

Annex I – Technical Specifications

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Objective and context

This is a call for tenders to provide the European Parliament (hereafter called 'EP') during four years with social and online media management services that cover European Union (EU) Member States and non-EU countries. To this end the EP is looking for four services, hereinafter called lots, within this contract. In consideration of the continuously changing social media environment and the technical advancements of the field, the flexibility and adaptability of the services to meet new needs within the four year course of the contract is essential. The contract is expected to include all new developments and functionality that are added to the services in the duration of the contract for the purpose of fulfilling the objectives of the contract.

The objectives are as explained below:

Lot #1 – E-mail notification system: As a transnational institution that has gained significant power since the Lisbon treaty, the EP produces a very high amount of documents every year, most of them being published on the Europarl website on a regular basis. This policy aims at (1) helping various online audiences to keep track of the EP's activity and at (2) increasing the institutional transparency towards the citizens. This process includes the publication of the material on the dedicated website (e.g.: <http://www.europarl.europa.eu/>). The EP seeks an e-mail notification system allowing its users to freely subscribe to a wide range of topics and/or products at the frequency of their choice. The e-mail deliveries should be fully branded with the EP's online visual identity.

Lot #2 – Social media monitoring and publishing tool: the EP is continuously looking for an increasingly better understanding of the public debate, among other things to provide feedback on policies and media relations. Additionally, it is important that the EP is able to measure its performance of social media activities and a clear picture of relevant online stakeholders and multipliers is provided, to make communication efforts more effective.

To this end, the EP seeks a (or a combination of) cost-efficient, web-based social and online media monitoring & publishing tool(s) (hereafter called 'tool') that can be used to track, archive and analyse online and social media posts and conversation in all official EU

languages¹. A specific focus should lay on measuring the various social media accounts run by EP Staff. The tool should help in presenting information with attractive and easy-to-understand visuals that accurately guide analysis on the topics identified. It should also serve as a one-stop shop for spreading content on various social media platforms.

Lot #3 – Curated social media monitoring tool: In addition to the monitoring tool as outlined above, the EP is requesting additional services to better identify and discover relevant content within the realm of European Union politics. Therefore the EP is looking for a “curated social media monitoring tool” which does not monitor followers or mentions related to our own accounts or set up searches, but rather monitors what are the trending topics among important key profiles.

Lot #4 – Digital platform hosting: To ensure the quality of services provided to the EP’s public, the EP has a need to maintain and increase capacity in its external online hosting infrastructure, to ensure it is able to cope with the growing needs of the EP and its future developments. Currently these developments include applications on the social media pages of the EP, such as the MEP tab and the EP Information Offices (EPIO) tab on the EP’s Facebook page, as well as other applications with a specific nature.

Copyrights and intellectual property

Compliance with copyright law and other intellectual property legislation is of utmost importance for the European Parliament. When providing the services, the tenderer has to ensure compliance with the applicable copyright and other intellectual property legislation and the conditions described below.

Tenderers should note that all copyright costs relating to possible internal storage and to internal distribution to European Parliament staff and Members of copyright-protected material, which originates from third parties and not from the tenderer, should be included in the pricing of this call for tender.

The tenderer guarantees that he has obtained or will obtain, prior to providing the services, the rights and authorisations to distribute the copyrighted materials referred to in the different

¹ Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portugese, Romanian, Slovak, Slovene, Spanish and Swedish.

products to the recipients by all means of telecommunication (including, but not limited to electronic and ordinary mail).

About this document

Each lot is split up in “key requirements” and “additional features”. Key requirements are mandatory functionalities, while additional features involve ideas for future developments that would suit the EP's needs.

1. Lot #1 – E-mail notification system

1.1 Current situation

1.1.1 Existing RSS feeds

The EP already runs a range of RSS feeds generated by existing tools and platforms:

- Facebook page (www.facebook.com/europeanparliament)
- Twitter accounts (www.twitter.com/#!/europarl_EN;
www.twitter.com/#!/europarl_FR, etc.)
- RSS feeds and podcasts run by the EP press service (http://www.europarl.europa.eu/tools/rss/default_en.htm)
- EuroparTV, EP's Web TV (<http://www.europartv.europa.eu/rss-feeds.aspx>)

1.1.2 Implementation of new RSS feeds

As of November 30, 2011, the Europarl website has implemented the RSS technology as part of the revamping of the platform. The selected standard is RSS 2.0.

