



**Asia-Pacific Telecommunity**

**REQUEST FOR PROPOSALS (“RFP”)**

**WEBSITE RESTRUCTURING**

**RFP Issue Date: 15 November 2016**  
**RFP Closing Date: 15 December 2016**

|  |   |
|--|---|
| <b>Reference No.</b>                           | APT/IS/2016/RFP-01  |
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# REQUEST FOR PROPOSAL ON WEBSITE RESTRUCTURING

## 1. INTRODUCTION

Asia-Pacific Telecommunity (APT) is an intergovernmental organization for development of telecommunication services and ICT in the Asia-Pacific region. APT provides a unique platform for exchange of views on various issues of common concern to the telecommunication and ICT sectors. Currently, APT has strength of 38 Members, 4 Associate Members and 135 Affiliate Members. APT has provided assistance to our members in their efforts to build strong growth of telecom/ICT services. This assistance has many fronts and includes meetings, seminars and workshops on areas of common interest and capacity building (HRD) activities including training courses on various topics.

For prompt responsiveness to the need of our members, APT website has been used to facilitate communication among APT members and to enhance cooperation with our regional and international partners from both the public and private sectors. It is also an important channel to promote APT activities to the general public.

The current APT website was launched on 1<sup>st</sup> May 2010 and despite its structural design and layout, several functional corrections and improvements were carried out for over the last four years. Those include recovery for lost event documents, export function for online registration database and additional online module on training evaluation. However, only limited minor modification was possible due to the strict web structure and functional limitation. These limitations withheld the website from being truly capable of displaying and operating to its full functional and effectiveness.

The website was developed using Content Management System (CMS), with fixed templates. Current structure doesn't allow flexibility and expansion. Most of the webpage layouts could not be revised easily and the entire web structure is not flexible enough for expansion. The databases used in website are not directly accessible for further update or processing of any required information. For example, the online registration database must be exported to another database system prior to update or processing of data. Another instance, in the event documents management function, the database for event documents was created within the website structure and direct access to document database and offline document upload function were not possible.

## 2. OBJECTIVES

The main objective of the project is to develop a formal, modernized front-end website and its functional modules by using centralized databases system and document management where applicable.

The new website should have:

- (a) Attractiveness, visibility and responsive;
- (b) User friendly interface for all parties including web admin, web authors, registered users and general public;
- (c) Good site structure for information retrieval and information access;
- (d) Flexibility to expand/ modify;
- (e) Connectivity with centralized databases;

- (f) Efficient authoring tools and interface.

### **3. PARTIES**

Owner/ Client: Asia-Pacific Telecommunity (APT)  
Vendor : Web designer  
Users: APT Staff, APT Members, General Public

### **4. SCOPE OF WORK**

To develop a new web portal which provides effective and efficient information retrieval that is also flexible enough for modification and expansion. It is also desired to develop key web functional modules such as online registration process and event document management as separate modules which may allow for future expansion work without major modification to web structure.

Design Scope includes the following components and functions:

- (a) Web structure design which has following features

- Stable and expandable structure;
- User friendly;
- Easy access;
- Proper navigation;
- Effective information flow and retrieval;
- Responsive functions;
- Categorized information management;
- Easy to update, revise and maintain.

- (b) Layout design which provides

- Attractive;
- Visibility;
- Consistent appearance throughout the site;
- Look of International organization image.

- (c) Layout Development and Management

Layout for

- Main webpage;
- Static webpages;
- Web Forms

- (d) Data Processing (and necessary databases) for the following modules:

- Meeting registration web form, database, data processing , management and generation of reports; (See Annex 3)
- Event documents Management; (See Annex 4)

- Event Evaluation; (See Annex 5)
- Training Evaluation (See Annex 6)

(e) Website Data Migration which includes:

- Migration of Static webpage contents;
- Migration of databases including
  - Online registration database;
  - Event document listing and database;
  - Online Training Evaluation database;
  - Web Users log-in accounts/ database.

(f) Management of the website such as

- Web Admin Operation and Management Functions; (See Annex 7)
- Backup/ Restore of contents and site;
- Website protection and access security.

During Development, Design and Implementation Phase, the successful bidder shall work in close coordination and supervision of APT to refine the requirement under the agreed scope of work.

### **Out of Scope:**

The vendor is not responsible for any purchase of hardware or software. However, the vendor may inform the client for any necessary purchase of hardware, software or applications.

