



ENEXIS
PERSONEEL B.V.

MARKET CONSULTATION

Continuous phishing and Phishing incident response

*Use of lots, feedback on the requirements and
clarification on the ambiguities*

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1. GENERAL

1.1 Why a market consultation?

Before publishing a tender, we start with a market consultation. **The purpose** of this market consultation is:

1. Gathering information

We want to gather information on available products, services and technologies. We want to receive feedback on the DRAFT Schedule of Requirements, and we want clarification about the subjects from appendix C. This will help us develop our procurement strategy and formulate clear specifications and requirements.

2. Gaining insight into the market

This allows us to better analyse the market structure, identify potential suppliers and assess whether there is sufficient competition and capacity in the market.

3. Receiving feedback

From the market on possible solutions, risks, costs and other relevant aspects. This helps us refine our project plan and identify potential challenges.

4. Promote dialogue and cooperation between Enexis and the market

It enables both parties to communicate openly, ask questions and discuss possible solutions. This leads to a better understanding of each other's needs and finding innovative solutions.

In short: through this market consultation, we hope to maximise the value and effectiveness of our anticipated tender.

Appendices that are part of the Market Consultation:

Appendix A – DRAFT Schedule of Requirements

Appendix B – Format for feedback on the DRAFT Schedule of Requirements

Appendix C – Survey

1.2 Our Communication Platform: Mercell

To make the procedure as efficient as possible, information exchange from and about this market consultation will take place via Mercell's platform (<https://s2c.mercell.com>) (hereinafter referred to as Mercell). If you have any questions about the operation of the platform, please use the platform's on-line help. You can also contact Mercell's helpdesk at +31 (0)85 001 4593 or support-nl@mercell.com.

2. DESCRIPTION OF THE SITUATION

2.1 Current situation

Enexis currently has a contract in place with Hoxhunt which covers two components: Adaptive Phishing awareness Training and Phishing incident response. This contract will expire on December 31, 2026. This solution incorporates reporting training/simulation and real possible threats into a single report button in the user's mail client, respectively resulting in obtaining a training achievement or initiating the spam/phishing incident response workflow and in parallel submitting it to Microsoft too. With the current implementation, SOC analysts are reviewing any automatically escalated reports in Hoxhunt's web application and documenting their findings and actions in there. Hoxhunt performs a preliminary classification based on their own threat intelligence and logic, offering instant feedback to users at the time of their submission and base escalation conditions on.

2.2 Desired situation

Enexis requires a phishing incident response and a phishing awareness training Tool. Both Tools must include reporting capabilities. In the Market Consultation and its associated annexes, the term Tool is used for both solutions. Tool refers to the solution provided by the contractor to enable Enexis to implement continuous phishing and phishing incident response. The term Tool may be interpreted in either the singular or plural form. It is permissible to propose a different Tool for continuous phishing and/or for phishing incident response.

Purpose of Continuous Phishing / Phishing Simulation Tool

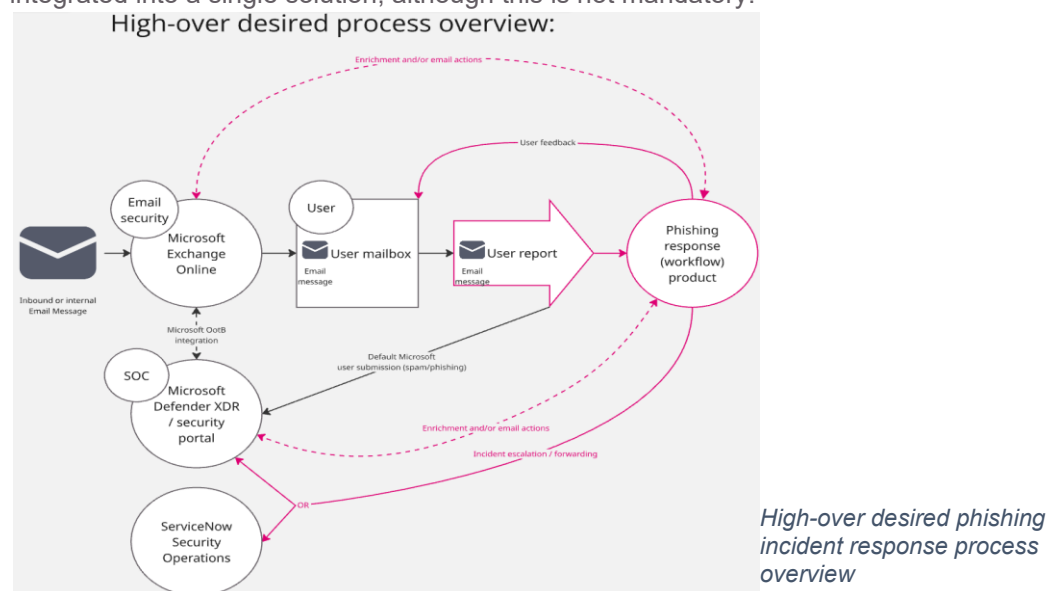
A phishing simulation tool helps ensure that everyone with access to our systems becomes aware of the risks associated with phishing. By conducting regular, realistic simulations, employees learn to recognize suspicious messages and respond appropriately. This contributes to a strong security culture in which alertness and safe behaviour are second nature. As hackers become increasingly sophisticated, continuous training remains essential to protect both individual users and the organization from digital threats.