The current service offers feeds for all news and documents published by the EP, including:

- Documents of the plenary session (PV of plenary, documents submitted to vote, ...)
- Documents published by a specific EP body (committees, delegations, ...)
- Documents produced by a MEP (MEP must be an author of the document)

In the offer all current services and feeds should be provided, but not limited to them.

The service should provide the user with the possibility to personalise the information by mixing RSS feeds into one unique feed (e.g. "I want all the documents written by this MEP in that committee").

In addition to the RSS feeds, which are mastered by a limited segment of the audience, the EP also offers an e-mailing system providing the same material through this channel.

1.2 Key requirements

1.2.1 Automated generation of newsletters

The core functionality of the solution is the **automated generation of e-mail newsletters** by extracting relevant information from RSS feeds such as described above. Typically, the content of the message will contain four main elements:

- Title of the new document available on the Europarl website
- Direct link to the item on the Europarl website
- Snippet of the first words in the document
- Date of publication (if available).

In the case of an audio or a video file, the newsletter must provide a direct link to this item.

1.2.2 Management of the feeds

The administration area (see below) will provide a user-friendly interface to add, remove and change the feeds. As the number of information sources from the EP is increasing quickly, the usability of platform will be a key evaluation criterion.

1.2.3 Multilingualism

As a European institution, the EP publishes content in the 24 official languages of the European Union. This means the platform must be able to detect the language of the feed and adapt the e-mail template. Example: if the newsletter is based on a French feed of information, the sender will be changed accordingly ("European Parliament" > "Parlement européen"). The same requirement applies to all the other relevant elements:

- Header and footer of the message
- "reply-to" address
- Default response message if the user sends an e-mail to the "reply-to" address

The contractor will suggest the best user-friendly solution to manage elements such as adding and removing a language, changing the copy, etc.

1.2.4 "Software as a Service" (SaaS) solution

The solution must use the "software as a service" approach and be 100% web-based, which means the whole platform will be running on an external server and managed through a secured administration area accessible with an Internet browser. The administration interface will be compatible with any browser on the market (Firefox, Internet Explorer, Opera, Safari, etc.).

The solution must be seamlessly integrated into the end-user interface of the Europarl website where the user is given the possibility to subscribe to an alert by aggregating a feed or by registering with his e-mail address, like for instance with Google Alerts.

The tenderer will suggest the best solution to achieve this transparent integration into the Europarl website.

1.2.5 Format and compatibility

The messages sent by this solution will be compatible with the major messaging platforms on the market so as to guarantee a unified user experience, regardless of the type of mailbox: Outlook.com (formerly Hotmail), Yahoo! Mail, Gmail, Outlook, Lotus etc.

By default, the format of messages will be HTML. However, the administrator must have the possibility to downgrade to plain text if necessary.

1.2.6 Double opt-in

In order to be compliant with the current European regulation on e-mail and privacy, the registration will use the "double opt-in", i.e. a two-step process where the user (1) must submit its e-mail address on the website and (2) confirm the registration by clicking on a link received in its mailbox.

1.2.7 Opt-out

The newsletter will also contain a link to unsubscribe to the newsletter. The user will be also able to unsubscribe on the website.

1.2.8 Frequency

In order to provide a convenient solution to online audiences, users will have the possibility to choose how often they want to receive messages from Europarl:

1. Daily / Weekly / Monthly: at fixed times, the platform sends out an automated message based on the feed(s) selected by the user. This message will gather all the new items collected during the last 24 hours / week / month. The platform will enable users to schedule accurately the delivery of each newsletter (e.g. "deliver the weekly newsletter on committee X every Friday at 9.00 AM", "deliver the monthly newsletter of committee Y every last Wednesday of the month at 10.00 PM").
2. As-it-happens: every time a new item is published on a newsfeed, the user will get an automated message containing a link to this item (see Google Alerts or similar). This option is aimed at advanced users who want to follow the Parliament's activity in real-time for professional reasons.

