



NRK MA2702/14E

Contract for Real User Monitoring tool

BASIS FOR QUALIFICATION

Table of content

1.	Introduction	3
1.1	Procurement purpose	3
1.2	Vision	4
1.3	The assignment in brief	4
1.4	Success factors	5
1.5	NRK current internet services	5
1.6	Acquisition form and type of procedure	6
1.7	Announcement of the acquisition	6
1.8	Time plan acquisition	6
2.	Qualification requirements	7
2.1	Mandatory documentation requirements	7
2.2	The provider's organizational and legal position	7
2.3	Economic and financial capacity	8
2.4	Technical capacity	9
3.	Requirements for the application	10
3.1	Language	10
3.2	The structure and content of the application	10
3.3	Delivery deadline and electronic signing	10
3.4	Amendments and recall	11
4.	NRK's processing of the applications	11
4.1	Opening	11
4.2	Evaluation of the qualifications	11
4.3	Selection of providers	11
4.4	Number of contracts and duration	11
5.	Other provisions	12
5.1	Communication regarding procurement	12
5.2	Confirmation of intent to participate	12
5.3	Corrections, addendums or change of the basis for qualification	12
5.4	Publication and confidentiality	12
5.5	Cost of participation in the competition	13
5.6	Cancellation of the competition and complete call off	13

Attachments

Attachment 1 – Self declaration on wages and working conditions

Attachment 2 – Liability Statement

Attachment 3 – IT-requirements for NRK version 2.5

1. Introduction

Norwegian Broadcasting Corporation, subsequently referred to as NRK, invites you to participate in a restricted tender process and qualify for offering a real-time tool to oversee and monitor interaction between end users and NRK services on the internet and mobile. This tool is known as Real User Monitoring (RUM).

NRK is a public service broadcasting corporation in Norway with a main responsibility to produce and distribute radio, television and online services to the entire Norwegian population. NRK offers the following online services:

- NRK.no – Online news/entertainment portal with access to all other NRK services
- YR.no – The largest weather service in northern Europe
- Ut.no – An outdoor-themed portal, which provides hiking guides and cottages

Presently NRK employs approximately 3,500 people. NRK conducts nationwide editorial activities, including 12 regional offices and is the country's largest media company.

1.1 Procurement purpose

The purpose of this contract is to identify a provider who can help NRK to improve the end user's experience with our online services and device-apps. We are looking for a tool that gives us a complete, real-time overview of the interaction between all kinds of user devices, browsers and our online services.

The aim is to monitor all NRK online services within one tool. The tool must be a SaaS solution with a web-based GUI that supports all common browsers. It is important for NRK to be able to monitor our applications for errors and performance problems continuously, both in the infrastructure and in the end-user experience. It must be fast and easy to drill down and identify the root cause of a problem.

It is of great importance that the tool provides useful information for developers as much as for systems operations and the system owner.

We consider it an advantage if the tool is able to capture performance of various web/app components, both those developed in-house and by third parties.

NRK needs to monitor and store changes and events from our systems in order to get historical data in easily accessible and easy-to-locate logs and graphic views. It must be easy to analyze how situations evolve over time in order to pinpoint important actions for preventing errors from occurring in the future. We will consider it an advantage if the tool also indicates where and how we can optimize our systems and applications.

The following services will be monitored: NRK.no and related online services. For these services we have approximately 100 servers (front and backend), and some are located in Azure.

Our online service also includes streaming of our TV and radio content to multiple devices. We deliver live and on-demand streams through CDNs, in multiple bitrates and formats. The possibility to monitor the quality of these streams will also be of interest and will be handled as an option.

Some of our online services have traffic peaks at various intervals. Sometimes we need to expand the number of servers handling a service to meet the increased traffic load. We consider it an advantage that a monitoring tool handles these changes in an economical and easy-to-

manage manner.

