

# **PROVISION AND INSTALLATION OF DIGITAL SIGNAGE**

## **STATEMENT OF REQUIREMENT**

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## 1. PURPOSE

- 1.1 The Ministry of Defence (MoD) is seeking the provision and installation of a cloud-based Digital Signage capability.
- 1.2 The MoD, in this instance the Defence College of Logistics, Policing and Administration (DCLPA) will be referred to as “the Authority” hereafter.

## 2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.0 Project Wellesley is responsible for overseeing the delivery of Digital Signage on behalf of the Authority.

## 3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 3.0 DCLPA is a new Tri-Service Training College which has approximately 1100 permanent staff (service, MoD civilians and contractors) and is expected to be at Full Operational capacity by Mar 22, delivering training to approximately 13,000 students attending 1003 course per year.
- 3.1 DCLPA require the ability to display, interact, manipulate, and widely disseminate consistent, up-to-date specific multiple messages/information, displayed simultaneously to a specific targeted audience(s), role(s), and/or locations. There is current no Digital Signage at DCLPA to provide the efficient delivery of relevant/key information to students, permanent staff and/or visitors across the training estate.

## 4. DEFINITIONS

Expression or Acronym	Definition
AP	Approved Person
CMS	Content Management Software
DCLPA	Defence College of Logistics, Policing and Administration
ECR	Engineering Change Request
HD	High Definition
JSP	Joint Service Publication
MOD	Ministry of Defence
OEM	Original Equipment Manufacturer
POC	Point of Contact
RAMS	Risk Assessment Method Statement
SC	Security Clearance
SCIDA	Site Co-ordinating Infrastructure Design Authority
SOR	Statement of Requirement

SLA	Service Level Agreement
STC	Subject to Change

**5. THE REQUIREMENT – THE SCOPE OF THE REQUIREMENT EXTENDS TO:**

- 5.1 Supplier are requested to provide pricing for the provision of a centralised cloud-based Digital Signage capability for content distribution identified in Appendix 1, inclusive of:
  - 5.1.1. Installation of hardware(s), inclusive of any electrical work required.
  - 5.1.2. Installation of software(s), inclusive of minimum of 3-year licensing.
  - 5.1.3. Provision or preferably the utilisation of current military network connectivity/infrastructure.
  - 5.1.3. Configuration, testing and commissioning of the whole capability.
  - 5.1.4. Extended warranty on hardware(s) for a minimum of 5 years.
  - 5.1.5. On-site Break-fix and support Service for a minimum of 3 years.
  - 5.1.6. Technical staff and end-user training.
- 5.2 The provision of full HD 1080p screens from sizes from 50 – 85 inches, which can be mounted in landscape or portrait modes.
- 5.3 The provision of a range of product mounting options that will cover all screen sizes up to 85 inches. To included, but not limited to:
  - Wall – Flush, tilt and/or articulating.
  - Floor – Pedestal and/or wheeled.
- 5.4 The provision of freestanding standard and interactive touch totems - indoor and outdoor (waterproof).
- 5.5 Display screens to be protected against (indoor and outdoor) light or heavy rain, snow and ice, dust and debris, electrical surges/spikes, physical impact, extreme temperatures – both hot and cold, theft and vandalism.
- 5.6 The display must provide high quality viewing in direct sunlight.
- 5.7 The provision of physical safeguards to prevent tampering or unauthorised access to display units.
- 5.8 The provision of a centralised managed multi-stream WIFI capable media players, inclusive but not limited to:
  - Be capable of being activated remotely to allow increase/decrease in brightness.
  - Be capable of resetting and restarting each media player remotely.
  - Be capable of automatically powering on after interruption in power.
  - *Optional* Scheduling function.
  - Able to be securely mounted to display or associated hardware.
  - All player licences to be managed centrally.
  - Hardened against virus and malware threats.
- 5.9 Full control and monitoring of displays from a centralised system.

