

Invitation to Tender for the Provision of Social Media Monitoring and Data Services

You are kindly invited to submit a tender to provide **Social Media Monitoring and Data Services** to the NATO StratCom COE.

By participating in this tender you are indicating your acceptance to be bound by the guidelines set out in this letter. We provide below the key details of the NATO StratCom COE requirements, which you should take into account in your response. Please acknowledge via e-mail safe receipt of this letter within two working days together with your confirmation of your intention to tender.

To simplify exchange of information regarding this invitation to Tender (ITT) please nominate a Bid Manager and relevant contact phone and e-mail address.

Please direct any questions regarding the ITT content or process to the NATO StratCom COE Software Engineer, Nora Biteniece. You should not contact other NATO StratCom COE personnel unless directed to do so by the NATO StratCom COE representative. The NATO StratCom COE reserves the right to disqualify and reject proposals from suppliers who do not comply with these guidelines. All questions should be submitted in writing to the e-mail: nora.biteniece@stratcomcoe.org.

As part of this tender process the NATO StratCom COE makes no obligations in any way to:

- (i) pay any supplier for and ITT response; or
- (ii) award the contract with the lowest price proposal or any bidder; or
- (iii) accept any ITT information received from suppliers; or
- (iv) include suppliers responding to this ITT, in any future invitations; or
- (v) any other commitment to suppliers whatsoever.

Looking forward receiving your response.

Yours Sincerely,
Nora Biteniece
Software Engineer, Technical and Scientific Development Branch
E-mail address: nora.biteniece@stratcomcoe.org.

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Whilst care and attention has been exercised in the preparation of this document, it remains subject to contract and all warranties whether expressed or implied by statute, law or otherwise are hereby disclaimed and excluded.

These limitations are not intended to restrict continuous business discussions between the NATO StratCom COE and suppliers.

Any proposal received by the NATO StratCom COE is subject to contract with the NATO StratCom COE.

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1. Introduction and Overview

a. NATO StratCom COE Background

The NATO StratCom COE, based in Riga, Latvia, contributes to the improved strategic communications capabilities within the Alliance and Allied nations. The NATO StratCom COE designs programmes to advance StratCom doctrine development and harmonisation, conducts research and experimentation to find practical solutions to existing challenges, identifies lessons from applied StratCom during operations, and enhances training and education efforts and interoperability.

2. Requirements

a. Overall requirement

We need access to social media data, including historical data. First, we need to be able to monitor and visualize trends about certain predefined keywords. Desired metrics include aggregate statistics, topical and temporal breakdowns, and interactions between individual users. Secondly, we need direct access to raw data in order to conduct in-house analyses. As a result, the chosen product should offer generous programmatic data access through an API (Application Programming Interface). We additionally require bids to include a document detailing the privacy and security specifications offered. Bids should also specify the reliability and availability offered through a service-level agreement (SLA).

Bids for the Social Media Monitoring System and Data Access System may be submitted either jointly or individually.

b. Feature requirements

- i. Social Media Monitoring System (in no particular order):
 1. Monitoring and visualization of social media data for instant analysis
 2. High volume of data for analytics (please specify)
 3. Access to proprietary data, e.g. Twitter Firehose
 4. Access to historical data (please specify duration)
 5. Offer analytics, e.g. topic modelling and sentiment analysis
 6. Multi-lingual: offering should be fully functional for Russian and Arabic inputs
 7. Visualise interactions, communities of interest, or similar.
 8. Provide minimum of two separate user accounts.
 9. Include VKontakte data (desirable)
 10. Offer news and blog content (desirable)
- ii. Data Access System
 1. API access to raw data
 2. Low rate restrictions on API calls (please specify)
 3. Access to proprietary data, e.g. Twitter Firehose
 4. Access to historical data

c. Security and privacy

- i. As part of your bid, please submit a document outlining which security and privacy standards your company complies with and certificates it holds, details about encryption and authentication, and ability to withstand cyber attacks, e.g. DDOS.
- ii. Please also submit your policy on client data. We would like details about which if any third parties, such as governments, companies, advertisers, other institutions or individuals have access to a) data identifying us as your client and b) logs of our activity? If no such data is accessible to third parties, please clarify which measures are in place to ensure our privacy.
- iii. Please, mention whether compliance with data protection regulations limit the content of raw data feed supplied? For instance, does compliance with anti-extremism regulation mean that you filter out any inflammatory content prior to passing data on to the client (that is, filtering in addition to what might be conducted in-house by social media services).

d. Deliverables:

Two year licence for **Social Media Monitoring and Data Services** that corresponds to the requirements outlined in part 2.

