



NCIA/ACQ/2022/07126
06 September 2022

REQUEST FOR INFORMATION

PROJECT “NHQ-IS REPLACEMENT OF DIGITAL ASSET MANAGEMENT AND WEB CONTENT MANAGEMENT SYSTEMS”

NCI Agency Reference: RFI-CO-115759-DAMS-WCM

NCI Agency is seeking information from Nations and their Industry regarding the availability of solutions among all NATO Nations.

NCI Agency Point of Contact

Contracting Officer: Lise Vieux-Rochat

E-mail: IFBCO115759DAMSWCM@ncia.nato.int



NATO Communications
and Information Agency
Agence OTAN d'information
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Avenue du Bourget 140
1140 Brussels, Belgium
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To: Distribution List (Annex A)

Subject: **NCI Agency Request for Information RFI-CO-115759-DAMS-WCM**

1. NCI Agency requests the assistance of the Nations and their Industry to identify Solutions that can meet or exceed NATO requirements under the scope of project DAMS-WCM”.
2. NCI Agency requests the broadest possible dissemination by Nations of this Request for Information to their qualified and interested industrial base.
3. A summary of the requirements is set forth in the Annex B attached hereto. Respondents are requested to reply via the questionnaire at Annex C. Other supporting information and documentation (technical data sheets, marketing brochures, catalogue price lists, descriptions of existing installations, etc.) are also desired.
4. The NCI Agency reference for this Request for Information is RFI-CO-115759-DAMS-WCM, and all correspondence and submissions concerning this matter should reference this number.
5. Responses may be issued to NCI Agency directly from Nations or from their Industry (to the staff indicated at Paragraph 8 of this Request for Information). Respondents are invited to carefully review the requirements in Annex B.
6. Responses shall in all cases include the name of the firm, telephone number, e-mail address, designated Point of Contact, and a NATO UNCLASSIFIED description of the capability available and its functionalities. This shall include any restrictions (e.g. export controls) for direct procurement of the various capabilities by NCI Agency. Non-binding product pricing information is also requested as called out in Annex C.
7. Responses are due back to NCI Agency no later than 17:00 Brussels time on 19 September 2022.
8. Please send all responses via email to the following NCI Agency Point of Contact:

To Attention of: Mrs Lise Vieux-Rochat
Mrs Mihaela Zoicas

E-mail: IFBCO115759DAMSWCM@ncia.nato.int
9. Product demonstrations are not foreseen during this initial stage. At this stage, clarification requests or any further questions are not accepted in return. NCI Agency reserves the right to invite respondents to explain both their pricing information and the solution approach with an online session to be arranged in October-November 2022. Respondents are requested to await further instructions after their submissions and are requested not to contact directly any NCI Agency staff other than the POC identified above in Paragraph 8.



10. Any response to this request shall be provided on a voluntary basis. Negative responses shall not prejudice or cause the exclusion of companies from any future procurement that may arise from this Request for Information. Responses to this request, and any information provided within the context of this survey, including but not limited to pricing, quantities, capabilities, functionalities and requirements will be considered as information only and will not be construed as binding on NATO for any future acquisition.
11. The NCI Agency is not liable for any expenses incurred by firms in conjunction with their responses to this Request for Information and this shall not be regarded as a commitment of any kind concerning future procurement of the items described.
12. Your assistance in this Request for Information request is greatly appreciated.

