

**Onderwerp:**

RFI on media monitoring, tooling and services

**DOCUMENT STATUS**

This document is a Request for Information (RFI). It is not open for acceptance and does not constitute any form of contract. This document and any responses to it are not part of a current tender procedure. However, DNB reserves the right to use the information obtained for a possible future tender procedure. Information obtained via this RFI will at all times be treated as strictly confidential.

DNB reserves the right to ask additional questions, based on responses to the RFI.

**Datum**

04 november 2014

**Kenmerk**

2014/2005345

**1. INTRODUCTION****1.1 About DNB**

DNB is the central bank of the Netherlands and the prudential supervisor of the Dutch financial markets. As the guardian of financial stability, DNB contributes to economic health and prosperity in the Netherlands. DNB is a member of the European System of Central Banks and has around 1,600 staff.

DNB's principal statutory duties include:

- Contributing to determining and implementing the common monetary policy of the Euro system;
- Promoting the smooth operation of the payment system; and
- Supervising financial institutions and the financial sector.

Authoritative knowledge and statistics are essential for the proper discharge of DNB's responsibilities. DNB strives to fully integrate and anchor sustainability principles in its business operations and the performance of its tasks. As a knowledge institution, DNB is committed to sharing its know-how with society and strives to operate effectively and efficiently.

**1.2 Background to the project**

In order to effectively perform its duties, DNB wants to monitor all media coverage on DNB-related subjects on a continuing basis, including mainstream, online and social media. The aim of media monitoring is to identify and anticipate any possible risks from various perspectives, including image/reputation, security, politics and finance.

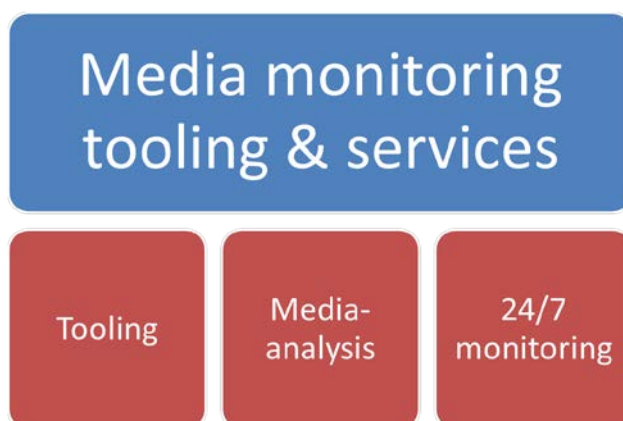
Examples of media items that are of interest to DNB in the light of the above-mentioned perspectives are (all of which are purely hypothetical):

- Image/reputation: negative/positive media coverage on DNB and its actions following a television interview;

- Security: 'Tomorrow I will carry out an attack on DNB' and/or threats against DNB staff;
- Politics: a politician tweets about a proposal she intends to put forward that has an impact on the bonuses of executives in the financial sector;
- Finance: following possible problems at a financial institution, people are called on via Twitter to remove their savings from this institution.

By sending out this RFI, DNB wants to explore the possibility of a single market party carrying out all national and international mainstream, online and social media coverage analyses on its behalf.

The following diagram illustrates how DNB currently envisages this process.



- 1) Tooling** (DNB itself monitors media coverage using a software application)
  - A software tool to monitor national and international, online and social media, and optionally also mainstream media,
  - A tool to categorise, analyse and visualise online and social media items, (optionally also including mainstream media)
- 2) Media analysis as a service** (Contractor monitors and analyses media coverage)
  - Quantitative and qualitative analysis of mainstream, online and social media on DNB's request, both periodically and on an ad-hoc basis
- 3) 24/7 monitoring as a service** (Contractor monitors media coverage and notifies DNB)
  - 24/7 monitoring of online and social media in order to identify possible risks and notify DNB of this in real time

DNB has put out this RFI in order to choose the party best equipped to fulfil its needs. Organisations offering a monitoring tool or monitoring services using a third-party monitoring tool may answer the questions in this RFI regarding their tooling and services on offer. On the basis of the answers to this RFI, DNB will decide if a tender procedure will be started. All information submitted by interested parties will be treated with the strictest confidence.

[Social Embassy](#) will support DNB in an advisory capacity during this RFI stage, and will not participate in a (possible) future tender procedure.

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## 2. PROCEDURE

### 2.1 Termination clause

DNB reserves the right, at its sole discretion, to suspend or terminate the procedure if internal or external circumstances so require. In such an event, the interested parties will not be entitled to any compensation for expenses or losses incurred in connection with the current procedure.

### 2.2 Enquiries and questions about the RFI

Interested parties should send an e-mail **in English** in the event of any questions relating to this RFI. An MS Word document must be attached, containing a three-column table: the first column must specify the relevant section and page, the second column must contain the quotation from the text to which the question relates, and the third column must contain the Interested Party's questions.

Questions relating to this RFI must be sent by e-mail to [aanbesteding@dnb.nl](mailto:aanbesteding@dnb.nl) by 11:00 CET on 12 November 2014, for the attention of the person mentioned in Section 2.3 below and stating the name of the company and 'RFI for media monitoring tooling and services' in the subject line. Questions received after this date and time will not be considered or answered.

Interested parties' anonymised questions and DNB's responses to these questions will be listed in a Memorandum of Information, which will be sent to all bidders by 19 November 2014 and will be regarded as an integral component of this procedure.

### 2.3 Responding to the RFI

Responses to the RFI must be submitted to DNB by e-mail, including all relevant information and documentation, by 11:00 CET on 26 November 2014. The response to the RFI must be in MS Word format. Appendices to the response, such as brochures, may be in Adobe PDF format.

The subject line of the e-mail containing the response to the RFI should clearly state the name of the responder's company and 'RFI for media monitoring, tooling and services'.