## **5. PROJECT SCHEDULE**

- Issue of RFP
- Clarification of RFP
- Closing date for submission of Proposals
- Presentation of Proposals
- Announcement of Successful Bidder
- Development, Design and Implementation (see below for details)
- Acceptance Testing
- Official Launch
- Maintenance Phase

## **6. WEB KEY COMPONENTS AND FUNCTIONS**

The website composes of static components which mainly provide information and active functional components which involve databases and information collecting and processing.

Proposed website contents is provided in Annex 1.

The proposed website should also be able to support future services and functions such as:

- **Webcasting** which is a non-interactive linear streaming of events using an embedded media player.
- **Remote Meeting** which is a function of hosting an interactive online meeting, conducting video conferences, and sharing documents and desktops screens among participants; (example: Cisco WebEx, GoToMeeting);
- **Social media** (example: Facebook, Twitter ) to share and exchange information with social media users as well as to communicate;
- **Web Forum/ Web Blog** which provides commentary on a particular subject typically displayed in reverse chronological order;

## 7. LAYOUT REQUIREMENTS

Design of website layout mainly composes of

- Frontal Page Website layout;
- Inner Page (static content page) layout;
- Web form layouts (for web registration, event documents listing, event/ training evaluation).

Sample of Website Layout and menu system is provided in Annex 2

Points to consider while designing a website layout

- Simple;
- User friendly;
- Attractive;
- Responsive (loading webpage);
- Balanced contents between image and text;
- Visibility of contents in single screen without scrolling;
- Webpage size (auto adjust and fill browser screen size);
- Color combination;
- Readable font and size;
- File Size (webpage and image);
- Proper flow structure and web links.

## 8. COMMUNICATION INTERFACE

The website and its layout should be fully compatible with all known web browsers for Personal Computers and other devices such as mobile devices. All web pages and contents should also be printable with printers.

All web based authoring tools should also be compatible with all known web browsers (for Windows Operating System) provided below but not limited to:

- Internet Explorer;
- Google Chrome;
- Mozilla Firefox;
- Safari;
- Opera;
- Netscape.

The website should have an interface for web authors to revise or modify or upload data into the website.

## **9. SYSTEM DEPENDENCIES**

The website should be compatible and functional with the Windows Operating System.

The proposal should clearly mention any system, hardware, software, application, CMS and web hosting software which would be necessary for stable and continuous operation of the website and its functions.

The proposal should also clearly state the server side scripting language such as ASP, PHP, CGI that would be used to develop webpage.

It is preferred that vendor provides options for client preference of all software and application.

APT prefers the website to be developed based on HTML script.

## **10. DEVELOPMENT, DESIGN AND IMPLEMENTATION PHASES**

Project phases may include:

### **Phase 1: Analysis**

- a) Detailed discussion with concerned stakeholders to understand the requirement;
- b) Finalize details;
- c) Submission of detail project plan;
- d) Sign-off detail project plan (Client).

### **Phase 2: Design**

- a) Analysis of existing website / similar websites, existing and proposed processes for automation;
- b) System study for the Software Requirement Specification (SRS) and Functional Requirement Specification (FRS);
- c) Detailed design;
- d) Information integration and consolidation;
- e) Sign-off Requirement Analysis (Client).

### **Phase 3: Development**

- a) Preparation of content structure / information architecture for the website/portal;
- b) Develop screen layouts and necessary templates;
- c) Approval of prototype (design interface) (Client);
- d) Collection of necessary content;
- e) Coding / Temporary Demo server;
- f) Content Population and content management system;
- g) Testing by Vendor – Application Development and Unit Testing, Integration Testing, System Testing and Functional Testing;
- h) Compliance testing by Client;
- i) Modifications based on feedback;
- j) Sign-off of developed website (Client).



#### **Phase 4: Implementation and Acceptance**

- a) Installation of system at APT Secretariat;
- b) Data migration from old site to new;
- c) Acceptance Testing;
- d) Soft launch of new site;
- e) Fine tuning of the system;
- f) Official Acceptance of the System by Client;
- g) Official launching of site.

#### **Phase 5: Operation and Maintenance**

- a) Training;
- b) Documentations;
- c) Warranties;
- d) Maintenance contract.

The vendor has the responsibility to deliver, install, and implement the web portal at the client site. Data migration may be carried out either onsite or remotely at agreed time frame.