NRK uses different platforms, for example: Microsoft Server (2003 - 20xx) and Linux operating systems (Ubuntu, Centos, Redhat), mostly on a virtual platform (VMware), and some physical servers. In addition we develop services using different programming languages, such as Java, .NET and PHP, and databases: Oracle, MSSQL, MySQL, MongoDB, CouchDB.

All common end-user devices and browsers must be supported. Some of our user clients will be web-enabled smart TVs and game consoles.

NRK end users are primarily located in Norway, but are also located in a large number of other countries around the world. This is especially true of YR.no and NRK.no.

It will be of great importance to have a high uptime/accessibility and fast network connection.

The solution should be easy to deploy and configure using native OS packages or provided scripts, and quickly give us the complete overview required per online service, including all NRK-developed and third-party web components.

NRK staff will be responsible for day-to-day monitoring and traffic analysis to and from our online services.

It will be important for us to have a support agreement with the provider's support team.

The attached IT requirements must be signed when entering into a contract with NRK.

It is of great importance that the provider stores personal end-user data in accordance with applicable EU/Norwegian laws and regulations.

1.2 Vision

NRK's core business is production, distribution and broadcasting content on all platforms.

NRK's goal is to increase the quality of all our online services, and we believe that the right tool will contribute to our proactively staying ahead of potential problems and trouble spots and contribute to a seamless end-user experience with our online services.

1.3 The assignment in brief

The tool must provide quality information and be useful for developers, operations and system owners.

Currently www.nrk.no handles approximately 14,000,000 hits on a daily basis. This traffic has increased over the last few years with a rate of 20 – 30 %. Furthermore NRK also develops new online services, which can greatly influence the need for more permanent and/or periodic capacity.

Important platforms:

.NET and Java

Operating systems: Linux and Windows

Databases: MS SQL and MySQL. Some located in Azure.

PHP, Python, NodeJS

LINUX distributions (Ubuntu, Centos, Redhat)

Windows Server 2003 - 20xx, Azure, MAC servers

In addition we have different databases: Oracle, MSSQL, MySQL, MongoDB, CouchDB

Web servers: Apache, IIS, Resin, Tomcat, JBoss

Caching solutions: Varnish, Windows Azure cache

Provider's responsibility is to:

- Provide a tool that monitors, analyzes, provides status updates and notifies about deviation of the interaction between user devices and online service in real time.
- Provide a tool that stores logs for shorter and longer periods.
- Provide a tool that quickly and easily compares historical and real-time data in order to analyze trends.
- Provide a tool that contributes analysis, status updates and content outage notifications.
- Provide a tool that supports all common user devices and browsers.
- Provide a tool that supports all common OS, applications and databases.
- Provide a tool that is flexible with regard to monitoring third-party tools and cloud services.
- Provide a tool that provides alerts and reports on errors when different limits are reached.
- Provide a tool that is easy to install, manage and customize.

1.4 Success factors

- The provider has a tool that helps NRK to increase the quality of our online services through proactive analysis of trends, real-time overview of the interaction between the user device and online services, followed by alerts/notifications when needed.
- The provider is up-to-date on the latest developments and trends in their field and actively notifies NRK about new functionalities.
- The provider supports all major platforms and user devices, and is eager to meet NRK's future needs.
- The provider has good procedures for regular upgrades of utility and associated software.
- The provider is ready to deliver a complete solution when signing contract.
- The provider has an open roadmap and NRK is welcome to influence the providers product roadmap

1.5 NRK current internet services

NRK's internet service is one of the largest Norwegian content sites.

There are up to 7.8 million unique users visiting weekly, generating up to 100 million page hits.

This number continues to grow.

NRK offers text, images and live and on-demand video and audio in different formats and platforms to its end users.

"In January 2014, our streaming service had up to 1,400,000 unique weekly users who generated 19,000,000 views.

In total there are about 80,000 clips in the NRK archive, and we are producing 150-400 new clips per day."