- 5.10 The ability to display in multiple and specific locations.
- 5.11 The ability to display real-time information (e.g. emergency messages to all/specific locations).
- 5.12 Where multiple displays are configured to play video content with audio in a common area, there must be a system or provision in place to ensure that audio and video to all displays in common areas are synchronized.
- 5.13 Scheduled power on/off for displays.
- 5.14 A system that is scalable and expandable to any desired future number of Digital Signage displays.
- 5.15 The provision, installation and configuration of CMS and other associated software(s), with a minimum of three-year licence(s). Inclusive of, but not limited to:
  - Use industry standard security protocols that comply with the Authority's requirement – network and Product and Services protection.
  - Compatible with commercially available anti-virus solutions.
  - Web based design interface for the creation of content/presentations.
  - Ability to create content/presentations that encompass single or multiple displays.
  - Provide for common media types covering animated, static images, interactive images, video etc to be played in 'disconnect' mode.
- 5.16 The CMS capability to provide static and interactive content, including but not limited to:
  - Static – Provide static content including images, maps and video content.
  - Interactive – Capability to provide interactive content – WayFinding.
- 5.17 The CMS must allow for authorised users to add new users, edit existing users, and delete users from the system.
- 5.18 The *option* of the provision, installation and configuration of a linked cloud-based mobile telephone App and licences (a minimum of 3 years licencing).
- 5.19 The *option* of the provision, installation and configuration of a linked cloud-based Resource Scheduler software and licences (a minimum of 3 years licencing).
- 5.20 The *option* of the provision, installation and configuration of integrated PIR Sensors linked to the Resource Scheduler.
- 5.21 The provision to utilise already in place military WIFI connectivity network and/or provide a WIFI network infrastructure (opposed to a wired solution).
- 5.22 Provide on-site Digital Signage and CMS training to end-users. The length of such training shall be what is reasonably required to train the end-users of the solution and shall be documented. The training shall include but not limited to:
  - A detailed training of the Product and Service operation to the end-users as part of the commissioning process.
  - Material and training on the system functionality and processes.
  - Training for technical staff supporting the CMS.
  - Training for end-users to use CMS and manage local needs.
  - Training for Digital Signage content contributors and signage creators.

- Provide user manuals and system administrator's guides to enable the technical/end-users understand the operating guidelines of the Digital Signage solution. User manual and process guide containing steps required for installations of Digital Signage screens in a new location.
- 5.23 The provision of warranted, free from defeats in design, material and workmanship for a minimum period of 3-5 years from the date of installation.
- 5.24 All claims for the Product and Services OEM warranty will include repair, cost of parts and labour, replacement, shipping and handling at no extra cost to the Authority.
- 5.25 Warranty repairs for the Product and Services must be performed by the OEM or the OEM's authorised contractor(s).
- 5.26 Warranty technical support shall be available through a technical support team by either telephone and/or email during business hours/days at no extra cost to the Authority.
- 5.27 The provision, as required by the Authority, optional extended warranty that will match the terms and conditions of the standard OEM warranty.
- 5.28 A 3 year on-site, network and hardware break-fix and support service.

## **6. ONSITE VISIT**

- 6.1 A site visit may be required, but is not mandatory, to be able to bid for this requirement.
- 6.2 The site survey will take place at:
- REDACTED
- 6.3 Should potential providers wish to attend the site visit, they must confirm their attendance via email to [REDACTED](#) by 19 Nov 21. This message should contain the following information:
- 6.3.1. Full name of each attendee(s).
  - 6.3.2. Organisation.
  - 6.3.3 Contact telephone number(s).
  - 6.3.4 Contact email address(s).
  - 6.3.5. Full vehicle details, including make/model, colour and registration number(s).
  - 6.3.6 SC clearance, to include expiry date – All visitors without SC will be escorted.

## **7. INSTALLATION, CONFIGURATION, COMMISSIONING AND TESTING:**

- 7.1 All equipment must be installed in line with JSP 604 and JSP 440 and follow the SCIDA ECR process.
- 7.2 Supplier(s) are required to provide RAMS 2-5 days prior to work commencing.
- 7.3 Supplier(s) will be required to carry out the installation, configuration, testing and commissioning. Including but not limited to:
- Ensure commissioning meets the Authority requirements.
  - Ensure all equipment performs to the service requirements.
  - Submit OEM warranty on behalf of the Authority and provide warranty record(s) on the completion of the installation services.
- 7.4 SC personnel are required to complete an electrical work which will be commissioned and approved before any work commences by the Site Contractor AP.

