

5.2 TENDER FOR DIGITAL EXPERIENCE PLATFORM (DXP) – WEBSITE REFRESH (CF2021002: AJ)

Responsible Officer: Jarrod Doake, Chief Operating Officer

RECOMMENDATION

That Council:

- 1. Awards the tender from SeamlessCMS for Digital Experience Platform (DXP) – Website Refresh, Contract No. 2021002 for a schedule of rates based contract with an estimated annual contract value of \$295,000, a once-off implementation fee of \$36,600 and an estimated total contract value of \$1,806,600 inclusive of all available extension options;*
- 2. Authorises the Chief Executive Officer or her delegate to execute the contract agreement; and*
- 3. Notes that the contract will commence from 1 January 2021, with an initial term of 3 years and 3 extension options of 1 year each for Digital Experience Platform (DXP) – Website Refresh; and authorises the Chief Executive Officer to approve extension options subject to satisfactory performance.*

*(*Please note that all dollar figures are GST Inclusive unless stated otherwise)*

INTRODUCTION

Council has conducted a tender for Digital Experience Platform (DXP) – Website Refresh.

BACKGROUND

This opportunity is to refresh and revamp City of Monash (Council) primary digital presence internally and externally (including Websites, Intranet and Digital Forms).

The current digital presence at Council is dated and almost every online transaction requires human intervention or manual processing to complete. Council's external-facing website is perhaps the most effective tool available to Council for information sharing and resident engagement.

The intranet is a digital tool available from within the organisation, however, by design, access to the current intranet is restricted to internal stakeholders with limited features. A modern intranet allows people to create, publish, and consume content in an open and dynamic way, giving staff more control over their experience at work. The intranet has evolved from a static news source into a hub of conversation and new ideas.

The intranet, internet sites and digital forms work hand in hand to be the digital presence of the organisation.

NOTIFICATION

Council had the options of running its own tender process or to access one of the available aggregator panel contracts to source a DXP solution. The option to access an existing vendor panel was taken to capitalise on the benefits of accessing vendors with proven experience.

A State Purchasing Contract (part of their e-services panel) and the Municipal Association of Victoria (MAV) have supply contracts that service this category and in this case the MAV was selected because they have a specific contract dedicated to the provision of Web Content Management. Accessing the MAV contract saved Council time analysing the market, helped reduce effort finding and evaluating suitable vendors, addresses the risks that affect delivery, quality and value for money and give Council confidence about the quality and capability of the suppliers.

Three Tenderers were selected from the Municipal Association of Victoria contract CM4323-2015 – Web content management system as allowed under the Local Government Act, Section 186, Part 5, in accordance with arrangements approved by the Minister for Local Government.

These three tenderers were selected because of their content management platform solution and experience implementing it for local government. The Tenderers were invited via Councils eTendering portal on 28 October 2020 with a closing date of 2 pm on 20 November 2020.

TENDERS RECEIVED

Tender submissions were received from the following two suppliers by the appointed closing time.

No.	Tenderer
1	SeamlessCMS
2	Squiz

TENDER EVALUATION

All members of the evaluation panel signed Conflict of Interest and Confidentiality forms and no conflicts were raised.

Evaluation Criteria:

The remaining conforming tenders were assessed in accordance with the evaluation criteria published in the tender documentation: *(Note: Financial Viability may be treated as either a weighted percentage or pass/fail)*

Key	Key Evaluation Criteria	Weighting (%)
<i>Non-Price (40%)</i>	<i>Experience</i>	<i>10%</i>
	<i>Suitability and timeframe</i>	<i>30%</i>
<i>Price (60%)</i>	<i>Price</i>	<i>60%</i>
	Total	100%
Mandatory Items	<ul style="list-style-type: none"> • Completed and signed Quotation Response Schedule • Insurance Certificates of Currency (as outlined in the Respondent Declaration) • Australian Business Number (ABN) Certification • Australian Company Number (ACN) Certification • Quotation Sum criteria 	Pass

DISCUSSION

The following information supports the evaluation panel's recommendations.

As part of its digital transformation journey, Council needs a digital experience platform that allows delivering a customer-focused experience that integrates with Council's internal and external systems.

SeamlessCMS specialises in content management solutions for local government with innovative technology, it provides a SaaS Digital Experience Platform solution and operates from the Government exclusive Microsoft Azure Cloud in Canberra, Australia.

1. Experience

- a. SeamlessCMS platform (OpenCities) has extensive experience providing Digital Experience Platform solutions to local government and other organisations, including City of Unley, City of Stonnington, Lake Macquarie City, Yarra Ranges Council, City of Adelaide, Mornington Peninsula Shire, Banyule City Council to name a few.

2. Suitability and Timeframe

- a. SeamlessCMS platform (OpenCities) allows Council to build, publish and iterate on multiple sites, including the main Council site and the intranet from a single platform. Digital forms created in OpenForms can be embedded and selected from within the OpenCities application,

- providing a seamless experience for Council staff when creating high-grade digital experience for residents and internal staff.
- b. SeamlessCMS platform (OpenCities) can provide SaaS ready for content entry and form creation, within 2 weeks of project kick-off. This means Council can get started with content entry and site configuration right from the start.
3. Price
- a. OpenCities provided fixed annual subscription pricing for ongoing SaaS services.

The final evaluation ranking (including the price and non-price evaluation criteria) had SeamlessCMS ranked highest and as such, the evaluation panel recommends SeamlessCMS as representing the best value outcome for Council.

FINANCIAL IMPLICATIONS

The SeamlessCMS proposed solution annual cost is estimated at \$295,000 and a once-off implementation cost of \$36,600. The estimated total contract cost inclusive of all available extensions is \$1,806,600.

The currently approved 2020/2021 project budget is \$640,000. This will cover the proposed implementation and the first year subscription cost for the current financial year.

Future operating budgets will be adjusted to cover the required annual subscription cost.

CONCLUSION

That Council approves the recommendations contained within this report.