For more information about NRK's activities please visit www.nrk.no

1.6 Acquisition form and type of procedure

This public procurement is conducted in accordance with the Norwegian Act on Public Procurement of 16 June 1999 and the Regulations on Public Procurement No. 402 of 7 April 2006 as a Restricted procedure, in accordance with FOA section I and III - over the EU threshold values. Providers are expected to have the necessary knowledge of public procurement regulations.

1.7 Announcement of the acquisition

The acquisition has been announced 14-02-2014 at www.mercell.no (reference NRK-MA2403/11E) and at www.doffin.no as well as at TED (www.ted.publications.eu.int/official).

1.8 Time plan acquisition


The acquisition is scheduled to be completed after the tentative and overall milestone schedule as given in the table below.

Milestones	Date	Time
Notification of the procurement	14.02.2014	
Confirmation of submission of a request for qualification	Preferably less than 10 days after reading	
Deadline for submitting questions concerning the document: "Basis of qualification"	07.03.2014	10 a.m.
Deadline for submitting request for qualification (30 days)	17.03.2014	10 a.m.
Anticipated announcement of the result of the qualification to the qualified providers and distribution of the invitation to tender to the chosen providers	08.04.2014	
Deadline for submitting questions concerning the tender document	30.04.2014	10 a.m.
Deadline for submitting tenders	09.05.2014	10 a.m.
Awarding of contract to be announced	06.06.2014	
Signing of contract (after 10 days standstill)	17.06.2014	

2. Qualification requirements

This chapter contains qualification requirements for the provider. These requirements are regarded as the minimum standards that must be met in order to participate in the competition.

2.1 Mandatory documentation requirements

Qualification requirement	Documentation requirements
The provider should not have tax arrears related to the payment of taxes to the public.	<p>Norwegian providers:</p> <ol style="list-style-type: none"> 1. Documentation on tax paid and the employers' salaries from kemnerkontor (Norwegian form RF-1244 should be used). It must not be older than six months old at the time of the application submission deadline. If there are arrears, these must be explained. 2. Certificate on VAT paid from skattefogdkontoret (Norwegian form RF-1244 should be used). It must not be older than six months old at the time of the application submission deadline. If there are arrears, these must be explained. <p>International providers:</p> <p>Certificates, not older than six months, issued by the competent authority to the effect that the provider has fulfilled his obligations relating to the payment of taxes, social security contributions and VAT. Tax certificates are issued by the chief municipal treasurer in the municipality where the provider has their head office and by the tax collector in the equivalent.</p>
The provider shall confirm that the company meets the statutory requirements in Norway within health, safety and environment (HSE) for any work performed in Norway	<p>HSE personal statement that the provider meet, at least at the time of the contract awarding, statutory HSE requirements in Norway.</p> <p>Please see the attached HSE personal statement:</p> <div style="text-align: center;">  HSE_Self declaration.doc </div>

2.2 The provider's organizational and legal position

The personal situation of economic operators, including requirements relating to enrolment in professional or trade registers

Qualification requirement	Documentation requirements
The provider shall be a legally registered business	Certificate of professional or commercial registration as mandated by the country in which the provider is located.
The provider shall comply with statutory wages and working conditions	Cfr. attachment. "Self-declaration on wages and working conditions"

2.3 Economic and financial capacity

Qualification requirement	Documentation requirements
The provider shall have sufficient economic and financial capacity to fulfil his contractual obligations.	<p>Economic and financial position must be documented with the following information:</p> <p>Latest approved financial statement with the annual report and auditor's report and any recent information of relevance.</p> <p>Solvency assessment from a business with a license to operate a credit information bureau. The assessment must be based on the most recent annual or later financially relevant information, should provide information on creditworthiness as well as the degree of bankruptcy risk and must not be dated later than four months prior to the deadline for the request to participate.</p> <p>If the provider has valid reasons not to disclose/submit the requested documentation, alternative documentation may be accepted, such as guarantees from parent companies that meet eligibility requirements (it must be accompanied by documentation as requested above for parent company) or a declaration from the auditor that documents fulfil the requirement.</p>