### **11. INDICATIVE DELIVERABLES**

This section provides expected indicative deliverables, however actual deliverables will depend upon project specific requirements and will be finalized in consultation between client and vendor.

- Web site and all functional add-in modules;
- Source code including all add-in modules;
- Site structure and site map;
- File directory structure;
- Databases and their structure;
- High Level Design/ Architecture Document;
- Data model;
- Test reports;
- Deployment script;
- Web functional operations and procedures manual;
- Technical system and software documentation / Technical Manual;
- Web Admin Management Manual;
- Author Manual;
- User Manual/ SOP;
- Training Manuals;
- Website and web page Backup/ Recovery Manual;
- Data Archival Process.

### **12. DATA MIGRATION**

The web designer is responsible for all data migration work for both static web page contents and functional web pages along with their databases.

Data Migration work includes:

- Static web page contents;
- Online registration database and records;

- Event documents database and physical document files (approximately 30,000 files/ 10GB);
- Documents from various web pages and their relevant links;
- Online training database and records;
- Web Users log-in information and its database.

The data migration should be completed in agreeable time frame with APT.

### **13. TRAINING**

The vendor shall provide an onsite hands-on Training for:

- Web Admin
- Web Author
- Web User (staff)

The proposal to include an estimate number of days for each training sessions.

### **14. ACCEPTANCE TESTING**

The APT will conduct acceptance testing within 30 days after the vendor notification on completion of job. The Vendor will have a remedy period of 30 days from the end of Acceptance Testing to correct any and all defects functions identified during Acceptance Testing.

### **15. CONSTRAINTS AND LIMITATION**

All constraints and limitation that may occur during installation, implementation and upgrade should be stated out clearly.

### **16. WARRANTY**

The Vendor shall provide warranty that the website and its functions will be free of defects for a period of one year from date of final acceptance of project by client.

Any identified defect or bugs should be promptly fixed within seven calendar days.

### **17. MAINTENANCE AND SUPPORT**

The vendor should provide first year maintenance for free of charge and should indicate if vendor prefers to provide continuous maintenance for further with agreeable maintenance coverage and associated cost.

### **18. COST**

The vendor shall provide all the associated cost of the project components (but not limited to) as described below

- Design cost;
- Installation cost;
- Migration cost;
- Software cost (if any);

- Software license cost (if any);
- Third Party cost (if any).

The vendor shall also provide Annual Maintenance cost which will occur after the warranty period expires.

## **19. PAYMENT TERMS**

|                            |     |
|----------------------------|-----|
| Signing of contract:       | 50% |
| End of Acceptance Testing: | 20% |
| Completion of Project:     | 30% |

## **20. NON-DISCLOSURE AGREEMENT (NDA)**

Non-Disclosure Agreement (NDA) should be signed by both parties if necessary.

## **21. COMPANY PROFILE AND RECORD OF SUPPLY**

Please include brief introduction of your company, experience and website that the company has developed in recent years.

## **22. CONTACT**

### **Administrative Contact**

Ms. Sookthisa Sookthis  
Senior Administrative Assistant  
Asia-Pacific Telecommunity  
12/49 Soi 5, Chaeng Watthana Road  
Bangkok 10210, Thailand  
Email: sookthisa@apt.int

### **Technical Contact**

Mr. Nyan Win  
Project Coordinator (IT)  
Asia-Pacific Telecommunity  
12/49 Soi 5, Chaeng Watthana Road  
Bangkok 10210, Thailand  
Email: nyanwin@apt.int

## Annex 1

### Proposed APT Website contents

APT Website may compose of the following items:

- **About APT**
  - Introduction + Video
  - Objectives
  - Geographic Scope of APT
  - APT Principle Organs
    - GA
    - MC
    - Secretariat
  - Contact (Mailing Address/ Contact for General Matters)
  
- **Membership**
  - How to become a Member
  - Member Benefits
  - APT Members List
  - APT Associate Members List
  - APT Affiliate Members List
  - Contact (Membership)
  
- **Work Programme**
  - Policy and Regulation
    - PRF
    - PRFP
    - SATRC
  - ICT Development
    - ADF
    - ICT Projects
    - Publication of Research on ICT Policy & Development
    - Projects to Facilitate the ICT Application
  - Disaster Management
    - WDMC
  - Cyber-security
    - CSF
  - Radiocommunication
    - AWG
  - Standardization
    - ASTAP
  - Capacity Building
    - Training
    - Study Visits
    - Expert Missions
    - Young Professional and Students Programme
  - Regional Cooperation for ICT Development
    - APT Preparatory Activities for PP
    - APT Preparatory Activities for WRC

