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| NZ Govt Logo | Digital Experience Platform Services Service Framework: Managed Services: Digital Experience Services: Digital Experience Platform Services | Company logo |

**Service Definition**

Digital Experience Platform Services provides a managed platform that enables users to compose, manage, present and optimise digital information with the aim of providing better customer digital experiences, regardless of the digital channel the customer uses to engage with the Agency.

Digital Experience Platform Services may include, but not limited to, the provision of a digital platform, hosting, web application firewall, service management and support.

**Service Contact Details**

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| --- | --- |
| Contact Name: |  |
| Contact Number: |  |
| Contact Email: |  |

**Service Summary**

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| Describe your service at a high level | Limit 2000 characters.  This is an opportunity to market your service to agencies. |
| Service benefits and outcomes | Limit 1000 characters.  What benefits does your service provide agencies?  What outcomes can/does it facilitate? |
| Dependencies, exclusions, and limitations | Limit 1000 characters.  Please provide any further information relevant to the scope of your service, in particular if any dependencies, exclusions, or limitations apply. |
| Service and personnel availability | Please provide information on when this service could be available after procurement by an agency. |

**Supplier Experience and Capacity**

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| Capacity | What is the largest number of page views per day a current customer is using on your platform? |
| Maximum limits | What is your maximum limit in terms of page views per day? |
| Minimum limits | What is the lowest level of traffic in page views per day you offer to your customers currently? |
| High Availability | Do you currently offer High Availability as an option for your customers? |
| New market entrant (no existing experience) | What relevant experience do you have? |
| Multi-vendor environments | Experience of operating effectively in a collaborative multi-vendor environment. |
| Local experience | Experience delivering and supporting solutions locally in the NZ market. |
| Customer satisfaction | Does your company undertake regular customer satisfaction surveys? |
| Latest customer satisfaction report | If yes, please provide report of your last customer satisfaction survey. |
| Case studies | Provide a summary of at least one relevant case study here. If required, you can upload a PDF File or provide URL links.  If you are new to the market and do not have any case studies, then provide at least one use case for your solution. |
| Relevant certifications | Please provide details of any relevant certifications. |

**Service Features**

**Analytics and Reporting** (tick all that apply):

Content analytics (services providing interactive visualisations which surface insights extracted from content and metadata)

Reporting (ability to design and consume reports based on system activity and data)

Social analytics (services providing interactive visualisations which surface insights regarding social interactions between users of the system)

User analytics (services providing interactive visualisations which describe how the system is being used based on user actions)

**Public Participation** (tick all that apply):

Blogging and comments (ability to create and participate in a comments thread and relate to content)

Social tags and ratings (ability to rate, like or indicate content as a favourite)

Other user interactive features (such as live chat, forums, etc.)

Knowledge sharing (such as expertise location, e-learning)

**Content and Customer Experience Management** (tick all that apply):

Authoring (ability to initiate and participate in the authoring of content)

Personalisation (adjusting the digital experience and content to aid the customer in what they are attempting to do. This might include marketing automation, opt-in personal profile, RealMe integration).

Bulk import/export using open standard file formats and/or API (ability to efficiently, from a system and end Content Manager user perspective, import or export content in large quantities)

Concurrent authoring (enabling users to collaborate concurrently, in real time, on the same content)

File management (ability to create, import, edit and download content)

Rich media (the optimisation of the management of rich media such as audio or video. Includes storage or media platform options, content analysis, transcripts/closed captioning and viewer capabilities)

Customisable templates, themes and design system integration (the integration of frontend design/branding/design systems)

Translation/localisation (allow for the translation and localization of content to assist the end user)

Ability to manage Māori language (Te Reo) and associated macrons in content, search and metadata

Versioning (ability to create multiple versions of content and maintain a version history)

Content deployment (ability to deliver pre-packaged or on-demand content to web servers)

Automated content review (capabilities which automate the review cycle of digital content based on rules, e.g. the removal of obsolete content, notifications to content owners to review, and deduplication)

**Metadata and classification** (tick all that apply):

Automated content metadata and tagging (content metadata and tagging is automated based on rules, patterns in content and automatically applied)

Structured content modelling (ability to define the data structure of the content and metadata held in the Platform and use this help users better find and consume this content)

Digital content licensing (ability to apply the licence metadata for published digital content including documents, images, videos, data, reports etc and display this to end users).

Publicly accessible machine-readable metadata and content, or content API (RDF, Linked Data etc to aid with screen readers, voice assistants etc).

Tagging (ability to be able to add tags to content including predefined taxonomies and on the fly tagging or folksonomies).

**Search** (tick all that apply):

Content search (capabilities to search for content and refine based on metadata /facets)

Search tuning (ability to configure search to take into account keyword boosting, synonyms and weighted content returned results).