2.4 Technical capacity

2.4.1 Capacity

Qualification requirements	Documentation requirements
The provider shall have adequate capacity and ability to deliver services as described in section 1.1 – 1.4.	<p>Presentation of their own infrastructure/equipment and geographic locations used for the SaaS solutions, as well as the appropriate resale agreements of similar services the provider could provide for in the implementation of the contract.</p> <p>Description of the organizational and professional qualifications of the provider, whether qualification(s) belong(s) to the provider itself or subcontractors/ co-operating enterprises. Please also specify the number of personnel that can be made available for the execution of the contract; particularly for system development, adaptation, integration, implementation and technical support and maintenance of software and - if applicable - hardware.</p> <p>If the provider relies on other enterprise's capacity to meet the contractual obligations, the enclosed "Liability Statement" from the relevant subcontractor(s) shall be filled out and submitted, signed by a duly authorized representative for potential subcontractors cfr. attachment.</p>

2.4.2 References

Qualification requirements	Documentation requirements
The provider shall have relevant experience related to similar deliveries as described in section 1.1 – 1.4.	<p>Documentation of the most relevant deliveries installed within the last three years.</p> <p>The documentation must provide:</p> <ul style="list-style-type: none"> a) Customers' names and contact information b) Provided products and services c) Delivery scope, value and duration d) Statement of the delivery's relevance to this procurement e) Information on whether the delivery was made by subcontractors or with the support of such

3. Requirements for the application

3.1 Language

The qualifying application for this tender competition shall be written in English or Norwegian.

3.2 The structure and content of the application

The application should include the documentation outlined below.

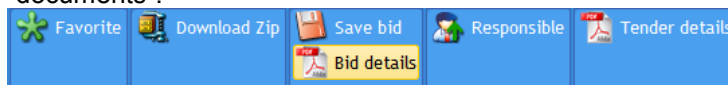
Part	Description
1	Signed application letter, including: <ol style="list-style-type: none"> Full name and address, and complete contact information for the provider, including contact information for the person responsible for the application. Brief description of the provider; history, markets, products and services, organization, etc. Similarly, for any main subcontractors. The provider's statement of their understanding of section 5.4 below.
2	Certificates and attachments as described in chapter 2 <ol style="list-style-type: none"> Certificate on tax paid Certificate on VAT paid HSE personal statement that the provider meets statutory requirements in Norway Certificate or equivalent documentation showing that the provider is registered in a public register in their home country Personal statement on wages and working conditions Latest approved financial statement with the annual report and auditor's report and any recent information of relevance. Solvency Assessment.
3	Liability statement from the relevant subcontractors presented, if applicable (section 2.4) including a description of their role/purpose or reference to where in the application it can be found.
4	Documentation on provider's fulfilment of the requirements in terms of technical and professional qualifications, as outlined in 2.4 above. The provider must particularly ensure that the documentation requirements are sufficiently clear to enable NRK to evaluate the provider's qualifications.

3.3 Delivery deadline and electronic signing

The application shall be signed and submitted electronically via the Merccell portal (www.merccell.no) no later than 17.03.2014 10:00 a.m. - Norwegian time. No paper copies are needed.

Please note that the Merccell portal will close at delivery deadline.

The Norwegian public procurement regulation only accepts e-signatures issued in accordance with a national Requirement Specification by certification service providers registered with the Norwegian Post and Telecommunications Authority. Providers that do not have such an e-signature may print out a PDF of "bid details", sign the PDF and scan and upload it to "documents".



Please contact us well before the deadline to let us open the Merccell portal for an electronic submission without the e-signature.

For further assistance, please contact Merzell support at support@mercell.com / +47 21 01 88 60 / +47 21 01 88 00.

3.4 Amendments and recall

The application can be recalled or changed up until the application deadline. Revocation shall be made in writing via the Merzell portal (www.merzell.no).

Changing the application is considered as a new application and shall be constructed in accordance with the requirements for the application stated above.