3. Timetable

Confirmation of bid	Please confirm you have submitted your bid by notifying nora.biteniece@stratcomcoe.org
Delivery time for submission	16:00hrs (Eastern European Time zone: UTC +02:00) on 17 Nov 2017
Contract implementation date	Upon agreement. No later than 22 DEC 2017
Questions	Questions arising from this document should be given to Nora Biteniece
Full contact details	Nora Biteniece, nora.biteniece@stratcomcoe.org , +371 67335453

4. Respondent Instructions

This section provides detailed instructions to be followed in responding to this ITT. Included are Response Guidelines and the NATO StratCom COE Contact Information.

a. Response Guidelines

You will be required to submit a written proposal that complies with the indicated requirements. The proposal should be submitted on company's official template in PDF format electronically.

Please deliver the electronic copy to:

monitoringtender2017@stratcomcoe.org

by 16:00hrs (Eastern European Time zone: UTC +02:00) on 17 Nov 2017.

In order to replicate the facilities of sealed bid process without the need to use the postal service, the NATO StratCom COE wishes to receive all submissions electronically and at the same time. Microsoft outlook and similar e-mail management software's provides for timed delivery of e-mails. This removes the challenges faced by different time zones. Instructions, should this method be required, are available at:

<https://support.office.com/en-gb/article/Delay-or-schedule-sending-email-messages-026af69f-c287-490a-a72f-6c65793744ba>

NATO StratCom COE will disregard any response submitted after the timetable deadline.

Bidders are expected to supply all required information, or clearly state the reasons for being unable to do so.

Any assumptions used in preparing responses should be clearly stated. Any appropriate supporting documents e.g.: brochures, demo videos, presentations, should be included.

Questions relating to clarification of the ITT will only be accepted in writing to the NATO StratCom COE representative. Likewise, all responses from the Centre will be written and may also be made available to other suppliers (subject to confidentiality). In the event that any answer materially affects the ITT specification, an amendment of the original requirements will be sent to all suppliers. The NATO StratCom COE will attempt to answer any questions within one working day of receipt of that request; otherwise it will respond within that timescale notifying you of the estimated time to obtain the information.

The NATO StratCom COE reserves the right to modify the provisions of this ITT at any time prior to the scheduled date for written responses. Additional scope and requirements can be added. Notification of such changes will be provided to all suppliers.

Should you wish to propose a deviation from the specification please ensure that you clearly identify and highlight where appropriate in your response.

All information supplied in this tender to date, and any further information supplied during the tender process will remain confidential and available only to the Contract Award Committee members.

5. Tender Assessments

Evaluation Criteria and Process

A set of evaluation criteria has been prepared by the NATO StratCom COE for the evaluation of every submission. Within each stage an initial evaluation will consider whether or not every instruction and requirement contained within the ITT has been fulfilled.

The evaluation criteria will be based upon some or all of the following aspects of the Bidders' proposals (not in order of significance):

- a) Commercial:
 - a. Competitive and clear pricing;
 - b. Contractual compliance;

- b) Service Capability:
 - a. Features as outlined in section 2;
 - b. Service delivery experience;
 - c. Reliability (SLA);

- c) Level of Compliance with ITT:
 - a. Understanding of all parts of the ITT;
 - b. Proposal/ bids provided are in accordance with the instructions;
 - c. Adherence to the timetable in section 3;

- d) Satisfactory security and privacy standards and certificates, including items outlined in section 2 c;

You are reminded that through the process the NATO StratCom COE will continually assess all contact with the bidders' organizations including compliance to the process, presentation. The NATO StratCom COE reserves the rights at its sole discretion to disqualify without further consideration any submission that does not satisfy this basic requirement.

6. Briefing for Unsuccessful Participants

The NATO StratCom COE intends to offer feedback to every Bidder submitting an unsuccessful proposal. The NATO StratCom COE reserves the right to control the format and content of any such briefing, and to limit it in any way believed by the NATO StratCom COE to be appropriate (which includes, in exceptional circumstances, the right to refuse a briefing without giving any reasons for doing so).

7. Contract Details

Contractual and payment details will be subject to negotiation with the selected supplier. The contractor will be required to sign a confidentiality agreement with the NATO StratCom COE.