistent presence in the digital space.
* Launch Digital campaigns to promote PTCL brand, products, services and promotions
* Manage social media campaigns and day-to-day activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc.
* Responsible for assigned organization’s social and traditional media responses and remain proactive in media/blogger relations and tactics
* Identification of opportunities for creating positive word of mouth for PTCL brand and its campaigns while using medium innovation.
* Become an advocate of the Company in social media spaces, engaging in dialogues and answering questions where appropriate
* Manage a Blogger outreach program and build an active brand ambassador network to spread the word about the Company
* Timely response to customer queries/complaints/suggestions and coordination with internal stake holders for guideline development for the same.
* Implementation and sharing of international best practices regularly including social, digital and mobile mediums
* Research tools to monitor quantitative and qualitative analysis
* Daily tweaking of the campaigns to be managed by the Agency to improve the forecasting and delivery of results.
* Run marketing promotions and campaigns on social media, monitor and present results.
* Develop a community of PTCL and potential customers to conduct surveys and market research.

**Creative Development**

* Creative and content strategy for PTCL social media.
* Monthly content calendar for PTCL social media.
* Develop online creative/artworks for all relevant platforms including but not limited to social media (Facebook, Twitter, etc), digital media (GDN, double click), and direct publishers. These may include static images and animated artworks (rich media, flash, gifs, etc). These artworks are pertinent to ongoing campaigns for multiple platforms for PTCL’s existing and new products and services.
* Social media application and games development and the ability to create new applications/games/ portals/ widgets/ and other related Online Technological products. Also integrate PTCL products, services into social media and mobile applications for marketing/ Revenue generation. The agency would be developing, working and executing Social Media applications/ portals/widgets etc. in coordination with PTCL Online team for the development and integration of existing and new products and services and with the objective of acquiring new customers. These applications would have to be developed within timelines set for the products and services as communicated by PTCL.

**PTCL Career Page**

Agency to suggest either to create a new PTCL Career page on Facebook, Twitter, LinkedIn or integrate it with existing page to provide the following services:



Responding to queries on the careers page / PTCL social properties based FAQs shared by PTCL. This will handle the queries related to jobs, trainings and products/services. Response time frame is 2-4 hours. All related artwork to above requirements is to be done by the vendor.

**Digital Media Research, Monitoring & Reporting**

* Everyday monitoring and reporting on news about PTCL in the digital and social space.
* Keyword monitoring and listening.
* Digital reputational management

The agency will be required to:

* Monitor and collect data across all digital channels mentioning news items/reports/discussions on PTCL brand or products.
* Examine and compile data from various social/ media analytical tools and analyze the correlation between online and offline data sources to provide behavioral insights
* Analyze and report on a weekly basis a snapshot of the progress and health of social media property of PTCL vs. competition and aligned target
* Pre & Post campaign analysis.
* Collect data across all digital touch-points to aggregate into a report(s) that ensures all creative and media communications are working properly.

**Social Customer Care Solution**

The bidder is required to provide PTCL with a social customer care solution. The solution should be able to:

* Create Support Tickets in PTCL CRM for providing support
  + Based on Facebook INBOX messages, Twitter Tweets

Agency to provide first level of support / response before PTCL customer care team can take over the ticket to provide solution.

Undertake post resolution feedback of the user on service satisfaction i.e. on a scale of 1-5 on problem resolution.

# General Requirements

1. The bidder must have 3 years of proven social media management experience
2. The bidder must guarantee support with qualified, experienced and dedicated online media team and specialists.
3. The bidder must have run large scale social media marketing campaigns (results to be shared). Preference to be given to campaigns related to Telecom industry
4. The bidder must show capability of providing services to PTCL to the complete extent of proposal
5. The bidder will be responsible for all Social Media related activities and will comply with all laws, rules and regulations in Pakistan
6. The bidder must provide all the documents in English
7. The bidder must provide 02 editable soft copies of all documents on USBs (soft copies shall be without password protection) and 2 physical copies.
8. The bidder must not be actively working for another telecom provider of Pakistan except Ufone.

# RFP Content

Proposal submitted must contain, at a minimum, the information listed below. The proposal should consist of, but not be restricted to, these points. The company should present its proposal in the same sequence as requested below to make the review process easier.

02 hard copies and 02 soft copies (on USBs) should be included for PTCL’s reference.

## Agency Background

* + 1. Details of the agency’s background and each known subcontractor, its size and resources
    2. Date Established
    3. Ownership and nature of entity (Limited company, partnership, subsidiary, etc)
    4. Total number of full time employees (Head Office and all Branch Offices)
    5. Physical locations including addresses of all branches and its sister concerns

## Experience

* + - 1. List of clients (past and present) years serviced (From – To) and billing amounts
      2. Please state what tools will be used to affiliate research or internal research
      3. All clients added and lost in past three years with reasons for leaving
      4. Online Media Tools, experience in use of these tools and demonstrating the efficiencies achieved by these
      5. Common prevailing media issues and examples of handling those
      6. The agency should mention the details of Social Media admin pages which have been or are being handled by the agency. How many fans, applications, games etc. have been developed/ acquired by the agency
      7. Experience on analytics reporting

## Resources

The agency should state the number of employees (both dedicated and shared) and provide the appropriate proposed structure of the team dedicated to PTCL’s account.

## Value Addition

Evaluation of PTCL’s social media efforts of the last 1 year, pointing out areas of strengths and perceived areas of weakness. Please include a SWOT analysis in this section

## Media Billings

* + 1. Total gross billing of the agency in each of the previous 2 years
    2. Average billing of the agency’s accounts

## Timelines

* + 1. Agency should specify the typical time required for development of campaigns
    2. Pre-campaign Analysis
    3. Implementation
    4. Post-campaign Analysis

# Remuneration

The agency will work on retainer basis for social media management. Agency needs to quote monthly retainer cost in PKR (inclusive of tax)along with break-up, including but not limited to:

* + - 1. Team structure
      2. Creative/graphic/video development cost
      3. Social media monitoring tools
      4. Social customer care solution/tools

No expenses other than Retainer cost will be charged **(including but not limited to design charges, adaptation charges, CDs, prints, fuel, travelling, electricity, bonuses, promotions, Management Fees, Coordination fees, commission on third party works, consultancy fee etc.)**