- APT Preparatory Activities for WTSA
- APT Preparatory Activities for WTDC
- APT Preparatory Activities for WCIT

▪ **Meetings/ Trainings**

- Meetings
  - Event Calendar
  - Event Listing
  - Online Registration
  - Meeting Evaluation
- Trainings
  - Course Listing
  - Online Registration
  - Training Evaluation

▪ **Publications**





- APT Constitution
- APT Legal Instruments
  - Regulations/ Rules
  - Policy Documents
  - Resolutions
  - Recommendations
  - Guidelines
- APT Yearbook
- APT Reports
  - GA Reports
  - MC Reports
  - APT Report (Summary Record)
  - APT Meeting Documents
  - APT Common Proposals
  - APT Reports (WP Reports)
- MoU with other organizations
- APT Yearbook

▪ **Media**

- Photo Gallery
- Video
- APT Newsletter
- Press Release

▪ **Other items over main page**

- Logo
- Vision/ Slogan
- Upcoming Events
- News/ Announcements

- Secretary General's Corner
  - Message
  - Speeches
  - Photos
- FAQs
- Sitemap
- Feedback
- Copyright
- Members' Log-in
-    

## Work Programme

- Introduction
- Objectives
- Structure
- Office Bearers
- Documents (Working Methods, Reports, Recommendations, etc.)
- Meetings
- Related Links
- Contact

## APT Principle Organs

- GA
  - Introduction
  - GA President/ Vice Presidents
  - **GA Reports**
  - GA related documents
  - Web link GA webpages
- MC
  - Introduction
  - MC Chairman/ Vice Chairmen
  - **MC Reports**
  - MC related documents
  - Web link MC webpages
  - WGMC
- Secretariat
  - Secretariat Professional Staff

## Event Website

- Event Name
- Schedule
- Venue
- Event details
- Invitation Letter

- Provisional Agenda
- Information for Participants
- Documents
  - Administrative Documents
  - Input Documents
  - Information Documents
  - Output Documents
  - Temporary Documents
- Event Photo Gallery
- Event Evaluation

