

Mvix | Digital Signage RFP

An RFP offers your organization the invaluable opportunity to review the best possible vendors for your digital signage project. Understanding just how each vendor will approach your specific project helps you understand which vendor and solution is the best fit for your needs. Asking potential signage vendors to provide detailed information early on can save your organization a lot of money and headaches down the road.

A well-written RFP should have these following four sections:

1. Overview: Purpose of RFP, Conditions and Effective Period
2. Supplier Instructions: RFP Schedule, Vendor Questions
3. Requirements: Background, Scope of Service, Vendor Info, Technical Requirements & Support
4. Pricing Schedule & Features List

Dos

Define the scope clearly

The real success of an RFP is dependent on the clear definition of the Project Scope. Explain very clearly, early on in the document, what you are looking for and what constitutes an ideal solution. The more respondents understand what you are after, the better the quality of the responses.

Talk about yourself before you ask

Most responses for RFPs are based on the requester. RFP responders have most likely not met you or they're not familiar with your current processes. Explain what you do and how you do it. Providing some background information on your company and processes will help frame better answers and reduce the amount of follow-up questions.

Be reasonable

Have reasonable expectations in your requirements and timelines. Asking for balance sheets and P&Ls from vendors is uncalled for. Asking for business insurance when procuring a cloud-based digital signage software is meaningless. Requesting aggressive response timelines may turn away some good vendors.

Don'ts

Beware of the feature List

Don't over-rely on a laundry list of features that you are looking for in a digital signage platform! While it is important to outline what you need, too much detail can result in bidders who simply deliver to your specification, without thinking strategically about the bigger picture. Overly detailed features lists discourage quality vendors from offering their best approach to meeting your goals and can lock you into particular solutions or approaches. A rigid feature list moves you away from overall goals and toward technologies, which changes the focus of the project.

Vagueness in budgets

One of the biggest mistakes commonly encountered in RFPs is a lack of scope or budgets. Withholding any budget parameters to help set the scope of the project can cause problems. To use a simple analogy, you wouldn't contact a home builder and say, "I can't give you any detailed information about my needs or tell you what I can afford, but I do expect you to give me an accurate blueprint and a price for my new house."

Making an RFP vs. RFI

Don't make the mistake of employing an RFP in a misguided effort to obtain an initial education and budget information as they get started with scoping a digital signage project.

The correct approach is to conduct an exploratory RFI (Request for Information) to make a business case for an initiative or project that hasn't be approved and committed to – and therefore doesn't technically exist yet. It might seem like a good idea to cut through the chase and launch an RFP, but in reality, it often creates a lot of unnecessary work for you and all others that you have tapped to respond.

At this research stage, you are dealing with supposed details that are highly subject to changes and corrections. You may end up having to start the whole process over with a new RFP (that more accurately reflects the new, approved scope).

Section 1: Overview

1.1: Company Description

[Insert your Organization's background information, include no. of employees, revenue, location, etc.]

1.2: Purpose of this RFP

[Insert your Organization's Name] is requesting a proposal for a centrally-managed, enterprise-grade digital signage platform. Your firm has been chosen as a possible candidate for this contract. As such, you are invited to submit a proposal for all identified equipment and services.

1.3: General Conditions

This RFP is not an offer to contract. Acceptance of a proposal neither commits our company to award a contract to any supplier, even if all requirements stated in this RFP are met, nor limits our right to negotiate in our best interest. We reserve the right to contract with a supplier for reasons other than lowest cost. We will thoroughly examine each proposal for the best price, product quality, performance measures, flexibility and customer support.

Proposals are to be made in good faith, without fraud, collusion or connection of any kind with any other contractor for the same work. All bidders must complete in their own interest and in their own behalf. If you are subcontracting any portion of this agreement, you must identify the subcontractor in your proposal and agree that all subcontractors are bound by all terms and conditions of this RFP.

The supplier will absorb all costs incurred in the preparation and presentation of the proposal.

All suppliers who submit proposals will be notified of the results of the selection process.

