

Request for quotations

Development costs of a cross-border direct marketing system (DMapp)

1 Context

1.1 Background

With the rapid growth of international e-commerce, an increasing number of postal direct marketing (DM) customers want to follow their own cross-border clients or reach new ones with omni-channel (physical and electronic) direct marketing campaigns. To respond to this need, the UPU initiated a new project to develop a cross-border direct marketing system dubbed 'DMapp'.

DMapp is a ground-breaking initiative aimed at providing postal stakeholders with a global DM marketplace. UPU designated operators (DOs) are best placed to provide such an offer because of their long history of cross-border collaboration and their position as key stakeholders in the direct marketing value chain.

1.2 Scope of the request for quotations

The scope of this project is a web-based system, dubbed "DMapp", which enables customers of postal operators to browse catalogues of available direct marketing products and services in various geographic markets, select whether or not to design their own direct marketing campaigns, easily and conveniently place online orders, make online payments, and track the status of their orders.

2 DMapp system requirement specifications

The requirement specifications of the DMapp system are shown in Annex 1 of this RFQ.

3 Response format

3.1 Respondent information

Respondents must provide the following information:

- Company structure, locations/subsidiaries;
- Financial data (turnover, profit, etc.);
- Partners and equity holders of the company;
- Company history;
- Market position and share in relevant markets;
- Customer reference list with descriptions of similar projects, if any.

3.2 Financial quote

Respondents are required to provide the core IT development and ancillary cost quotation (all inclusive) setting out their pricing structure. The format to use for the financial proposal is given in the table below. Please provide a supporting narrative for each quote made if necessary.

All pricing information should be provided **exclusively in Swiss Francs (CHF)**. The format to use for the financial proposal is given in the table below:

Activity/Role/Services/Consultant	Daily rate (CHF)	Annual rate (CHF)	Total days on the UPU project (if applicable)	Total fee chargeable to the UPU (CHF)
Total				
Discount (if any)				
Final grand total*				

* Does not include travel, accommodation and subsistence expenses in case of travel/onsite missions

3.3 Payment terms

Respondents are required to specify their respective payment schedules and payments terms for the development and delivery of such a system described in annex 1 of this RFQ.

4 Response address

Respondents shall send their respective quotations to the contact person listed in section 4.1, in line with the deadline indicated in section 5.

4.1 Contact person

Programme Manager
E-Commerce and Market Development
UPU International Bureau
Weltpoststrasse 4
3015 BERNE
SWITZERLAND

E-mail: fredrick.omamo@upu.int

5 Delivery of responses and deadline

All responses, on an exceptional basis, be submitted to the UPU by e-mail ONLY at fredrick.omamo@upu.int with “**DMapp system**” as the subject line.

The deadline for the submission of responses is **2 June 2023 at 16.00 CEST**.

The UPU shall not take into consideration any responses received after this date and time.

Furthermore, it shall not accept any responses sent to any e-mail address other than that specified above or sent by any other means. There shall be no charge to the UPU for the preparation and submission of responses to this RFQ.

6 Disclaimer

The assumptions, assessments, statements and information contained in this RFQ may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFQ and obtain independent advice from appropriate sources

This RFQ does not in any way constitute an agreement and is neither an offer nor invitation by the UPU to the prospective Respondents or any other person to provide services to the UPU.

Respondents are not expected or required to submit a Quote in order to remain on any UPU prequalified or registered Vendor list for the execution of this project in case it is eventually launched, including on any related call for tenders, or any other future UPU project.

Nothing contained or implied in this RFQ, or RFQ process, or any other communication by the UPU to the Respondent is to be construed as legal, financial or other advice.

The UPU shall not be liable in contract, tort, equity, or in any other way for any direct or indirect damage, loss or cost incurred by the Respondent or any other person in respect of the RFQ process.

Annex 1

1.1 Scope of activities

The scope for the capture and documentation of business requirements shall include the following:

- Super administrator functions for the UPU International Bureau (IB);
- Designated operator (DO) administrator functions;
- Authorized DO user functions;
- Customer functions;
- Non-functional requirements;
- Process flow overview;
- Technical constraints.

2.2 Out of scope

National address or mailing list database management, contract management and GIS map management are out of scope of the DMapp system.

