

Responses to questions received about the Brand USA B2B Portal RFP, updated March 2, 2023

Type of Question	Question	Answer
RFP Details	Does the following information within the 20 pages or can it be submitted as a stand alone document? Proposed staffing (identify at least one contract manager) / other staff resources and description of their experience / qualifications that demonstrate their ability to conduct the work. Please identify the roles they fill within the project plans requested in the bullet below.	Please include this within the 20 pages.
RFP Details	Will the finalists have to travel for in-person interviews?	The Brand USA office is in Washington DC, and we prefer to have the final interviews/presentations for finalists in-person.
RFP Details	Can companies not within the United States submit a proposal for this RFP and perform work outside of the United States?	Yes.
RFP Details	Is there an incumbent bidding on this RFP?	Brand USA does not have an incumbent bidding on the RFP.
Scope	Is there a budget range you are working within?	Brand USA is asking for budget recommendations based on the scope of the project to include startup costs and continued maintenance.
Scope	Are you able to provide details on the following: # of end users expected? # of internal users expected? # and size of files that will be moved to the new portal? Types of documents expected to be in the portal? Types of live reporting that could be made available in the portal?	For the purposes of this proposal, please assume the following: 550 partners will need access to the portal (some with multiple users), and each of their access will be unique to the user 20 users will need access to the management of the portal 5 reports per partner (median) but can be as many as 100+, and each report is approximately 20MB per PDF file Live campaign data from 3 different sources (Google Analytics, Expedia, and Adara - for example) *Note: Brand USA works with most of the destination marketing organizations of the US, including states, cities, and regional groups. Partners also include large travel corporations. We cannot share a list of current partners, but our website can provide more information.
Scope	For the annual support would you like this to be billed/priced out in a retainer model depending on what the asks/needs would be?	It can be a retainer model, annual lump sum, or based on hourly rates.
Scope	Can you confirm that the planned B2B Partner Portal is separate from the Brand USA Global Marketplace?	It is separate from the Brand USA Global Marketplace, but there may be a need to pull the information from that platform into the Partner Portal.

Scope	What is the most important function of the site for you internally and for your users? What is the main business goal? What are the top two calls to action on the site? If there is one thing to get right on this project, what would it be? Is there a current portal that we can view/see?	Please review the evaluation criteria and evaluation deliverables in the RFP, but in short: the new Partner Portal should be the first thing partners think of when wanting to find out more information about their partnership with Brand USA. The most important thing to include in proposals is proof of doing this work for other companies successfully, and the most important thing to keep in mind for the portal itself is the user experience (both on the internal side and the partner side), which is to be completely updated and redesigned. If UX research initiatives make sense to include in your proposal to ensure that the user experience is optimal for this portal, please include that in the budget and timeline. Note that while some partners currently have access to a version of a partner portal, it serves limited purpose and mainly houses final reports.
Scope	Translation isn't mentioned in the RFP. Are we to assume there are no translation requirements?	There are no translation requirements.
Scope	Could you let us know how much content would need to be uploaded annually?	Yes.
Design	Where will the data come from that powers the portal? Will it be manually entered by staff admins or is there a possibility of integrating with a 3rd party tool where the data lives? If yes, what is that tool?	Data will come from Salesforce, Google Analytics and from various media campaigns, some of which may have APIs, others which may require manual entry.
Design	How many forms are currently on the site? Where is the form data currently stored?	Form data is stored in the content management system.
Design	What is your hosting infrastructure setup, technologies and versions used today? Will you need hosting support or manage it yourself?	Hosted provided by Acquia (running Drupal 9), and we will manage hosting.
Design	Is the expectation that usernames and passwords reside in Drupal or would you be integrating with an Identity provider and SSO tool to manage authentication?	Likely in Drupal, but we are open to your suggestions.
Design	Will this mandate include a need for any creative or content development? If so, will that requirement be outside the scope/budget of this RFP?	No, there should not be any content development required. There will be creative development needed for the look/feel of the portal.
Design	Does the site handle payment data (PCI) at all?	No.
Design	Are there any specific requirements for SEO tools or tracking expected?	No.
Design	Are there any embedded scripts (Javascript) that need to be migrated?	No.
Design	Will a migration be needed?	Report files will have to be made available on the new portal.
Design	What level of accessibility (WCAG) do you require the platform to conform to?	That will not be part of the initial project, but could be a future iteration of the engagement.
Design	Can we access the BrandUSA Logo files and Typography?	The selected vendor will have access to the Brand USA logos and fonts.
Design	Are there any encryption requirements? Other security considerations?	There are no encryption requirements, but everyone needs a unique login for security purposes.

Design	Do you have any particular Data Visualization tools that your team currently uses such as Tableau or PowerBI?	We have Tableau, but we are open to exploring recommendations for data visualization tools; this is definitely a part of the overall request.
Design	For the real-time data from active marketing initiatives could you let us know if they are coming in through integrated campaign monitoring platforms and/or are being entered manually? If the former, could you let us know what the integrations would be and if they have APIs with defined endpoints for the same?	Yes.
Design	Can we please have access to the current B2B Partner Portal? If it's not possible, can we please receive screenshots of the current portal?	The current portal is just a warehouse of links to reports, with some additional reporting details coming from Salesforce (via Big Query) and Google Analytics. A full walkthrough will happen during the discovery phase with the selected vendor.
Design	How many roles currently exist?	Fewer than 10.
Process	Who will be the project stakeholders over the course of this project?	<ul style="list-style-type: none"> Heads of Partner Marketing and Engagement teams Heads of Research team Heads of IT Partner Representative Team Partner Advisory Group (external)
Process	You specify using Wrike as a project management tool. Would you consider using the project management tools provided by your selected vendor if there was good reason to do so?	Ideally, updates and statuses should be tracked within Wrike, but if a more detailed plan needs to exist elsewhere for the vendor to track their own statuses/details, that's fine. We are open to discussion.
Process	Are there tools or communication channels (such as Google Docs) that you are prohibited from using?	No.
Process	Is there a desired start date to the project?	We would like to start the project by June 2023 or sooner.
Process	Is there a content editing workflow in place?	Yes.