



**European Union**

European Regional  
Development Fund



Serium Communications Ltd. Suite 3, Southworth Road Business Suite, Southworth Road, Newton-le-Willows, WA12 0HS

[www.serium.co.uk](http://www.serium.co.uk) | [info@serium.co.uk](mailto:info@serium.co.uk) | 01282 500770

### **Request for Quotation: Serium Communications Ltd**

## **Marketing Videos**

### **Overview:**

Serium is an IT, communications and software company based in Newton-le-Willows and Burnley. We provide high quality technical services to companies throughout the Northwest and nationally. The business was established in 2003 and has become known for delivering digital transformation with excellent customer service. Our managed services include:

- IT systems and support
- Data storage, security and continuity
- Cloud and on-premise telephony
- Software and systems integration
- Business consultancy
- Connectivity and broadband solutions
- e-commerce and disruptive technology

The company has introduced a comprehensive business intelligence and analytics package, **Intellistream**, which gives our customers access to accurate, relevant data to help managers improve efficiency and team performance. We have launched a range of new marketing materials to support Intellistream and the company more generally, including a new website.

### **Requirements:**

As part of our marketing refresh, we have identified the need to produce a series of videos, to demonstrate our Intellistream software, an overview of the company, and testimonials from our happy clients.

1. A 60-90 second animated explainer video for Intellistream. After watching this video, our audience will understand EXACTLY what our product does, and interested people will schedule a demo.
2. A 1-2 minute Corporate Overview Video, to give a flavour of our core services to potential customers in a professional, glossy format – featuring three clients (i.e. premises/operations) to highlight the diverse range of industries we service. This will primarily feature as our header banner video on the home page of our website.
3. Three 30 – 60 second case study/testimonial videos with clients.

### **Deliverable Timescale:**

Project to commence May 2018 and be completed within 6-weeks approx.

**Estimated Budget:**

The work will be part funded through the St. Helens Chamber (Access to Specialist Services Programme).

We estimate that the project falls within the £2,500 - £24,999 bracket and therefore, under Public Procurement Regulations, there is no formal tender procedure, but a detailed written description, breakdown and quotation of services are required.

**Evaluation Criteria:**

Quotations will be evaluated upon the following criteria:

- Cost / Value for Money (30%)
- Quality / Technical Merit (50%)
- Understanding of the brief/clarity of quotation (10%)
- Delivery timescales (10%)

**Scoring Methodology:**

- 4 = **Excellent:** Proposal meets and, in some places, exceeds the requirement standard.
- 3 = **Good:** Proposal meets required standard.
- 2 = **Acceptable:** Proposal meets the required standard in most respects, but not all.
- 1 = **Poor:** Proposal falls short of expected standard.
- 0 = **Unacceptable:** Completely or significantly fails to meet required standard.

**Proposal Format:**

Proposals should clearly demonstrate how they meet the requirement set out above.

**Deadlines and Submission:**

Proposals for consideration are required by: **5.00pm** on **30<sup>th</sup> April**, either electronically, or by post to:

Laura Brown, Marketing Manager, Seriun Communications Ltd

Unit 5 Dominion Court, Billington Road, Burnley, BB11 5UB

e-mail: [laura@seriun.co.uk](mailto:laura@seriun.co.uk)

**Date Published:**

DATE: 17<sup>th</sup> April 2018

**This work is part funded through the European Regional Development Fund.**