3 Assumptions

The following assumptions are made in relation to the DMapp system:

- Cross-border customers can place online orders directly with the fulfilling DO. However, since the DMapp system is an online web-based system on the Internet, it can also distinguish and accept orders made by domestic customers.
- Each DO will use its existing direct marketing services infrastructure to execute cross-border orders exactly as it would in processing domestic orders.
- Each DO can define and customize its direct marketing service and product offering, including the applicable charges.

3 Context model

3.1 Goal of the system

The goal of the system is to enable DOs to increase the sales revenue of cross-border direct marketing products and services by 10% over the next five years with a minimal increase in input resources (e.g. sales and customer service staff, marketing, etc.) by:

- expanding customer reach to the entire globe;
- making it possible to receive orders on a 24-hour basis, seven days a week;
- enabling the accurate and complete capture of customer and order information;
- providing customers with speedy access to up-to-date and accurate product information.

3.2 Location

The system will be available to any potential customer using the Internet. Authorized users, such as UPU IB staff and participating DOs, may also use the system from any location and will be able to access restricted areas of the site through a password protection scheme.

3.3 Basic primary functions

The primary functions of the system are to:

- allow participating DOs to define and make available their respective direct marketing product and service offerings, including the applicable charges;

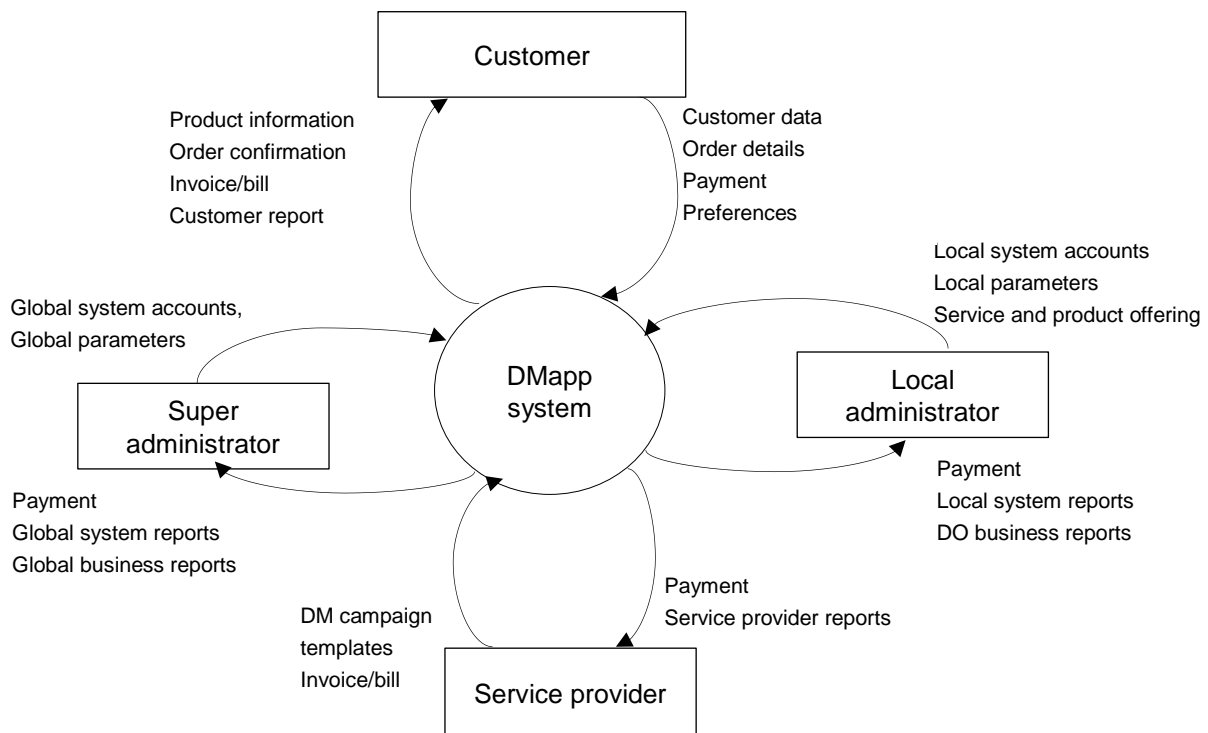
- allow customers to place orders and make payments for direct marketing products and services offered by participating DOs;
- facilitate the billing and receipt of payments by participating DOs.

3.4 System users

The primary system users of the DMapp web-based system are:

- Super administrator – UPU IB staff;
- Local administrator – DO staff;
- Customer – individuals, corporate customers/enterprises;
- Service provider – campaign material designers, etc.

