



Crown  
Commercial  
Service

# **REQUEST FOR INFORMATION**

**FOR**

**MARKETING TECHNOLOGY**

**CONTRACT REFERENCE: CCMA21A01**

**CONTRACT FOR**

**RESHAPING GOVERNMENT COMMUNICATIONS  
SERVICE PROGRAMME (RESHAPING GCS)**

**EXECUTIVE AGENCY OF**

**CABINET OFFICE**

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## 1. What You Need To Know

### What ‘We’ and ‘You’ Means:

- 1.1 When we use ‘CCS’, ‘we’, ‘us’ or ‘our’ we mean the Crown Commercial Service.
- 1.2 When we use ‘Contracting Authority’, ‘Customer’, ‘Authority’ or ‘Client’ we mean the specific department/organisation who are requesting information on ability to provide the proposed goods/services.
- 1.3 When we use ‘you’ or ‘your’ we mean your organisation, or the organisation you represent, in completing this Request for Information (RFI).
- 1.4 We are requesting information on behalf of the Contracting Authority for their proposed requirement.
- 1.5 The Public Contracts Regulations 2015 (“the Regulations”) regulate how we procure. This means that we and you have to follow processes that are fair, transparent and equitable for all bidders.

## 2. RFI Scope

- 2.1 The Contracting Authority requires information on the ability to provide Marketing Technology to include;
  - 2.1.1 End to End Marketing Resource Management or Multichannel Marketing Hub
  - 2.1.2 Social Engagement Solutions
  - 2.1.3 Analytics and Insights - Data Aggregation
  - 2.1.4 Analytics and Insights - Data Visualisation
  - 2.1.5 Workflow
  - 2.1.6 Scoping
  - 2.1.7 Asset Management
  - 2.1.8 Campaign Management
  - 2.1.9 Content Management and Optimisation
- 2.2 The Contracting Authority has not specified a format for the detailed

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response as this can limit creativity and make it difficult to understand. You are therefore freely available to present information in your desired format. Presentation content to be limited to three A4 pages (excluding appendices) or an equivalent volume depending on the format chosen.

### **3. Background To The Contracting Authority**

- 3.1 Reshaping GCS is part of Government's Major Projects Portfolio operating within Cabinet Office. As a Transformation programme, Reshaping GCS will further strengthen and unify government communications, making the Government Communication Service (GCS) an even more effective, efficient service, speaking consistently with one voice. The Programme covers strands including standards, campaigns, commercial, careers, inclusion, technology, leadership and efficiency as well as employment.

### **4. Background To The Requirement**

- 4.1 We are looking to understand the potential role that Marketing Technology could play in making the Government Communication Service (GCS) an even more effective, efficient service, speaking consistently with one voice.
- 4.2 At this stage we are looking to better understand the 'art of the possible', be inspired by real life client use cases, and to consider the range of benefit areas and how we could apply these to the GCS goals.

## 5. Information Required

- 5.1 The Contracting Authority requires you to submit responses to the following questions.
- 5.1.1 Please summarise your organisation. Considerations include how long you've been established, ownership, size of organisation, HQ and key development or service centre locations.
- 5.1.2 Please summarise the functionality that your product/s offers. Please include practical factors such as hosting, details on maximum number of users who can access the product and so on.
- 5.1.3 How does your product accommodate different accessibility needs that users may have?
- 5.1.4 What benefits do your clients gain through using your product/s?
- 5.1.5 How does your organisation seek to drive greater Social Value (see Procurement Policy Note 6/20 for more detail), how do you measure this and how are you progressing?  
<https://www.gov.uk/government/publications/procurement-policy-note-0620-taking-account-of-social-value-in-the-award-of-central-government-contracts>
- 5.1.6 What do you see as the 3 major future trends that will impact the Marketing Technology landscape over the next 2-5 years?

## 6. Timelines for RFI

- 6.1 These are our intended timelines. We will try to achieve these but, for a range of reasons, dates can change. We will tell you if and when timelines change.
- 6.2 Please see the below for the RFI's timelines:

DATE	ACTIVITY
4th May 2021	Publication of the RFI
4th May 2021	Clarification period starts

<b>10th May 2021</b>	Clarification period closes
<b>12th May 2021</b>	Deadline for the publication of responses to RFI Clarification questions
<b>27th May 2021</b>	Deadline for submission of a RFI Response
<b>w/c 31st May 2021</b>	Analysis of RFI responses
<b>w/c 7th June 2021</b>	Confirm next steps to RFI Respondents

