



---

**ACQUISITION OF AN OUT OF HOME (OOH) AUTOMATED  
BOOKING SYSTEM/ SOFTWARE TO BE USED BY GCIS  
FOR PERIOD OF THREE (03) YEARS**

---

**RFB004 2024/2025**

**Closing date and time: 11 September 2024, 11:00**

**Bid Validity Period: 120 days**

**TENDER BOX ADDRESS:**

Reception  
Tshedimoseitso House  
1035 Francis Baard Street  
C/o Francis Baard and Festival Street  
Hatfield  
0002

## **ACQUISITION OF AN OUT OF HOME BOOKING SYSTEM / SOFTWARE**

### **1. BACKGROUND**

- 1.1 The Government Communication and Information System (GCIS) is responsible for the co-ordination of government's communication system and assisting national government and provincial departments with planning, implementation and management of communication campaigns including media buying, production and marketing services.
- 1.2 GCIS mandate is to deliver effective strategic government communication; set and influence adherence to standards and coherence of message and proactively communicate with the public about government policies, plans, programmes and achievements.
- 1.3 Given the nature of GCIS mandate of government communication, the communication conditions most of the time warrants that the department must have the ability to communicate in real time to establish command and control in order to maintain event situational awareness as well as to operate overall within a broad range of incidents.
- 1.4 Currently Media Buying utilises the Telmar System to develop media plans that utilise the most appropriate media platforms to communicate government programmes, based on audience insights and media research. This system assists planners in optimising media selection and ensuring that the selection is effective and is done in a transparent manner. The system is used for the procurement of online, cinema, magazines, television, radio and print excluding Out of Home.
- 1.5 Media Buying utilises a manual system when selecting and procuring Out of Home platforms. The current system is based on the approved SOP for media buying which provides guidelines on the process to be followed by the responsible officials.
- 1.6 Out-Of-Home refers to Billboards i.e. roadside billboards, painted walls, building wraps, digital screens, inflatables, aqua ads, street furniture i.e. street pole ads, directional signage, suburban signs, tenant towers, litter bins, bus shelters, car wash branding. Moving transit media i.e. buses, taxis, trains, trailers, trucks, cars, sky banners. Retail/Store media i.e. shelf posters, trolleys, washrooms, mall advertising wall scapes,

store facials. Stadium media i.e. electronic perimeter ads, static perimeter ads, revolving perimeter ads, billboards (external & internal), digital, Banners, flags. Static transit media i.e. airport outdoor & indoor -digital, railway stations, taxi ranks, bus terminals, Gautrain stations.

- 1.7 To ensure timeous, effective and efficient planning and booking for out of home platforms GCIS seeks to acquire an automated out of home booking system/ software that will enable it to book compliant and strategic out of home platforms in a fair, equitable, transparent, competitive and compliant manner.
- 1.8 An Out of Home automated media buying system is a software platform that will assist to buy OOH advertising space programmatically. This means that the system should use algorithms to match the request with the right OOH inventory, based on their target audience, budget, and other criteria.
- 1.9 Prospective bidders that have the competency, capacity and capability to provide such a system as per the expectations of GCIS outlined below, are thus invited to tender for the appointment.

## 2. SERVICES REQUIRED BY THE DEPARTMENT

There prospective bidders must submit a proposal that shows that the prospective bidder has an OOH automated booking system that will:

- 2.1.1 **Increase efficiency:** An Automated OOH media buying systems will save time for media planners and buyers by automating the process of procuring OOH advertising space. This will free up advertisers to focus on other aspects of their campaign and will increase client satisfaction, as turnaround times for client implementation will improve.
  - 2.1.2 **Improve targeting:** An Automated OOH media buying systems will help media planners and buyers in managing OOH campaigns more effectively by using data to identify the right locations and times to reach the target audience.
  - 2.1.3 **Increase transparency:** An Automated OOH media buying systems will provide media planners and buyers with more transparency into the OOH advertising market, by giving them access to real-time inventory data and pricing information.
- 2.2 The system should have the following features:

- 2.2.1 **Real-time inventory data:** The system should provide real-time inventory data for OOH advertising space. This will allow media planners and buyers to see what inventory is available and to make informed decisions about where to buy space.
- 2.2.2 **Pricing information:** The system should provide pricing information for OOH advertising space. This will allow media planners and buyers to compare prices and to find the best deals.
- 2.2.3 **Reporting tools:** The system should provide reporting tools that allow media planners and buyers to track the performance of the OOH advertising campaigns. This will allow media planners and buyers to determine which campaigns are effective and to make changes to the campaigns as when it is needed.
- 2.4.4 **Compliance:** The system must incorporate the following :
  - 2.4.4.1 CSD compliance (uploading thereof )
  - 2.4.4.2 SBD documents (filling in and uploading thereof per campaign)
  - 2.4.4.3 Verification of proof of flighting
  - 2.4.4.4 Verify the validity of Approvals, lease agreements and contracts
- 2.5 **Capabilities:** The system should have the following capabilities:
  - 2.5.1 **Ability to target campaigns:** The system should be able to target OOH advertising campaigns based on a variety of criteria, such as target audience, budget, and location.
  - 2.5.2 **Ability to optimize campaigns:** The system should be able to optimize OOH advertising campaigns to maximize reach and engagement.
  - 2.5.3 **Ability to track performance:** The system should be able to track the performance of OOH advertising campaigns and to provide reports on campaign performance.
  - 2.5.4 **Security:** The system should be secure and should protect the privacy of advertisers and their data.
  - 2.5.5 **Scalability:** The system should be scalable and should be able to handle large volumes of data and traffic.
  - 2.5.6 **Adaptability:** The system should be adaptable to the needs and requirements of the GCIS and be able to make changes and additions to the system to meet the needs and requirements of the organisation. The payment arrangements will be discussed and agreed with the successful bidder upon appointment and prior rendering the changes and amendments that are required.

### 3 TASK DIRECTIVE

- 3.1 Invitation to bid for the provision of an automated Out-of-Home booking system for the purposes of procuring advertising space for a period of 36 months.
- 3.2 The GCIS will procure out of home advertising platforms using the automated Out-of-Home booking system from the owner. Prospective bidders will be evaluated on the elements described below.

### 4 REQUIREMENTS OF THE TENDER

**4.1 The department would like to appoint an experienced service provider to provide an automated Out-of-Home Booking system for the purpose of booking Out of home advertising platforms . Prospective bidders must:**

4.2 The proposal should outline and highlight the following with regards to the system:

4.5.1 **Proven Experience** in providing the service: The system owner has to demonstrate the number of years that the system has been in use as well as the organisations who have used the system.

4.5.2 **Compliance Verification:** Indicate how the verification of the legality of the structures was conducted and what the outcomes were. Also state the process undertaken in vetting 3<sup>rd</sup> party and supplier contracts confirming the start and end dates of the contracts.

4.5.3 **Supplier vetting and Database Management:** Indicate how the management of the supplier database is conducted and if all suppliers on the system are CSD registered and whether or not the system is able to track the compliance status of these suppliers.

4.2.1 **Campaign Management and implementation:** Outline the systems Campaign Management and implementation process, providing a step by step process flow from when a planner receives a brief for Out of Home till the invoice is generated highlighting:

4.2.2 **Selection process**

4.2.3 **Booking process**

4.2.4 **Booking confirmation ( supplier contract)**

4.2.5 **Processing of Artwork**

4.2.6 **Submission of proofs**

4.2.7 **Invoicing**

- 4.2.8 **Pricing and Reporting:** Outline how the pricing on the system works and how does it compare prices and do pricing analysis to find the best deals. Also, list the financial reports, which the system is able to generate.
- 4.2.9 **Campaign Optimization:** Outline how the system will assist planners in terms of ensuring that they select platforms, which will ensure effective reach and maximize reach and engagement.
- 4.2.10 **System/Software aspects and Requirements:**
  - 4.2.10.1 Give an indication of updating frequency requirements per aspect/s of the software and data provided - and the promptness of updates in relation to the newly available data.
  - 4.2.10.2 State how secured is the system from external attacks such as cyber-attack and state what processes are in place to deal with system failures and mal functions.
- 4.2.11 **IT and system/software requirements :**
  - 4.2.11.1 The Bidder must state the system/software name and whether or not it is a cloud based or web based application.
  - 4.2.11.2 The system must be independently owned and not exclusively used or owned by a Media Owner.
  - 4.2.11.3 The system and the information must be stored within the borders of the Republic of South Africa (RSA).
  - 4.2.11.4 Enable the user to download files into MS Excel and/or PDF format on the desktops.
  - 4.2.11.5 Generated files have to be automatically saved on cloud or web (service provider hosting servers).
  - 4.2.11.6 The bidder must give an indication of whether the company will assign a dedicated Account Manager to GCIS and outline technical skills of the assigned Account Manager for software configurations required.
  - 4.2.11.7 The system owner must also state where there system owner will store the information as this should be within the borders of the RSA. Further to this the Bidder must clarify the intellectual property and ownership issues in relation to the amendments done to the system.
  - 4.2.11.8 The Bidder must ensure the data generated through the use of the system by the GCIS i.e. financial reports, orders generated, proof of flightings is provided to GCIS once the contract has ended.
  - 4.2.11.9 The Bidder must provide a skills transfer plan that outlines how the support and training of GCIS staff and any new staff members will be implemented in a three-year contract period.

- 4.2.11.10 The Bidder will be required to do a live demonstration of the software capabilities in responding to the set objectives and deliverables of a campaign.
- 4.2.11.11 Bidders must be registered on the National Treasury Central Supplier Database and prove that they are indeed the owner or valid legal rights to the platform/inventory which they are submitting as part of this bid.

## **5. INVOICING**

- 5.1 It is a requirement that government departments pay its creditors / suppliers within 30 days of receipt of an accurate invoice.
- 5.2 It is a requirement for this tender that potential suppliers must have an invoice system that is automated.
- 5.3 Potential suppliers must in their proposals indicate and describe the invoicing system that they are utilizing for invoicing.
- 5.4 The invoices for services rendered must be submitted after the service is fully rendered and these must be accompanied by the agreed proof of flighting for each campaign implemented.
- 5.5 The invoices submitted must be error free and proof of flighting must be submitted with each invoice.
- 5.6 The invoices issued by the potential supplier must contain the requirements that constitute a valid invoice as per SARS requirements. The invoice must reflect the following:
- 5.7 The word "Invoice" or Tax Invoice";
- 5.8 Letterheads / logo of the prospective supplier;
- 5.9 Company registration number of the prospective supplier;
- 5.9.1 VAT registration number, only if the prospective supplier is registered for VAT
- 5.9.2 Name and address of the prospective supplier;
- 5.9.3 Unique invoice number;
- 5.9.4 Description of the service rendered;
- 5.9.5 An amount charged for the service rendered. The amount must be inclusive of VAT if the supplier is VAT registered.
- 5.9.6 Date stated of the invoice;
- 5.9.7 Contacts and email address of the prospective supplier.
- 5.9.8 Details of the department / institution the invoice is addressed or issued to.

5.9.9 The invoice issued by the potential supplier must be accompanied by supporting documents in relation to the campaigns that are booked during that month.

## 6. DOCUMENTS TO BE SUBMITTED

**It needs to be noted that bidders are required to provide proposals that are correctly indexed and numbered for ease of reference.**

6.1 The following must be included in the proposal:

6.1.1 A company profile and a detailed proposal outlining the bidder's:

6.1.2 Number of years the system has been in use

6.1.3 Past and current clients

6.1.3.1 List a minimum of 5 campaigns implemented using the system stating the start and end date of the campaign as well as the budget of the campaign.

6.1.3.2 List the number of suppliers and platforms used in each campaign

6.1.3.3 Provide a minimum of 5 contactable references and the reference letters must be on past and current client's letterhead and must be signed. The letters must be aligned of the list of campaigns listed

## 6.2 Resources

**6.2.1** Provide CV's with relevant qualifications/ certificates of the technical team that will be assisting GCIS in terms of technical support highlighting their experience in working on the system. The following resources must be stated and their CV's attached to the proposal. Further the System Developer or System Analyst must possess a technical IT or related qualification.

