



Answers to Questions Received for Brand USA's Website Development & Maintenance RFP for consumer websites

The following are answers to questions received regarding Brand USA's Website Development & Maintenance RFP for our consumer websites.

Please note: We have condensed and edited the questions received for space or clarity. In addition, we have removed names and other identifying information of those who posed questions.

**Q: Why are you searching for a web maintenance and technical support partner?
Are you looking to make a change?**

A: We go to RFP at least every three years in order to ascertain if another vendor can better serve our needs, or if we should renew our current relationship.

Q: Can you please provide more details regarding your expectations for training?

A: New staffers often require CMS training. When new development is executed and cms view changes, we also need training.

Q: Can you briefly describe the makeup of the internal team that will be responsible for managing this initiative?

A: The main team is comprised of fewer than a dozen people.

Q: Can you please share your budget?

A: Present your budget based on the parameters in the RFP.

Q: Will the selected partner be responsible for creating content for the sites?

A: No.

Q: Is there a “not-to-exceed” budget that has been reserved for this project?

A: While we won't be sharing that at this time, you should make certain to provide competitive rates.

Q: Can you share information on the make-up of the selection committee for this RFP?

A: No, we will not be sharing this detail.

Q: Do you currently have a resource for translation services, or will the partner agency be expected to provide those services?

A: Yes, we have a translations service. Translation is not part of this RFP.

Q: Can you list the locations and the areas of responsibility of your other agency partners?

A: We work with agencies domestically and internationally. All agencies have gone through our RFP process, so if you're curious you'll find all of them listed in our RFP archives.

Q: Is the focus of this project primarily maintenance of existing properties, or development of new sites?

A: Primarily maintenance. However, we have historically executed significant amounts of new development on our websites throughout the year.

Q: Can you provide clarification on the scope of this project? Will there be one English and one French site serving Australia, Brazil and Canada, individual sites serving China, Chile, France; Germany, India, Japan, Sweden, South Korea, Mexico, and the United Kingdom, and one global website?

A: You may answer this question by looking at our websites. The basic set-up will not change.

Q: What is the intended contract/project duration?

A: One year, at minimum. Every three years, we go to RFP.

Q: Will Brand USA require or prefer in-person meetings at Brand USA's office location at any point during the website redesign process?

A: We may have meetings a few times a year at our offices, but most of our interaction will be through conference calls/web-ex. We are not redesigning our websites – that's not mentioned anywhere in the RFP.

Q: What are any integration with CRM?

A: None at this time. For this RFP, this is not a consideration.

Q: What is the expected ratio of hours per month between bug fixes, patches and updating, dev/ops support, security updates AND-new development, new features.

A: For major development, we will execute separate contracts outside the monthly fee. The ratio of hours depends on need and varies monthly.

Q: Do you have scoring criteria you can share with us ahead of the submission date?

A: It's in the RFP.

Q: We can provide different rates for UK-based in-house staff and offshore staff. Would this be acceptable, or are you looking for the chosen supplier to deliver all work in-house.

A: You may utilize the staff you wish, as long as you are transparent about how the work is proposed. You may submit any budget/rates that you will honor.

Q: Can you elaborate on what you are looking for with regard to “superior art skills”?

A: We require world-class artistic work.

Q: Does Brand USA conduct Q/A in-house?

A: No. The selected agency will conduct quality assurance before we receive deliverables.

Q: How is the Aquia Lift product currently being used for personalization?

A: One example is the “Choose Your Adventure” module on the homepage.