# Important Notes

1. The bidder must submit the tender bid with the most competitive/workable price.
2. PTCL’s agency selection criteria will not be challenged and will be deemed final.
3. The successful bidder will provide services only to PTCL in the telecom sector.
4. PTCL reserves the right to hire any other agency during or after the tenure of the agreement.
5. PTCL will not pay any additional cost to the agency for the development of any application/ portal, widget or any technological product /service which will be developed to advertise/ promote or enhance PTCL products/ services.
6. Development of any specific artworks/adaptation for website etc. will be done on the agency’s expense and PTCL will not be paying any amount for it.
7. The Contract shall be construed and governed by the laws of the Islamic Republic of Pakistan. The Contract shall be written in English language, which shall govern its interpretation. All literature, correspondence and other documents pertaining to the Contract that are exchanged by the Parties shall be written in the same language.
8. The Contractor shall fully indemnify PTCL against all actions, claims, demands, proceedings, damages, costs, charges and expenses arising from or incurred by reason of any infringement of any intellectual property rights including copyright, patent rights, design rights and trade marks by use or possession of the service, software and equipment supplied by the Contractor. Contractor shall indemnify and save harmless PTCL from and against all losses and all claims, demands, payments, suit, actions, recoveries and judgment of every nature and description made and related cost and expenses brought or recovered against the PTCL related to the work done under this Order, by reasons of any act, omission to act or status of liability of Contractor or its sub-Contractors or agents or employees. Contractor agrees to give PTCL prompt notice of any possible liability.
9. If the Contractor is in breach of any obligations under any subsequent Contract/Purchase Order (or any part of it) or if any other liability arising then the maximum liability of the Contractor under Contract/Purchase Order shall not be limited to the Order Price payable to the Contractor by PTCL and shall include indirect losses including but not limited to loss of goodwill or reputation, loss of data or information.
10. The Contractor shall not change the Order or any part thereof, or assign or sub-Contract the whole or otherwise any part of the work without the prior written consent of PTCL. If such consent, if given, shall not relieve the Contractor from any liability or obligation under the Order and Contractor shall be responsible for the acts, defaults and neglects of any sub-Contractor, agent assignee or neglect of Contractor’s servant or workman or employee.
11. The Contractor shall not without PTCL prior written consent, make use of any documents or information except for purposes of performing the Order.
12. No official or employee of PTCL shall be admitted to any share or part of the Contract or to any benefit that may arise there from. The Contractor declares and affirms that the Contractor and its shareholders, directors, officers, employees and agents have neither paid nor undertaken to pay, pay-off, kick-back or unlawful commission. The Contractor and its shareholders, directors, officers, employees, and agents have not in any way or manner paid any sums, whether in Rupees or a foreign currency and whether in Pakistan or abroad, given or offered to give any such gifts and presents in Pakistan or abroad, to any official or employee of the PTCL or any other person to procure the Contract. The Contract shall be terminated during any time of execution if such act is proved in the reasonable opinion of PTCL.
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16. Nothing in this Agreement shall confer or be deemed to confer on either Party any rights, title or interest in any logo, service mark trademark, copyright or other intellectual property rights belonging to the other Party and each Party hereby acknowledge that it shall not acquire any rights, title or interest in respect thereof and that all such rights, title or interest are and shall remain the property of and vested in the other Party.

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9. Contractor shall be responsible and answerable in case of any delay or disturbance.  PTCL reserves the right to penalize delayed (and/or not up to the mark) activities. Contractor warrants that it will provide and perform the services by itself using suitably trained and qualified personnel utilizing the standards, expertise, care and diligence to be reasonably expected in the telecommunication industry.
10. If Contractor breaches a warranty and/or condition implied by law, which cannot be excluded, restricted or modified, to the extent permitted by law, the liability of Contractor is limited to.
11. In the case of goods:
12. The replacement of the goods or the supply of equivalent goods; or
13. The repair of goods; or
14. The payment of the cost of replacing the goods or of supplying equivalent goods
15. In the case of services:
16. The supplying of the services; or
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2. A second sealed envelope will contain the Commercial Offer (priced bid) with the cost breakdown as per PTCL price schedule/BOQ, ensuring that this envelope must be marked as **“Commercial Offer**”. This master envelope (Volume-II) should have one original bid in a separate sealed envelope and two copies of bid in separate sealed envelopes duly marked as “Original” and “Copy-1” and “Copy-2” respectively (along with soft copies in MS Word/Excel on USB).
3. Both the Mater Envelopes i.e. Technical (Vol-I) and Commercial (Vol-II) shall further be enclosed in a MAIN ENVELOPE, which shall bear PTCL Tender/RFP Number and the RFP Name/Title ONLY and Do Not Open Before 10.01.2017, without any other details or name of bidder or any other reference etc. However, the Master Envelopes (Vol I & II) shall be having vendor name and other contact details along with RFQ No. and Title.
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6. Call Deposit in original equivalent to PKR 100,000/-, valid for a period of 06 Months from the date of its issuance shall be enclosed in the ORIGINAL COMMERCIAL OFFER along with Confirmation Certificate (regarding enclosing/submission of CDR without mentioning any value) in the ORIGINAL TECHNICAL OFFER. CDRs of the unsuccessful bidders will be returned upon finalization of award of work, whereas CDR of successful bidder will be released upon submission of Performance Security as per relevant clause(s).
7. Any non-compliance to the above would lead to disqualification of bids from further processing.
8. In case, requests for extension for tender closing date are officially received from two or more bidders, the matter shall be referred to end user/project owner who shall advise their concurrence on the period of extension with justifications, or advise their rejection of such request. EVP Procurement shall be the authority to approve tender extension and all the bidders will be communicated accordingly, in time.

# Deadline, RFP Clarification and Comments

## Guidelines

Following guidelines must be met to ensure that the RFP process is done equitably. Failure to adhere to these guidelines will remove your company, as an eligible bidder, from being considered for the grant of an award of the business and potential contract. PTCL reserves the strict right to accept or reject any or all bids for any reason, as it deems suitable or necessary.

* + 1. All costs expended or incurred by the bidder in preparation and submission of its responses to the RFP or any other expenses related with travelling and presentations are the sole responsibility of such bidder and shall not be reimbursed or paid by PTCL.
    2. All documentary responses to this RFP shall become the legal property of PTCL and shall not be returned to their sender.
    3. PTCL shall not disclose the RFP responses of any one tender bidder to any other tender bidder. Any information contained in your responses that are proprietary information and confidential to your company must be marked as such. Such information shall be automatically treated as confidential.
    4. A tender bid in response to this RFP does not obligate PTCL to accept your tender bid or enter into a business relationship with your company. Any obligations on the part of PTCL shall be set out fully in an appropriate written contractual agreement, to be promptly negotiated subsequent to any award.
    5. The presenting team will include members who will work exclusively on PTCL’s account in case of final selection:

## Conflict of Interest

The agency must disclose all accounts that it is currently servicing, especially those which may be perceived to be in conflict of interest. The agency must submit an agreement to terminate all conflict of interest accounts, if selected.

## Deadline

**The responses to tender bid must be received no later than 30-12-2016.**

Responses to tender bids received after this date may be disqualified and removed from consideration. Provided that the responses to the tender bid have met the deadline PTCL shall promptly begin the process of reviewing documents, contacting references, asking any necessary questions or requesting any required clarifications and undertaking any appropriate actions in the selection process.

No further changes to your responses and tender bid shall be allowed or accepted unless PTCL requests a change, modification or additional information.

Thereafter, PTCL may schedule to meet with a short list of tender bidders within a short period after the completion of the review of the RFP responses and tender bids.

All documents should be delivered in 2 copies (2 Hard copies and 2 soft copies on USBs) addressed to:

**­­­­­­­­­Syed Muhammad Talha Ghaznavi, Senior Manager (Supply Chain Marcom, IT & CPE), 4th Floor, Old Building, PTCL HQ G-8/4, Islamabad.**

## Confidentiality

The fact that PTCL is conducting an agency RFP is to remain confidential.

## Contact Details

The tender bidder may submit questions, request clarifications or offer comments to PTCL via e-mail to **Syed Muhammad Talha Ghaznavi/SM (Supply Chain Marcom, IT & CPE)/PTCL <Talha.ghaznavi@ptcl.net.pk>** stating the tender name i.e. Request for Proposal for Online Media Agency services. Any questions, requests or comments must be received by the PTCL during 4 days after the receiving the document. After such deadline no further questions, requests or comments will be taken into consideration or answered.

# Evaluation Criteria

Evaluation will be done by a committee based on the following

|  |  |
| --- | --- |
|  | **Total Weightage (%)** |
| **Technical Evaluation Criteria** |  |
| Company Experience | 10 |
| Reference Customers | 10 |
| Understanding of PTCL requirements | 10 |
| Social Media Strategy | 20 |
| Creative development/strategy | 15 |
| Social Media Analytics and Reporting | 15 |
| Social customer care tool/solution | 20 |
| **TEC Total** | **100** |

# Annexure B – Creative Brief for PTCL Smart TV App

## Product

PTCL Smart TV App is Pakistan’s first over the top (OTT) television streaming app, and is one of the most prominent digital innovations launched by PTCL. It provides 140+ channels, video on demand, and a variety of shows and movies across Pakistan on multiple screens. It costs Rs 49 per month.

Customer base: 47000 +

## Current Situation

Launched earlier this year, the app is in early stages of adoption and there is a strong need to increase user base and paid subscriptions.

## 

## Target Audiences

* + 1. Demographics
       1. Both Males and females
       2. Age group 16-55
       3. SEC A+, A & B
       4. Residing in KHI, LHR, ISB, RWL, PSH and most of the central Punjab
    2. Psychographics
       1. Educated class
       2. Early adopters of new services and packages
       3. Owners of smartphones, tablets or mobile devices
       4. Looking for mobile video streaming on the go
       5. Conscious about original content
       6. Have specific needs for streaming movies/ serials, dramas, live television channels and music related services
       7. Avid video callers with frequent skype/ facetime etc.
    3. Aspirations
       1. Peer group acceptance

## Goals

The focus should be on building a strong presence of Smart TV App brand and affiliation with the customer to ensure stickiness with the existing customer, getting our share of pocket, and entice the prospective customer into downloading the app and paying for it.

## Requirements

Please propose a complete social media campaign, including:

1. Strategy for current customer engagement and retention while enhancing paid subscriptions
2. Strategy to lure in prospective customers to increase the product base.
3. Scale of the campaigns which will be used to enhance the product in 2016
4. Social media Strategy
5. Interactive concepts and designs of launch and follow-up campaigns

## Promotion / Communication Plan

The promotion and communication plan is to cover all social mediums/platforms as deemed suitable by the agency.

# Annexure C – Creative Brief for Easy Bill Payment Methods

## Product

PTCL accepts a variety of easy bill payment methods for all its products, ranging from cash bill payment to online payment.

Our customers need to know that paying PTCL bills is easier than ever before, and there needs to be a shift from standing in line to paying wherever you are.

## Current Situation

Customers are still mainly relying on paying bills at banks and post offices while standing in line. Customer inconvenience is one cause of late or absconding bill payment. All customers should be made aware of the following payment methods.

**Payment Method Details**

**PTCL One Stop Shops:**

* Pay your EVO bills at your nearest PTCL One Stop Shops (OSS)
* For subscribers using the PTCL Landline Billing Package; your monthly charges for EVO usage will be included in the PTCL phone bill.

**Ufone Service Centers:**

Pay your EVO bills at any Ufone Customer Service Center. For complete list of Ufone Customer service centers please visit our website.

**MCB Banks:**

You can also pay your EVO bills at your nearest branch of MCB Banks. Service available on all MCB branches nationwide.

**EVO Landline Recharge:**

Now you can recharge your prepaid accounts through your PTCL landline. To register, please dial 1236 or visit our website.

**Uload Recharge (only prepaid):**

Now get instant EVO & V-fone recharge through evload by visiting any nearest Uload shop. For more details, please dial 1236 or visit our website.

**Easy Paisa Recharge:**

Now you can also pay your EVO postpaid bills and recharge your prepaid accounts through easypaisa. For Easy Paisa shop location, please visit PTCL website.

**Mobicash through Mobilink**

Bills can be paid at any Mobicash outlet.

**UBL Omni & UBL Net Banking:**

* You can also pay your EVO bills through any UBL Omni Dukaan or through UBL Net Banking.
* The service is applicable for both postpaid bill payments as well as prepaid recharges. Three options are available currently through UBL for Evo customers:
* Omni Dukaan (available in 650+ cities and 13000 locations)
* UBL Omni account holder can pay bill through SMS command.
* UBL Net Banking
* UBL Net Banking customers can also make payments to PTCL through their accounts.

**Website payment:**

Online via debit or credit card at https://epayment.ptcl.net.pk

## TouchPTCL app:

The Android app TouchPTCL can also be used to pay bills through your credit or debit card.

## Target Audiences

* + Demographics
    - * Both Males and females
      * Age group 16-70
      * Residing all over the country
  + Psychographics
    - * Conscious about convenience
      * Diverse range of customers

## Goals

The focus should be on building awareness across Pakistan about PTCL’s easy bill payment methods, so that ultimately people can chose easy and convenient methods and pay bills on time.

## Requirements

Please propose a complete social media campaign, including:

1. Strategy to get the message out to all PTCL customers
2. Scale of the campaigns which will be used to enhance the communication in 2016
3. Social media Strategy
4. Interactive concepts and designs of launch and follow-up campaigns.

## Promotion / Communication Plan

The promotion and communication plan is to cover all social mediums/platforms as deemed suitable by the agency.

# Annexure D – Pitch Strategy – 100 Minutes

* **Introduction 10 Minutes**
* Company experience
* Customers (current and previous)
* **Understanding of PTCL requirements 15 Minutes**
  + Audit of PTCL social media properties
* **Proposed Social Media Strategy 25 Minutes**
  + Management of PTCL social pages
  + Sharing of sample content calendar
* **Creative and Digital Expertise = Sample Campaigns 20 Minutes**
  + Strategy to promote PTCL Smart TV App
  + Increasing awareness of PTCL Easy and Convenient

Bill Payment methods

* **Social media analytics and reporting 10 Minutes**
* **Social customer care tool/solution 10 Minutes**
* **Q&A 10 Minutes**

# Digital Media Planning and Buying

PTCL is seeking proposals from highly qualified, experienced digital marketing companies to run strategic digital marketing campaigns. The chosen strategic partner must preferably be a firm that is Google certified partner and has at least 3 or more years of experience in running large scale digital campaigns.

* Digital Strategy roadmap across business verticals
* Strategic campaign support, including the planning, development and execution of digital campaigns, as needed:
* Online Banner Ads, Paid Search, Mobil Ads, Facebook, Twitter, Instagram, YouTube Advertising and other 3rd secondary paid digital media support.
* Extensive understanding and knowledge on Google Analytics or any similar.

This RFP does not obligate PTCL to award a contract or complete the project and PTCL reserves the right to cancel the solicitation if it is considered to be in its best interest.

# Digital Media Strategy

# 

Help PTCL unlock new drivers of growth and gain competitive advantage using digital. A comprehensive digital strategic roadmap should delivers as the primary deliverable along a sound measurement strategy to ensure all digital touch points are captured.

High-Level GOALS:

* Improve digital foot print
* Improve conversion rates on Company landing pages.
* Decrease campaign costs and reposition budget to provide a higher return on investment (ROI).

# Scope of Digital Media Advertising

The agency will be required to develop and execute PTCL’s digital marketing strategy across all digital media channels using cutting-edge solutions leveraging e-commerce, Web, Mobile, and innovative user engagement strategies.

# Campaign based innovative ideas with performance oriented and audience based planning.

* Ensure integration with other media vehicles/agencies/platforms for paid, owned and earned media communication plans.
* Online media Buying for advertisements on digital media either through the agency themselves or through third party.
* Comprehensive media sourcing, evaluation and negotiations of placement deals with digital & social media platforms (Facebook, Twitter, Google (double click) etc) and direct publishers, & their development & implementation on yearly, quarterly, monthly and / or campaign to campaign basis.
* Ensuring buying transparency by permitting PTCL to monitor efficiency and effectiveness of KPI across all digital media with simple direct access of ad dashboards (Facebook, google, twitter, etc) in real time.
* Drive traffic to promote and enhance sales through e-commerce platform, leveraging internal (PTCL website), external (daraz.pk etc) and social media as per the given KPIs

**Search Marketing Strategy**:

* Increase overall traffic volume to the Company Web site by expanding marketing campaigns on Google, Facebook, and Twitter etc. Examples of Digital advertising requirements include but not limited to:
* *In app ads*
  + Text and Images
  + Leaderboard on mobile 320 x 50
  + Small square 250 x 260
  + Medium square 200x200
* *Different ad platforms on digital*:
  + Google AdWords in search ads (highly targeted, should be used more by PTCL)
  + Google AdWords in YouTube search ads
  + Google Display Network
  + Facebook ads
  + Facebook post boost
  + Direct Display ads
* *Multimedia ad types*
  + Animated Gif – on GDN, AdWords and Facebook
  + Flash based animated ads
  + Video ads – pre-roll, in video, post roll
* *YouTube ads*
  + Pre-roll, in video, and post roll ads
  + 5 to 10 second compulsory view
  + Display ads – to the right of video
  + Overlay ads – semitransparent rectangle over the video
* *Promoted posts and Tweets*
  + Promoted posts (boosted) on Facebook are targeted by demographic and other variables. Highly effective in Pakistan
  + Promoted Tweets appear in top of Twitter timeline. They are less effective and have less coverage in Pakistan.
* Decrease costs by reallocating search budget to the highest performing campaigns.
* Expand keyword portfolios to include high-return, long tail phrases.
* Expand content network campaigns while proactively measuring return on investment on partner sites.
* Automate bid management and optimize budgets
* Improve campaign quality and reduce costs by improving keyword quality and click through rate.
* Create consistency between online marketing campaigns and landing pages to streamline conversions and reduce abandonment.
* Expand site-targeted campaigns and reduce spending on low performance sites.
* Create compelling image ads in standard formats to broaden reach on content networks

## Budgeting and Media buying

Vendor to propose media buy and budgets to support the proposed overall strategy.

# Regular / On-going Services

* Daily bid management and budget optimization.
* Continual expansion to new marketing channels.
* Ongoing search engine optimization recommendations and link building. Continued ad text optimization and testing
* Ongoing multivariate testing and optimization of ad text.
* Testing and improving landing page content and cultivation flows.
* Monthly reporting of key performance indicators.
* Daily bid management and budget optimization.
* Portfolio based bid management
* Monthly reporting and consulting

# Account Servicing, Operations and Finance

* Direct management of a list of online publishers (vendors) regarding invoicing and payments.
  + *Note: if PTCL payment terms will be longer than media owners request, the Agency should make advance payment for PTCL without additional costs*
* Detailed reports (final balance/proof of display / placements etc.) about the delivered spaces and the final amount due, for each campaign and for each publisher
  + *Note: PTCL will provide the agency with the authorization for invoice only at the end of campaign and after receiving the above documents*
* Check of invoicing correctness: get original invoices for placements and make detailed verification of effectively delivered services and possibly work on reconciliation with media owner
* Support on administration and accounting management.

# General Requirements

The bidder must itself be an “Online Media Agency”, with experience of minimum 03 year in online media buying.

1. The bidder must be a Google Certified Partner with extensive understanding and knowledge on Google Analytics or any similar. Preference will be given to partners of Facebook and Twitter affiliated companies.
2. The bidder must guarantee support with qualified, experienced and dedicated online media team and specialists.
3. The bidder must have large scale Digital advertising campaigns. Must share details of the campaigns and results.
4. The bidder must show capability of providing services to PTCL to the complete extent of proposal (Digital/ Online Media) and strategic campaign support, including the planning, development and execution of digital campaigns, as needed for • Online Banner Ads, Paid Search, Mobil Ads, Facebook, Twitter, Instagram, YouTube Advertising and other 3rd secondary paid digital media support
5. The bidder will be responsible for all activities related to Media Buying & Planning and will comply with all laws, rules and regulations in Pakistan
6. The bidder will ensure that they provide the competitive rates for Online Media
7. The bidder must ensure that PTCL gets the maximum discounts (regular and bulk) on all online Media deals
8. The bidder must provide all the documents in English
9. The bidder must provide 2 editable soft copies of all documents on USB (soft copies shall be without password protection) and 2 physical copies
10. The bidder must not be actively working for another telecom provider of Pakistan except Ufone.

# RFP Content

Proposal submitted must contain, at a minimum, the information listed below. The proposal should consist of, but not be restricted to, these points. The company should present in the same sequence as per **Annexure E** to make the review process easier.

2 hard copies and 2 soft copies (on USBs) should be included for PTCL’s reference.

## Online Media Agency Background

* + 1. Details of the online media agency’s background and each known subcontractor, its size and resources
    2. Date Established
    3. Ownership and nature of entity (Limited company, partnership, subsidiary, etc)
    4. Total number of full time employees (Head Office and all Branch Offices)
    5. Physical locations including addresses of all branches and its sister concerns

## Experience

* + - 1. List of clients (past and present) years serviced (From – To) and billing amounts
      2. Please state what tools will be used to affiliate research or internal research
      3. All clients added and lost in past three years with reasons for leaving
      4. Please share what the online media agency’s experience is with web-based marketing or online communications and ad-serving technology compliant with Interactive Advertising Bureau (IAB) along with a list of full Media & Online campaigns done in 2017
      5. Online Media Tools, experience in use of these tools and demonstrating the efficiencies achieved by these
      6. Negotiation of value added elements in a media purchase, including extended schedules and the addition / leverage of promotions
      7. State what experience the agency has with measurement of Return on Investment for online advertising campaigns and specifically, conversion studies to determine the effectiveness of advertising / marketing programs.
      8. Common prevailing media issues and examples of handling those
      9. Recent examples of online bulk media negotiation (Rs. 5 million+) for a client
      10. Details of any recent bulk purchases of high profile sports or entertainment projects, if any
      11. The agency should mention the details of Social Media admin pages which have been or are being handled by the agency. How many fans, applications, games etc. have been developed/ acquired by the agency

## Resources

The online agency should state the number of employees (both dedicated and shared) and provide the appropriate proposed structure of the team dedicated to PTCL’s account.

## Value Addition

Evaluation of PTCL’s online media release of the last 1 year, pointing out areas of strengths and perceived areas of weakness. Please include a SWOT analysis in this section

## Media Billings

* + 1. Total gross billing of the agency in each of the previous 2 years
    2. Average billing of the agency’s accounts
    3. The number of clients who have average gross billings ***(per month)*** in following brackets:
       1. Under PKR 2 Million
       2. Over PKR 2 million and Under PKR 5 million
       3. Over PKR 5 million and Under PKR 7 million
       4. Above PKR 7 million

## Timelines

* + 1. Agency should specify the typical time required for development of Online media plans and airing of the same:
    2. Pre-campaign Analysis
    3. Implementation
    4. Post-campaign Analysis

# Remuneration

The agency will work on commission on actual media rates per campaign. Agency needs to quote % commission to be charged per campaign to be paid in PKR (inclusive of tax). No additional charges shall be paid other than the commission charges for **digital artwork (static, multimedia, campaign setup, design charges, adaptation charges, CDs, prints, fuel, travelling, electricity, bonuses, promotions, Management Fees, Coordination fees, commission on third party works, consultancy fee etc.)**

# Important Notes

1. The bidder must submit the tender bid with the most competitive/workable price.
2. PTCL’s agency selection criteria will not be challenged and will be deemed final.
3. The successful bidder will provide services only to PTCL in the telecom sector.
4. PTCL reserves the right to hire any other agency during or after the tenure of the agreement.
5. PTCL will not pay any additional cost to the agency for the development of any application/ portal, widget or any technological product /service which will be developed to advertise/ promote or enhance PTCL products/ services.
6. Development of any specific artworks/adaptation for website etc. will be done on the agency’s expense and PTCL will not be paying any amount for it.
7. The Contract shall be construed and governed by the laws of the Islamic Republic of Pakistan. The Contract shall be written in English language, which shall govern its interpretation. All literature, correspondence and other documents pertaining to the Contract that are exchanged by the Parties shall be written in the same language.
8. The Contractor shall fully indemnify PTCL against all actions, claims, demands, proceedings, damages, costs, charges and expenses arising from or incurred by reason of any infringement of any intellectual property rights including copyright, patent rights, design rights and trade marks by use or possession of the service, software and equipment supplied by the Contractor. Contractor shall indemnify and save harmless PTCL from and against all losses and all claims, demands, payments, suit, actions, recoveries and judgment of every nature and description made and related cost and expenses brought or recovered against the PTCL related to the work done under this Order, by reasons of any act, omission to act or status of liability of Contractor or its sub-Contractors or agents or employees. Contractor agrees to give PTCL prompt notice of any possible liability.
9. If the Contractor is in breach of any obligations under any subsequent Contract/Purchase Order (or any part of it) or if any other liability arising then the maximum liability of the Contractor under Contract/Purchase Order shall not be limited to the Order Price payable to the Contractor by PTCL and shall include indirect losses including but not limited to loss of goodwill or reputation, loss of data or information.
10. The Contractor shall not change the Order or any part thereof, or assign or sub-Contract the whole or otherwise any part of the work without the prior written consent of PTCL. If such consent, if given, shall not relieve the Contractor from any liability or obligation under the Order and Contractor shall be responsible for the acts, defaults and neglects of any sub-Contractor, agent assignee or neglect of Contractor’s servant or workman or employee.
11. The Contractor shall not without PTCL prior written consent, make use of any documents or information except for purposes of performing the Order.
12. No official or employee of PTCL shall be admitted to any share or part of the Contract or to any benefit that may arise there from. The Contractor declares and affirms that the Contractor and its shareholders, directors, officers, employees and agents have neither paid nor undertaken to pay, pay-off, kick-back or unlawful commission. The Contractor and its shareholders, directors, officers, employees, and agents have not in any way or manner paid any sums, whether in Rupees or a foreign currency and whether in Pakistan or abroad, given or offered to give any such gifts and presents in Pakistan or abroad, to any official or employee of the PTCL or any other person to procure the Contract. The Contract shall be terminated during any time of execution if such act is proved in the reasonable opinion of PTCL.
13. Parties can undertake amendment(s) in the Contract, if so required, by the mutual consent. This Order shall not be amended except by written amendment signed by all the parties.
14. The Contract shall be construed and governed under the Laws of Pakistan and the Parties irrevocably submits to the exclusive jurisdiction of the courts of Islamabad. The Parties shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with the Contract. Any difference, dispute or question arising out of, or with reference to, the Contract which cannot be settled amicably shall within thirty (30) days from the date that either party informs the other in writing that such difference, dispute or question exists, be referred to arbitration. Within thirty (30) days of the aforesaid notice, both parties shall nominate and agree upon a sole arbitrator for commencement of the arbitration proceedings. The arbitration shall be a condition precedent to any proceedings in law. The arbitration shall be conducted in accordance with the rules of procedure set forth in the Pakistan Arbitration Act 1940 subsequently amended. The arbitration Tribunal shall have its seat in Islamabad, Pakistan. The award of the arbitrator shall be final and binding on both parties. The cost of the arbitrator shall be borne equally by both parties. In the event of an arbitrator resigning or becoming incapable or unable to act, the parties shall nominate and agree on a replacement within two weeks of such an event. Proceeding shall continue without recommencing as if such arbitrator had been originally nominated.
15. In addition to other rights available to PTCL, if the Contractor fails to comply with any of the conditions mentioned herein or the “Contract”, PTCL reserves the right to immediately terminate the Contract/ Purchase Order. Such termination shall not prejudice any legal action subsequently taken by PTCL against the Contractor for breach of Contract / Purchase Order. Furthermore, PTCL may terminate the resulting Contract/PO (if any) in whole or in part at any time for its convenience. However only those services, which are ready to be rendered within 10 days after the receipt of the termination notice, may be purchased by PTCL as per terms and conditions of the Contract/ Purchase Order.
16. Nothing in this Agreement shall confer or be deemed to confer on either Party any rights, title or interest in any logo, service mark trademark, copyright or other intellectual property rights belonging to the other Party and each Party hereby acknowledge that it shall not acquire any rights, title or interest in respect thereof and that all such rights, title or interest are and shall remain the property of and vested in the other Party.

# Commercial Terms & Conditions

1. Quotes shall be submitted on **DDP-PKR basis i.e. inclusive of all applicable taxes**.
2. 100% payment shall be made to the Contractor through cross cheque upon delivery of complete services and subsequent issuance of SAN/Acceptance Certificate.
3. The Contract/Agreement shall be valid for an initial period of **One (01) year** starting from the date of signing of Contract by all the parties and further extendable another one year as per PTCL’s requirement. The prices agreed upon and reflected in the BOQ/Price Summary in the Contract/PO shall be valid for an initial term of One (01) Year from the date of signing of Contract/PO by all the parties. The unit prices (including discounts) will remain unchanged till the validity of the Prices/Contract/PO.
4. Contractor shall submit a Revolving/Corporate Performance Security equivalent to PKR 500,000/- (within 15 days from signing of Contract/Agreement) valid for period of Twelve (12) Months from the date of its issuance, as per annexed Performance Security Form. The Performance Security will be discharged by PTCL not later than 30 days following the expiry of the 12 months period or any extended warranty/period, taking into account LDs and/or any other penalties (if any).
5. No quantity over and above that requested in the Order will be paid, if delivered/completed without advance written authority having been obtained from the PTCL.
6. Details regarding Documents for Payment will be specified in the resulting Contract/PO (if any).
7. Contractor shall ensure smooth running/delivery of services as per PTCL requirement/guidelines against each Order.
8. Contractor agrees to observe all PTCL security procedures in force, ownership of entire pertinent activities will be the responsibility of Contractor including resolution of any fault/issue, which may affect the applicable domain(s)/operations(s).
9. Contractor shall be responsible and answerable in case of any delay or disturbance.  PTCL reserves the right to penalize delayed (and/or not up to the mark) activities. Contractor warrants that it will provide and perform the services by itself using suitably trained and qualified personnel utilizing the standards, expertise, care and diligence to be reasonably expected in the telecommunication industry.
10. If Contractor breaches a warranty and/or condition implied by law, which cannot be excluded, restricted or modified, to the extent permitted by law, the liability of Contractor is limited to.
11. In the case of goods:
12. The replacement of the goods or the supply of equivalent goods; or
13. The repair of goods; or
14. The payment of the cost of replacing the goods or of supplying equivalent goods
15. In the case of services:
    1. The supplying of the services; or
    2. The payment of the cost of having the services resupplied.