**6.2.1.1 Account Manager and/ or Project Manager**

**6.2.1.2 System Analyst and/ or System Developer**

6.2.1.2.1 Technical IT or related qualification at NQF Level 5 or above

6.2.2 In addition, bidders must ensure that the following areas below are outlined clearly and detailed on the proposal

6.2.2.1 Compliance verification process of contracts, leases and approvals

6.2.2.2 Supplier/media owner vetting and database management

6.2.2.3 Campaign Management and implementation process

6.2.2.4 Campaign Optimisation

6.2.2.5 Software aspects of the system

6.2.2.6 IT and Software requirements

6.2.2.7 Skills Transfer

6.2.3 Proposals are to be submitted with one original copy. The prospective bidder should number the pages and check the numbers of the pages to satisfy themselves that no pages are missing or duplicated. No liability will be accepted by GCIS about anything arising from the fact that pages are missing or duplicated. The prospective



bidder is responsible for all the cost that they shall incur related to the preparation and submission of the bid documents.

6.2.4 All the documentation submitted in response to this bid must be in English.

## **7. IT SUPPORT REQUIREMENTS**

- 7.1 The software must be cloud-based or web-based application
- 7.2 The service provider must provide online and telephonic support to GCIS at all times
- 7.3 The service provider must provide software updates as and when required
- 7.4 The service provider will be required to work with the IT component of GCIS for configurations if required.
- 7.5 The software should be compatible and accessible using MS Windows 10 or 11 being the current GCIS operating systems. The proposed software should also accommodate any future MS Windows upgrades in GCIS.
- 7.6 Download files should also be convertible to MS Excel and PDF format and should not exceed 5 megabytes which will not be stored on GCIS server but stored separately on computer (however, the storage of datasets created/ files downloaded should automatically be saved on cloud/web based platform).
- 7.7 Bidding service provider/s need to inform GCIS of any IT requirements including the minimum specifications on each user's PC, for optimal functioning/access of/to the software.
- 7.8 Bidding service provider must indicate which software (name) is proposed in relation to this bid.
- 7.9 Bidding service provider/s are required to provide a list of at least 3 contactable references where the system has been used for similar purposes.

## **8 MONETARY (PRICING) LIMIT AND INVOICING**

- 8.1 The total cost for this service (including VAT) should take into consideration all the requirements of the service and products that are necessary for the effective use of the software for a period of three (3) years.
- 8.2 The service provider/s should indicate how payment for service rendered will be managed over a three-year period (e.g. monthly, quarterly or annually). However, it should be noted that the final payment arrangement will be discussed and agreed with the successful bidder upon appointment and prior rendering the required service.

8.3 A payment structure must indicate a total cost per year inclusive of VAT of the three year period as per example table below and a total of all three years combined:

Year 1	Year 2	Year 3
Proposed total cost inclusive of VAT	Proposed total cost inclusive of VAT (take inflation into account)	Proposed total cost inclusive of VAT (take inflation into account)

8.4 Bidders should indicate their annual price escalation and note that the prices proposed must be fixed for the three-year period.

8.5 Prospective service provider/s must ensure that the prices reflect the total price offered by the prospective service provider/s for this bid. Should the proposal/s of the prospective service provider/s contain inconsistent prices, the department will utilise the figures reflected in the SBD 3.3 as the final price offer as submitted by the service provider/s.

**9 SPECIAL CONDITIONS OF THIS BID (RFB)**

9.1 GCIS may cancel this bid/RFB before award due to;

- 9.1.1 Changed circumstances where there is no longer a need for the goods/services specified in the invitation; and/or
- 9.1.2 Funds are no longer available to cover the total envisaged expenditure; and/or
- 9.1.3 No acceptable offer is received; and/or
- 9.1.4 There is a material irregularity in the RFB process and or specifications.

9.2 GCIS may negotiate the price offered by the successful service provider/s if the price offered is deemed not market-related or may make use of alternative and or service provider/s who also provided offers for this RFB should the price offers be market related or the service provider/s be willing to negotiate.

9.3 A service level agreement (SLA) must be signed between the successful bidding company and GCIS. The SLA must be in line with GCIS Supply Chain Management guidelines and Legal Services.

9.4 The contract will be constituted for a duration of 36 months (A 3 Year Service Level Agreement (SLA) will be signed with each successful bidder appointed to the Panel.