The response to the RFI should be addressed to:

De Nederlandsche Bank N.V.

Attn. Mr. N.M. Vrijenhoek,

E-mail: [aanbesteding@dnb.nl](mailto:aanbesteding@dnb.nl)

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### 3. MARKET CONSULTATION/REQUEST FOR INFORMATION

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Please answer all questions as concisely as possible (unless specifically requested otherwise). Interested parties have a free choice of format in answering the questions in this section, and the format chosen will not result in a response being automatically rejected. DNB invites interested parties to demonstrate and share their knowledge and to offer advice. Please note that this will also be appreciated even if only part of the request can be fulfilled.

#### 3.1 Market

1. Describe the market in which you operate
2. Who are your three main competitors?

#### 3.2 Organisation

3. Describe your core business
4. Describe your business model
5. Are you an independent company or part of a group? In the case of the latter, please specify your ultimate parent company
6. What is your company's total revenue (EUR)?

#### 3.3 Tooling

##### Management

7. Does your organisation have its own monitoring tool or do you use a third-party monitoring tool? If your organisation uses a third-party monitoring tool:
  - 7.1 Please state the name of the organisation supplying the monitoring tool, and which monitoring tool you use.
  - 7.2 Describe the form of cooperation.
  - 7.3 Indicate to what extent the monitoring tool can be adjusted to the specific services to be delivered on the basis of feedback.

##### European coverage:

8. Please indicate which language areas within Europe are covered by the tool.
9. Is it possible to provide a Dutch or English version of non-Dutch language items? Yes/No

##### Archive

DNB requires a tool that includes an archive of news items from various online and social media sources. For each of these items, this archive should contain at least the following data: date, time (accurate to the minute), author, source and link (if available).

10. Does your tool offer an archive function that meets these conditions?
11. Does this archive store the original items as well as any amended versions?
12. For which countries and languages is the archive available?
13. Please indicate for which social media platform this archive is available (e.g. Facebook, news services), and how far back the archive goes.

##### Online and social media platform coverage

14. Please indicate which social media platforms the tool covers, such as Facebook, Twitter, online news services, blogs and forums.
15. Which criteria must a source meet to be included in the tool?

16. Are the data of all platforms available in real time (i.e. with a maximum delay of two minutes from the moment of uploading to online and social media and indexation by the tool)?
17. Does the supplier of the monitoring tool have a purchasing contract for Twitter data, guaranteeing availability of 100% of public Twitter data?

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**Notification function**

18. Does the monitoring tool have a notification function (i.e. automatic notifications by text message or e-mail)?
19. Please describe how the notification function works.
20. Indicate the possible triggers for sending notifications (e.g. volume, sentiment).
21. Are these notifications fully automated, i.e. can they be sent 24/7?

**Sentiment analysis**

22. Does the monitoring tool offer sentiment analysis, and how reliable is this analysis for the various countries/languages?
23. Can the sentiment of items be adjusted manually in order to increase the accuracy of reports?

**Searches**

24. Is it possible to set up or modify a search in the monitoring tool?
25. Is there a limit to the number of characters that can be used in a search? If so, what is this number?
26. Is there a limit to the number of searches that can be set up? If so, what is this number?
27. Is there a limit to the number of items that can be retrieved in each search? If so, what is this number?
28. Is it possible to export data? If so, is there a limit to the number of items that can be exported?

**Filtering**

Is it possible to filter search results by:

29. Date (selecting a certain period)
30. Time – what are the possible time frames? (second-minute-hour-day-week-month-year)
31. Country
32. Language
33. Name/author
34. Sentiment
35. Sources (platforms)
36. Is it possible to combine filters? For example, is it possible to simultaneously search by country and language, i.e. English-language items from Spain?

**Technical requirements**

37. Are all functionalities of the monitoring tool available for all versions of Internet Explorer supported by Microsoft (IE9 and higher)?
38. Does the tool use Flash/Adobe Air?
39. Does the tool offer a secure connection protocol, such as https?
40. Are the servers for the tool in a secure environment, and in which country or countries are these located?
41. Is it possible to shield DNB's account, so that only designated staff in your organisation (and the organisation to/from which services are supplied/purchased) have access to DNB's account?

42. Are mobile devices supported by means of a mobile interfaces or an app?  
Does this support BB10?
43. Is it possible to set up a dashboard in the tool based on a specific search?  
Can you supply an example of such a dashboard?

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**3.4 Media analysis as a service**

44. Indicate if the organisation carries out media analyses and if so, describe the process. Media analysis is understood to mean an analysis of media coverage of a specific subject, within a specified time frame and from various types of media. Please include the following in your description of the media analysis:
  - 44.1 Which components can be included in the media analysis? Has the content of the media analysis been determined beforehand? Is it possible to agree on the content and frequency in mutual consultation?
  - 44.2 Is it possible to include mainstream media (such as TV broadcasts, newspaper items) in the analysis, in addition to online and social media?
  - 44.3 Does your organisation also offer qualitative analyses, including conclusions and recommendations, in addition to quantitative analyses of online and social media items?
  - 44.4 Does your organisation itself offer this service or do you contract it out? If you contract it out, how is it structured?

**3.5 24/7 monitoring as a service**

45. Does your organisation offer a non-automated monitoring service, i.e. a staff member scanning all items on DNB or DNB-related subjects in order to timely identify possible crisis situations?
  - 45.1 How is this service structured?
  - 45.2 Within what time span can DNB be notified of media coverage in online and social media, allowing timely action by DNB?
  - 45.3 If applicable, state the name of the organisation to which this service is outsourced.
  - 45.4 If your organisation does not offer such a service: would you be willing and able to offer such service to DNB?

\*END\*