3.5 Context diagram



4 Functional requirements

This section provides the functional requirements of the DMapp system according to each user:

4.1 International Bureau (IB)

4.1.1 Create and maintain global user accounts

Create and maintain all global system user accounts (local administrator, customer, service provider, etc.) and user rights.

4.1.2 Create and maintain permissible global direct marketing services and products

Define and set permissible direct marketing products and services, including permissible formats, that DOs can offer.

4.1.3 Create and maintain permissible currencies and payment methods

Define and set acceptable currencies and payment methods that DOs can offer to their customers.

4.1.4 *Receive commission fee payment*

Receive commission charged on payments made by customers placing orders via the system.

4.1.5 *Define and generate global reports*

- Define and generate global system reports, such as downtime, user traffic, attempted hackings or phishing, etc.
- Define and generate global transaction reports, such as the number of successful orders, number of abandoned carts, value of successful transactions, value of the commission earned by the DMapp system, etc. The frequency of generating the reports can be defined as required.

4.2 *Designated operators (DOs)*

4.2.1 *Create and maintain DO user and service provider user accounts*

Create and maintain all local system user accounts (sales and customer service, service providers, etc.) and user rights.

4.2.2 *Create and maintain permissible local direct marketing services and products*

- Out of the global list of permissible direct marketing services and products, select and define the set of direct marketing services and products offered by the DO, including the respective terms and conditions.
- Define the pricing parameters for each direct marketing product and service offered by the DO.

4.2.3 *Create and maintain permissible local currencies and payment methods*

Out of the list of permissible global currencies and payment methods, select and define the set of local currencies and payment methods acceptable to the DO.

4.2.4 *Manage customer orders*

Receive and process online orders placed by customers for fulfilment by the responsible unit of the DO. This should be an automated function.

4.2.5 *Manage bills and invoicing*

Receive and process online orders placed by customers for fulfilment by the responsible unit of the DO. This should be an automated function.

4.2.6 *Receive service fee payment*

Receive and process the fee for the direct marketing services and products ordered online by the customer.

4.2.7 *Define and generate DO reports*

- Define and generate country-specific system reports, such as downtime, user traffic, attempted hackings or phishing.
- Define and generate country-specific transaction reports, such as the number of successful orders, number of abandoned carts, value of successful transactions, value of the revenue earned by the DO, etc. The frequency of generating the reports can be defined as required.

4.3 *Service provider user functions*

4.3.1 *Design and create direct marketing campaign materials and templates*

Design and create direct marketing campaign materials and templates in different formats as defined in the system.

4.3.2 Upload campaign materials/templates and assign to a service or product category

- Upload the direct marketing campaign materials and templates to the system for access and use by customers.
- Assign the uploaded campaign or template materials to the relevant direct marketing service or product categories.

4.3.3 Receive use fee payments

Receive payments when customers use a direct marketing campaign material or template designed or uploaded by the service provider.

4.4 Customer functions

4.4.1 User registration

Register securely and uniquely as a user of the DMap system through a user verification scheme.

4.4.2 Browse and select services and products

- Browse and select the direct marketing services and products offered by each participating DO.
- The system offers customers a menu of product or service parameters defined by the DO to specify the direct marketing service or product desired.

4.4.3 Upload direct marketing campaign material

Upload own direct marketing campaign material or select “as is” or through further “customization” from the available design templates uploaded by service providers.

4.4.4 Place order, check out and pay online

- Place services and/or products selected in the shopping cart.
- Check out and pay online for the confirmed orders.

4.4.5 Track order status

Track the status of orders. This is a value-added feature attracting additional charges.

4.4.6 Make suggestions on additional services and products

Customers can make suggestions on additional direct marketing services and products to introduce, including value-added system features and services.

4.4.7 Set preferences

Set preferences and user profile settings to customize and improve service delivery.

4.5 Reporting functions

4.5.1 System reports – global and local

The system should report on the events around it, such as the total number of registered users, cart abandonment rate, availability (uptime) rate, attempted unauthorized access database integrity, volume of traffic on the website, risks and vulnerabilities identified, etc. These reports should be at both the global and local levels.