## 8. SERVICE LEVELS/MILESTONES

- 8.1 The Potential Provider is to complete Appendix 2 – Delivery Plan. It is to be noted, the Potential Provider is to provide a direct POC and schedule within the Delivery Plan interval reviews at each stage of the process to be held with Project Wellesley so to manage the quality of the delivery to meet the completion deadline of the 25 March 2022. In summary:

SL/Milestones	Description	Timeline
1	Delivery of Hardware	To begin within 1 week of receipt of Purchase Order
2	Electrical Works/Installation/Configuration/Testing/Commissioning	To begin within 2 weeks of receipt of Purchase Order
3	Completion of all Works	25 Mar 2022

- 8.2 Where the Potential Provider fails at any of the agreed Delivery milestone stages:

8.2.1. Project Wellesley will, in the first instance seek a mutually agreeable resolution with the Supplier. However, if a resolution does not come to fruition, then Project Wellesley may introduce an Intrusive Supply Manager to influence a positive outcome.

## 9. KEY PERFORMANCE MEASURES

- 9.1 The Potential Provider should note the Authority requires a three-year Break-Fix and Support Services for the network and hardware(s). The Authority with the Potential Provider will measure the quality of the Services, Appendix 3 – Break-Fix and Support Services against the agreed performance measures as a mechanism to continuously improve the Services received throughout the three-year period. In summary:

Description	Detail
1 <sup>st</sup> Line of Support <b>Telephone Hotline Support</b>	Responsive - Over the phone fault logging and/or advice for remote resolution(s) and/or escalate to 2 <sup>nd</sup> Line of Support.

## Call-Off Schedule 20 (Call-Off Specification)

<b>2<sup>nd</sup> Line of Support Technician On-Site Visit</b>	<p>Reactive - A technician attends MoD establishment in response to 1<sup>st</sup> Line of Support, to analyse and diagnose system issue(s) and provide, where applicable on-site remedies.</p> <p>Inclusive of:</p> <p>Repairs, installation and upgrades across the network platform, hardware(s) and software upgrades and security defences.</p> <p>Details of each diagnostic/remedy on repair(s), installation(s) and upgrade(s) – Network platform, hardware(s) and software(s) is to be provided pre-remedy action to assess/determine a way forward.</p>
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9.2 Where the Potential Provider fails at any of the agreed Performance Measures:

9.2.1. The Authority will seek a mutually agreeable resolution with the Potential Provider to positively improve the continuation of the Services received.

9.2.2. The Authority will review performance reports at agreed intervals with the Potential Provider to ensure any agreed prior resolutions have been positively implemented.

## 10 REPORTING

10.1 The Potential Provider will be expected at agreed intervals to provide reports to Project Wellesley against Appendix 2 – Delivery Plan to ensure the key Delivery Performance milestones are met.

10.2 The Potential Provider will be expected to provide the Authority interval Service Performance Reports, Appendix 3 – Break-Fix and Support Services throughout the three-year period to encourage continuous improvements to Services received.

## 11. CONTINUOUS IMPROVEMENT

11.1 The Potential Provider will be expected to continually innovate and improve the way in which the required Services are to be delivered throughout the Contract duration.

11.2 Changes to the way in which the Services are to be delivered must be brought to Authority attention and agreed prior to any changes being implemented.

## 12. AUTHORITY'S RESPONSIBILITIES

12.1 Project Wellesley on behalf of the Authority will be responsible for clearing access and providing points of contact for the site.

12.2 Project Wellesley on behalf of the Authority will make available any information they deem relevant to bid for the Contract.

## 13 STAFF AND CUSTOMER SERVICE

- 13.1 The Authority requires the Potential Provider to provide a sufficient level of resource throughout the duration of the Contract to consistently deliver a quality service to all Parties.
- 13.2 Potential Provider's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract.
- 13.3 The Potential Provider shall ensure that staff understand the Authority's vision and objectives and will provide excellent Customer Service to the Authority throughout the duration of the Contract.

**14 SECURITY REQUIREMENTS**

- 14.1 Delivery is required to a military site, which has associated security requirements. The Successful Supplier should forward notification to the Authority Point of Contact for this Contract at least one (1) day prior to arriving on site.

**15. LOCATION**

- 15.1 The Delivery Address will be:

REDACTED

**16. ACCEPTABLE WORKING TIMES**

- 16.1 The acceptable working times will be Monday to Friday between the hours of 08.00 and 17.00. Any times required outside of this must be first agreed with the Authority.