In exchange for a fixed fee, the contractor will provide the following services:

- No limit to email sends
- No limit to individual subscribers
- Unlimited administrators accounts
- Unlimited online administrators training
- 99,5% in uptime for the server

1.2.9 Administration area

The configuration of the administration area will be the responsibility of the contractor who will have to deliver a fully functional online tool that is ready to use, with a warranty period of six months during which all bugs and dysfunctions should be corrected by the service provider.

This area will offer the following functionalities:

1. Creation and importation of templates

The administrators will have two possibilities to build the templates:

- a) Through a "what you see is what you get" editor with basic functionalities
- b) Through the upload of a HTML template coming from an external source

The contractor will suggest the best solution for the implementation of option b). Ideally, EP's creative studio should be able to build the final template by simply inserting tags that are specific to the solution. These tags will display the right information (title, link, text snippet etc.) in the right place in the template (same approach as the Wordpress publishing platform or a similar platform).

2. Management and overview of the newsletters

The administration panel will provide a global overview of all the newsletters available on the Europarl website. Administrators must be able to:

1. Remove registration to newsletters
2. Activate / Disable registrations
3. Change feed URLs used by the platform to generate newsletters
4. View the number of subscribers for each newsletter
5. Add e-mail addresses to a newsletter by importing an XLS file
6. Change sender's name and the "reply-to" e-mail address for each newsletter

1.2.10 Dashboard for analytics

The administration panel will also provide analytics for each newsletter. We suggest here a list of key indicators to be included in the dashboard:

- List of all the newsletters, sorted by feed
- Number of newsletters delivered
- Number of e-mail subscribers' accounts
- Open rate
- Click-through rate (with drill down per item in each mailing)
- Bounce rate and list of rejected e-mail addresses

- Geographical localisation

1.2.11 Administration of the platform

Following functionalities are to be included in the service to ensure effective management of the service:

1. Technological platform generating automated newsletters in SaaS mode
2. Administration area, including configuration and complete documentation of the administration area.
3. Administrators will be able to change their passwords.
4. Super administrators will be able to (1) change their passwords (2) create / delete users of the administration area

1.2.12 Respect of the official style guide

The layout of the administration area will respect the graphical guidelines such as described in the Europarl style guide (**see Annex IX: Graphics guide.**).

1.2.13 Personal data

The personal data collected by the platform will be the sole property of the EP. This information must remain strictly confidential and cannot be cross-checked with other sources. The contractor will commit to provide these data in an exportable format (CSV or XML) at any moment or at the end of the contract.

The EP should be able at any time to export in a usable format all data collected by the application (CSV, XML or other universal data format) without any additional costs nor limitation.

1.2.14 Migration of data

All data gathered by the contractor through the course of the contract for the purpose of supplying the service to the EP should be made available and transferable in a common file

format for the unlimited use by a potential new service provider, either upon request by the Parliament or at the latest by the end of the contract.

1.3 Additional features

Any additional feature proposed by the tenderer will be considered in the evaluation of the offer.

1.4 Training and helpdesk

The contractor will provide 24/7 technical support to the EP, assisting with problems without any additional costs. Online help will be provided, as well as documentation on the platform.

Services should also include a training session for administrators and consultancy for the setup of the platform (integration on Europarl website), equally without additional cost.

1.5 Meetings

A one-time kick-off workshop will be held to present the proposed solution as soon as the contract is signed.

At the signature of the contract, the contractor will also provide an in-depth project plan detailing the deployment of the platform, which the service provider can adapt to their methodology. This project plan should include the following:

1. Calendar of deployment indicating project milestones
2. Validation process
3. Kick-off meetings for new projects
4. Meetings with the technical team at the EP
5. Technical analysis
6. Consultancy for implementation
7. Setup of the administration area
8. Tests
9. Training sessions

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2. Lot #2 Social media monitoring and publishing tool

Within the EP, the Directorate-General for Communication (DG COMM) is responsible for informing and communicating with the public at large through the media, opinion leaders and European Parliament Information Offices (hereafter named EPIOs) in the Member States about the policies of the European Union. It is also responsible for informing the EP on trends in public opinion, happenings in the media landscape and political developments, as well as for coordinating communication activities within the EP. For this, the EP needs a tool that allows it to:

- Monitor & archive European discussions around specific topics
- Measure & archive EP social media activities & their perception to provide qualitative and quantitative feedback
- Identify influencers and trends in specific markets, languages and countries
- Manage all of the EP social media accounts through one tool
- Engage with influencers according to social media analytics gathered

2.1 Key requirements social media monitoring

The EP is searching for a tool that will monitor and archive online sources. Concretely, this means it has to monitor all online and social media sources publicly available; this may include both fee-based and free-of-charge online sources. The data that is subsequently provided should also be archived and available for the EP to use at any time.