FOR THE CHIEF OF ACQUISITION:

Lise Vieux-Rochat
Contracting Officer

Enclosures:

Annex A (Distribution List)

Annex B (Request for Information - Summary of Requirements)

Annex C (Request for Information - Questionnaire)

ANNEX A
Distribution List for Request for Information
RFI-CO-115759-DAMS-WCM

All NATO Delegations (Attn: Investment Adviser)

NATO Members Embassies in Brussels (Attn: Commercial Attaché)

NCI Agency – All NATEXs

Internal distribution

ANNEX B

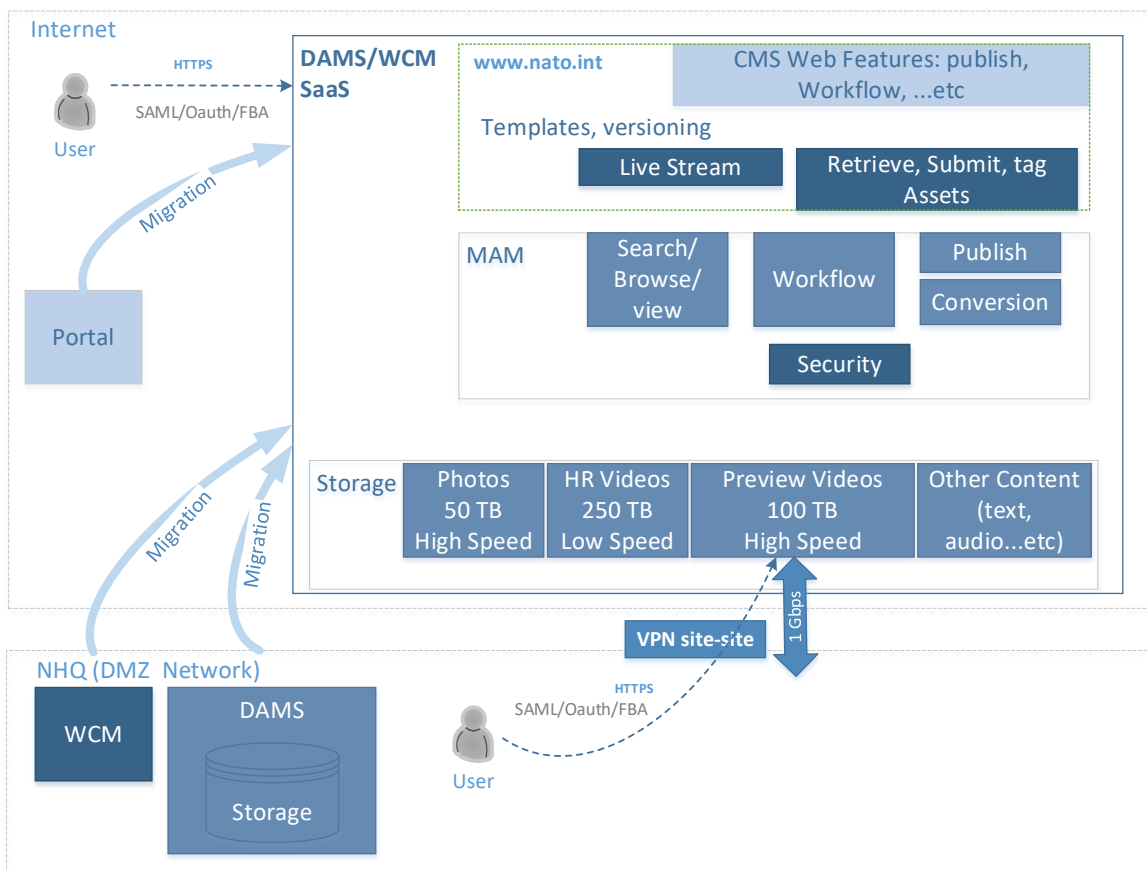
Summary of Requirements

1. Project Scope

- 1.1 NATO's Public Diplomacy efforts serve a vital function within the Alliance by communicating its purpose and priorities to audiences worldwide. In fulfilling this role, the Public Diplomacy Division (PDD) actively strengthens NATO's public image, thereby fostering awareness and understanding of NATO's policies and activities, and ultimately enhances trust in and support for the Alliance.
- 1.2 NATO's public website (<https://www.nato.int>) is the digital avatar of a modern and adaptable Alliance. NATO.int must be replaced by an ecosystem that is user-centric and engage its users with the content they expect in the space in which they are active through the devices they use to connect.
- 1.3 Web Content Management (WCM) is the technical system currently used to support the public NATO website (<https://www.nato.int>). It includes a hardware component (network infrastructure, servers, databases, IT security devices), a software component (the content management, application), and the content of the NATO website (text, photos, audio, design).
- 1.4 The Digital Asset Management System (DAMS) is a crucial tool utilised by the Public Diplomacy Department (PDD) to produce, select and edit media that is then released into the Public domain on multiple media platforms through WCM, therefore projecting the NATO image to the world.
- 1.5 The WCM and DAMS products are both dated, coming to End of Life (EoL) needing to be replaced in their entirety by December 2024 to ensure NATO continues to be seen by the public as an entity at that is at the forefront of current technology as it delivers NATO content into the public domain.
- 1.6 This project seeks to combine both projects under Reference A to deliver a singular solution that will be supported and constantly updated for the subsequent 5 years post implementation.

2. High level Requirements

- 2.1 The overall Solution will be a single system in the Cloud that will consolidate the current three system's functionalities (Portal, WCM and DAMS).
- 2.2 The Solution should allow access from the internet as well as from the NATO HQ premises via different authentication methods, claims based and form based.
- 2.3 The Solution (including data and servers) shall be located in a NATO country.
- 2.4 The Solution shall be based on one of these technologies: Adobe Experience Manager, Liferay, Sitecore, Contentstack, Kentico and Storyblok.
- 2.5 The Solution could federate the NHQ DMZ network with the SaaS Identity Management.