4.5.2 Business reports – global and local

- The system should be able to generate both pre-defined and customizable business reports at the global and local levels.
- Pre-defined reports would include, for example, the number of daily orders, the value of daily transactions, the respective dues to each stakeholder entitled to receive payment, the type of services and products most demanded/ordered, the origin and destination of most transactions, the number of cancelled orders, etc.
- The system should allow customized reports to be generated based on user-defined parameters, such as changing the frequency of a report, changing the duration or time coverage of a report, including or excluding certain elements in a report, etc.

4.5.3 Customer reports

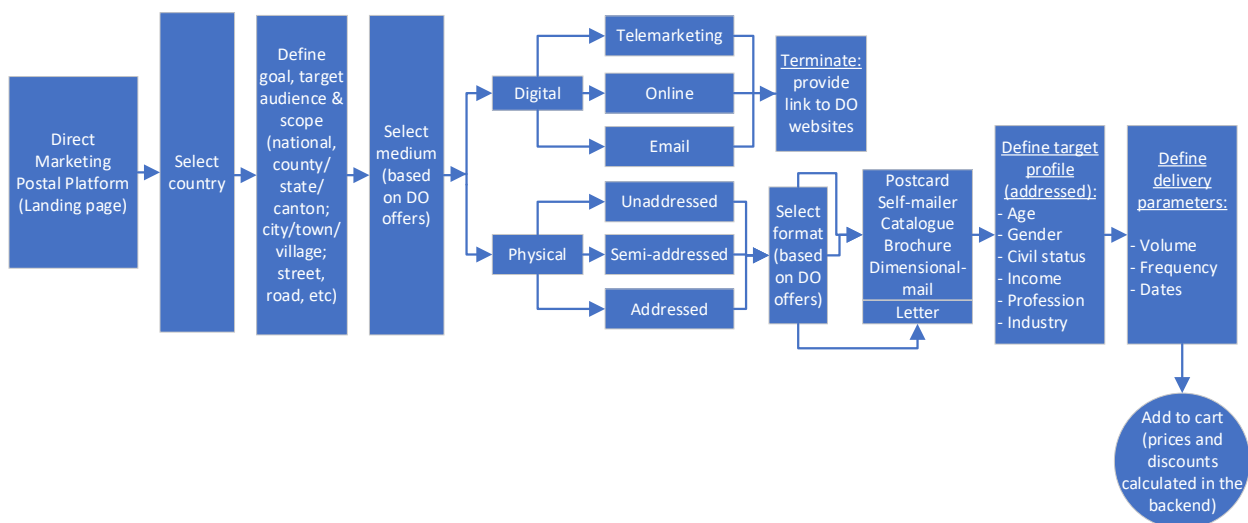
- The customer should be able to generate a history record of orders, value of the orders, infographics of most prevalent orders, etc.
- The system should satisfy the reporting requirements of the management team.

4.5.4 Market insight report and charts

- Using aggregated UPU big postal data, while respecting data privacy and confidentiality, the system will provide market insight information to DOs and customers on the nature, volume and trend of traffic (trade flows) between countries.
- Such market insight information will not contain private data of the sender or recipient, but rather a summation of the category, total value, total weight of the items, harmonized system (HS) tariff number, origin country and destination country. This would be provided through an application programming interface (API) with the relevant UPU systems.

4.6 Service parameters and navigation schema

Service parameters and navigation schema From end customer perspective



5 Non-functional requirements

5.1 Usability

- Customers, administrators and other authorized users should be able to use the system with minimal self-help training material posted on the website of the service.
- Customers who already know which products or services they are interested in should be able to locate and view the relevant product web pages in seconds.
- The number of web pages navigated to access product information from the top page should not exceed two.

5.2 Reliability

- The system must be completely operational at least 99.5% of the time.
- Downtime after a failure should not exceed one hour.

5.3 Performance

- The system should be able to support over 200,000 simultaneous users.
- The upload and download mean time over the slowest Internet connection should not exceed 90 seconds.
- Other performance parameters should be based on industry standards for similar online services.

5.4 Security

- The system must provide secure access for users and administrators.
- The system should encrypt all exchanges, communications and transaction data.

5.5 Portability

- The system should be able to run on any other common platform or operating system in addition to the one in which it was created, including for mobile phones.
- The system should also be able to run on any common Internet browser, including for mobile phones.

5.6 Scalability

The system should allow for the easy addition of new functions, features and modules.