Purpose of Phishing Incident Response Tool

When security products are (still) unable to block a potential phishing attack, it is important that recipients can report such incidents in a structured manner, receive timely clarification, and that any threats are mitigated quickly and effectively.

For the team handling these reports, it is particularly important that the tool promotes efficiency and speed, focuses resource deployment on valuable interventions, and aligns with other reactive processes within the IT SOC (security monitoring and security incident management).

Appendix A contains the draft requirements that apply, divided per Tool. If possible, both Tools may be integrated into a single solution, although this is not mandatory.



3. QUESTIONS ENEXIS

As an outcome of the consultation, responses are requested to as many of the questions below as possible. For answering the questions, you must use **Appendix C – Survey**. Besides answering the questions, you could give feedback on the requirements in **Appendix B**. If you include annexes, please describe as much as possible in concrete terms which passages of the annexes you refer to and why.

1. General questions

- Question 1.1: *Can you offer phishing incident response and phishing simulation, as mentioned in the introduction of the Market Consultation Document, as a single solution, or do you prefer two separate lots? *Note: If you are only able to offer phishing simulation or phishing incident response, we would appreciate it if you could let us know.*
- Question 1.2: *What trends do you currently observe in the market for continuous phishing and/or phishing incident response?*
- Question 1.3: *Do you also offer an email security product (anti-phishing), and can this be part of your solution?*
- Question 1.4: *In what way do you, as a contractor, address employees onboarding and offboarding regarding user management?*
- Question 1.5: *The contracting authority may wish to include a presentation/demo as part of the quality award criteria. What is your view on this, and what possibilities do you see in this regard?*
- Question 1.6: *From a GDPR point-of-view: How does your company handle customer (Enexis) generated data?*
- Question 1.7: *In your experience, what is the required time (preparation, technology, and adoption) for successful implementation of your proposed solutions?*
- Question 1.8: *What is your view on the distinction between an end user's response to an awareness training (phishing simulation) email versus a real threat, and how should the end user understand how to respond/report appropriately in each of these situations?*
- Question 1.9: *Enexis uses a multi-layered hierarchy of departments. Could you clarify whether the tool and its API limit the number of departments, and how many hierarchical layers can be supported for filtering?*

2. Questions about phishing incident response

- Question 2.1: *With which incident management systems can your solution integrate and are there any other prerequisites?*
- Question 2.2: *(1) Which characteristics of emails are used for automatic analysis? (2) Do you have a particular vision about this? (3) Do you apply specific methodologies and techniques for this?*
- Question 2.3: *What is your vision regarding automation, triage, and tuning in relation to the operational workload of SOC analysts?*

3. Questions about phishing simulation

- Question 3.1: *(1) In what way and within what timeframe is an employee informed after making a mistake in the phishing simulation? (2) Is immediate feedback provided, for example via a pop-up, explanation page, or email? (3) Could you describe the process and provide examples of the feedback given to the end user? (4) Is this feedback customer editable for specific comments?*
- Question 3.2: *(1) How is the difficulty level of the simulations determined? (2) Are the simulations adaptive? (3) Do they adapt to the user's response/expertise level?*
- Question 3.3: *How do you ensure that the awareness training that you offer remains current and up to date?*
- Question 3.4: *Do you also offer additional awareness trainings or e-learnings based on the results? If so, how do you deliver these?*
- Question 3.5: *How do you take care of training fatigue and engagement?*
- Question 3.6: *How does the contractor measure the learning effect?*

4. Question about the licensing model

- Question 4.1: *What does the structure of your licensing model look like? *Note, this is not a question about pricing. It specifically concerns the structure of scales, cost components, subscription fees, and similar elements.*

4. PROCEDURE MARKET CONSULTATION

4.1 Planning

Step	Topic	Dates
1	Publication Market Consultation and invitation of the suppliers	8 December 2025
2	Deadline for submission of questions following consultation paper	6 January 2026 before 10:00 AM
3	Publication Memorandum of Information	8 January 2026
4	Deadline for submission of written response to Appendix B and Appendix C	14 January 2026 before 10:00 AM
5	Individual Market Consultation Meeting*	Week 4 or 5

* We will schedule an appointment with parties based on the given answers and feedback (step 5 of the planning).

4.2 The process

Asking questions (step 2 of the planning)

You can ask your questions about this Market Consultation by using the 'Ask a question' button on Merccell. Please note: this will not be possible until after you have accepted the invitation to tender on Merccell.



Questions will not be answered in substance if, for example, the following cases apply:

- the question is not relevant to this market consultation and/or possible assignment;
- answering the question is (potentially) contrary to procurement regulations, including procurement principles (such as the principle of equality).

Submission of written response to Appendix B and Appendix C

You will submit the answers to our questions via Appendix C and give feedback/comments on the DRAFT Schedule of Requirements via Appendix B. You must upload both documents in Merccell in map 4 *Company data and completed Appendices*.

Individual Market Consultation Meeting

In addition to the request to provide written answers to the questions posed in Chapter 3 of this document and the request of giving feedback on the DRAFT Schedule of Requirements Enexis would like to engage with market parties through an individual market consultation meeting. Enexis will schedule an appointment with parties based on the given answers and feedback that is given (step 4 in the planning). During this meeting, Enexis aims to discuss the provided answers and the feedback that has been given on appendix B and C. The individual market consultation meeting will take place via Teams.

You are required to register the participants for the individual market consultation meeting via the messaging module in Merccell. Please note that you must provide the names and email addresses of the participants. An invitation to the individual market consultation meeting will be sent via email, from Rick.tuinman@enexis.nl. The invitation will include a Teams-link.

4.3 Follow-up

The results of this market consultation will be taken into account in determining the final strategy and, where necessary or possible, in drafting the tender documents.

4.4 Anonymized Market Consultation report

An anonymized market consultation report will be prepared based on the market consultation. The report will include the responses provided by the market to the questions asked, as well as the feedback given on the DRAFT Schedule of Requirements. Business-sensitive and confidential information will not be included in the anonymized market consultation report. If a tender procedure follows, the anonymized report will be added as an annex to the tender documents.

4.5 Legal aspects

1. This consultation is not a call for competition in any (European) tender, nor does it seek to achieve (pre)selection of (market) parties.
2. Parties are free to participate or not in the market consultation. Participating does not give the party concerned a better or worse position compared to a party not participating.
3. The information described in this document is non-binding and preliminary.
4. With regard to information that can be traced to an individual participant in the consultation, Enexis shall observe confidentiality.
5. Enexis shall ensure that a level playing field is guaranteed. No information will be shared on the basis of which one or a few parties could gain a relevant knowledge advantage with regard to the tender. Enexis will include all relevant information relating to the tender in the tender documents. If necessary, this information will first be anonymised.
6. The participant in the consultation agrees that the information not covered by confidentiality as referred to under point 4 may be used and disclosed in the context of a European Tender to be held (or possibly to be held).
7. Costs incurred by you for this market consultation will not be reimbursed.

By participating in this market consultation, you agree to the above legal conditions and what is further described in this consultation document