



**RFP-CDMI 2022/02**  
Date: 7th January 2022

## **Detailed Request for Proposal (RFP) Report**

### **Tender request for**

### **Cloud-based Digital Media Initiative at BBC**

#### **1. Introduction and Background**

1.1 British Broadcasting Corporation is the world's largest, publicly financed broadcasting firm based in Great Britain[2]. The company operates under the royal charter with virtually outright independence in the overseeing of its operations. With the vision statement being **'to be the most creative organization in the world'**[1], the BBC thrives with the mission statement that implies the firm to enact in the interest of the public for wider audience outreach, entertaining and educating them in a way that exceeds their expectations, thereby bringing about a radical change in their lives. The vision and mission of the firm have aspired it in setting up a standard for itself within a broadcasters domain by offering synchronously timed in, thoroughly researched content services[1] to its audience.

1.2 Broadcasting updates from around the world to serve its audience at both national and international levels (content broadcasting in more than 40 languages)[5] has created a data-intensive environment for the BBC that requires tackling challenges related to complex data handling and data archiving techniques. To keep the overall functioning of the firm smooth and efficient requires that the company's operations flow with the course of the tide by adapting to the changes rapidly, be it technology-related or technique-related[3].

1.3 In light of this and with the world rapidly shifting towards digitisation technology, the first attempt of digitising the operational functions, data handling and archiving techniques at BBC was made in the year 2008 under the Digital Media Initiative (DMI). However, due to several setbacks, the project failed at materialising in its entirety as is the usual case that happens when trying to enter the digital space through sudden media foraying[4].

1.4 CDMI (Cloud-based Digital Media Initiative) is the successor version of the predecessor DMI which the BBC is intending to implement. Keeping in view the lessons learned from the predecessor DMI project, the BBC aims to develop a better procurement and management strategy for this project so as to avoid once again the damage inflicted and experienced as of the antecedent DMI project.

## 2. Invitation

Through this request for proposal is seeking to contract out (on a **competitive tender basis**) a technically competent and skill capable firm that has a strong history of completing IT projects at good terms with reputed clientele in the past. This tender bidding is intended for the contracting of **an IT services providing company to implement the Cloud-Based Digital Media Initiative (CDMI)** as mentioned above.

2.1 Annexe 1 of this report provides a detailed term of reference (TOR) that covers the clarification of assignments and deliverables expected

2.2 Deadline for the submission of proposals is **12th February 2022, Friday @ 17:00-hours UK Standard Time**

2.3 The breakdown of this report follows as:

- Annexe 1** Terms of Reference (TOR)
- Annexe 2** Requirements for proposal completion
- Annexe 3** Criteria of Evaluating Received Tenders and RFPs
- Annexe 4** Bidding Company/Vendor's Profile Form
- Annexe 5** Letter of Acknowledgement
- Annexe 6** Project Timeline

2.4 Should your firm gets chosen by BBC for contracting, all the terms that have been set forth herein this RFP report will be viable for the contract. The contract would require the vendor to comply with all factual statements and representations made herewith. Also, if this proposal receives any modifications (in the context of negotiating) that are agreed to by the BBC, that too shall become a viable part of the contract.

2.5 With no liability incurred to the contracted/proposer's firm, the BBC has the right to cancel a part or an entirety of one or more requirements for the CDMI project disclosed in this report. Similarly, the BBC also owns the right to cancel or reject any proposal, or maybe annul the whole selection process by rejecting all received proposals at any time the company deems appropriate.

2.6 It is possible for proposing firms to withdraw their proposals once they've submitted only if they provide a written notification that reaches BBC's Procurement Management department prior to the closing date of this proposal, following which no proposal will be allowed to be withdrawn or modified even if provided with the written notice.

2.7 All received bid offers should remain open for acceptance and valid for the period of 90 days(counted onwards from the deadline). A proposal that has a validity day count less than 90 would be downright rejected.

2.8 This Request for Proposal is issued under the BBC's Administrative Guidelines for Procurement which can be found in its entirety at:

[https://downloads.bbc.co.uk/supplying/pdf/PC3\\_Non\\_Regulated\\_Contracts.pdf](https://downloads.bbc.co.uk/supplying/pdf/PC3_Non_Regulated_Contracts.pdf)

### **3. RFP Documents Clarification Requests**

3.1 Any prospective proposer who seeks clarification regarding solicited documents of this RFP should be directed only towards the procurement head via email at [procurement\\_cdm@bbc.co.uk](mailto:procurement_cdm@bbc.co.uk) with the subject line **QueryRFP-CDMI 2022/02-Cloud Based Digital Media Initiative**

3.2 All received clarifications requests for the solicited documents will be responded to by the BBC procurement management by the date disclosed for clarification of the RFP in **Annexe 6** (Project Timeline)

### **4. Amendments in Request for Proposal Documents**

4.1 BBC reserves the right to modify or make any amendments in the RFP documents either at its own consent or probably following a clarification requested by any prospective proposer. The amendments will however be disclosed at the company's website and proposers notified via email.