2.1.1 Search queries

Monitoring has to be based on flexible queries made up of keyword combinations using established Boolean operators. These should pick up all content (hereafter called 'mentions') available.

Mentions include all kinds of online or social media publications and related comments, among them text-based items, photos, graphics, videos and publicly available social media

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posts from platforms such as Twitter, Facebook and LinkedIn (for full list see 2.1.10: Monitored sources).

Queries should allow a huge degree of complexity to cover all official EU languages; this also includes the Cyrillic and the Greek alphabets. Automatic translations to English have to be available for mentions.

The data search should happen in real-time, this means without the need to constantly refresh the tool to obtain new data.

2.1.2 Measuring accounts

The tool must also be able to pick up all media items sent by selected accounts, thus effectively creating a searchable archive of sent messages and related mentions by other parties.

This data must be presented in various ways to measure the performance of the various accounts and their managers. Performance indicators should include at least:

- Growth rate of the account
- Number of messages sent
- Engagement rate
- Replies & answers sent
- RTs and replies created
- clicks on link (if the mention contains a URL)

These should be displayed both in text and graphic charts and allow for comparison of selected individual accounts.

2.1.3 Search operators

At minimum, the following operators have to be available for search queries:

- ()
- NEAR
- NOT

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- AND
- OR

The tool should also allow for proximity searches using WITHIN and for wildcard (truncation) searches using "*", where the operator represents zero or more characters.

To allow handling of complicated search terms, the tool should contain an alert that highlights errors in queries using Boolean operators. Existing queries have to be exportable easily as Excel, CSV, PDF, JPEG files.

E.g.: According to this logic, the search (Juncker AND (EU OR "European Commission")) would find all mentions of "Juncker" that also contain either the word "EU" or the words "European Commission".

2.1.4 Article Preview

Found mentions should be presented with a preview functionality. Instead of going to a website to read the full article or post, a preview of the item should be instead directly accessible.

2.1.5 Archiving messages

Each monitored mention has to be permanently available for later analysis. The tool thus has to work like a social media and online archive. In order to avoid broken links, every mention should be saved in its entirety.

The tenderer has to specify if (and to what extent) for certain sources this should not be possible technically or for copyright reasons.

2.1.6 Export & download data

Data should be available for downloading in various file formats for further analysis, at least as Excel, CSV, PDF, JPEG files.

For each mention, the contractor should ensure that the following information is at least available in the metadata:

- source & URL
- date of publication
- author's name (if available)

2.1.7 Filtering

The tool should offer various ways of filtering data gathered by the queries and from connected accounts. Filtering should be available by:

- keywords
- predefined tags
- language
- region or country
- source (news, blog, social, Twitter, Pinterest, etc.)
- author
- account (@europarl_en, EP on Facebook)
- hashtags
- videos
- photos
- date
- popularity (clicks on link, number of mentions/shares)

This also has to allow for a combination of the above mentioned filters.

2.1.8 Identify influencers

The tool should allow identification of the most influential accounts/authors linked specific to topics. This means those with:

- Most followers
- Most related mentions sent
- Most retweets or shares of their mentions

This should allow the EP to see who is posting a lot (active speakers) or who is influential for a specific topic, region etc.

2.1.9 Analyse demographic information

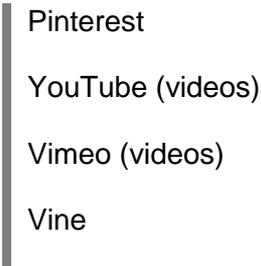
The tool should allow to geo-localise mentions from various social media platforms and websites. The tenderer has to provide a list of what information will be retrieved for the various social media platforms and how reliable this information is.

This data has to be presented in numbers and visually (zoom-able maps etc.).

