

Provision for Media monitoring and analysis services for SARS

Briefing Session	25 April 2016 14h00
RFP No	RFP 55/2015
Closing Date	18 May 2015, 11h00

Bid Evaluation Committee

Procurement

Commodity Leader: Professional Services – Project Oversight

Price Evaluator

BBBEE Evaluator

Governance, Compliance & Risk Specialist – Audit

Contract Specialist

Tender Office – Pre-Qualification

SARS –Media Liaison and Public Relations

Executive – Technical Evaluator

Senior Manager – Technical Evaluator

Senior Specialist: Media – Technical Evaluator

Specialist: Media – Technical Evaluator

Financial Analysis – Price Evaluator

Corporate Legal Services

Legal Specialist

Table of Content

1. Welcome and Introduction
- 2. RFP Timelines**
- 3. Background**
- 4. Scope of Work**
- 5. Bid Evaluation Process**
- 6. Price and BBBEE**
- 7. DRAFT SLA**
- 8. RFP submission and contact details**
- 9. Q&A**

RFP Timelines

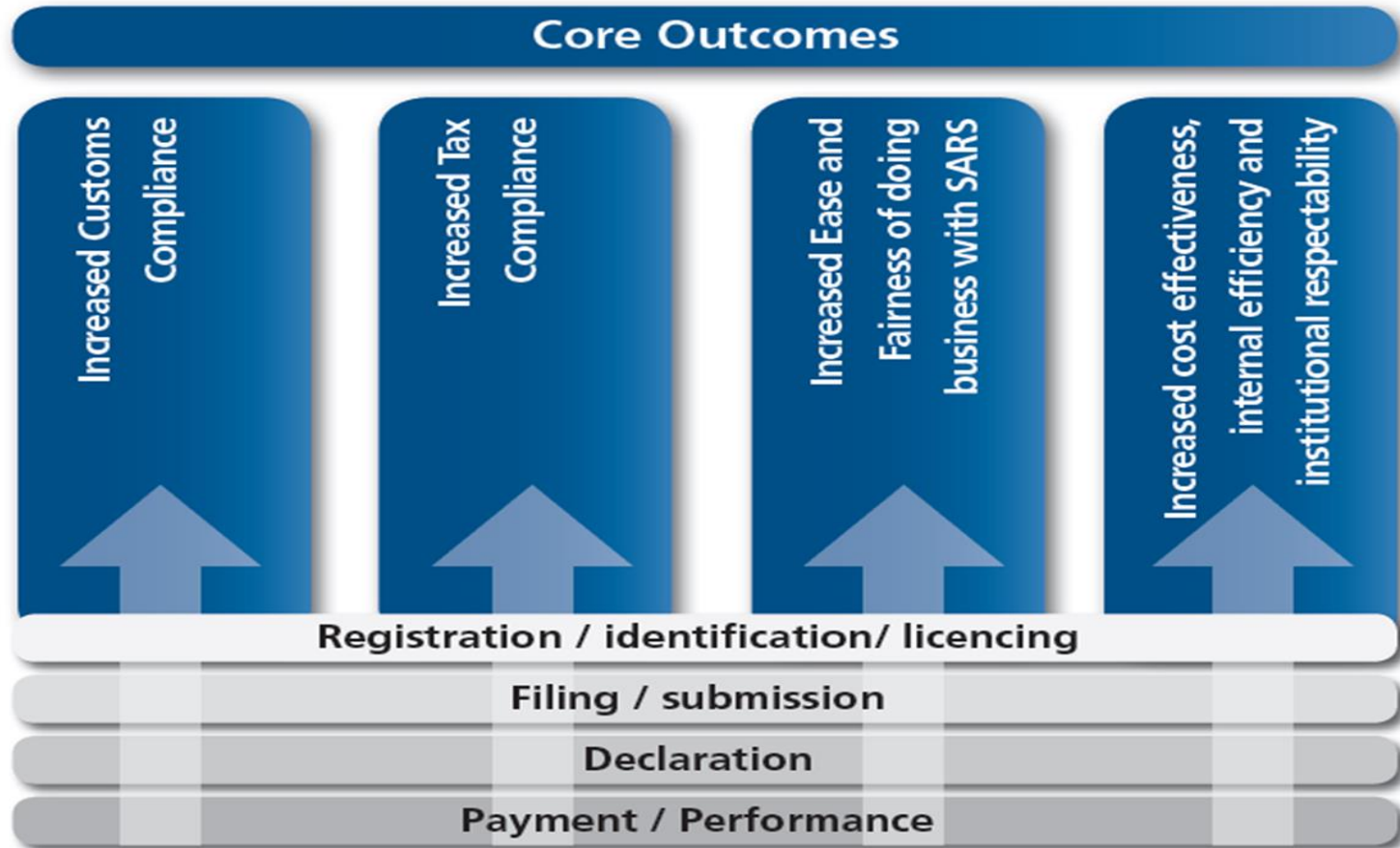
ACTIVITY	DUE DATE
RFP Advertisement in Government Tender Bulletin	15 April 2016
Tender documents on SARS website	18 April 2016
Non-Compulsory briefing session	25 April 2016, 14H00
Questions relating to RFP	11 May 2016
RFP Closing Date	18 May 2016, 11h00
Notice to bidders	June/ July 2016

