

**EXPRESSION OF INTEREST TO
PARTICIPATE IN THE DIALOGUE PROCESS OF REAL-TIME DATA & ANALYTICS
SOLUTIONS
TN-400718**

Organization Name: [name]

Name representative: [name]

Unique e-mail address during tender process: [e-mail]

Telephone number: [number]

Corporate registration number: [number]

Date: [date]

Signature: _____

By submitting this Expression of Interest to the RPO, the representative listed above:

- 1) Certifies to be duly authorized by the organization listed above to submit this Expression of Interest;
- 2) Certifies that the organization listed above nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or excluded from participation in this tender procedure (and potentially the subsequent contract) by any governmental department or agency in Europe as a consequence of articles 2.86 and 2.87 Aanbestedingswet 2012. If the organization listed above cannot certify this sub (2) it shall add a written explanation to this Expression of Interest for review by Regiogroei indicating the mitigating measures the organization listed above has taken as defined in articles 2.86a and 2.87a Aanbestedingswet 2012;
- 3) Certifies that the organization listed above complies with the suitability requirements listed below and shall provide evidence if requested by the RPO within three (3) business days;
- 4) Certifies that all necessary attachments to this Expression of interest have been included and that the organization listed above is entirely responsible for any flaws made in this Expression of Interest.

1. With regard to the financial and economic capacity of candidate

The following eligibility requirements apply:

- a) A solvency ratio of at least 50 % in 2022;
- b) A liquidity ratio of at least 1 in 2022.

Supporting documents: elements of the official financial statements where the calculation of the above ratios has been carried out as follows or can be inferred directly from:

- a) Solvency ratio: equity divided by debt * 100 %;
- b) Liquidity ratio: current assets divided by short debt assets.

By supporting documents (other than the parts of the annual documents requested) as referred to in article 2:91 of the Aanbestedingswet 2012.

According to Article 2:90 of the Aanbestedingswet 2012, a contracting authority must justify the imposition of requirements relating to the financial and economic capacity of candidates. The justification being: the requested service is critical for the success of the regional public media institutions that only candidates with sufficient financial means may be eligible to participate in this tender procedure.

2. With regard to technical competence:

1.1. Submitting two (2) references where the candidate has realized a successful implementation and ongoing support and maintenance in the last three (3) years for the products and services described in section 1 to the satisfaction of the client at a media organization.

1.2. Submitting evidence that the candidate has full control (title, ownership) of the real-time data and analytics solutions it intends to offer;

1.3. Submitting evidence that the candidate shall be able to communicate in English and Dutch by submitting two (2) resumes of staff currently employed by candidate with at least two (2) years of experience in implementing the anticipated products.

Media organization in 1.1.: a public or commercial broadcaster providing professional radio and television services to the public OR a publisher of online news provision with a fixed customer group of at least 100,000 subscribers.

The two (2) references – to be countersigned by the respective client – shall include:

- 1) a detailed description of the products and services delivered;
- 2) a statement that the services originally offered have been delivered within time and budget and if not the reason(s) therefore;
- 3) a statement that the client strongly recommends using the candidate.

3. With regard to the equipment

At the time of submitting a request for participation, the candidate must be able to demonstrate that he has at its disposal:

- a) A fault service that is open and accessible 24 hours a day and 7 days a week with English or Dutch speakers and with knowledge and experience in accordance with the requirements of professional competence;

- b) Quality systems to ensure the security of supply of the requested services. Think, for example, of a quality system such as ITIL and a description of how this will be applied. The description of the quality systems and their application should be part of the expression of interest.

4. With regards to the written view

Candidates are required to submit, as part of their expression of interest one (1) written view describing **four (4)** of the foremost functionalities in their current product(s) that have: (1) a proven and (2) a substantial impact on supporting editorial staff in their decision making about when to publish which content in what form. Please note there was an obvious but minor error in the selection guide (stating 3 functionalities instead of 4).

This view may not exceed ten (10) pages. The following figures, for each of the four (4) functionalities described, shall be assigned by the assessment team on actual proof (being based on past performance of candidate over the past 24 months prior to submitting an expression of interest) included in this view:

Past performance with implementing a solution that

a) Increases the average visit length (maximum 40 points):

For example by offering real-time advice that directly leads to an extension of visit length for published articles.

40% increase:	40 points
20% increase:	20 points
Less than 20% increase:	0 points

Shows an increase of consumed content that otherwise would not have been discovered (maximum 40 points):

For example by offering real-time advice on how to bring articles to the attention of the public on social media.

30% increase:	40 points
15% increase:	20 points
Less than 15% increase:	0 points

c) Is cost-effective solution (maximum 40 points):

For example offering a different (lower) price for organizations with fewer visitors than others (for example a discount for local public broadcasters).

Cost effective	40 points
Somewhat cost effective:	20 points
No cost saving options:	0 points

d) Providing real-time data and analytics solutions for text, audio and video (maximum 40 points):

as public broadcasters we do not want to promote only articles, but also want to analyze the use of audio and video.

Experience with all three content types:	40 points
Experience with two of the three content types:	20 points
Experience with one of the content types:	0 points

Maximum number of points to be allocated to a candidate is 160. RPO is allowed to audit the proof submitted.

Please note: to be submitted as an attachment to this Expression of Interest:

- 1) All documents on selection criteria 1, 2 and 3;
- 2) The written view on selection criteria 4;
- 3) Signed ESPD made available on TenderNed for download (this document is named uea_400718_20230316152642.pdf). Please make sure it is signed (print, sign, scan);
- 4) If necessary: statement indicating the mitigating measures the organization listed above has taken as defined in articles 2.86a and 2.87a Aanbestedingswet 2012.

End of Expression of Interest TN-400718.doc