## 7. When And How To Ask Questions

- 7.1 We hope everything is clear after you've read this RFI document.
- 7.2 If you have any questions, you need to ask them as soon as possible after the RFI is published. This is because we have a set deadline for submitting questions – the clarifications questions deadline (Refer to timelines for RFI above). This gives you the chance to check that you understand everything before you submit your response.
- 7.3 You need to send your questions through the eSourcing Suite. This is the only way we can communicate with organisations. Try to ensure your question is specific and clear. Do not include your identity in the question. This is because we publish all the questions and our responses to all organisations invited.
- 7.4 Responses will be published in a Questions and Answers document to all organisations who have registered their interest via the e-Sourcing Suite.
- 7.5 If you feel that a particular question should not be published, you must tell us why and when you ask the question. We will decide whether or not to publish the question and response.
- 7.6 Crown Commercial Service will not enter into exclusive discussions regarding the requirements of this RFI with any organisation who have expressed an interest.

## 8. RFI Costs

- 8.1 The Contracting Authority will not reimburse any costs incurred by an organisation (including the costs or expenses of any members of its Group of Economic Operators (if acting as a Lead Contact), Sub-

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Contractors or advisors) in connection with the preparation and/or submission of the organisation's RFI response, including (without limit) where:

- 8.1.1 The RFI is cancelled, shortened or delayed for any reason (including, without limitation, where such action is necessary due to non-compliance or potential non-compliance with the law, including the Regulations);
- 8.1.2 All or any part of the RFI is at any time amended, clarified, added to or withdrawn for any reason;
- 8.1.3 The organisation and/or its respondent is disqualified from participation in this RFI for any reason, including breach of these Terms of Participation.

## **9. Right To Cancel Or Vary This RFI**

The Contracting Authority reserves the right to:

- 9.1 Change the basis of or the procedures for this RFI at any time;
- 9.2 Amend, clarify, add to or withdraw all or any part of the RFI at any time, including varying any timetable or deadlines set out in the RFI; and:
- 9.3 Cancel all or part of this RFI at any stage and at any time.

## **10. Right To Confirm Or Request Updated RFI**

- 10.1 The Contracting Authority reserves the right to require organisations to confirm that their RFI response remains accurate at all stages of the RFI process and/or to request updated Information.
- 10.2 The Contracting Authority also reserves the right to specify additional standards or requirements according to their particular requirements.

## **11. Conduct – Specific Obligations**

- 11.1 You must not directly or indirectly canvass any Minister, officer, public sector employee, member or agent regarding this RFI or attempt to obtain any information from the same regarding this RFI (except where

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and as permitted by the RFI). Any attempt by the organisation to do so may result in the organisation's disqualification from this RFI.

## 12. Notices To Organisations

- 12.1 This RFI and any related documents referred to have been prepared by the Crown Commercial Service on behalf of the Contracting Authority for the pre-market test to gather information.
- 12.2 Whilst prepared in good faith, the RFI documents are intended only as a preliminary background explanation of the Contracting Authority's activities and plans. Therefore, it is not intended to form the basis of any decision on whether to enter into any contractual relationship with the Contracting Authority.
- 12.3 The RFI documents do not purport to be all inclusive or to contain all of the information that organisation's may require.
- 12.4 Neither the Contracting Authority or its advisors, (included but not limited to) the directors, officers, partners, employees, other staff, agents or advisers of any such body or person:
  - 12.4.1 Makes any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the RFI documents;
  - 12.4.2 Accepts any responsibility for the information contained in the RFI documents or for its fairness, accuracy or completeness; or
  - 12.4.3 Shall be liable for any loss or damage (other than in respect of fraudulent misrepresentation) arising as a result of reliance on such information or any subsequent communication.
- 12.5 Nothing in the RFI documents is, or should be, relied upon as a promissory or a representation as to the Contracting Authority's ultimate decisions in relation to the RFI.
- 12.6 The publication of the RFI documents in no way commits the Contracting Authority to award any contract.

