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ADDENDUM NO: 1

IFB/RFP No: RFP NKU-47-2024

Project /Commodity: Website Development Support

Date: 06/07/2024

Due Date: 06/13/2024

BIDDER/RESPONDER SHALL CONFORM TO THE FOLLOWING CHANGES AS SAME SHALL BECOME BINDING UPON THE CONTRACT TO BE ISSUED IN RESPONSE TO THIS INVITATION FOR BID.

Questions: Answers are in RED

- What is the current version of Adobe Experience Manager (AEM) being utilized?
AEM v6.5.8.0
- Are there any comprehensive documentation resources available offering insights into the current setup of AEM? **NKU Marcomm does not have documentation but that could be information provided to entity awarded work as a collaborative effort with NKU IT.**
- Can you provide an overview of the existing web infrastructure and content management system? Is it Headless, Hybrid, or Full Stack? **CMS is hybrid but web infrastructure is full stack.**
- Are there any immediate issues or challenges with the current website that require attention? **The only immediate issue with the current site is lack of support for current iteration of our CMS**
- Are there any third-party services already integrated with the current AEM instance, such as API Services or CSS/JS Frameworks? **Assume yes and NKU will provide a full list of current integrations to entity awarded work.**
- Is content primarily managed directly within AEM, or are external sources used to create web pages within the AEM environment? **Primarily in AEM.**
- Are other Adobe products like Adobe Analytics, Targeting, Forms, or DAM being utilized alongside AEM? **DAM is the only other Adobe product included.**
- What types of content are planned to be managed through AEM? **Video, audio, written, images**
- Is the AEM setup standard or configured as a Single Page Application (SPA)? **Standard**
- Are there any interdependencies with other teams working on the same website? **Yes, there will be interdependencies with NKU IT (accessibility and infrastructure), content generation/user base throughout NKU, NKU Marcomm developer, NKU Marcomm creative team.**
- What role does the team play in web design?

Respondent will be expected to help support and influence web page design work (and possible development) for updated web page designs and templates. There will be input from IT's Accessibility team with NKU Marcomm helping guide the approach and definition of design work for new page designs going into CMS.

- Are there any expectations for UX work?
Yes, over the course of this effort we will move from selection and implementation of the new CMS itself to updating page design templates. UX should be considered within that effort. University goals and definition of website intent and strategy will guide UX work.
- Is the existing website anonymous, or are specific logins (with user roles and permissions) required for different user groups? Specific login (SSO) and permissions are assigned to each user of the CMS.
- Will authoring responsibilities be shared between NKU and the contractor? Yes
- Is the NKU website multilingual? If so, how many countries and languages are supported? No, not currently multilingual.
- What are the different developer and production environments currently in use, and how many servers does each environment have?
Only use single environment, don't have dev and production environment split. NKU develops in the production environment using a different URL syntax to denote dev pages.
- Are there any specific features or functionalities that you are looking to implement?
Not currently but those could be included over the course of the project.
- What are the expectations for website performance and scalability? Are there specific performance metrics or benchmarks that must be achieved? 99.9% uptime with disaster recovery site in place in case of emergency. Open to setting other benchmarks for site accessibility, avg page load times, etc. but currently don't have those in place.
- Are there any custom functionalities or modules required that are not available out-of-the-box with AEM?
Nothing specifically required at this point.
- What level of ongoing support and maintenance is required post-implementation?
Ongoing support and maintenance could be required over the course of the project. The amount of which will be dependent and need to be agreed to with the entity awarded the work once the project parameters and resource availability is finalized.
- Are there any specific support services you are seeking, such as 24/7 technical support or regular updates? Regular updates and 24/7 support are preferred.
- What is the timeline for the project? No project timeline has currently been defined.
- Are there any critical deadlines or milestones that we need to be aware of?
Work governed by this RFP award will not begin before 7/1/2024 and will be completed by 6/30/2025, with an option to renew agreement as needed. All other project milestones and timelines will be determined by and in conjunction with NKU Marcomm, NKU IT and the entity awarded the work as part of the overall project.
- Is there a fixed timeline for this project? TBD based on need.

- Are you looking for an hourly rate for this RFP or a total cost for 1 year (at approx. 170 hrs. per month/2000 hrs. per year)? Preferably both. NKU wants to know what the hourly rates are (whether that's blended or broken down by different rates per role) that make up the total proposed estimated cost for the work defined in the RFP.

1. What is the version of AEM that the university uses (on-prem version or AMS or Cloud) ?

AEM v6.5.8.0

2. We don't see a mention of number of resources or hours required for support, can you please help us understand if the proposal should just include cost / hour for AEM resources of varied experience levels OR fixed number of resources (like a team/POD) ? Please share any additional details around what is required to be submitted in the proposal with respect to team/pricing/skillset of resources etc. We did not find any template to fill in, if one is available that we can fill it request you to please share it. NKU's preference is that respondents provide recommended staffing/resources to support the project and rates associated with those roles. NKU's expectation is that there will be recommendations made on best practices and resources to help support this project by the respondent and once work is awarded, NKU will work with the selected entity on scope definition, timing, etc. to find the most effective way to utilize resources with the project

Are you open to hybrid model of support from a location standpoint (say resources from US and India). yes

- Which are the following tasks are expected out of the engaged team in addition to what's described in the RFP All listed are expected or preferred.

3.

- a. Migration / Upgradation on AEM (if so, any such task in the pipeline that you can describe with more details) yes
- b. Review / Instrument Adobe Analytics / Google Analytics / Tag Management yes
- c. Support Personalization efforts (A/B experiences, Experience Targeting etc.) yes
- d. Movement of new non-AEM sites into AEM yes
- e. UX Design of existing pages or new pages or new campaign (which may require UX resource) yes
- f. Project Management of tasks undertaken by the vendor yes
- g. Relationship with Adobe for ensuring best leverage of Adobe's CSE / AM teams and licensing costing yes

- What will be the duration / term of the contract awarded? One year with option to renew agreement if needed..

- Will there be single point of contact with NKU (like a Product Owner or Program Manager) for the engaged vendor team to work with? Likely, however the support model will be determined based on overall scope of requests and an agreed upon preferred or best way to manage resources and contact.

4. Proposal evaluation criteria provide weightage to "timing to complete project" as 30%", we understand this to be a duration-based RFP and not a fixed scope so can you please clarify how this criteria will be used for evaluating vendor?

- Respondents should be able to display overall methodology and management of project resources to complete work on time. Approach to project management and planning to meet project timelines will be key element to evaluating vendor capabilities.

End of Addendum

06/07/2024