[Insert your Organization's Name] reserves the right to reject any or all proposals, in whole or in part, with or without cause, even if all the stated requirements are met. Additionally, [Insert your Organization's Name] may enter into negotiations with one or more entities simultaneously and award a contract without notification. At the sole discretion of [Insert your Organization's Name], bidder presentations may be requested before the awarding of the contract. [Insert your Organization's Name] may also request the opportunity to conduct an on-site review of the supplier's facility and/or other locations where these services are provided, or a demonstration of the digital signage solution.

1.4: Process and Effective Period

All proposals should be submitted to [Insert Point of Contact Name and Contact Information] via email by [insert deadline here]

Suppliers should state in writing that all furnished information, including prices, will remain valid for 90 days from the date their proposal is received by [Insert your Organization's Name].

All materials submitted by the vendor in response to this RFP become the sole property of [Insert your Organization's Name] upon receipt of the proposal. The material contained in these responses will be appended to the final contract, further defining the contractual responsibilities of the vendor.

[Insert your Organization's Name] shall not reimburse any vendor for the cost of responding to this RFP. All contents of vendor responses to this RFP will be treated as confidential by **[Insert your Organization's Name]**.

Section 2: Supplier Instructions

2.1: RFP Schedule

This schedule outlines the major activities that will occur in this bid process and the due dates. Any changes in deadlines will be communicated to all suppliers in writing. We reserve the right to disqualify any supplier who does not comply with these deadlines.

Events / Activities	Date / Time
RFP Released	
Deadline for Questions	
Answers Released	
Proposal Submission Deadline	
Proposal Review	
Demo / Presentations	
Negotiations	
Contract Award	
Contract Start	
Implementation	
Go Live	

2.2: Vendor Questions

All questions regarding the content of our schedule for the RFP must be submitted in writing by e-mail to [\[Insert Point of Contact Name and Contact Information\]](#) according to the RFP schedule provided in Section 2.1. If modifications or additions to the RFP become necessary, all vendors will be notified in writing. The following questions should be resolved before the RFP is submitted:

1. Questions about the existing digital signage systems which are pertinent to your response.
2. Questions about the summary of requirements which are pertinent to your response?

2.3: Award and Evaluation Criteria

If an award is made as a result of this RFP, it shall be awarded to the respondent whose proposal is most advantageous to **[Insert your Organization's Name]** with price and other factors considered. These include, responses to the RFP questions; demonstrated technical ability and expertise; financial stability; reference calls and/or recommendations; memberships, licenses, or any other applicable membership or certifications; presentations to the evaluation team (if applicable); on-site visits at vendor's site (if applicable), any additional criteria deemed appropriate by **[Insert your Organization's Name]** which would lend itself to establishing the Digital Signage Provider's viability to perform the work as outlined in this RFP.

Ongoing service agreements included with the RFP must include specific response times and financial penalties for the vendor if Service Level Agreement commitments are not met.

[Insert your Organization's Name] will require all vendors to provide cost estimates for required software upgrades and maintenance for the next five years if these expenses are not included in an ongoing service agreement.

Evaluation Criteria:

1. Qualifications of Firm – Strength and stability of the firm; strength, stability, experience and technical competence of sub-consultants; logic of project organization; adequacy of labor commitment.
2. Qualifications of Personnel – Qualifications, education, and experience of project staff; key personnel's level of involvement in performing related work.
3. Related Experience – Experience in providing services similar to those requested herein; experience working with public agencies; assessment by client references.
4. Completeness of Response – Completeness of response by RFP instructions; exceptions to or deviation from the RFP requirements; inclusion of required licenses and certifications.
5. Reasonableness of Cost and Price – Reasonableness of the individual firm-fixed prices and/or hourly rates, and competitiveness of quoted firm-fixed prices with other proposals received; adequacy of the data in support of figures quoted; basis on which prices are quoted.

SECTION 3: Requirements

3.1: Background

[Insert your Organization's Name]

3.2: Scope of Services / Project Goals

[Insert your Organization's Name] seeks a digital signage solution to enhance its visual communication objectives with its [pick one: customers, employees, students, etc.]. All existing display systems (if any) will be replaced with or switched to this new digital signage platform. An employee should be able to log in anywhere on or off the company network (home phone, cell phone or computer) and manage the display screen content at any time. [Insert your Organization's Name] requires that any system can service remote locations with the same features and functionality as the main office should the need arise. Each location should be able to access all the features and functionality available at the main site even in the event of a service interruption. System directories, class of service for telephony capabilities, trunk group access, should apply to all locations.