2.1.10 Monitored sources

The tool should exhaustively cover all social media and online sources publicly available and without infringements of existing data privacy regulations. Below is a selection of platforms that should be covered. The tenderer should submit a current minimum list, including the platforms below, which should be continuously updated to add new, emerging relevant sources.

- Twitter
- Facebook (public pages)
- Google+
- LinkedIn (groups and company pages; discussions)
- Foursquare
- Instagram
- Tumblr
- Google
- Yahoo
- Bing
- Omigli
- Wordpress (blogs)
- Flickr



Pinterest
YouTube (videos)
Vimeo (videos)
Vine

The tenderer should also explain in detail how and which blogs, forums and online websites will be covered.

2.1.11 Flexible dashboards

The tool should allow constructing simplified and individually customized dashboards for social media managers that show only data and accounts relevant for their specific region, language, task.

This should allow for example to monitor the conversations on Facebook and some key Twitter accounts about keyword X in a specific timeframe (e.g. during and 48h after the Strasbourg session) in a specific language.

It should be easy to track via these dashboards if individual social media managers handled conversations and requests by the public directed at their social media accounts.

2.1.12 Sentiment tracking

The tool should offer the possibility to analyse mentions in all languages according to their content and to sort them according in brackets:

- Positive
- Neutral
- Negative

If the contractor uses an automated system for sentiment analysis it should allow for manual changes. The system should also “learn” from these changes so that the automated analysis is improved over time.

2.1.13 Hierarchy in conversations

The tool should allow identifying individual mentions that lead to a huge amount of reactions. Such a feature should enable the EP to create a ranking of leading debates and discussions and to group them into meaningful and manageable conversation topics. By summarizing related mentions articles into larger chunks of information, it would enable to focus on engaging in the conversation rather than on sifting through an information overload. For example, font size could represent the relative importance of one topic versus others.

2.1.14 Trending topics

Clustering topics into tag clouds, illustrating on the fly what the EP is associated with, what the audience cares about, and talks about. This should be available as text and visuals.

2.1.15 Use case scenario

This scenario is an example of how the workflow in the tool could be organized.

1. EP employee researches a topic person that should be tracked (e.g. the EP, President Schulz etc.) and drafts a list of keywords used to refer to that topic within the languages that one wish to track (e.g. the EP, le Parlement européen...).
2. EP employee constructs a query. A query is understood as a way of combining the keywords so that the search tool picks up online articles and posts about the chosen topic.
3. Set up the search project using the query. If necessary add related accounts whose posts and mentions should also be tracked.
4. Archive incoming results and display them in various ways, in figures and text and in visuals (pie charts, maps, thumbnails, graphics etc.)
5. In case of inconsistent results, the EP employee can easily modify the query. Archived data can be transferred to different or new projects.
6. Compare and analyse: results of various projects should be comparable.
7. Ability to click through to view further analytics (e.g. web analytics of specific sources) or to access original content (e.g. the original blog post, news post, or Tweet).
8. Export information and content into Excel to make charts or further analysis.

2.2 Key requirements social media publishing

For monitoring purposes, the tool should be able to record publicly available mentions of third-party social media accounts without password access.

Accounts owned by the EP should, however, be directly connected to the tool via passwords to allow publication on these accounts through the tool. This should be available for those channels that allows for third-party publication, such as Facebook, Twitter, LinkedIn, Google+, Foursquare and Instagram.

2.2.1 Publishing and scheduling of messages

The tool should allow managers to quickly publish from one location to each of those channels mentioned above that allow third-party publication, providing the ability to customize the message to each channel (length, visuals contained, URLs). The tool should include a calendar functionality that allows planning and scheduling messages for future publication without losing functionalities offered when publishing directly on the concerned social media profile.

There should be no size limit when uploading images for publication via the tool and it should be possible to schedule these image posts without any loss in quality compared to a post directly published on the respective platform. Posts should be visible as they will be displayed on the platform before publication.

To simplify measuring, the tool should use traceable URL shorteners like Owly or Bitly. Data obtained through these has to be displayed in the tool. To allow for an easy workflow over several languages, shortening should only happen automatically when a post is being sent. It should be possible to integrate existing EP shorteners (EPsocial, EPTwitter).