- 9.5 Supplier Performance Management is viewed by the GCIS as a critical component in ensuring value for money and ensuring good supplier relations between the GCIS and all its suppliers. Upon receipt of written notification of an award, the Prospective Bidders will be required to sign a Service Level Agreement (SLA) with the GCIS. The SLA will also serve as a tool to measure, monitor and assess the supplier's performance level and ensure effective delivery of service, quality and value-add to GCIS business.
- 9.6 Only Bidders that comply with the requirements will be considered for evaluations.
- 9.7 The services will be required on a needs basis. Therefore, this implies that the department is not in a position to guarantee any work.
- 9.8 Failure to comply with any condition of these Terms of Reference will invalidate the respective proposal.
- 9.9 Bidders must declare possible conflict of interest with the GCIS prior to the proposed appointment.
- 9.10 In the event that any conflict of interest is discovered during the Panel appointment, the GCIS reserves the right to cancel the agreement;
- 9.11 The GCIS reserves the right to cancel the appointment of a Bidders and remove such Bidders from its panel if such Bidders do not meet the standards agreed upon and/or expected. Bidders will be given a written warning after the first service delivery failure, and will be removed after the second service delivery failure.

## **10 PROPOSAL SUBMISSION PROCESS**

- 10.1 Submission from bidding service provider /s should be in the form of a proposal providing specific information based on the requirements and deliverables, and the evaluation criteria indicated above.
- 10.2 The proposal/s must clearly reflect the costs (inclusive of VAT). Prospective bidders must refer to paragraph 8 of the specification on the requirements for costs.
- 10.3 All standard bidding documents should be fully and accurately completed and signed. These documents must be submitted together with the bid proposal/s of prospective service provider/s. Prospective service provider/s are to refer to paragraph 6 of the specification for requirements.

## **11. RETURNABLE DOCUMENTS FROM THE POTENTIAL BIDDERS**

- 11.1 Standard Bidding Documents (SBD's)
- 11.2 The following documents must be fully and accurately completed, and signed by the duly authorised representative of the potential bidder:
  - 11.2.1 SBD 1 – Invitation to Bid;
  - 11.2.2 SBD 3.3 – Pricing Schedule
  - 11.2.4 SBD 4 – Bidder's disclosure;
  - 11.2.5 SBD 6.1 – Preference Points Claim Form in Terms of the Preferential Procurement Regulations of 2022;
  - 11.2.6 GCC initialed on every page.

## **12 Registration on the Central Supplier Database (CSD)**

- 12.1 In line with the legislative requirements, potential bidders must be registered on the CSD and provide proof of CSD registration in a form of a MAAA number or CSD report.
- 12.2 If a bidder is not registered, the bidder must complete the CSD registration of their company prior to submitting a proposal for this bid using the link: <https://secure.csd.gov.za/>.

## **13 PREFERENTIAL PROCUREMENT EVALUATION POINTS**

- 13.2 Preferential Procurement Regulations 2022 which informs the GCIS policy was utilised for the allocation of preference point.
- 13.3 For this RFB, the department has allocated preference points for Promotion of enterprises that are 40% or more owned by women, Promotion of enterprises that are 51% or more owned by Historical Disadvantaged Individuals (HDI's) who had no franchise in national elections prior to the introduction of the Constitution Of The Republic Of South Africa, 1993 (Act no. 200 of 1993), enterprises that are 20% owned by youth or more owned by youth .
- 13.4 Bidders wishing to claim points in terms of the preferential procurement policy framework Act should complete the SBD 6.1 and note the breakdown of points indicated on SBD 6.1.
- 13.5 Bidders must also note the supporting documents in the form of detailed CSD report, proof of BBBEE status in the form of BBBEE Certificate / Sworn affidavit.

13.6 Bidders who do not submit supporting documents for the preference points claimed will not be allocated points for the specific goals claimed as per below allocated points.