The winning bidder will be expected to work directly with [Insert your Organization's Name]'s IT Staff and the Marketing department to ensure compatibility/suitability and reliability.

The successful respondent for this contract will be the sole authority and responsible party for this installation. [Insert your Organization's Name] goal is to establish a relationship with a single point of contact for all support necessary for the project. If the vendor utilizes any subcontractors for any part of the system architecture, design, planning, installation or supports, it should be understood that the successful respondent will be the sole responsible party for all activities. It is the intent of this Request for Proposal that the responder shall provide a complete, end-to-end solution for the installation. The vendor shall provide all design, planning, system architecture, installation, network analysis, training and post installation support for the project. [Insert your Organization's Name] will act in oversight and advisory positions only. The vendor is also expected to provide a comprehensive training plan for all employees. The vendor is expected to plan and conduct the installation of the project with minimal impact to daily operations and staff.

3.3: Vendor Information

3.3.1: Company Background Information

1. Legal name of the company
2. Number of years in business
3. Headquarters location address, phone number, website
4. Company type
5. Number of employees
6. Tax ID number

3.3.2: Company Experience and References

Please describe the product/market differentiators that distinguish you in the industry and make you capable of competing for this project.

Please provide project details for at least three (3) projects of similar size and scope to this project.

Project details should include:

- Deployment date and period of performance
- Number of displays, including increases/decreases in project scope
- Number of supported locations, including increases/decreases in project scope
- Overview of project performance, including successes, challenges, etc.

Select one project as a contactable reference. Include contact information (name, title, phone, and email) for a customer reference who can speak to project performance throughout the life of the contract.

3.4: Technical Requirements

3.4.1: Platform

1. Does the vendor develop and maintain the platform solution in-house or does it resell another vendor's solution?
2. Where is the cloud-based digital signage CMS software hosted? Is it centrally hosted or geographically distributed? Please provide a map or list of data center hosting locations.
3. Describe guaranteed availability/up-time. Include standard Service Level Agreement (SLA).
4. What business continuity/system survivability options are available?
5. What happens to service/display screens in the event of a local power or WAN outage?
6. Please describe platform security measure. How is call data protected?

3.4.2: Content Management Software

1. How is the system managed/administered? Please describe customer Administrator interface.
 - a. Include video demos of the user interface.
2. Is self-service supported?
3. How are moves, adds, and changes performed?
4. Please describe real-time reporting options.

3.5: Implementation

3.5.1: Implementation Planning

1. What is your standard operating procedure for implementing a project such as this?
 - a. Please give a brief overview of your methodology, not a detailed project implementation plan.
2. Discuss the roles on your implementation team, such as Account Manager, Business Analyst, Project Manager, Tester, Trainer, etc.
3. What are the typical challenges in this type of implementation?
4. What is the typical timeline for an implementation of this nature?

3.6: Support and Maintenance

3.6.1: Platform Maintenance

1. What is your strategy for upgrades and new releases?
2. Is deployment of application changes seamless, non-disruptive, and remote? Explain the process.
3. Are new features automatically available to existing customers? Or is a service upgrade required?
4. Please describe remote diagnostics for both the platform and individual client sites.

3.6.2: Customer Service and Technical Support

1. What levels (tiers) of service do you offer and what are the details of each level of service?
2. Detail the issue resolution process.
3. What is your average time to solve a moderate to difficult issue?

SECTION 4: Pricing & Features

Provide a pricing matrix similar to the one found below for all equipment and services, including display screens, signage players, software, licensing, training, installation, network cabling, labor, etc. All prices on equipment must be itemized as shown. The pricing must also reflect the cost of Taxes, Shipping, and Handling or any other costs of implementation.

4.1: Equipment (Hardware & Software)

Item	Description	Quantity	Unit Price	Total
	{include make/model of proposed hardware}			

4.2: Services (Implementation, Design, Setup, etc.)

Item	Description	# of hrs	Hourly Rate	Total

4.3: Training

Item	Description	# of sessions	Cost per session	Total

4.4: Support & Maintenance

Provide annual maintenance costs. If discounts are available for multi-year support agreements, please provide this information regarding the length of term and the net discount percentage.