

INVITATION TO TENDER

Digital Asset Management System (DAMS)

Contact:

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1. Introduction

The National Museum of the Royal Navy (NMRN) consists of the following sites:

- The Fleet Air Arm Museum, Yeovilton
- The Explosion Museum of Naval Firepower, Gosport
- The Royal Marines Museum, Southsea
- NMRN Portsmouth
- The Royal Navy Submarine Museum, Gosport
- HMS Caroline, Northern Ireland
- NMRN Hartlepool
- HMS Victory, Portsmouth
- HMS Warrior 1860, Portsmouth

We are a museum group who continues to grow and so it should be assumed that other sites will join the group in the future.

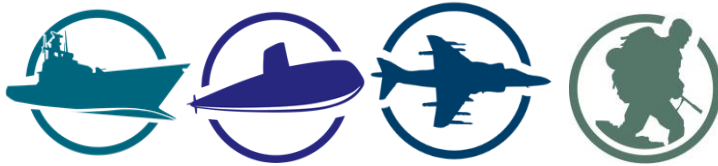
The NMRN wishes to procure a new Digital Asset Management System (DAMS) to provide a central repository for all of our digital media across all departments. Currently we have no formal digital system and the media is all hosted on our central storage in Portsmouth.

We are about to embark on a multi-million pound project, titled 'SeaMore', which will revolutionise the way our collection is accessed by the public. It is supported by the Heritage Lottery Fund (HLF) and the DAMS is a key component of being able to deliver this through online access and other digital technologies.

2. System specification

The main features of the services required are:

- a. Provide a central area to store a variety of digital media files and formats.
- b. Make assets available to all internal departments and searchable through various metadata and tags
- c. Be able to ingest large quantities of existing digital media easily and without an attendant, allowing for auto-tagging as we go.
- d. Ability to link to Adlib, our collections management system, allowing certain digital media files to attach to records within our database, while ensuring all media such as marketing material are not uploaded to the system.
- e. Make our digital assets available online to the general public / media for research, news articles and general questions / queries, alongside other data from our collection management system or other systems as needed through our chosen online publishing tool (not yet determined).
- f. A system that is easy to use, with staff and volunteers from all backgrounds generating content which we would like them to be able upload themselves, while still having controls to ensure integrity in our assets
- g. A system which facilitates the digital preservation of our assets through ensuring robust file formats and clear links to our storage facilities.



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3. Current Situation

The NMRN doesn't have a DAMS. Digital media is held on some central drives, which are accessible to all, and others which are held within departmental drives which are then restricted to those areas of the business. Some digitisation of our collections assets is already taking place to NAS drives which are then copied across to central, backed up storage.

Adlib hosts records of our collections and includes an image, but is not intended to hold other media like marketing or promotional images. It also is not an easy way for other departments to search, understand and use the assets. Adlib also currently makes a surrogate image on a specified server and does not link back or display the path to the original file.

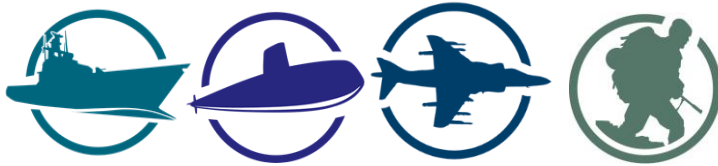
4. HRIS Specification

Essential

- a. An easy to use system which can host media files such as, but not limited to, JPEG, TIFF, WAV, WMV, AVI, MP3, MP4 etc.
- b. Easy, controllable meta-data / tagging system for all media to capture all types of metadata including copyright and licensing
- c. Full search functionality based on meta-data.
- d. Access levels which ensure that users have to have correct permissions to be able to create / edit image tags.
- e. Integration with Adlib which allows images ingested into the DAMS to be linked to asset records, or new records created (API details are available from Axiell UK). This would need to be specified at the ingest stage as not all media should create records within Adlib.
- f. Installation and training support.
- g. Easy ingest methods which can be done by various staff and can run without an attendant or taking up a computer.
- h. Easy integration with other systems such as an online publishing system
- i. Easy publishing tools.
- j. Easy to use editing tools such as resizing, reformatting, watermarking etc.
- k. Preservation tools which allow preservation and use copies of assets to exist and ensure formats are always up to date and easy transition to new format as changes are required.
- l. It is anticipated that we will host the system locally rather than in the cloud due to the expected storage requirements, however we are open to discuss this with potential suppliers.

Desirable

- a. Reports which show total number of assets within our library by metadata type (e.g, file type, total amount of data etc) along with most used assets and other similar reports.
- b. Clear and user friendly interface.
- c. Ability to create external users who can then submit a request for images they have viewed via the web portal.



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5. Tender Requirements

A tender is required which should include method statements, but not be limited to:

- a. A description of how you would work with us.
- b. A description of how you will meet the specification requirements listed in section 4 above.
- c. A description of your recommended support / customer service package and what this includes.

