Minimum Functional requirements:

The minimum functional requirements are subject to development and must include, but are not limited to, the below.

**The platform must accommodate:**

* a minimum of 240,000 subscribers
* a minimum of 120 different topics
* a minimum of 125 administrative users
* the ability to define levels of access for administrative users e.g. specific topic access only
* a minimum of 92 email templates (the template must be diversified and unique)
* the ability to send a minimum of 3,555,000 bulletins per year

**The platform functionality must include:**

* the ability to enable user/business unit to configure a branded sign-up page (look and feel shall be configurable by user). This is in addition to an account wide sign up page.
* the ability to track subscriber consent to any subscription (through manual upload and direct sign ups).
* the ability to track and report on sent bulletins/new letter e.g. number clicks, delivery reports, read report etc.
* the ability to integrate with ECC systems such as ECC websites using API calls.
* the ability to use AB testing (split testing) when sending out bulletins or newsletters.

The system shall comply with GDPR and PECR (this means the user data must be held within EEA or UK, any other location will require standard clause in the contract).

The supplier shall have the ability to run the platform/system training via online and face-to-face.

The supplier shall have responsive support (via email by same day or up to 48hours) for queries.

The supplier shall have a clear approach to account management.