AMENDMENT # 1

DATE: 
October 24, 2013

TO: 
All Bidders of Record

FROM: 
Gil Rivera, Buyer

SUBJECT: 
Amendment #1 to P-356, “Digital Signage and Media Players”

This amendment becomes part of the Contract Documents and modifies the original bidding documents as noted below:

**Bidders are required to acknowledge receipt of this Amendment in the space provided in Section E.**

1. **QUESTION:** Could you please send an editable copy of the RFP, so that cut and paste can be used to respond to individual questions?

**ANSWER:** We have posted the Evaluation Criteria to the website. Please be aware that Official Forms (e.g., Section E, Section F, etc.) included in the RFP’s PDF file can be completed using Adobe Reader v7 and higher. Complete these forms using your PC, print, sign where appropriate, and include the completed forms with your sealed response.

2. **QUESTION:** Aside from the Compliance Matrix on Mandatory Requirements, what will the reviewers be using for their score based rankings?

**ANSWER:** RFP responses are scored solely on the Offeror’s responses to the Evaluation Criteria paragraphs 3.3.1 through 3.3.4.7. The Mandatory Compliance Matrix is needed so CNM can quickly identify whether firm’s offer is stated to be fully compliant to the mandatory specifications. Only those offers that are fully compliant to the mandatory requirements will be scored and considered for award.

3. **QUESTION:** On paragraph 2.1.11: Could you clarify what type of support you are looking for?

**ANSWER:** The vendor’s solution must be able to play back, display, or otherwise allow the named format types to function within the signage system being offered.
4. QUESTION: Other than MCO & Campus Administrator, does CNM have a person designated to take an active role in content design/approval and management? If so, what technical levels of experience will they have? What is the preference? How many content owners will there be, and will they be involved in the rollout? If CNM has graphic artists on staff, or someone who is capable of creating content (via Flash, etc., will that person/s be responsible for the design? Or, is the idea that the person will be using pre-built templates and will not need graphics experience? How will they contribute to the overall project?

ANSWER: CNM’s MCO department will provide media production, graphic design, and text elements as the primary content for the digital signage system. It is anticipated that Campus Administrators will only provide text for their assigned regions. CNM expects that the digital signage system will include pre-built templates that are editable, as well as the ability to import templates that MCO staff creates. MCO has a professional multimedia staff with expertise in video production, graphic design, and web development. MCO does not expect support from the vendor for content creation. Training will be required for MCO staff on importing and manipulating their content within the digital signage system.

5. QUESTION: Will CNM want to leverage advertising as part of the functionality?

ANSWER: No, CNM will not use the System for marketing 3rd party Advertisements. In addition to sending visual and audio emergency notifications, CNM will use the digital signage solution as a way to promote college events, activities, and initiatives.

6. QUESTION: Is the college looking for hardware/software for the media players or software only?

ANSWER: The awarded Vendor shall be required to provide both the media device (hardware) and the media player software. All associated pricing for these items should be included in the Evaluation Criteria, paragraph 3.3.4. Section IV. Economy & Price.

7. QUESTION: Can you please define ‘live data’ for 2.1.13?

ANSWER: Live data refers to an audio or video live broadcast feed from a streaming server. The feed will be accessed through a URL.

8. QUESTION: Paragraph 2.1.7 on page 11 – Please describe or provide examples of local area network-based content.

ANSWER: Network attached storage systems, mapped network drives will provide content in the format described in 2.1.11. Specifically, content types including but not limited to: Microsoft Office Suite files, Microsoft Exchange Calendar, Flash animations, web pages, image files (jpg, png, bmp, gif, tiff, tga), pdf files, RSS, XML, SQL, Oracle, ODBC-compliant databases, video files (mp4, wmv, mov, mpg), and audio files (mp3).

9. QUESTION: Paragraph 2.1.19 on page 12 – Does a network interruption include the WAN connectivity to remote campuses?

ANSWER: Yes.
10. QUESTION: Paragraph 2.1.29 on page 12 – What version of VMware software will CNM use to support this System?

ANSWER: Version 5.1

11. QUESTION: Paragraph 2.1.31 on page 12 – Please define future expansion.

ANSWER: CNM will expand digital signage as needed, and as budget allows by adding all necessary licensing, media players and monitors. Future expansion may include the deployment of interactive digital signage screens. The proposed solution must be scalable to accommodate a minimum of one-hundred (100) additional monitors as stated in paragraph 2.

12. QUESTION: Paragraph 2.1.38 on page 12 – What quantity, type, and level of CNM staff will attend this training?

ANSWER: The awarded vendor should provide access to web-based training documentation or pre-produced media for all support staff identified by CNM. For onsite training or synchronous web-based training, the number of staff will not exceed twelve (12) and will include IT, marketing, and media production staff.

13. QUESTION: Paragraph 2.2.1 on page 13 – Is there a recommended response method to the Desired columns of the Matrix since they are blackened out?

ANSWER: No response is needed for Desired items in Section H, Compliance Matrix on Mandatory Requirements. Offerors must however, provide a compliance statement on ALL mandatory requirements listed in Section H.

14. QUESTION: Paragraph 3.3.4.3 on page 18 – Is the expanded System target 100 displays with media players or more? Paragraph 2 on page 11 indicates 100 while paragraph 2.1.21 on page 12 indicates unlimited number of displays and video players.

ANSWER: CNM plans to expand to at least one-hundred (100) monitors/displays over an undetermined period of time, but desires that the vendor’s digital signage solution have the capability to expand to an unlimited number if needed.

15. QUESTION: For the items that are identified as mandatory, does this mean that the solution has to be in full compliance prior to award? Or, if the solution has the capability of meeting this requirement as part of the offering and deliverables during implementation, would this be acceptable?

ANSWER: Offers must be fully compliant to the Mandatory requirements prior to award. Only those offers where the Offeror has stated full compliance to the Mandatory requirements in Section H. will be considered for award.

Bidders are required to acknowledge receipt of this Amendment in the space provided in Section E. All other specifications, terms and conditions remain unchanged. This amendment may also be downloaded from CNM’s website http://www.cnm.edu/purchasing/proposals.php. The due date and time of Wednesday, October 30, 2013 at 4PM MDT remains unchanged.