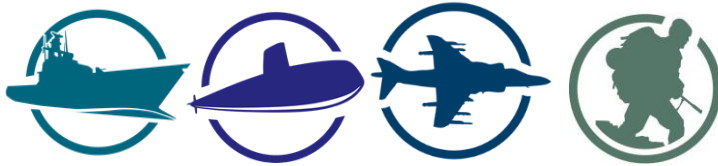
Pricing

Your tender requirement should include a fully costed proposal including, but not limited to:-

- Overall system cost up-front
- Monthly / Annual license fees for software and support based on a 3 year contract
- Costs based on up to 50 users ingesting media, with up to 300 users being able to search
- Extension of those license fees for a further two year period at the end of the contract
- Thereafter anticipated costs for years 6-10
- Hourly development rates
- On-site day rates
- Additional features which you feel may benefit us can be included within the return, but should be costed separately, if additional cost is required.

6. Tender Instructions

- All correspondence should be addressed to:
Amy Adams
tenders@nmrn.org.uk
- Completed submissions must be received by 12 noon on Wednesday 7th March 2018
- The completed submission should include one electronic copy by email.
- No tender will be considered if it reaches us after 12 noon on that date.
- Your tender is to remain open for acceptance for 30 calendar days from the date of submission.
- No qualifications are to be made to your tender. Any tender queries are to be raised before tender submission.
- NMRN does not bind itself to accept the lowest or any tender and will not be liable for any costs incurred by the tenderer in preparation of their tender.



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7. Tender evaluation

Tenders will be evaluated according to the following criteria:

Evaluation	Criteria	Weight
Qualitative	Experience	20%
Qualitative	Understanding of brief	20%
Qualitative	Quality of method statement and approach	20%
Commercial	Price	40%

A qualitative assessment will be made by reviewing the method statements provided by the tenderer and applying the scoring guide below:

Score	Response	Match to specification
0	Very poor response	Too poor for consideration: The response indicates a significant lack of understanding. The response fails to meet the requirement.
1	Poor response	Too poor for consideration: (meets some of the requirement) or Above Average/High Risk. The response meets elements of the requirement but gives concern in a number of significant areas. There are reservations because of one or all of the following: <ul style="list-style-type: none"> • There is at least one significant issue needing considerable attention. • There is insufficient evidence to demonstrate competence or understanding. • The response is light and unconvincing.
4	Fair (meets most, but not all the requirement) or Average Risk	The response meets most of the requirement, but there is at least one significant issue of concern or several smaller issues. These would require some further clarification or attention later in the procurement process and may arise through lack of demonstrated capability and/or appropriate evidence. The response therefore shows: <ul style="list-style-type: none"> • Basic understanding of the requirements. • Sufficient competence demonstrated through relevant experience. • Some areas of concern that require attention.



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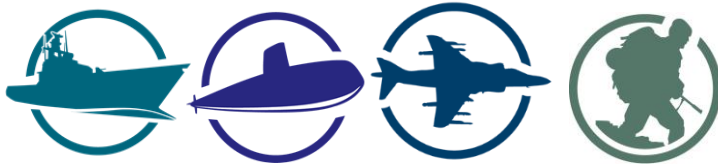
7	Good (meets the requirement) or Low Risk	<p>The response broadly meets what is expected for the criteria. There are no significant areas of concern, although there might be limited minor issues that need further exploration or attention later in the procurement process. The response therefore shows:</p> <ul style="list-style-type: none"> • Good understanding of the requirements. • Sufficient competence demonstrated through relevant experience. • Some insight demonstrated into the relevant issues.
9	Very Good (exceeds the requirement) or Very Low Risk	<p>The response exceeds what is expected for the criteria. Leave no doubt as to the capability and commitment to deliver what is required. The response therefore shows:</p> <ul style="list-style-type: none"> • Very good understanding of the requirement. • Considerable competence demonstrated through relevant experience. • Considerable insight into the relevant issues. <p>The response is also likely to propose additional value in several respects above that expected</p>

Following scoring and evaluation of the tenders based on the above criteria shortlisted organisations will be invited in for a tender presentation with members of the tender panel. At this meeting we will ask for a run through of your system and ask relevant questions.

8. Timetable and Appointment

- Formal tender proposals will be required by 12 noon Wednesday 7th March 2018.
- Initial sift of tenders will begin Thursday 8th March 2018.
- Shortlisted interviews held on Wednesday 14th March 2018.
- It is anticipated that the contract will be awarded by Friday 16th March 2018.
- Budget is available from 1st April 2018, so we would be looking to begin the installation and configuration in early May 2018.

Appendix 1 contains a supplier questionnaire which should be completed and returned, along with the tender proposal, by **12 noon Wednesday 7th March 2018**.



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APPENDIX 1

Supplier Questionnaire – to be completed and returned with tender

Name of organisation	
Address for correspondence	
Contact name and position	
Telephone number	
Email address	
Website address	
Address of registered office	
Company Number	
Names and job titles of key points of contact for delivery of the service	
Name of Bank and contact details for bank (financial references may be sought)	
Please attach most recent audited accounts with an explanation of any significant changes since the last year end	
Please provide contact details for two reference sites	