Predictive search (capabilities to make searching for content easier by predicting what the user will type in the search box)

Media search (capabilities to search for rich media including images, audio and video based on automated tagging and transcripts)

Natural language search (natural language Q&A search style search and recommendations)

**Workflow** (tick all that apply):

Business process management (services to design, configure, deploy and execute content centric complex business processes)

Forms (services to design, configure, deploy and forms for usage in processes, workflows and functions)

Notification (ability to define, trigger and respond to notifications and alerts based on repository events (e.g. the update of content))

Rules (services to design, configure, deploy and execute rules in processes, workflows and functions)

Workflow tracking/status (ability for individuals and teams to set, track and manage content related tasks through the publishing workflow)

Multichannel publishing (ability to publish content to configured output channels)

Publishing rollback (ability to roll back the publication of content to a previous state)

Publication scheduling (ability to manage and execute a schedule for the publication of content)

Publication approval (a process specifically designed for managing the approval of content to be published)

**Platform Features** (tick all that apply and answer the questions in free text):

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| Describe your Content Management offering on your platform (include whether you are using an existing open source CMS or your own and which version you are offering) | Please describe |

Codebases that your platform support

SilverStripe CMS

Drupal

WordPress

Common Web Platform CMS (Custom SilverStripe CMS)

Joomla

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| Other | Please specify |

Digital commerce (ability for users to buy and sell products and services by electronic means, including the transfer of money and data to execute these transactions)

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| Please provide examples of your e-commerce clients so that we can determine the scalability of your e-commerce components (e.g. transaction volumes, capabilities, etc.) | Please provide examples |
| Does your e-commerce solution allow subscriptions? |  |

Payment service providers that your e-commerce solution supports

Paypal

Due

Stripe

Flagship Merchant Services

Payline Data

Square

|  |  |
| --- | --- |
| Other | Please specify |
| How does your e-commerce solution mange chargebacks/refunds? | Please specify |
| What tools do you provide for fraud detection and reporting? | Please specify |

**Integration** (tick all that apply and answer the questions in free text):

Native integration (provision of APIs that communicate directly with the systems underlying technology components, e.g. Java or .NET)

Custom integrations via API (integrations between applications and systems can be written to custom fit needs).

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| Using open standards for your APIs | Please specify |

**System Security** (tick all that apply and answer the questions in free text):

Authentication (services that support authentication capabilities including integrations with directory services (LDAP) and support for authentication protocols (SAML, OAuth, Kerberos))

Multifactor authentication (requires more than one method of authentication from independent categories of credentials to verify the user's identity for a login)

Access control (the enforcement of defined access rights and permissions for individual users, groups and roles to information assets within the system.)

Audit and logging (the tracking and reporting of transactions that occur within the system in a robust form that cannot be tampered with or altered)

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| What pre-release controls assurance does your platform provide to prevent leakage of unleased content? | Please specify |
| Describe your platform capability in spam protection for forms and other user submitted content. | Please specify |
| Does your platform implement a Content Security Policy, HTTP Strict Transport Security and other standard web security practices, is this configurable and how? | Please specify |
| What security score does a new instance of your Digital Platform achieve via the Mozilla Observatory checker tool? (<https://observatory.mozilla.org/>) | Please specify |

**Hosting Options** (tick all that apply and answer the questions in free text):

Private cloud infrastructure (customer owned/operated ‘on premises’)

Private cloud infrastructure (supplier owned/operated)

Private cloud infrastructure (3rd Party owned/operated)

Amazon Web Services (AWS)

Microsoft Azure

Azure Stack (‘on premises’)

Azure Hosted

Public Cloud

Google public cloud infrastructure

VMC on AWS (VMware Cloud)

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| SaaS | Please specify |
| Other public cloud infrastructure | Please specify |

**Service Management** (tick all that apply):

Service management system

Service desk

Incident management

Problem management

Change management

System monitoring and maintenance management

Availability management

Release management (including bug fixes and security patching)

Module and theme certification management

Service level management

Service continuity management

Security management

Access management

Reporting

**Support Accessible by** (tick all that apply and answer the questions in free text):

Email

Portal

Phone

Online chat

Social media

Self-service help requests

End-user knowledge base

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| Advanced AI capabilities | Please specify |

Tool-sets with open API

Onsite when required

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| Other | Please specify |

**Location of Support** (tick all that apply and answer the questions in free text):

New Zealand (on customer premises)

New Zealand (on supplier premises)

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| Outside New Zealand | Please specify the name of the country/region |

**Hours of Operation** (tick all that apply and answer the questions in free text):

24 x 7 (full service)

24 x 7 (call logging only)

8am – 5pm (NZ time)

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| Extended business hours | Please specify |
| Other | Please specify |

**Standard Service levels** (tick all that apply and answer the questions in free text):

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| Yes | Please provide details |
| No | Please provide details |
| Multiple service tiers and options offered based on business criticality | Please provide details |

**Pricing Model**

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| Standard Rate Card | Please provide your standard rate card or pricing model |
| Pricing Model | Please note that this pricing is indicative and final pricing will be negotiated when you conclude the SOW.  Agencies will look at pricing to decide initial shortlist, so please provide meaningful information, such as   * Rate card * Blended rates * Volume discounts * Outcome based pricing options |