5.7 Languages

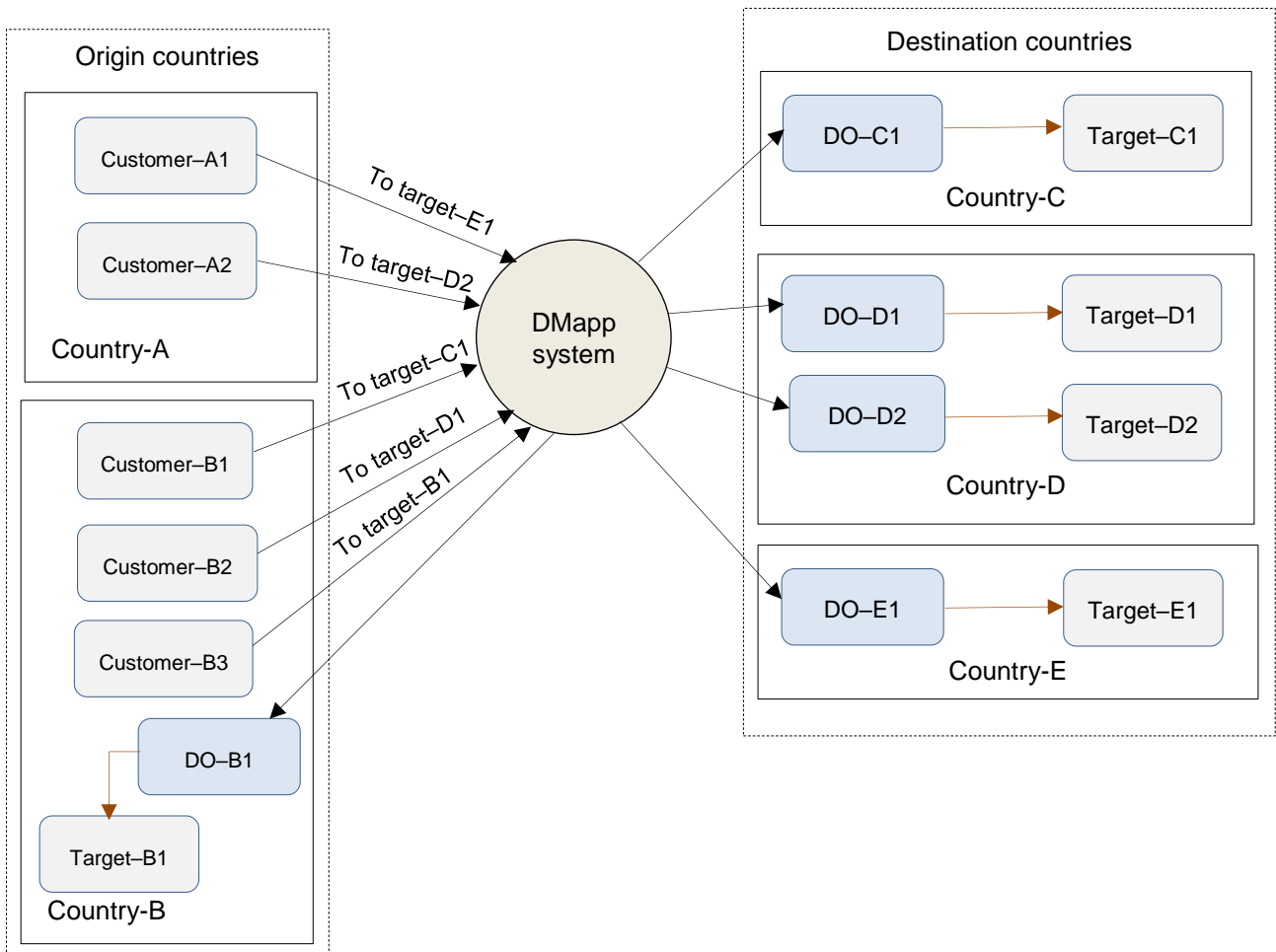
- Initially, the system should support both English and French.
- The systems should be able to easily accommodate additional languages.

5.8 Online user documentation and help

The system should provide various user categories with online documentation, support and help facilities for self-learning and self-training on the functioning of the DMapp system.