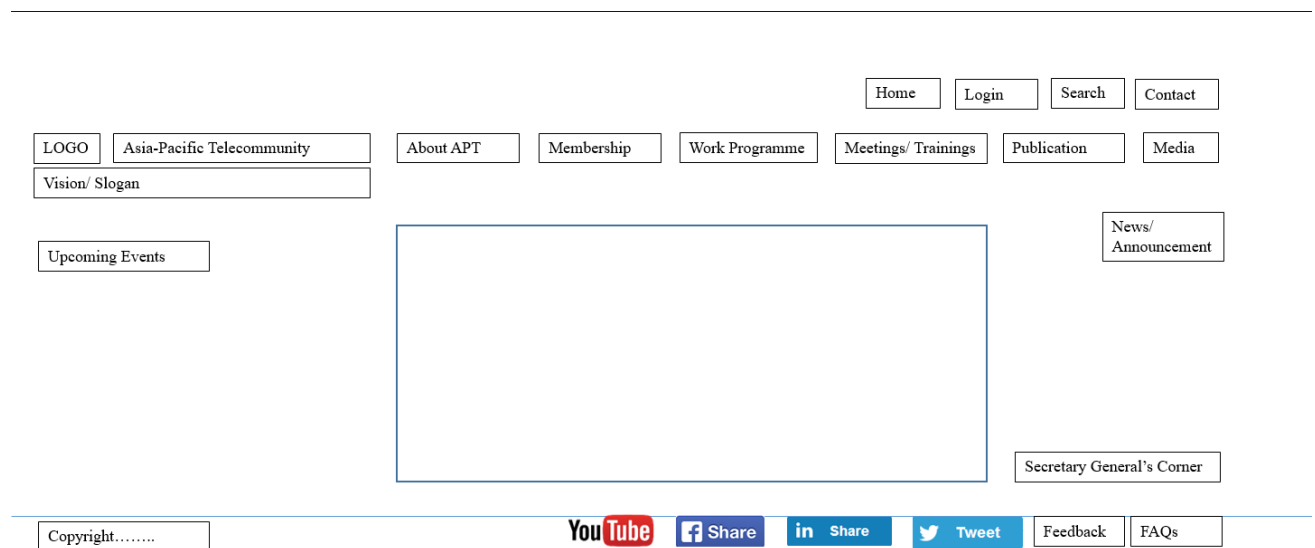
### **Web Administrator Roles**

- Manage Website and Webpages
- Manage Website contents
- Manage Website layout
- Manage Website Forms
- Manage Website Databases
- Assign different access levels for individual user category
- Assign different access levels for individual author category
- Authorize access of individual user category for individual web page (user vs webpage)
- Authorize access of individual author category for individual web page (author vs webpage)
- Tracking of user access
- Tracking of webpage access
- Backup/ Restore of website and web pages;
- Enable layout changes to website home page web forms.

*Note on color indication:*

*Black: Open to public access*  
*Red: Restricted webpage and required user log-in to access information*  
*Blue: Proposed item for new website*

Sample of Website Layout and menu system



About APT

- Introduction + Video
- Objectives
- Geographic Scope of APT
- APT Principle Organs
  - > GA
  - > MC
  - > Secretariat
- Contact (Mailing Address)

Membership

- How to become a Member
- Member Benefits
- APT Members List
- APT Associate Members List
- APT Affiliate Members List
- Contact (Membership)

Work Programme

- Policy and Regulation
  - > PRF
  - > PRFP
  - > SATRC
- ICT Development
  - > ADF
  - > ICT Projects
    - > Publication of Research on ICT Policy & Development
    - > Projects to Facilitate the ICT Application
- Disaster Management
  - > WDMC
- Cyber-security
  - > CSF
- Radiocommunication
  - > AWG
- Standardization
  - > ASTAP
    - > Training
    - > Study Visits
    - > Expert Missions
    - > Young Professional and Students Programme
- Regional Cooperation for ICT Development
  - > APT Preparatory Activities for PP
  - > APT Preparatory Activities for WRC
  - > APT Preparatory Activities for WTSA
  - > APT Preparatory Activities for WIDC
  - > APT Preparatory Activities for WCIT

Meetings/ Trainings

- Meetings
  - > Event Calendar
  - > Event Listing
  - > Online Registration
  - > Event Evaluation
- Trainings
  - > Course Listing
  - > Online Registration
  - > Training Evaluation

Publication

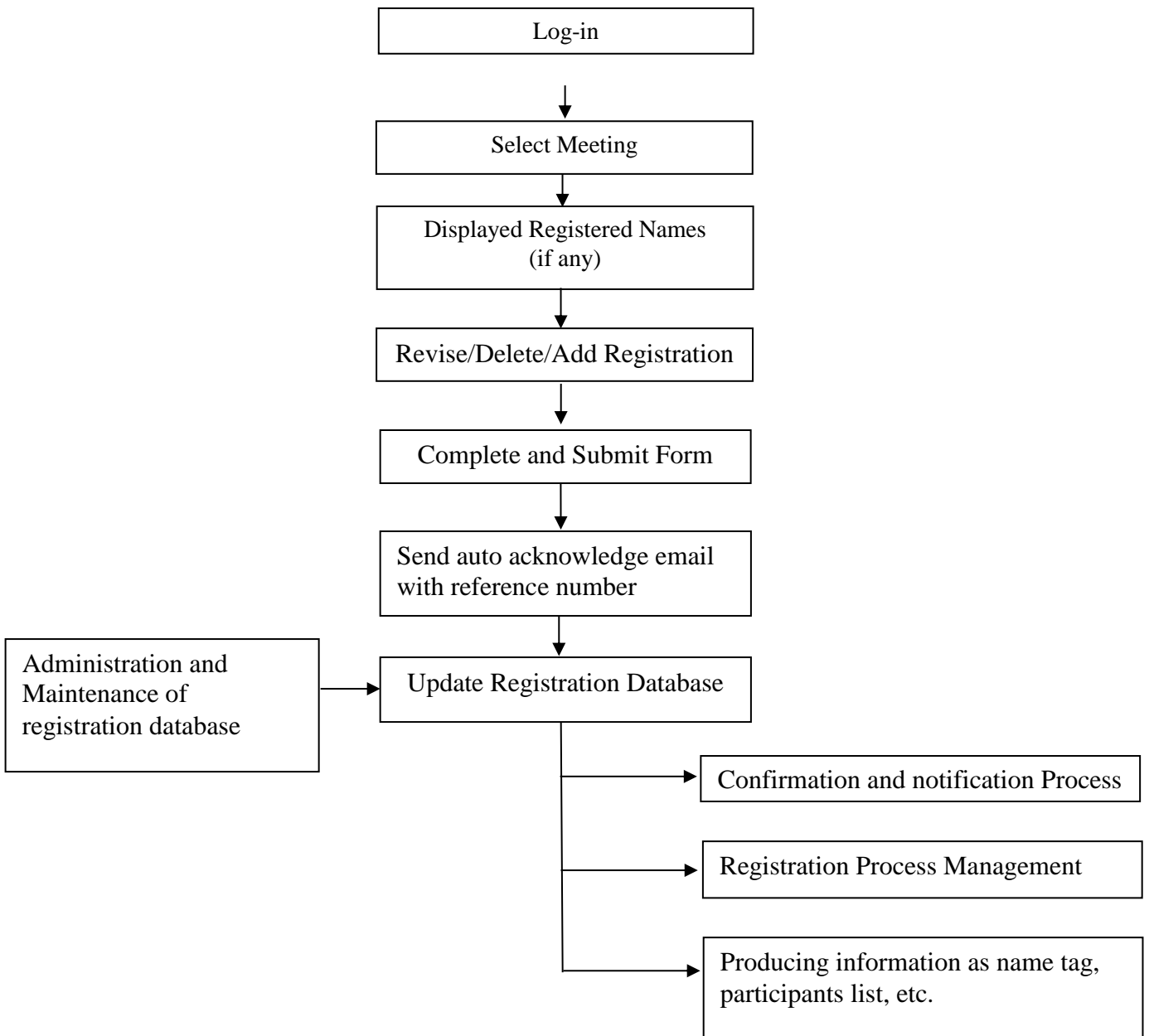
- APT Constitution
- APT Legal Instruments
  - > Regulations/ Rules
  - > Policy Documents
  - > Resolutions
  - > Recommendations
  - > Guidelines
- APT Yearbook
- APT Reports
  - > GA Reports
  - > MC Reports
  - > APT Report (Summary Record)
  - > APT Meeting Documents
  - > APT Common Proposals
  - > APT Reports (WP Reports)
- MoU with other organizations
- APT Yearbook

Media

- Photo Gallery
- Video (YouTube)
- News Letter
- Press Release



On-line Registration Process



**Event Document Listing:**





|                |       |             |        |           |
|----------------|-------|-------------|--------|-----------|
| Administrative | Input | Information | Output | Temporary |
|----------------|-------|-------------|--------|-----------|

**Event Document Page Layout**

| <input type="checkbox"/> | Document No. | Description | Source            | Date          | Allocation |
|--------------------------|--------------|-------------|-------------------|---------------|------------|
| <input type="checkbox"/> | ADM-01       | Agenda      | Chairman          | 01 April 2014 | Plenary    |
| <input type="checkbox"/> | ADM-02       | Program     | Secretary General | 01 April 2014 | Plenary    |

**Zipped and Download**

**Interface for Document Management (Upload/ Edit)**

|   |              |             |        |      |            |
|---|--------------|-------------|--------|------|------------|
|  x    | Document No. | Description | Source | Date | Allocation |
|  x  | Document No. | Description | Source | Date | Allocation |
| <input type="button" value="NEW"/>  |              |             |        |      |            |

**Expanded EDIT Menu**

Document Number:

File: [Select] [Upload] [Remove]

Description:

Source:

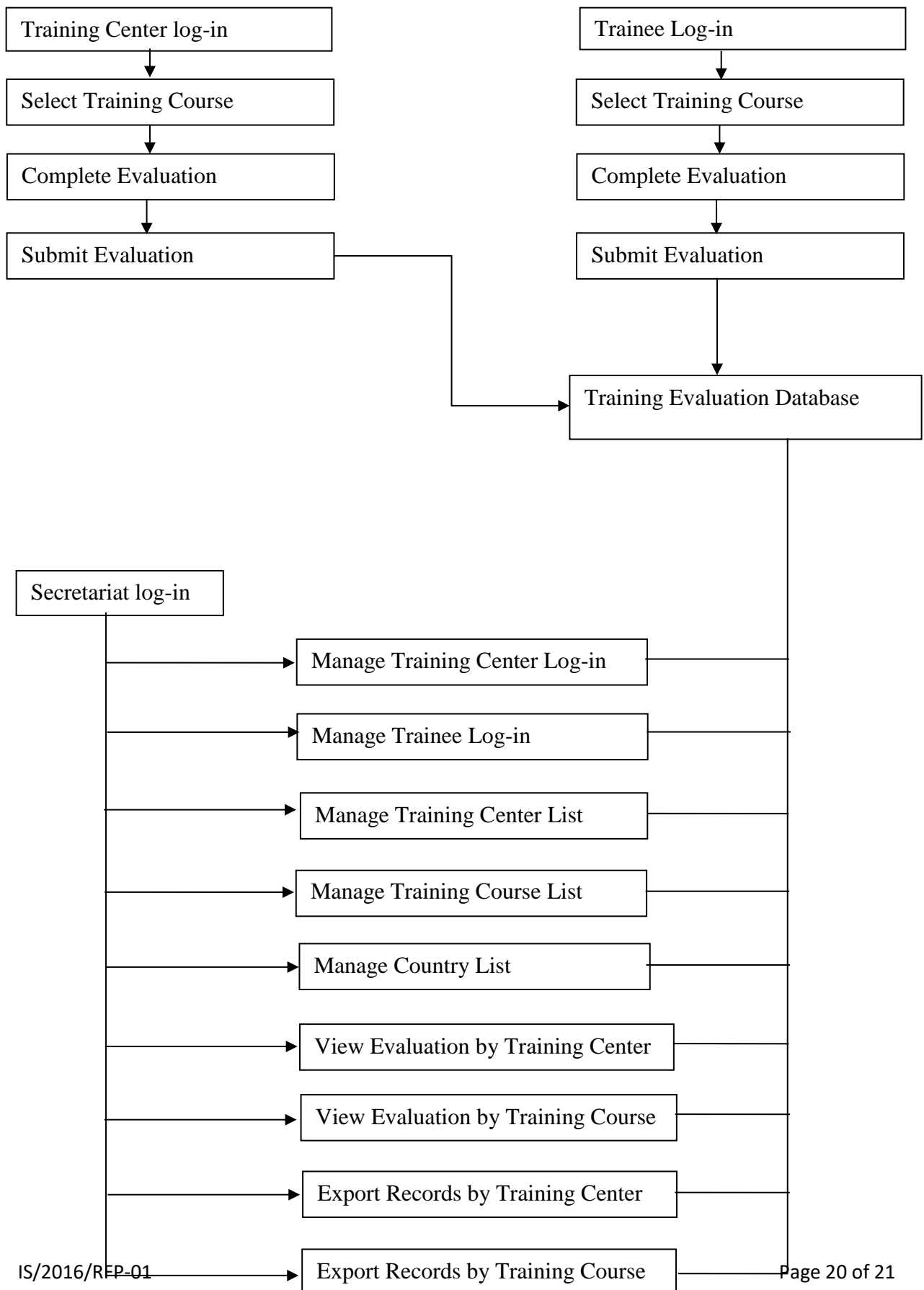
Allocation:

## Online Event Evaluation

| <b>How do you rate the following:</b> | <b><u>Excellent</u></b> | <b><u>Good</u></b> | <b><u>Fair</u></b> | <b><u>Need Improvement</u></b> |
|---------------------------------------|-------------------------|--------------------|--------------------|--------------------------------|
| Session 1:                            |                         |                    |                    |                                |
| Session 2:                            |                         |                    |                    |                                |
| .....                                 |                         |                    |                    |                                |
| Session x:                            |                         |                    |                    |                                |

1. Any suggestions for improving the event?
2. What topics or issues do you suggest to be focused on for future discussion in the event?
3. What are the strengths and weaknesses of this event?
4. Other comments or suggestions on the event?

Online Training Evaluation



**Web Admin Operation and Management Functions**

Web Admin functions must include but not limited to the followings:

- Content Management
  - Create / Modify Web Page
  - Create/ Modify Member List
  - Create/ Modify Event
  - Create/ Modify Event Document Page
  - Create/ Modify News
  
- User Management
  - Management and access control of users
  - Management and access control of authors
  - Management and access control of web page
  - Management of Users vs. Webpages
  - Management of Authors vs. Webpages
  
- Website/ Webpage Management
  - Access control for user category
  - Access control for author category
  - Logging
  - Backup/ Restore
  
- Logging
  - by web page
  - by user
  - by author
  
- Back Up/ Restore page/ site
  - Scheduled job
  - On demand job