<b>Area of evaluation</b>	<b>Points</b>
1. Price	<b>80</b>
2. Promotion of enterprises that are 51% or more owned by Historical Disadvantaged Individuals (HDI's) who had no franchise in national elections prior to the introduction of the Constitution Of The Republic Of South Africa, 1993 (Act no. 200 of 1993);	<b>10</b>
3. Promotion of enterprises that are 40% or more owned by women	<b>5</b>
4. Promotion of enterprises that are 20% or more owned by youth	<b>5</b>
<b>Total</b>	<b>100</b>

#### **14 SPECIFIC GOALS /RECONSTRUCTION AND DEVELOPMENT (RDP) GOALS INFORMATION AND DOCUMENTS TO BE SUBMITTED BY POTENTIAL BIDDERS**

##### **14.2 SPECIFIC RDP GOALS (Preference points)**

- i. In line with, the Preferential Procurement Regulations of 2022 and the GCIS Supply Chain Management policy 2023-2024, GCIS has identified the RDP goals indicated below that will also be utilised in the evaluation for this RFB.
- ii. The identified RDP goals as well as the supporting documents that support the points claimed the potential bidder, are listed below against each RDP goal identified;
  1. Promotion of enterprises that are 51% or more owned by Historical Disadvantaged Individuals (HDI's) who had no franchise in national elections prior to the introduction of the Constitution Of The Republic Of South Africa, 1993 (Act no. 200 of 1993);
    - a. To claim preference points in this regard, potential bidders must submit a valid BBBEE Certificate issued by an approved company, or a valid BBBEE sworn affidavit also issued by the relevant authorities as per the legislative requirements.
  2. Promotion of enterprises that are 40% or more owned by women
    - a. To claim preference points in this regard, potential bidders must submit a valid BBBEE Certificate issued by an approved company, or a valid BBBEE sworn affidavit also issued by the relevant authorities as per the legislative requirements.
  3. Promotion of enterprises that are 20% or more owned by youth

- a. To claim preference points in this regard, potential bidders must submit a valid BBBEE Certificate issued by an approved company, or a valid sworn affidavit also issued by the relevant authorities as per the legislative requirements.

## **15 BID EVALUATION PROCESS AND EVALUATION CRITERIA**

### **15.1 BID EVALUATION PROCESS**

15.1.1 The bidders will be evaluated in terms of the 80/20 preference points system, where 80 points will be for price only and the 20 points for specific RDP goals.

15.1.2 The evaluation process will be a 4 -phase process consisting of (i) Pre-Evaluation, (ii) Technical Evaluation (iii) Live presentation to demonstrate software capabilities and functionality in response to the set objectives and deliverables), and (iv) Price and Preference Point System. These are phases set, as minimum standards (Gates) that prospective service provider/s must meet in order to be selected as successful service provider/s.

15.1.3 The four - phase process is set out in the table below:

15.1.4 GCIS has set minimum standards (Gates) that a bidder needs to meet in order to be evaluated and selected as a successful bidder. The minimum standards consist of the following:

<b>(Gate 0)</b>	<b>(Gate 1)</b>	<b>(Gate 2)</b>	<b>(Gate 3)</b>
<p><b>Pre-qualification Criteria</b></p> <p>i. Bidders must submit a list with a minimum of 5 campaigns that they have implemented utilising the system.</p> <p><b>Outlining the following :</b></p> <p>ii. Names of the campaigns</p> <p>iii. Clients</p> <p>iv. Duration of the campaigns</p> <p>v. Budget allocated to each campaign.</p> <p>vi. <b>Only suppliers</b> that have used the system to implement 5 or more campaigns that have a combined total budget of <b>R500 000</b>.</p> <p>vii. Bidders must provide signed reference letters that verify the above listed campaigns. The letters must be in line with the list provided by the Bidder and must confirm the contents on the submitted list in terms of the campaign name, duration and the budget allocated to the campaign.</p> <p>Note that the client letters provided must be aligned to the list of campaigns provided</p>	<p><b>Technical Evaluation Criteria</b></p> <p>Bidder(s) are required to achieve a minimum functionality score of 60% or more. Bidders that scored 60% or more will move to the demonstration phase .</p>	<p><b>Demonstration</b></p> <p>Bidder(s) who score 60% and above on Functionality .are required to achieve a minimum functionality score of Bidders that scored 60% or more will proceed to gate 3.</p>	<p><b>Price and Preference Point System</b></p>

## 16 BID EVALUATION CRITERIA

### 16.1 Gate 0: Pre-Qualification Criteria (Phase 1)

16.1.1 Without limiting the generality of GCIS' other critical requirements for this Bid, Bidder/s must submit the documents listed in Table 1 below.