4.2 Following the amendments in RFP documents, to allow proposers a reasonable time to take those amendments into account, the BBC may, at its own will extend the deadline of submitting bid offers.

### **5. Proposal Language**

5.1 All correspondence related to this RFP and its related documents should be made in the English language. This includes all the documents prepared by the proposer in response to this RFP.

5.2 Supporting documents or any printed literature that a proposer furnishes alongside the proposal may be in another language, however, it will only be accepted if accompanied with a proper translation to English of all the relevant material to this RFP therein. The accuracy of the translation and its sole responsibility would be at the proposers' sole discretion.

### **6. Submission of Proposal**

6.1 **Application:** Following on-screen instructions for application against this RFP's issue # online on **BBC's e-sourcing portal** at <https://bbc.bravosolution.co.uk/web/login.html>.

6.2 **Tech and Financial Proposal Submission:** Both technical and financial proposals as separate files must be submitted **via email** to [procurement\\_cdm@bbc.co.uk](mailto:procurement_cdm@bbc.co.uk) as under:

6.2.1 **Email Subject line:** This should be **RFP-CDMI 2022/02-Cloud Based Digital Media Initiative**

6.2.2 **Tech Proposal:** File#1 should have a file name as **RFP-CDMI2022/02-Technical Proposal-(Propser Company Name)**

6.2.3 **Financial Proposal:** File#2 should have a file name as **RFP-CDMI2022/02-Financial Proposal-(Propser Company Name)**

**Note:** Both files should be sent as an attachment in one email and not multiple emails.

6.3 Financial proposal's submitted file **MUST** be password protected. Once the technical proposal of the firm passes the qualifying score, an authorised procurement person from BBC will contact the bidding firm for the encryption password to the firm's financial proposal. Password Encryption to Financial Proposal **MUST NOT** be sent in any form to BBC unless requested by the firm's authorised procurement officer.

6.4 **Bid Security:** All bids must be accompanied by a Bid Security pay order of about 2% of the total bid value

6.4 Expected proposers are requested to duly fill out the Letter of Acknowledgement (**Annexe 5**) and submit it no later than the date disclosed for its submission in Annexe 6 of this document.

6.5 Should you find part of this RFP document missing or illegible, you should immediately notify the BBC's procurement on the aforementioned email address.

## **7. Rejection of Proposals**

7.1 All bid offers received in response to this RFP past the deadline for proposal-offer receiving disclosed in Annexe 6 will normally be downright rejected.

## **8. Proposals Opening**

8.1 Tech proposals will be opened on **14th February 2022 (Annexe 6) at 11:00 am** publicly in the **CDMI Management Director Room** of BBC Headquarters on the **7th Floor** merely for the purpose of recording proposers names who've submitted proposals in response to this RFP. One bidder representative with proper authorization from the proposing firm's company may attend the tech proposal opening.

8.2 Financial bids must be encrypted with the password with at least 90 days validity period of the bid. Financial proposals would be opened only for the firms whose tech proposals qualify the passing criterion. Bid validity would be counted onwards from the day of bid opening.

## **9. Ethical Code of Conduct**

9.1 According to the [BBC's Administrative Guidelines for Procurement](#), any person or an entity that plays a role in BBC-related activities is necessarily required to express an ethical

code of conduct during all activities connected directly or indirectly to the firm; that is during procurement and the execution of contracts of any form.

9.2 If BBC finds a person or an entity who has gotten involved in corrupt, coercive, fraudulent, or any such activities that are against the ethical code of conduct, the proposal of the culprit firm would be rejected and contracts(if allotted with one) terminated instantly.

#### **10. Conflict of Interest**

10.1 For the rendering of services to the BBC, proposers must acknowledge in their proposals the nullification of any potential conflicts of interest.

10.2 Should there exist a conflict of interest for the proposing firm, the firm must disclose its policy of resolving their conflicts for smooth and uninterrupted service rendering to BBC.

#### **11. Confidentiality**

11.1 Proposal evaluation regarding all types of RFPs at BBC along with the BBCs recommendations for the selection of vendors is kept highly confidential and by no means is it disclosed to other bidding parties and firms.