2.2.2 User role hierarchy

Given the number of EP social media accounts and users, the tool should allow for a multi-levelled user hierarchy. Predefined user roles (admin, editor, viewer etc.) have to be complemented by flexible user roles that can be edited by the top level administrators. They should be able to define in fine detail rights and data available for specific users.

Predefined roles could include:

- Admin: all rights, no restrictions
- Editor: can see data and post through connected accounts, no rights to change settings or queries
- Viewer: can only see data

The contractor will support the EP in defining and setting up the necessary user roles and profiles.

2.2.3 Data

2.2.3.1 Integrating past data

The tool offered by the contractor should allow for integrating past data collected by the EP to allow for a continuous monitoring experience. The data can be provided by the EP in common file formats, such as XLS, CSV and XML (xlsx) formats. Additional costs pertaining to the storage of such data should be specified in the tender.

2.2.3.2 Transferable data

All data gathered by the contractor through the course of the contract for the purpose of supplying the service to the EP should by the end of the contract or upon request by the Parliament be made available and transferable in a common file format (such as Excel, CSV, PDF, JPEG files) for the unlimited use by a potential new service provider.

2.3 Additional features

. The points mentioned below are non-exhaustive.

2.3.1 Evolution and scalability

The tool and the contract have to be flexible and adaptable enough to fit changing needs in the EP:

- Growing number of users

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- Growing number of search terms & accounts and the changing Internet landscape
- Growing number of mentions
- Growing number of relevant websites and blogs
- Increasing data size due to more visual communication and bigger file size
- New social media platform

To achieve this flexibility, the services provided should be re-evaluated every 12 months to adapt the tool accordingly.

The tenderer commits to considering further developments related to the existing services and platforms offered, when requested by the EP. Each modification of the tool not requested by the EP should be signalled 2 weeks in advance. EP reserves the right to terminate the contract in case of a loss of central features.

2.3.2 Ideal workflow – delegated translation, editing and publication

The EP is looking towards implementing a workflow fully within the tool that allows for a workflow with centralized scheduling, a user hierarchy as described below with corresponding user profiles and an approval procedure that allows both centralized scheduling of messages by a coordinator for a huge network and independent decentralized publication by editors.

Ideal workflow:

Central coordinator's account = CA

Decentralized editors account= DA

1. Central scheduling – no mention will be sent, always needs approval
 - i. CA– Coordinating editor writes text
 - ii. Select time & date for sending
 - iii. Select which DA accounts that will be recipients
 - iv. Select whether to send an email notification
2. Individual translation & approval

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- i. DA - Editors receive email alert with deep link (only when selected by CA) and they:
 - ii. Translate text
 - iii. Change date & time if necessary
 - iv. Change link & image if necessary
 - v. Post or schedule – no further approval needed
3. Recall option – CA may delete erroneous tweets
- i. Central account can recall mentions if they have not been sent already

If a single account manager does not approve a post because of holiday / illness / etc. the post will not be sent on behalf of that profile.

2.3.3 Automated reports

The tool should allow for flexible automated reports visible online and to be sent to one or several email addresses. There should be three types of automated reports:

- (1) Major news of the day — top stories across all EU languages related to EP queries
- (2) Major news of the week — top stories across all EU languages related to EP queries
- (3) Alerts for trending topics — significant rise in number of mentions related to one or several of the EP queries

These reports (1), (2) and (3) could be structured accordingly:

- volume of conversation compared to average;
- countries and languages concerned
- the most influential mentions & users

This should allow to be further fine-tuned:

- to contain only one, several or all EP queries
- to contain only one, several or all media categories (social, news, blogs)
- to contain only one, several or all sources (Facebook, Twitter, specific websites)

The mentions in the report will be accompanied by the following metadata:

- the date of appearance in the media;
- a URL linking to the source

(4) Maintenance register – a detailed history of maintenance operations containing:

- a chronological timeline of upgrades and changes carried out by the contractor,

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- a chronological and searchable timeline of changes to queries and user roles carried out by EP staff
- an overview of the amount of data collected per definable unit of time

The register must be available on site and the EP must be able to consult it at all times.

