

REQUIREMENT SPECIFICATIONS

1. INTRODUCTION

- 1.1 The Info-communications Development Authority of Singapore (“IDA”) plans to publish booklets on cloud computing, adoption case studies and related information (herein referred to as “Cloud Booklet”), as part of IDA’s on-going efforts to educate and increase awareness of cloud computing and adoption.
- 1.2 The Cloud Booklet shall comprise the following:

Content	Authored/Designed By*
Front Cover	Collaborator
Foreword	IDA
Write-ups on Cloud Computing in Singapore	IDA
User Case Studies	IDA
Cloud Computing Directory a) Cloud Organisations b) Infrastructure-as-a-Service (IaaS) / Platform-as-a-Service (PaaS) c) Software-as-a-Service (SaaS) d) Cloud Technology Companies (CTCs) e) Cloud Training Providers (CTPs)	Collaborator
Acknowledgements	IDA
Advertisements	Collaborator

**IDA reserves the right to accept, reject, edit or add to the item*

- 1.3 The Collaborator will be responsible for
- Design of front cover design
 - Design, layout and compilation of the Cloud Booklet
 - Printing of the Cloud Booklet
 - Updating of cloud computing directory
 - Sourcing for Advertisements
- 1.4 Since 2011, IDA has produced five editions of the Cloud Booklet on an annual basis.
- 1.5 IDA invites collaborators to submit proposals for the production and printing of the 2016 edition of the Cloud Booklet.

2. BACKGROUND

- 2.1 With the increased interests in cloud computing, a variety of services is offered by Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS), Cloud Technology Companies (CTCs) and Cloud Training Providers (CTPs).

3. REQUIREMENTS

3.1 **Requirements on Content** - The requirements are divided into the following areas:

- a) Design of Front Cover
- b) Cloud Booklet Content
- c) Design, Layout and Copy Editing for Cloud Booklet
- d) Updating Cloud Computing Directory
- e) Sourcing of Advertisements

3.1.1 Design of Front Cover

- a) The Collaborator is required to create the graphical design for the front cover design which should align with the 2016 Cloud Booklet theme (to be advised by IDA at a later date) to encourage and drive cloud adoption.
- b) The Collaborator shall present at least four design options to IDA for consideration and seek IDA's prior written approval before printing.

3.1.2 Cloud Booklet Content

- a) For the purpose of reference, the contents and page distribution of the previous (fifth) edition of the Cloud Booklet are as follows:

Content	Number of Pages
Front Cover	1
Section Cover	7
Foreword	1
Write-ups on Cloud Computing in Singapore	30
User Case Studies	36*
Cloud Computing Directory	<u>93(Total)</u>
a) Cloud Organisations	9
b) IaaS/PaaS	18
c) SaaS	33
d) CTCs	25
e) CTPs	6
f) Page separator	2
Acknowledgements	1
Advertisements	20**
Artwork for NCCO Projects	7***
Total	196

* *Two pages (average) per user case*

***The front cover (inside) and back cover (inside and outside) were used for advertisements*

*** *Number of NCCO artwork pages was provided by IDA.*

- b) The total number of the Cloud Booklet pages should not be more than 200. IDA reserves the right to accept, reject, revise and add any content or page to be included in Cloud Booklet.

- c) The Collaborator may use the above distribution as a guide to the allocation of pages to the different content.

3.1.3 Design, Layout and Copy Editing of Cloud Booklets

- a) The Collaborator is required to:
 - Perform design and layout for the information/material provided by IDA
 - Perform copy editing for the information/material provided by IDA
 - Provide IDA with the working file of the Cloud Booklet upon completion of the job
- b) The Collaborator shall present the colour proofs of the booklets (whether in digital or traditional media) to IDA for Collaborator and seek IDA's prior written approval before printing.
- c) All information/materials provided to the Collaborator shall be returned to IDA upon completion of the project.
- d) For security reasons, all files generated by the project or copied into the Collaborator's storage are for IDA's own use and are only accessible by IDA or entities approved by IDA.

3.1.4 Updating of Cloud Computing Directory

- a) Companies in the Cloud Computing Directory shall be cloud-related companies/organisations/institutions. IDA reserves the final decision on the companies/organisations/institutions to be listed in the Cloud Computing Directory.
- b) The Collaborator is required to communicate using the list of cloud computing companies and contacts provided by IDA for updating of existing companies' profile and/or adding new companies profile.
- c) The Collaborator shall not charge companies for listing/updating/adding company profile in Cloud Booklet.

3.1.5 Sourcing of Advertisements

The Collaborator is required to source for cloud computing related advertisements only. The Collaborator can source for advertisements from the companies listed in cloud computing directory recommended by IDA. IDA reserves the right to accept/decline the advertisement offers.

3.2 Printing of Cloud Booklet

- a) Quantity: 9,000 copies to be delivered to IDA
- b) Size: 148.5mm(w) x 210mm(h) - closed
297mm(w) x 210mm(h) - opened
- c) Material: Cover – 210gsm Artcard (minimum)

Text – 105gsm Artpaper (minimum)

- d) Extent: Cover – 4 pages, Text – 180, 190, 200 or 210 pages
- e) Printing: 4C x 4C (minimum)
- f) Finishing: Gloss varnish on 1 side of cover
Perfect bind
Trim to size

3.3 Business Model

- a) The Collaborator shall submit its business model, conduct and generate revenue from the following avenue for Cloud Booklet to ensure that the project is well-financed and viable.
 - Full page advertisements
 - The total no. of advertisement pages shall not be more than 20
 - The advertisements pages should include 3 premium pages and others as content pages
 - Premium pages: Back page, Inside front page and Inside back page
 - Content page: One-page advertisement within booklet

Placement	No. of Pages
Back page	1
Inside front page	1
Inside back page	1
Content pages	17
Total	20

- b) The Collaborator may follow the advertisement pricing list stipulated in Annex C or propose other pricing for advertisement.

3.4 IDA's Contributions include:

- a) Developing content for Cloud Booklet as specified in clause 1.2.
- b) Use of IDA logo
- c) Finalizing Cloud Booklet content
- d) Distributing the Cloud Booklet to government agencies, associations and general public.
- e) Creating awareness of Cloud Booklet through channels such as e-newsletters and websites

In return, the Collaborator must provide IDA with the following:

- a) Printable soft-copy for reprinting at IDA's sole discretion
- b) Register the Cloud Booklet for ISBN number.

3.5 Specific Terms and Conditions

3.5.1 A 1-year collaboration with option to extend one year to a total of 2 year

3.5.2 IDA will not bear any financial liability association with this collaboration

3.5.3 All “Cloud Booklet” trademark and existing IPs belong to IDA.

3.6 Schedule

Kindly refer to Annex A for the schedule of dates and milestones to observe with regards to this collaboration.

3.7 Progress Check and Draft Review

The Collaborator shall submit progress report on the accomplishment of milestones within specified timelines which will be advised by IDA. IDA reserves the right of requesting the Collaborator for progress meetings in time.

The Collaborator shall submit the first draft of softcopy to IDA for review at least 6 weeks before the deliverable date as stipulated in clause 6.2. After IDA approves the final draft, the Collaborator shall produce one set of hardcopy to IDA for color proof verification before sending for printing.

4. SUBMISSION OF PROPOSAL

4.1 Interested collaborators are to submit all the following items.

- a) Proposal containing detailed implementation plan, proposed project timeline and milestones to deliver the Cloud Booklet by the date stipulated in Clause 6.
- b) CVs of personnel who will be working on the collaboration and information to be filled in Annex D
- c) Business model for the production of Cloud Booklet according to the format as stipulated in Annex E.
- d) Track record details of company that includes corporate/company information according to the format as stipulated in Annex F and relevant samples/portfolio of similar cloud computing publication/newsletter.
- e) A compliance table on the above project specifications, based on the table provided in Annex G.
- f) The required information according to the format as stipulated in Annex B.

4.2 Collaborators are to submit two hard copies of the proposal to the contact stated in section 7.

4.3 For the proposal to be evaluated, the Collaborator must

- a) be a Singapore registered company;
- b) provide the company’s ACRA and financial statement; and
- c) provide evidence that it has the financial strength to complete the commitment.

4.4 All proposals should reach IDA by 1700 hours on 28 September 2015.

5. EVALUATION CRITERIA

5.1 Proposals will be evaluated and selected based on the following criteria in the order of their importance with 1 (most important) to 3 (least important):

- 1- Ability to meet the project timeline as stipulated in Annex A
- 2- Proposed business model
- 3- Track record for similar scale of publication works

6. **DELIVERABLES**

- 6.1 The successful Collaborator shall produce the booklet and pack the printed copies into packets of 20 and deliver the booklets to IDA at 10 Pasir Panjang Road, #10-01 Mapletree Business City, Singapore 117438. It is the sole responsibility of the Collaborator to confirm with IDA the delivery venue one week before delivery.
- 6.2 The Collaborator shall complete the production, printing and delivery of the Cloud Booklets by **16 May 2015**.
- 6.3 The Collaborator shall provide the printable softcopy of the booklet within one week after delivery of the Cloud Booklet hard copy.

7. **CONTACT INFORMATION**

- 7.1 For clarification on this Invite to Collaborate, please contact:

Zhang Ning (Ms)
National Cloud Computing Office
Infocomm Development Authority of Singapore
10 Pasir Panjang Road, #10-01 Mapletree Business City
Singapore 117438
DID : 6211 1052
Fax : 6659 2402
Email : zhang_ning@ida.gov.sg

Annex A - Schedule

Date	Milestone
15 Sep 2015	Briefing for interested parties @ IDA 2pm
4 Sep 2015	Submission opens (for 3 weeks)
28 Sep 2015	Submission closes by 5 pm
22 Oct 2015	Announcement of decision
By 16 May 2016	Deliver printed hardcopies to IDA
By 23 May 2016	Provide printable softcopy

Annex B – Project Proposal

The Collaborator shall submit a proposal in the following format and must include the items specified below, in addition to any other pertinent information:

Clause	Items	Response
3.1 Project Milestones	Design of Front Cover	[Please specify implementation plan and timeline]
	Cloud Booklet Content	[Please specify implementation plan and timeline]
	Design, Layout and Copy Editing for Cloud Booklet	[Please specify implementation plan and timeline]
	Updating Cloud Computing Directory	[Please specify implementation plan and timeline]
	Sourcing of Advertisements	[Please specify implementation plan and timeline]
	Others (please specify):	
3.2 Printing of Cloud Booklet	Printing of Cloud Booklet	[Please specify implementation plan and timeline]
3.3 Business Model	Advertisements	[Please specify advertisement charging model and proposed total no. of advertisement]
	Revenue from advertisement and Expense balance	[Please specify total revenue and list of expenses]
	Others	[Please specify]
3.4 Collaborator must provide IDA with the following:		
	Printable soft-copy for reprinting at IDA's sole discretion	
	Register the Cloud Booklet for ISBN number.	
3.5 Specific Terms & Conditions	3.4.1 – 3.4.4	

3.6 Schedule	Annex A - Schedule	Specify any variation to project timeline
3.7 Progress Check and Draft Review	Progress Check and Draft Review	[Please specify implementation plan and timeline]

Annex C – Sample of Advertisement Pricing

Items	One-page Advertisement (SGD)
Back page	\$10,000
Inside front page	\$7,500
Inside back page	\$5,000
Content area (full page)	\$1,500

Annex D – Manpower Resources

Collaborator shall include the number of staff involved in the collaboration according to the format in the table below.

No.	Name	Designation	No. of years' working experience in Publishing	Project job scope	Contact Details
1.					
2.					
3.					
	<add more lines if required>				

Annex E – Business Model

Please specify the number of advertisement pages in the following table:

Placement	No. of Pages
Back page	
Inside front page	
Inside back page	
Content pages	
Total	

Please specify the pricing for advertisement in the following table:

Back page	
Inside front page	
Inside back page	
Content area (full page)	

Please list down the estimated expenses in the following table:

Item(s)	Expense
Design, Layout and Copy Editing for Booklet	
Printing (9000 pieces)	
Others (please specify)	
Total	

Annex F – Company Track Record

Please provide past project track record in the following table (IT or Cloud related records with similar project scale are preferred):

S/N	Name of Client	Project Description (e.g. title, target audience and scale)	Project year and duration	IT related (Y/N)	Cloud related (Y/N)	Attached Sample (Y/N)
1.						
2.						
3.						
4.						
5.						
	<i><add more lines if required></i>					

Annex G – Compliance Table

	<u>Compliance*</u>	<u>Explanatory Notes / Remarks</u> (Please provide alternatives or reasons ONLY if “U/C” or “A/O” are used)
3.1.1		
3.1.2		
3.1.3		
3.1.4		
3.1.5		
3.2		
3.3		
3.4		
3.5.1		
3.5.2		
3.5.3		
3.6		
3.7		

***ONLY** the following symbols shall be used to indicate due compliance or otherwise:

- C - Able to fully comply
- U/C - Unable to fully comply
- A/O - Alternatives offered