4. NRK's processing of the applications

Received applications will be processed in accordance with the provisions set out in section 4.1 – 4.3 below.

4.1 Opening

Applications will be opened at NRK's premises according to the date stated in section 1.8, with at least two representatives from NRK present. Providers will not be allowed to be present at the application opening.

4.2 Evaluation of the qualifications

If the application is properly submitted it will be evaluated whether the qualification requirements are met or not. Applications that do not meet the qualification requirements will be rejected in accordance with the procurement regulations' provisions § 20-12.

4.3 Selection of providers

Among the qualified providers, NRK will select a minimum of five providers who will be invited to participate in the competition and thus receive an invitation to tender. Selection will be made based on an overall assessment of the providers, to determine which, to the greatest extent meet the qualification requirements in section 2.3 – 2.4 above, where the technical and professional qualifications will be emphasized.

NOTE:

All invited tenderers must be prepared to answer an NRK case in the next phase. This will be used for comparative purposes of the bids received.

4.4 Number of contracts and duration

NRK will after the completion of the tender process award only one contractor.

The contract will be given for a term of two years, with an option for 1 + 1 year extension. During the option period NRK will in addition, on a yearly basis, evaluate a further extension of the options if this can be justified both economically and technically.

5. Other provisions

Other administrative rules governing the qualification phase are outlined below.

5.1 Communication regarding procurement

This procurement process is managed in the Mercell portal. Providers will gain access through the portal to download qualification and competition documents, as well as conduct other correspondence concerning the acquisition and submit an application for participation.

Any questions regarding the basis for qualification and other matters concerning the procurement process should only be addressed through www.mercell.no. Inquiries should be marked "Case number NRK MA2702/14E". The deadline for questions is stated in section 1.8.

Other inquiries will not be answered. Attempts to acquire information or to influence NRK employees involved in the procurement process will lead to rejection or cancellation of the competition.

Incoming questions will be reviewed and answered in a general and anonymous manner and will be continuously distributed via www.mercell.no, where e-mail notification will be submitted to the contact persons registered, no later than the date stated in section 1.8.

For questions about the use of the Mercell portal, please refer to Mercell Support on telephone number +47 21 01 88 60 / +47 21 01 88 00 or e-mail: support@mercell.com.

5.2 Confirmation of intent to participate

Providers are asked to confirm the download of the basis for qualification, and inform of their intent to apply for participation. This is communicated through the procurement portal www.mercell.no by using the "I want to submit an offer", preferably fewer than ten days after reading.

5.3 Corrections, addendums or change of the basis for qualification

If a provider understands that the basis for qualification may contain errors, ambiguities or that submitted files cannot be read as expected, it is the provider's obligation to contact NRK to get the error corrected or to clarify the possible confusion.

NRK reserves the right to make necessary changes in the basis for qualification. If needed, the deadline could be extended proportionately.

5.4 Publication and confidentiality

With reference to the regulation on public procurements (Foa) § 3-5, a new Act on the right to access to public services (Act 2006-05-19 nr 16) has entered into force with effect from 1 January 2009. Pursuant to this, the public can, after the contract award, require access to, among other things, filed qualification applications and submitted tenders prepared for publication.

In order to be able to fulfil its duty of confidentiality in accordance with FOA section 3-6, NRK will require the provider to enclose a censored qualification application, which is a copy in which any trade secrets or other competitive or sensitive matters has been removed. The providers are

asked to note that NRK has an independent responsibility to assess the extent of information that the provider requests to be confidential.

If the provider does not enclose a document specifically prepared for publication, NRK will, at its own discretion, consider the original qualification document ready for publication.

5.5 Cost of participation in the competition

Providers will prepare and deliver an application for participation at their own expense and risk. NRK thus assumes no financial responsibility for the invested effort or other costs in connection with the preparation of an application for participation or the participation in the competition as such.

5.6 Cancellation of the competition and complete call off

NRK reserves the right to cancel the competition if there are objective reasons for this.