2.3.3.1 Copyrights concerning automated reports

The tenderer shall transfer to the EP all rights relating to each report and guarantee that the EP is entitled to freely use these reports for copying and distribution, either on paper or on any digital format, and to store them for an unlimited period of time. The EP can also amend or translate the reports at its own initiative.

Use of quotes within the reports should comply with copyright legislation and case law.

2.4 IT requirements

The social media tool should be web-based and password protected. The tool has to support all major web browsers: Internet Explorer, Firefox, Google Chrome, Safari. As the EP doesn't immediately upgrade all its desktop and mobile computers to the latest available versions of these browsers, the tool has to support current and older versions of Internet Explorer and Firefox.

The tool needs to be available for mobile devices, either through a special mobile version or, better, through a specific application for iPhones and Android phones. This application should offer access to all major functionalities.

The technical specifications of supported operating systems and mobile devices should be provided in the offer.

2.5 Trainings and helpdesk

The contractor will provide several introduction trainings for all designated users of the social media monitoring tool at the start of the contract. Each EP account manager (=user) should be offered to participate in at least one training session, provided for by the contractor at no additional cost. This would account for up to around 100 users within the EP. The training

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involves providing written manuals with visuals explaining the structure of the tool, the most important features and user cases.

Each training should cater for 10 - 15 users and will be organised in the EP premises. EP will furnish desktop computers, a beamer and an LAN connection. Trainings will in general be held in Brussels at no additional cost. Trainings for EPIOs in the Member States will be held in Strasbourg during one of the EP plenary sessions. Contractors should specify additional costs applied for offering trainings in Strasbourg.

Once a year, the contractor will provide introduction trainings in Strasbourg and Brussels for all new EP users given that the EP asks for such training.

The contractor should also offer on-demand trainings via video-conference.

Whenever the contractor offers new features or revamps his social media tool, he will provide trainings for all users concerned. It is up to the EP to decide whether these trainings should be conducted on-sight or via a video-conference.

The contractor is to ensure that at least one helpdesk/point of contact is available on working days from 09:00 CET to 18:00 CET to deal with editorial, technical and/or IT issues and requests from the EP. For specific key events like the European elections, the provider has to offer a 24 hour contact, including weekends if needed.

Where the EP finds that important mentions are missing from the coverage, it will require the contractor's helpdesk to provide them later without additional costs.

The helpdesk established by the contractor will liaise with DG COMM to develop the best working procedures to prevent IT failures and disruptions of service. All IT incidents should be recorded in a log. The contractor will address technical/IT and/or editorial problems immediately. For issues that take over an hour to resolve, the contractor will forward to the EP a list of measures to be taken to remedy the situation.

2.6 Meetings

Twice a year, the contractor will participate in technical meetings with DG COMM in Brussels, at no additional cost. Any other meeting(s) will be convoked separately by the EP. Meetings will take place on EP premises in Brussels or Strasbourg.

The contractor must designate a project manager who will attend all meetings and act as the contact person to whom DG COMM will address any requests. The project manager must inter alia provide DG COMM with answers and solutions as regards the subject of the contract and organisational or administrative matters and implement them, subject to DG COMM's agreement.

2.7 Presentation of the offer

In order for the offers for this particular lot to be comparable; tenderers should state the monthly and annual costs of using the tool according to the following variables:

- Number of users
- Number of mentions processed

Based on the current situation and with future requirements in mind, the offer should include 100 accounts for EP communication channels and 5 million mentions per month.

The offer should also include a cost for additional users by 10 and a cost for additional mentions by 1 million.

3. Lot #3 – Curated social media monitoring tool

A social media monitoring tool that allows to follow the most influential accounts from politics, media and NGOs on Twitter in all EU countries. The tool should allow filtering by country. Included accounts must be identified by the contractor, who should regularly manually update lists of the accounts through the tool. The lists should contain all influencers of the political debate in the given country.

3.1 Key requirements

The tool must be web-based and suitable for all common browsers. It should be password protected and accommodate several hundred users at a time.