6 Process flow overview

6.1 Order flow model

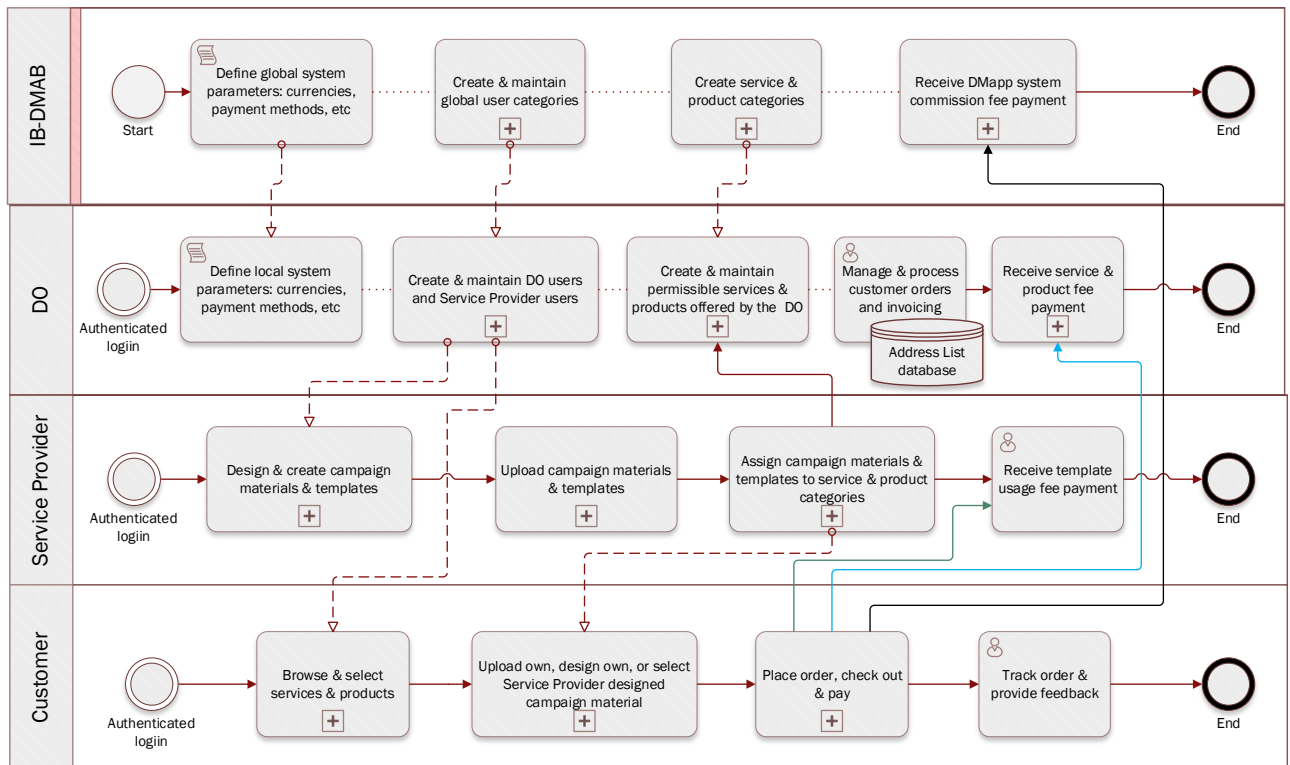


Note. –

- The DMapp system is available to users worldwide.
- Orders can be addressed or unaddressed, and in any format defined by each DO.
- Order flows from origin countries to destination countries are in electronic format.
- Destination countries process and distribute the orders in physical format.
- Customers can also place orders locally, simply by stating that they would like the order to be fulfilled by the postal operator of the country in which the customer is presently located, as illustrated above in the order by "Customer-B3" to "Target-B1".
- The role and added value of the postal operator in the origin country has to be defined. If it is a regulatory requirement that cross-border direct marketing orders must pass through the postal operator in the origin country, then this can be defined in the work path of the order.

6.2 Business processing model

The business process model diagram below shows only high-level functions and process flow.



7 Technical constraints

7.1 Reference databases

- The DMapp system will not store any national or global address list database or GIS map database. Instead, participating DOs will process the orders offline using their respective domestic systems through an interface with the DMapp system. Each participating DO will define the parameters that customers will use to place orders, and decide the aspects of its national address database to expose to the customer. As such, no personal data will be stored or exchanged centrally by the DMapp system.
- The DMapp system will not store or manage contract templates or contracts. Customers will be provided with the terms and conditions of the services as defined by each participating DO at the time of checking out and paying for an order. The terms and conditions of the service will constitute the contract between the customer and the DO.