# Bid Submission

1. Bidders shall submit the bids in two (02) separate sealed envelopes. One sealed envelope will contain the Technical Offer (un-priced bid) along with specifications and all other technical details ensuring that the envelope must be marked as **“Technical Offer”.** This master envelope (Volume-I) should have one original bid in a separate sealed envelope and two copies of bid in separate sealed envelopes duly marked as “Original” and “Copy-1” and “Copy-2” respectively (along with soft copies in MS Word/Excel burnt over USBSs).
2. A second sealed envelope will contain the Commercial Offer (priced bid) with the cost breakdown as per PTCL price schedule/BOQ, ensuring that this envelope must be marked as **“Commercial Offer**”. This master envelope (Volume-II) should have one original bid in a separate sealed envelope and two copies of bid in separate sealed envelopes duly marked as “Original” and “Copy-1” and “Copy-2” respectively (along with soft copies in MS Word/Excel on USB).
3. Both the Mater Envelopes i.e. Technical (Vol-I) and Commercial (Vol-II) shall further be enclosed in a MAIN ENVELOPE, which shall bear PTCL Tender/RFP Number and the RFP Name/Title ONLY and Do Not Open Before 10.01.2017, without any other details or name of bidder or any other reference etc. However, the Master Envelopes (Vol I & II) shall be having vendor name and other contact details along with RFQ No. and Title.
4. Bids complete in all aspects (proposals along with duly filled price schedule and shall be submitted to the office of Senior Manager (Supply Chain Marcom, IT & CPE), 4th Floor, Old Building, PTCL HQ G-8/4, Islamabad on or before the closing date and time as advised by PTCL in Invitation to Tender Letter/Notice. Any bid received by PTCL after the deadline for submission of bids prescribed by PTCL will be rejected and returned un-opened to the bidder.
5. The bids/prices shall remain valid for a period of One Hundred & Eighty (180) days after the date of bid opening prescribed by PTCL. A bid valid for a shorter period shall be rejected by PTCL as non-responsive. Bids with conditional prices due to currency fluctuation or petroleum cost fluctuation in Pakistan or any other reason shall be taken as non-responsive and may be rejected.
6. Call Deposit in original equivalent to PKR 100,000/-, valid for a period of 06 Months from the date of its issuance shall be enclosed in the ORIGINAL COMMERCIAL OFFER along with Confirmation Certificate (regarding enclosing/submission of CDR without mentioning any value) in the ORIGINAL TECHNICAL OFFER. CDRs of the unsuccessful bidders will be returned upon finalization of award of work, whereas CDR of successful bidder will be released upon submission of Performance Security as per relevant clause(s).
7. Any non-compliance to the above would lead to disqualification of bids from further processing.
8. In case, requests for extension for tender closing date are officially received from two or more bidders, the matter shall be referred to end user/project owner who shall advise their concurrence on the period of extension with justifications, or advise their rejection of such request. EVP Procurement shall be the authority to approve tender extension and all the bidders will be communicated accordingly, in time.

# Deadline, RFP Clarification and Comments

## Guidelines

Following guidelines must be met to ensure that the RFP process is done equitably. Failure to adhere to these guidelines will remove your company, as an eligible bidder, from being considered for the grant of an award of the business and potential contract. PTCL reserves the strict right to accept or reject any or all bids for any reason, as it deems suitable or necessary.

* + 1. All costs expended or incurred by the bidder in preparation and submission of its responses to the RFP or any other expenses related with travelling and presentations are the sole responsibility of such bidder and shall not be reimbursed or paid by PTCL.
    2. All documentary responses to this RFP shall become the legal property of PTCL and shall not be returned to their sender.
    3. PTCL shall not disclose the RFP responses of any one tender bidder to any other tender bidder. Any information contained in your responses that are proprietary information and confidential to your company must be marked as such. Such information shall be automatically treated as confidential.
    4. A tender bid in response to this RFP does not obligate PTCL to accept your tender bid or enter into a business relationship with your company. Any obligations on the part of PTCL shall be set out fully in an appropriate written contractual agreement, to be promptly negotiated subsequent to any award.
    5. The presenting team will include members who will work exclusively on PTCL’s account in case of final selection:

## Conflict of Interest

The agency must disclose all accounts that it is currently servicing, especially those which may be perceived to be in conflict of interest. The agency must submit an agreement to terminate all conflict of interest accounts, if selected.

## Deadline

**The responses to tender bid must be received no later than 30-12-2016.**

Responses to tender bids received after this date may be disqualified and removed from consideration. Provided that the responses to the tender bid have met the deadline PTCL shall promptly begin the process of reviewing documents, contacting references, asking any necessary questions or requesting any required clarifications and undertaking any appropriate actions in the selection process.

No further changes to your responses and tender bid shall be allowed or accepted unless PTCL requests a change, modification or additional information.

Thereafter, PTCL may schedule to meet with a short list of tender bidders within a short period after the completion of the review of the RFP responses and tender bids.

All documents should be delivered in 2 copies (2 Hard copies and 2 soft copies on USBs) addressed to:

**­­­­­­­­­Syed Muhammad Talha Ghaznavi, Senior Manager (Supply Chain Marcom, IT & CPE), 4th Floor, Old Building, PTCL HQ G-8/4, Islamabad.**

## Confidentiality

The fact that PTCL is conducting an agency RFP is to remain confidential.

## Contact Details

The tender bidder may submit questions, request clarifications or offer comments to PTCL via e-mail to **Syed Muhammad Talha Ghaznavi/SM (Supply Chain Marcom, IT & CPE)/PTCL <Talha.ghaznavi@ptcl.net.pk>** stating the tender name i.e. Request for Proposal for Online Media Agency services. Any questions, requests or comments must be received by the PTCL during 4 days after the receiving the document. After such deadline no further questions, requests or comments will be taken into consideration or answered.

# Evaluation Criteria

Evaluation will be done by a committee based on the following:

|  |  |
| --- | --- |
|  | **Total Weightage (%)** |
| **Technical Evaluation Criteria** |  |
| Company Experience | 20 |
| Previous Campaigns | 10 |
| Understanding of PTCL requirements | 15 |
| Digital Buying plan as per RFP | 20 |
| Ecommerce strategy | 15 |
| Media Affiliations (Google, Facebook, Twitter certification) | 20 |
| **TEC Total** | **100** |

# Annexure E – Pitch Strategy – 60 Minutes

* **Introduction 10 Minutes**
* Company experience
* Customers (current and previous)
* **Understanding of PTCL requirements 10 Minutes**
  + Audit of PTCL social media spend
* **Digital Media Buying and Advertising Expertise – Sample spend 15 Minutes**
  + Consider you have Rs. 1.0 million to spend on digital and

Online advertising. You can spend it anyway on any medium

to achieve the following high level tasks in a given month:

* + - Increase Fans on PTCL Facebook page
    - Increase followers of PTCL Twitter
    - Run advertising to promote install of aps
    - Run awareness of a sample PTCL campaign
* **Strategy to promote E-commerce of PTCL products and services 10 Minutes**

* **Media Affiliations 05 Minutes**
* Media muscle vis-a-vis digital and social media platforms

and publishers

* **Q&A 10 Minutes**

# Parties

PTCL and Contractor (The Successful Bidder) will collectively be referred to as “Parties” and individually as “Party”.

**SECTION-X**

For the purposes of this RFP and resulting Order/Agreement (if any), Parent Company shall mean Etisalat Telecommunications Corporation or any Etisalat Group Holding Company formed hereafter. Affiliates and/or Subsidiaries shall mean any of the entities listed as subsidiaries or affiliates of the parent company in accordance with section X of this RFP and Order/Agreement. Contracting Party shall mean any affiliate or subsidiary listed in section X that has a Contractual relationship with the Supplier/Contractor.