The tool should allow for the following functionalities:

- live stream of real time tweets from manually selected profiles of relevant politicians (members of parliament, MEPs, local representatives), journalists (print and electronic, national and regional), governments, institutions, campaigners and influencers, across all EU member states;
- follow tweets from aforementioned politicians/journalists active at a national and European level, who tweet in all EU languages, in real time;
- filter the tweets, content and data according to time periods, countries, keywords, topics, most mentioned URLs & images/videos, most RTed messages, most mentioned accounts, most trending topics among influencers;
- search for influencers across the EU according to region/locality and follow their tweets
- save these searches for future use;

- see topics that are trending among influencers, most retweeted tweets, most shared links and users with biggest impact (most mentioned and most active users, and most retweeted);
- launch searches covering several countries at once

3.2 Additional features

The EP foresees a continuous technical and political evolution for debate on European policy making in social media and expects the contractor to provide a service so as to follow such relevant dialogue. Any additional feature proposed by the tenderer will be considered in the evaluation of the offer.

3.3 Training and helpdesk

In addition to the monitoring tool, the supplier should provide free training sessions at the start of the contract and, additionally, each time significant changes in the tool are made during the course of the agreement.

3.4 Meetings

Once a year, the contractor will participate in a training with DG COMM on EP premises in Brussels, at no additional cost. Any other meeting(s) will be convoked separately by the EP. The cost for these meetings should be specified in the price list. The supplier must designate a project manager who will attend all meetings and act as the contact person to whom DG COMM will address any requests. The project manager must inter alia provide DG COMM with answers and solutions as regards the subject of the contract and organisational or administrative matters and implement them, subject to DG COMM's agreement.

4. Lot #4 – Digital platform hosting

The EP needs maintenance of its external online hosting infrastructure of and a continued increase in its capacity. This is to ensure consistent quality of the services provided to the EP's public and that it is able to cope with growing needs and future developments in particular for social media related tasks. Problems that have arisen in the past were solved by migrating applications, such as the live chat with MEPs, to a scalable architecture based on the needs such events entailed, guaranteeing the quality of usage of existing and future applications. These services and other important applications must be migrated into aforementioned infrastructure in order to guarantee a continued quality in services.

4.1 Key requirements

Following functionalities should be provided:

- Service of mass load-testing, minimum 1,500 simulated users, several tests (Ex: loadimpact, blitz.io).
- Servers (scalable) for the purposes of chat, MEP Tab, Tab EPIO part and other applications developed within the duration of the contract. The service must be able to easily increase capacity to at least 10 X original capacity. (Ex: Heroku, Amazon Elastic Beanstalk)
- Real-time servers (scalable) for the real-time part of the chat (the real-time service should be able to handle tens of millions of messages per day) (Ex: PubNub, Pusher)
- Static file servers for static assets of applications, photos, various static files, etc. (Ex: Amazon S3)
- Service of automatic monitoring and alerting in real time for multiple servers and applications. (Ex: New Relic)

Additional definitions:

- Scalable: Servers that are able to adapt to small as well as large number of concurrent users and it is transparent and easy.
- Real time: The application must be updated in real time and continuously (new messages appear directly and not when the user presses the "refresh" button). The "real time" option requires additional and different technologies needed for web applications called "conventional" technologies.
- Automatic monitoring: Monitoring of server variables, such as memory, CPU usage, and usage logs to find any warnings and errors. "Automatic" means that all this is monitored and administrators are warned when something abnormal occurs, as opposed to manual monitoring where administrators have to check the server status and log files on a regular basis.

4.2 Testing and monitoring

Given the technical complexity of the chat and different applications, the required servers are application servers, database servers, dedicated servers and static files in real-time.

The contractor will need to check the quality of the architecture implemented for different applications, flexibility and robustness in anticipation of chats coming and in anticipation of increased traffic that could be the result of any future communication campaigns. In addition a series of full-scale tests (massive load testing) simulating thousands of users connecting in different applications and performing some action is required. Without these tests, there is no guarantee that the servers and applications will be able to withstand a situation in which thousands of users connect to EP applications.

Real-time monitoring tools of the servers are required in order to continuously monitor the status of servers and applications, and to be notified automatically and as soon as errors or a decrease in performance arises. This monitoring will ensure consistent qualitative services over time.

4.3 Additional features

Any additional feature proposed by the tenderer will be considered in the evaluation of the offer.

4.4 Helpdesk

The contractor should be able to provide a 24/7 helpdesk service that will assist with problems as they arise in real-time. The capacity and response time should be specified in the offer.

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