2.6 The Solution has to be scalable in terms of IT resources and also amount of users (10% yearly growth) and supports 100 concurrent authenticated users and 50,000 visitors per day.

2.7 User access into the Solution will enable for different User Profiles:

- NATO HQ Functional Admins: to manage the SaaS solution
- NATO Editors and Media Contributors to edit, upload, publish and manage media assets
- NATO Contributors: to upload video and other media and
- Anonymous users to read the NATO Portal published information.

2.8 The Cloud must also expand the current functionalities to market standards in terms of:

- Authentication methods: Claims Based Authentication, Multifactor Authentication, captchas and roles management
- New functionalities: responsive design, publishing workflows and multi-sites creation.
- Improve current backend media management with version control, search, metadata tagging, categorization, media protection and high quality video transcoding (1080i/p HD).
- Enable environments for developing, pre-production and production (Staging and Live).

2.9 The Solution shall provide Content Management Services for publishing information, versioning and approval workflows.

- 2.10 The Solution User Experience (UX) should be intuitive and simple, allowing web design WYSIWYG with widgets (HTML functional blocks).
- 2.11 There are periods where the Solution needs to be highly available and resilient. Events such Summits or Board Meetings. Every year there could be around 12 critical periods, lasting 3 days/event. The Purchaser will give notice to the Contractor 3 weeks in advance
- 2.12 The Solution shall fulfil the below KPIs per functionality type:

Functionality Type	Recovery Time Objective (RTO)	Recovery Point Objective (RPO)	Availability
Public facing website	10 sec	8 h	99.5% Normal Period 99.7% Critical Period
Content and Asset Management	4 h Normal Period 2 h Critical Period	24 h Normal Period 8 h Critical Period	98 %
Backups, SMC	7 h	48 h	98 %

- 2.13 The Contractor shall migrate the current 350 TB of data stored locally in NHQ Data Center into the Cloud, maintaining the media metadata in case of photos and audio files and enhancing it for the video files with related database information. It should avoid downtimes following these steps:
 - 2.13.1 Maintain the current NATO portal up and running until the new one is ready and then do the switch (not in scope of Contractor).
 - 2.13.2 Exporting the old one as static HTML to the Cloud for future reference (in Contractor Scope).
 - 2.13.3 Progressively migrate the media content for DAMS in several steps (WCM will be done by the Purchaser with Contractor's assistance).
- 2.14 The Solution performance shall support:
 - Web Animations should be smooth and maintain 60fps
 - Web browse navigation page load less than 2 sec.
 - Basic Transactions (create, update, delete) less than 3 sec.
- 2.15 Operation and Maintenance (O&M). The Contractor shall provide L2 and L3 Support levels, see below table:

Support Level	Support Activities	Provider	Incident Reporting means
L1	<ul style="list-style-type: none"> • Capture (logging) of incidents • Initial investigation for adequate incident routing • Tracking of availability, recoverability and supportability data (SLA) 	NCIA	Email, phone <i>Incident Management software (ITSM)</i>
L2	<ul style="list-style-type: none"> • Incident Management activities escalated from L1 • Problem Management • Maintaining the application • Running the capacity planning activity • Configuration Management • Service Requests 	Solution Provider	<i>(ITSM)</i>

L3	<ul style="list-style-type: none"> • Change Management. • Manage Solution’s underlying Platform: scale up, renew etc. • Manage Solution’s underlying Services: turn on-off, configurations and alike • Apply necessary Security and Application Patches and updates to comply with KPIs and above requirements 	Solution Provider	To Be Defined in subsequent Service Level Agreement (SLA)
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2.16 The Solution should comply with industry and NATO standards/directives for Public Cloud hosting, Authentication (SAML, Oauth), transport (HTTPS/FTTSP), API extensions (REST, Web Services), GUI (HTML 5, JavaScript) and alike.

2.17 Respondents must assume a series of security tests will be required before go-live of the new solution. Assistance from the Contractor will be required in order to pass the necessary tests.

3. Ownership

3.1 The proposed solution is based on the Contractor Owned / NATO Operated (CONO) scenario. The solution will be delivered and maintained by the Contractor, and operated by NATO.

3.2 The Contractor will be responsible for the SaaS/PaaS (including Hardware and Software, Firmware (FW) Configuration Management up to the end of the Warranty).

ANNEX C
Questionnaire

Organisation name:

Contact name & details within organisation:

Notes

- Please **DO NOT** alter the formatting. If you need additional space to complete your text then please use the 'Continuation Sheet' at the end of this Annex and reference the question to which the text relates to.
- Please feel free to make assumptions, *HOWEVER* you must list your assumptions in the spaces provided.
- Please **DO NOT** enter any company marketing or sales material as part of your answers within this Request for Information. But please submit such material as enclosures with the appropriate references within your replies. If you need additional space, please use the sheet at the end of this Annex.
- Please **DO** try and answer the relevant questions as comprehensively as possible.
- All questions within this document should be answered in conjunction with the summary of requirements in Annex B.
- All questions apply to Commercial or Government responders as appropriate to their Commercial off the Shelf (COTS) or Government off the Shelf (GOTS) product.
- Cost details required in the questions refer to Rough Order of Magnitude (ROM) Procurement & Life Cycle cost, including all assumptions the estimate is based upon:
 - Advantages & disadvantages of your product/solution/organisation,
 - Any other supporting information you may deem necessary including any assumptions relied upon.

1. Will your solution be able to implement the above requirements? Please describe the advantages & disadvantages.
2. Can you provide an estimation on cost and time that would require you to implement it? Please break it down per:
 - Solution Instantiation: configuration and resource provisioning,
 - Storage,
 - Number of users and
 - Migration.
3. Can you provide the cost of having an Active Directory that is able to federate with other domains (i.e. with NHQ DMZ Microsoft ADFS)?
4. Does your solution support creation of logically separated websites? That is, with their own data, look and feel and user groups, and even have different URL.
5. Can the Solution send logs to our Data Center for activity and security inspection? If so in which format? Can it be ingested into Splunk?
6. Can you briefly describe the licensing model whereas it is subscription, user and/or storage based?

<p>Continuation Sheet</p> <p>Please feel free to add any information you may think that may be of value to NCI Agency in the space provided below. Should you need additional space, please copy this page and continue with the appropriate page numbers.</p>	<p>Page</p> <p>— Of</p> <p>—</p>