## 13. Confidentiality

- 13.1 The contents of the RFI are being made available by the Contracting Authority on the conditions that the organisation:
  - 13.1.1 Treats the RFI as confidential at all times, unless the information is already in the public domain;
  - 13.1.2 Does not disclose, copy, reproduce, distribute or pass any of the Information to any other person at any time or allow any of these things to happen, except where, and to the extent that, the Information has been publicised in accordance with paragraph 14 (Freedom of Information);
  - 13.1.3 Only uses the Information for the purposes of preparing a Response (or deciding whether to respond); and
  - 13.1.4 Does not undertake any promotional or similar activity related to this RFI within any section of the media.
- 13.2 An organisation may disclose, distribute or pass any of the Information to its members of its Group of Economic Operators (if acting as a Lead Contact), Sub-Contractors, advisers or to any other person provided that:
  - 13.2.1 This is done for the sole purpose of enabling the organisation to submit its response and the person receiving the information undertakes in writing (such written undertaking to be made available to the Contracting Authority on the Authority's request) to keep the information confidential.
  - 13.2.2 It obtains the Contracting Authority's prior written consent in relation to such disclosure, distribution or passing of Information; or
  - 13.2.3 The disclosure is made for the sole purpose of obtaining legal advice from external lawyers in relation to this RFI;
  - 13.2.4 The organisation is legally required to make such a disclosure; or
  - 13.2.5 The information has been published in accordance with paragraph 14 (Freedom of Information).
- 13.3 The Contracting Authority may disclose information submitted by organisations during this RFI to its officers, employees, agents or advisers or other government departments who are stakeholders in this RFI.

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- 13.4 All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure.
  - 13.5 Further, the Cabinet Office has a cross Government role delivering overall Government Policy on public procurement – including ensuring value for money and related aspects of good procurement practice.
    - 13.5.1 For these purposes, the Contracting Authority may disclose within HM Government any of the organisation's documentation or information (including any that the organisation considers to be confidential and / or commercially sensitive such as specific information in its response) submitted by the organisation to the Contracting Authority during this RFI. Organisations taking part in this RFI consent to such disclosure as part of their participation in the RFI process.

## 14. Freedom of Information

- 14.1 In accordance with the obligations and duties placed upon public authorities by the FoIA (Freedom of Information Act 2000) and the EIR (Environmental Information Regulations 2004) and in accordance with any Government Code of Practice on the discharge of public authorities' functions under the FoIA all information submitted to the Contracting Authority may be disclosed under a request for information made pursuant to the FoIA and the EIR.
- 14.2 Organisations should note that the information disclosed pursuant to a FoIA or EIR request may include, but is not limited to, the disclosure of its RFI response (including any attachments or embedded documents).
- 14.3 If the organisation considers any part of its Response or any other information it submits to be confidential or commercially sensitive, the organisations should:
  - 14.3.1 Clearly identify such information as confidential or commercially sensitive;
  - 14.3.2 Explain the potential implications of disclosure of such information taking into account and specifically addressing the public interest test as set out in the FoIA; and
  - 14.3.3 Provide an estimate of the period of time during which it believes that such information will remain confidential or commercially sensitive.

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- 14.4 If the organisation identifies that part of its Response or other information it submits is confidential or commercially sensitive, the Contracting Authority in its sole discretion will consider whether or not to withhold such information from publication. Organisations should note that, even where information is identified as confidential or commercially sensitive, the Contracting Authority may be required to disclose such information in accordance with the FoIA or the EIR.
  - 14.5 The Contracting Authority is required to form an independent judgement of whether the Organisation's information referred to in paragraph 14.3 is exempt from disclosure under the FoIA or the EIR and whether the public interest favours disclosure or not. The Contracting Authority cannot guarantee that any information indicated as being confidential or commercially sensitive by the organisation will be withheld from publication.
  - 14.6 If the organisation receives a request for information under the FoIA or the EIR during and in relation to this RFI, it should be immediately referred to the Contracting Authority.

## 15. Intellectual Property Rights

- 15.1 The RFI remains our property. You must use the RFI only for providing information for this RFI.
- 15.2 You allow us to copy, amend and reproduce your response so we can:
  - 15.2.1 Assess responses
  - 15.2.2 comply with law and guidance
  - 15.2.3 carry out our business
- 15.3 Our advisors, subcontractors and other government bodies can use your bid for the same purposes.

## 16. No Inducement Or Incentive

- 16.1 The organisation acknowledges and agrees that nothing contained within the RFI shall constitute an inducement or incentive nor shall have in any other way persuaded an organisation to submit a response or enter into any other contractual agreement.

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## 17. Support Information

- 17.1 For technical guidance, please review the ‘Useful Links’ on the e-Sourcing Suite homepage (<https://gpsesourcing.cabinetoffice.gov.uk/sso/jsp/login.jsp.>) before contacting the e-Sourcing helpdesk.

<b>e-Sourcing Helpdesk</b>	
Telephone Number:	0345 010 3503
Email Address:	<a href="mailto:eEnablement@crowncommercial.gov.uk">eEnablement@crowncommercial.gov.uk</a>