The Parent Company shall at its sole option have the right to either add or delete any entity as an Affiliate and/or subsidiary to/from whatever is listed in section X of this RFP and resulting Order/Agreement (if any) by sending a notice in writing to the Supplier/Contractor. The Supplier/Contractor shall immediately be required to recognize such Affiliates and/or Subsidiaries of the Parent Company.

The Contractor hereby acknowledges and agrees that Parent Company or any Affiliate and/or Subsidiary as defined in section X of this RFP and resulting Order/Agreement (if any) shall have the right to access and benefit from the terms, conditions, pricing and all other aspects of this RFP and resulting Order/Agreement (if any) for the purposes of analyzing and benchmarking the information contained herein for its own procurement purposes.

In the event that the Contracting Party requests the Supplier/Contractor to further negotiate the terms, conditions, pricing or specifications to accommodate additional requirements to be incorporated in its Contract/Agreement/Order with the Supplier/Contractor, the Supplier/Contractor shall undertake such negotiations in good faith with a view to extend any resulting additional benefits to the Parent Company and all other interested Affiliates / Subsidiaries.

**Parent Company**

1. Etisalat Telecommunications Corporation "Etisalat" - UAE

Existing Subsidiaries or Affiliates of the Parent Company:

1. Etisalat – Afghanistan
2. Atlantique  Telecom  –  West Africa - including: Benin, Burkina Faso, Central African Republic, Cote d’Ivoire, Gabon, Niger and Togo
3. Canar Telecommunication Co. Limited - Sudan
4. Etisalat Misr - Egypt
5. Etihad Etisalat “Mobily” – Saudi Arabia
6. Pakistan Telecommunication Company Limited – Pakistan
7. Ufone – Pakistan
8. Thuraya Satellite Telecommunications Company - UAE
9. Zanzibar Telecom Ltd (ZANTEL)
10. EMTS - Nigeria
11. Etisalat Lanka Private Ltd. - Sri Lanka

**ANNEX-F**

**TECHNICAL/COMMERCIAL COMPLIANCE SHEET**

|  |  |  |
| --- | --- | --- |
| **(CLAUSE / SUB-CLAUSE)** | **COMPLIANCE** | **REMARKS** |
| 1 | 2 | 3 |

The Compliance Sheet is meant for stating the tender's compliance / non-compliance on all clauses and it is divided into three columns. The bidder shall complete the Compliance Sheets strictly in accordance with the instructions given below:

|  |  |  |
| --- | --- | --- |
|  | Column-1: | For specifying the clause number to which the information in column 2 and 3 applies. |
|  | Column-2: | For stating whether the tender's offered terms and conditions conforms to the clause in column-1 by using one of the following symbols. |
|  | A): | The tender's offered terms and condition fully conforms to the clause in column-1. |
|  | B): | The tender's offered terms and conditions do not fully conform to the clause in column-1. |
|  | Column-3: | States the alternative only if the Symbol B has been used in Column-2. The benefit, which PTCL will have if such alternative is accepted, must be stated. |

The bidder shall complete the Technical/Commercial Compliance Sheet(s) furnished in the Bid Documents strictly in accordance with the instructions. However the following points are further added.

1. A word such as "noted" is inadequate and will be treated as not complied.
2. Where a clause in stated to be "complied" the bidder may provide further reference details, but in event of any discrepancy between these details and the statement of compliance, then the compliance statement will be taken by the PTCL as correct and binding upon the bidder and the details (including footnotes or specified in any other form or place) given by the bidder will be ignored
3. Where the clause is stated to be "not complied" or "partially complied" then the bidder will provide full details of the deviation from the specified requirements together with full details of any alternative arrangement offered.
4. Simply signing of every page of bid documents will not serve the purpose of the compliance statement and will be treated as not complied. Therefore proper compliance sheet should be attached with the bid.
5. If a certain clause(s)/sub-clause(s) are missed or left unattended in commercial compliance sheet such clause(s) or sub-clauses would be considered as not complied.
6. Failure to provide commercial compliance will be deemed sufficient cause of rejection of the bid and will be major deviation.

**ANNEX- G**

**PERFORMANCE SECURITY FORM**

|  |  |
| --- | --- |
| FROM: | Guarantee # |
| Amount: |
| Issue Date: |
| Expiry Date: |

TO,

**PAKISTAN TELECOMMUNICATION COMPANY LIMITED HEADQUARTERS, G-8/4, ISLAMABAD**SUBJECT:

B/G AND DATE FOR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ON BEHALF OF \_\_\_\_\_\_\_\_\_\_FOR DUE AND FAITHFUL PERFORMANCE OF CONTRACT/AGREEMENT/PO#\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATED \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Whereas M/S\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(hereafter called the Contractor) has requested us (Bank Name) to furnish a Bank Guarantee in Bidder favor in the sum \_\_\_\_\_\_\_\_\_\_\_\_\_ (IN WORDS) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as performance security against Contract/Agreement/PO No. \_\_\_\_\_\_\_\_\_\_\_\_\_ dated \_\_\_\_\_\_\_\_\_\_\_\_ to be concluded between the Contractor and Pakistan Telecommunication Company Limited Islamabad.**WE HEREBY IRREVOCABLY AND UNCONDITIONALLY AGREE AND UNDERTAKE:**

1). To make an un-conditional payment of \_\_\_\_\_\_\_\_\_\_ to you on demand without any further question or reference to the Contractor upon failure of the Contractor to perform the Contract/Agreement/PO on which you will be the sole judge.2). To keep this guarantee valid in full force from this date up to the time of the due and faithful completion of the Contract under reference (the schedule of implementation shall be as described in the Contract/Agreement/PO and its subsequent amendments) or till (Date)\_\_\_\_\_ whichever date is later. The faithful completion of the Contract/Agreement/PO by the Contractor will be intimated by the PTCL-GROUP. 3). To extend the period of the enforceability of this guarantee if such extension be necessary or desired by you of us. All claims there under must be submitted to the Bank\_\_\_\_(Bank Name)\_\_\_\_\_on or before the expiry date mentioned in this guarantee or the date mentioned in its extensions issued from time to time, after which this guarantee will become null and void and should be returned to us. Irrespective of its return, we shall consider ourselves fully discharged from any obligation there under after the said expiry date.

4). The Performance Guarantee being unconditional and irrevocable undertaking to PTCL-GROUP shall be independently confirmed by the bank before its discharge/encashment, especially before its expiry.

Dated: This [Day] of [Month], 201…

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A Person Authorized To Sign Contract on Behalf

Witness: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sworn & Sign before me

On This [Day] of [Month], 201…

By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_