RFP-CDMI 2022/02

## **Terms of Reference (Project Charter) for Cloud-based Digital Media Initiative at BBC**

### **1. Background information of BBC's DMI project**

Back in 2008, according to the decisions made by the BBC Trust and under the approved Workplan of the year, the BBC undertook the initiative of transforming its infrastructure via the digitisation of its assets for better data handling, processing, and archiving. Ever since the conception of an idea to digitising, the initiative was deemed as a must-have to have<sup>1</sup> given the data-intensive environment in which the BBC operates to serve its national and international audience. However much crucial the project was deemed to be by the BBC itself, the project failed to materialise in its entirety due to complications and conflicts it faced during the course of its action, leaving a mark on both the economics and financial history of the firm<sup>2</sup>.

### **2. Aims and Objectives of the CDMI project**

With the world advancing rapidly in technology that yields newer, more convenient forms of data handling and archiving on a regular basis, it is crucial for the firm to race with the pace of technology so as to both provide the best customer experience to its audience and maintain its data integrity in a way that makes its retrieval efficient and robust. For that, the BBC aims to implement the successor version of the DMI named CDMI - Cloud-Based Digital Media Initiative keeping in strict view the lessons learned from the failure<sup>3</sup> of the predecessor version of the project<sup>4</sup>.

In a meeting of the BBC's Board members conducted in November 2021, the issues of arising conflicts in data handling and data processing were discussed with different probable solutions placed upfront for tackling issues. Of all the probable solutions, the BBC's board members decided to implement cloud based computing (CC) services within the BBC infrastructure. This decision was made based on the research<sup>5</sup> that the technology provides remote access of hardware and software to users, which was thought of as a best solution for situations like work from home during the pandemic.

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<sup>1</sup> ([Sangani](#), 2014)

<sup>2</sup> ([Daniel and Ward](#), 2013)

<sup>3</sup> [10]

<sup>4</sup> ([Conlan and Arthur](#), 2013)

<sup>5</sup> [11]

Through CDMI, BBC intends to achieve a central controlling and accessing unit (that is a cloud) which the BBC staff can access online from the comfort of their homes via

## References

[1] <https://mission-statement.com/bbc/#:~:text=BBC%20vision%20statement%20is%20%E2%80%9Cto,Be%20the%20most%20creative>

[2] <https://www.britannica.com/topic/British-Broadcasting-Corporation>

[3] <https://www.computerweekly.com/feature/How-the-BBC-became-digital-in-three-and-a-half-years>

[4] [https://www.kauffmanfellows.org/journal\\_posts/bbc-ventures-into-digital-innovation](https://www.kauffmanfellows.org/journal_posts/bbc-ventures-into-digital-innovation)

[5] <https://www.bbc.com/aboutthebbc>

### **BBC's Responsible Procurement Strategy**

[6] [https://downloads.bbc.co.uk/supplying/pdf/Responsible\\_Procurement\\_Strategy\\_2021.pdf](https://downloads.bbc.co.uk/supplying/pdf/Responsible_Procurement_Strategy_2021.pdf)

TOR:

[7] Sangani, K. (2014) 'Beyond The Red Button [Research and Design of BBC]', *Engineering and Technology*, 9(6), pp. 66-69, doi:[10.1049/et.2014.0610](https://doi.org/10.1049/et.2014.0610)

[8] Daniel, E. and Ward, J. (2013) 'BBC's DMI Project Failure is a Warning to all Organisations', *ComputerWeekly*, Available at: <https://www.computerweekly.com/opinion/BBCs-DMI-project-failure-is-a-warning-to-all-organisations>, (Accessed: 25th November 2021)

[9] Conlan, T. and Arthur, C. (2013) 'BBC suspends technology officer after Digital Media Initiative failure', *The Guardian Labs*, 24th May, Available at: <https://www.theguardian.com/media/2013/may/24/bbc-digital-media-initiative-failure> (Accessed: 28th October 2021)

[10] <https://www.panorama-consulting.com/bbc-digital-transformation-failure/>

[11] [https://ruomo.lib.uom.gr/bitstream/7000/226/1/B1\\_KMMS-Feb-13-2018-0005R1%20\(corrected\)-10.9717-JMIS.2018.5.1.27.pdf](https://ruomo.lib.uom.gr/bitstream/7000/226/1/B1_KMMS-Feb-13-2018-0005R1%20(corrected)-10.9717-JMIS.2018.5.1.27.pdf)

[12]