16.1.2 During this phase Bidder/s' responses will be evaluated based on their submission of the list of campaigns implemented ensuring that they provide the name of the campaign, the name of the client, duration of each campaign and the budget allocated to each campaign.

16.1.3 Further to this bidders must provide written client confirmation on the clients letter head confirming that the Bidder did implement the campaign.

**Table 1:** Document that must be submitted for Pre-qualification (Gate 0)

Documents that must be submitted	Non-submission will result in disqualification	
<p>Bidders must submit a list with a minimum of 5 campaigns that they have implemented utilising the system: Names of the campaigns , listing the clients , duration of the campaigns and the budget allocated to each campaign.</p> <p><b><i>Further to this bidders must provide written client confirmation on the clients letter head confirming that the Bidder did implement</i></b></p>	<p><b>YES</b></p>	<p>Bidders must submit a minimum of 5 campaigns that they have implemented utilising the system, stating <b>the name of the campaign, client name, duration of each campaign and the budget allocated to each campaign.</b></p> <ol style="list-style-type: none"> <li>1. Should the Bidder not attach the above list , the department will deem the proposal of the bidder as not responsive.</li> <li>2. Should the Bidder not state the client name and the budget allocated to the each campaign , the department will deem the proposal of the bidder as not responsive.</li> <li>3. Should the Bidder not attach the above confirmation letters from the listed clients confirming the implementation of the listed campaigns, the department will deem the proposal of the bidder as not responsive.</li> </ol>



<b><i>the campaigns stated on the submitted list .</i></b>		
--	--	--

**16.2 Technical Evaluation Criteria (Gate 1) : Phase 2**

- 16.2.1** Prospective service provider/s that score 60% or more on functionality will be invited to Gate 2 for a Live Demonstration of the system.
- 16.2.2** All prospective service provider/s are requested to attend to all aspects of the bid evaluation criteria to avoid unnecessary loss of points during the evaluation process.
- 16.2.3** GCIS will evaluate the functionality (including a live presentation to demonstrate software capabilities and functionality in response to the set objectives and deliverables) of each proposal taking into account the following criteria:

**16.3 Evaluation Criteria for Proposals**

<b>Criteria</b>	<b>Weight</b>	<b>Value</b>
Proven Experience in providing the service:	<b>30</b>	
The system owner has to demonstrate the <b>number of years</b> that the system has been in use  <b>State number</b> of years the system has been in operation and used for the booking of Out of Home inventory  Less than 1 year = 1 point  Between 1 – 2 years = 2 points  Between 2 – 3 years = 3 points  Between 3 – 4 years = 4 points		

	<p>more than 4 years = 5 points</p> <p><b>Resources</b></p> <p>Provide CVs of all the resources that will be working on the GCIS project , outlining their individual experiences in working with systems. The CV's must be for the following resources in accordance with 6.1.4.1</p> <p>a) Account Manager and/or Project Manager, System Developer and/or System Analyst and</p>	<b>40</b>	
Project Management capabilities	<p>Provide an implementation plan that shows the methodology of delivering a project outlining the following:</p> <ol style="list-style-type: none"> <li>1. Project Methodology;</li> <li>2. Scope of Work;</li> <li>3. Implementation Plan;</li> <li>4. Project Plan including duration and resource planning.</li> </ol>	<b>30</b>	
	<b>Total</b>	<b>100</b>	

16.3.1 GCIS will assess the functionality of each proposal taking into account the following weighted criteria

16.3.2 **ALLOCATION OF WEIGHTS / VALUES FOR EVALUATION CRITERIA OF THE TECHNICAL / FUNCTIONALITY**

The points for the Gate 1 evaluation Criteria as per table 4 above will be allocated on the criteria of the weights / values listed below:

**Values: 0= non- submission, 1 = Poor, 2 = Average, 3 = Acceptable; 4 = Very good; 5 = Excellent**

The percentage for functionality will be calculated as follows:

$$\frac{A}{B} \times 100$$

**Where:**

**A** = total score of the bidder  
**B** = maximum score, i.e. **500**

**17. DEMONSTRATION Gate 2 (Phase 3)**

<p>Demonstration of software capabilities in responding to the set objectives and deliverables</p>	<p><b>SYSTEM DEMONSTRATION OF THE FOLLOWING SYSTEM CAPABILITIES</b></p> <p>1.1 Selection process</p> <p>1.2 Booking process</p> <p>1.3 Booking confirmation ( supplier contract)</p> <p>1.4 Processing of Artwork</p> <p>1.5 Submission of proofs</p> <p>1.6 Invoicing</p> <p>1.7 Pricing and Reporting</p> <p>1.8 Compliance Verification</p> <p>1.9 Campaign Optimisation</p> <ul style="list-style-type: none"> <li>• Demonstrated 9 or more System capabilities = 5 Points</li> <li>• Demonstrated 7- 8 System capabilities = 4 points</li> <li>• Demonstrated 6 - 7 System capabilities = 3 points</li> <li>• Demonstrated 5 -Capabilities = 2 points</li> <li>• Demonstrated 4 or below system capabilities = 1 point</li> </ul>	<p><b>60</b></p>
	<p>Total</p>	<p><b>60</b></p>

17.1 Potential Bidders must in their bid proposals provide all the information and documents required according to this specifications/terms of reference.

17.1.1. **ALLOCATION OF WEIGHTS / VALUES FOR EVALUATION CRITERIA OF THE DEMONSTRATION;**

17.1.2. The points for the Gate 2 evaluation Criteria as per table under paragraph 17 above will be allocated on the criteria of the weights / values listed below:

**Values: 0= non- submission, 1 = Poor, 2 = Average, 3 = Acceptable; 4 = Very good; 5 = Excellent**

The percentage for functionality will be calculated as follows:

$$\frac{A}{B} \times 100$$

**Where:**

**A** = total score of the bidder

**B** = maximum score, i.e. **300**

**18. CLARIFICATION AND ADDITIONAL INFORMATION**

18.1 The GCIS may request clarification or additional information regarding some aspect/s of the proposals as submitted. Should this be requested, the bidders will be contacted for additional information and will be notified in advance with a clear due date for submission. Please note that Bidders will not be permitted to change the substance of their bids after bid opening.

18.2 The service provider/s who meet all the requirements of the bid will be recommended as the preferred service provider.

18.3 The proposals must be deposited in the **'Tender Box'** at the **GCIS RECEPTION, marked for the attention Supply Chain Management** at the following physical address:

**The proposal should be sent to:**

Government Communications (GCIS)

1035 Francis Baard Street

Corner Festival

Tshedimosetso House

Pretoria

0001

## 19. NON - COMPULSORY BRIEFING SESSION

19.1 A non-compulsory briefing session will be held on 27 August 2024. Details of the briefing session are as follows:

**Date:** 27 August 2024

**Time:** 10:00 – 12:00

**Venue:** Tshedimosetso House, 1035 Corner Frans Baard and Festival street Hatfield, Pretoria and Online via Teams.

**Link:** [Click here to join the Meeting](#)

## 20. CLOSING DATE FOR THE BID

20.1 The closing date for submission of detailed proposals is 11 September 2024, at **11:00 am**. Late submission of proposals will not be considered for evaluation.

## 21. ENQUIRIES

**For area's on software functionality criteria only**

Contact persons:

**Ace Mlisa**

(012) 473-0287

[ace@gcis.gov.za](mailto:ace@gcis.gov.za)

**Phineas Phelelo**

(012)473-0154

[Phineas@gcis.gov.za](mailto:Phineas@gcis.gov.za)

**For bidding procedures**

Contact persons:

**Namane Mahlaba**

(012) 473 0093

[namane@gcis.gov.za](mailto:namane@gcis.gov.za)

**Ms Lebogang Molayi**

(012) 473 0143

[Lebogangm@gcis.gov.za](mailto:Lebogangm@gcis.gov.za)

**ACQUISITION OF AN OUT-OF-HOME AUTOMATED BOOKING SYSTEM/  
SOFTWARE TO BE USED BY GCIS FOR THREE (03) YEARS**

---

Mr Sinombulelo Mlisa  
Director: Media Buying  
Date:

---

Ms Neli Shuping  
Chief Director: CSA  
Date:

---

Ms Regomoditswe Mavimbela  
DDG: CP&D  
Date: