



## Call-Off Contract

**TEALIUM AUDIENCE STREAM (STITCHING) AND TEALIUM IQ (TAG MANAGEMENT)**

**Framework Number: ITC11445 – Reseller and Associated Services**

**Request Form Number: ITC11445/238\_ICT12455**

**THIS CALL-OFF CONTRACT is made 24<sup>th</sup> June 2016**

### **BETWEEN:**

- (1) Transport for London (“the Authority”); and
- (2) **Probrand Ltd** (the “Service Provider”) registered in England and Wales with registration number 2653446 and whose registered office is at: 37 – 55 Camden Street, Birmingham, West Midlands B1 3BP.

### **RECITALS:**

A. The Contracting Body and the Service Provider have entered into an agreement dated August 2014 which sets out the framework for the Service Provider to provide certain Deliverables to the Contracting Body or the Contracting Body (“the Framework Agreement”).

B. The Contracting Body wishes the Service Provider to provide the specific Deliverables described in this Call-Off Contract pursuant to the terms of the Framework Agreement and this Call-Off Contract and the Service Provider has agreed to provide such Deliverables on those terms and conditions set out in the Call-Off Contract.

### **THE PARTIES AGREE THAT:**

#### **1. CALL-OFF CONTRACT**

1.1 The terms and conditions of the Framework Agreement shall be incorporated into this Call-Off Contract.

1.2 In this Call-Off Contract the words and expressions defined in the Framework Agreement shall, except where inconsistent with the context requires otherwise, have the meanings given in the Framework Agreement. In this Call-Off Contract references to Attachments are, unless otherwise provided, references to attachments of this Call-Off Contract.

#### **2. DELIVERABLES**




## 5. CALL-OFF CO-ORDINATOR /COMMERCIAL MANAGER AND KEY PERSONNEL

The Contracting Body's Call-Off Co-ordinator in respect of this Call-Off Contract is named in Attachment 1 and the Service Provider's Key Personnel in respect of this Call-Off Contract are named in Attachment 2.

This Call-Off Contract has been signed by duly authorised representatives of each of the Parties.

### SIGNED

For and on behalf of Probrand

Signature: 


Name: 

Title: Tender and Frameworks Specialist

Date: 24.06.16

### SIGNED

For and on behalf of Transport for London

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: Senior Commercial Manager

Date: 24/6/16



## 1.2 Deployment benefits

- Need to Improve website performance through a single tag management solution and quantify the value
- Reduce development of tags and customisation, provide case study of how this can work with TfL tag estate.
- Provide support on the delivery of standardize data layer
- Development and staging environment to test tag deployment, this needed across TFL website as well as applications.

## **2. Data centre/ Audience stream**

- Ability to process 2,00,000,000 server call within Adobe analytics
- Facilitate visitor stitching with 1 million Facebook ID, 4 million twitter ID, and 3-4 million email subscribers, Single sign on ID, Engagor social media reporting tool
- Cross device stitching and mirroring capability to understand users without IDs.
- Data ingest/connectors with Microsoft Dynamics, Salesforce, IBM and Adobe marketing cloud and Tableau
- Real time segmentation of audience for insight building
- Retention of minimum of 2 historical data to form segment build
- Ability to build profile around new visit behaviour
- Ability to cope with Parent id for oyster card and child id related to the card numbers
- Awareness of limited constraints with data ingestion
- Knowledge of the data access functionality and how this would work with the TFL database
- Awareness of constraints on the various attributes available, with an implementation best practice suitable for TfL's requirements
- Temporary storage table size suitable for the scale of insight required by TfL



## Attachment 2

### Service Provider's Proposal

#### 1. Charges

Probrand Tealium Quotation - Microsoft Excel

Probrand Tealium  
Quotation.xlsx

#### 2. Key Personnel (If applicable)

Telephone: [REDACTED]  
Fax: [REDACTED]  
Email: [REDACTED]

#### 3. Proposed sub-contractors (if any)

Tealium

Graeme Chard [REDACTED]

Email: [REDACTED]





Attachment 3

**Special Conditions for Call-Off Contract**

N/A



- 2.3 A recommendation to amend by the Service Provider shall be submitted direct to the Contracting Body in the form of two (2) copies of a CCN signed by the Service Provider at the time of such recommendation and the Contracting Body shall give its response within fourteen (14) days or such other period as the Service Managers shall agree (acting reasonably).
- 2.4 Each CCN shall contain:
- 2.4.1 the title of the amendment;
  - 2.4.2 the originator and date of the request or recommendation for the amendment;
  - 2.4.3 the reason for the amendment;
  - 2.4.4 full details of the amendment including any specifications;
  - 2.4.5 the price, if any, of the amendment;
  - 2.4.6 a timetable for implementation together with any proposals for acceptance of the amendment;
  - 2.4.7 a schedule of payments, if appropriate;
  - 2.4.8 details of the likely impact, if any, of the amendment on other aspects of the Services including to:
    - 2.4.8.1 the timetable for the provision of the amendment;
    - 2.4.8.2 the personnel to be provided;
    - 2.4.8.3 the amended charges payable under the Services (as now amended);
    - 2.4.8.4 the Documentation to be provided;
    - 2.4.8.5 the training to be provided;
    - 2.4.8.6 working arrangements; and
    - 2.4.8.7 other contractual issues;
  - 2.4.9 the date of expiry of validity of the CCN; and
  - 2.4.10 provision for signature by the Contracting Body and by the Service Provider.
- 2.5 For each CCN submitted the Contracting Body shall, within the period of the validity of the CCN:
- 2.5.1 allocate a sequential number to the CCN;
  - 2.5.2 evaluate the CCN and, as appropriate:



## Change Control Note - TEMPLATE

**Change Request No:** X - ICTXXXX

**Agreement No:** ITC11445 – Reseller and Associated Services

**Date:** XXXX

**Title of Amendment:** XXXX

**Originator:** XXXX

**Authority Contact:** XXXX

The following change is requested to the Agreement identified above

<b>Change Request</b> <i>(to be completed by the client)</i>
<b>Description of Change:</b>
<b>Reason/Justification:</b>
<b>Affected Area(s):</b>
<b>Price:</b>
<b>Timetable for implementation:</b>
<b>Schedule of Payments:</b>
<b>Details of likely impact, if any, of the amendment on other aspects of the Services-</b> <ul style="list-style-type: none"><li>• the timetable for the provision of the amendment;</li><li>• the personnel to be provided;</li><li>• the amended charges payable under the Services (as now amended);</li></ul>