Table of Content

1. Welcome and Introduction
2. RFP Timelines
- 3. Background**
- 4. Scope of Work**
- 5. Bid Evaluation Process**
- 6. Price and BBBEE**
- 7. DRAFT SLA**
- 8. RFP submission and contact details**
- 9. Q&A**

Background

As an organ of state, SARS's mandate outlines its obligations towards the state and its people by:



Background Cont....

- ❖ One of the core strategic functions of the SARS Media Unit media monitoring and analysis to inform the SARS Leadership and management of environmental and organisational development that have a bearing on SARS organisational reputation and SARS mandate of revenue collection and ensuring tax and customs compliance in general.
- ❖ Media monitoring and media analysis services are required to be aware of all mentions and reporting on SARS in the media and public space, accompanied by an analysis of these mentions and reporting. This includes monitoring and analysis of all print and online articles, audio clips and videos emanating from the media monitoring service.
- ❖ Objective analysis referencing media reports is required on the perceived image of SARS in the media. This includes analysis of the perceived public image of SARS services, achievements, organisational developments as well as developments in SARS environment that have an impact on its reputation.
- ❖ Analysis of public perceptions of SARS as expressed by media commentators, stakeholders and taxpayers in the media, is also required.

Table of Content

1. Welcome and Introduction
2. RFP Timelines
3. Background
- 4. Scope of Work**
- 5. Bid Evaluation Process**
- 6. Price and BBBEE**
- 7. DRAFT SLA**
- 8. RFP submission and contact details**
- 9. Q&A**

SARS seeks to appoint an external provider for the provision of media monitoring and analysis services to enable SARS to manage public perceptions and its reputation by providing the following services:

- Print Monitoring
- Broadcast Monitoring
- Online and Social Media Monitoring
- Media Analysis and Trends
- Special Reports

Table of Content

1. Welcome and Introduction
2. RFP Timelines
3. Background
4. Scope of Work
- 5. Bid Evaluation Process**
- 6. Price and BBBEE**
- 7. DRAFT SLA**
- 8. RFP submission and contact details**
- 9. Q&A**

Bid Evaluation Process

Gate 0

Pre-Qualification

- Tax Clearance Certificate SBD 2
- Invitation to Bid SBD 1
- Response to Bid Letter
- GCC
- SARS Oath of Secrecy
- Declaration of interest SBD 4
- Preference Point Claim form- SBD 6.1
- Declaration of Bidder's Past SCM Practices – SBD 8
- Certificate of Independent Bid Determination – SBD 9
- Service Provider Compliance Form for Technical Evaluation

Gate 1

Desktop Technical Evaluation

70 points

Presentation/
Demonstration

30 points

Achieve 49 of 70 points
Overall score of 70
out of 100 points to
proceed to Gate 2

- Company profile and resources
- Capability
- Data Analysis and Reports
- Technical Support
- Presentation and reference

Annexure A,

Gate 2

BBBEE

10 points

Price

90 points

- BBBEE certificate
- Pricing Schedule – Annexure B

Annexure B
(Pricing Schedule)

Technical Requirements

Bidders are required to complete Annexure A2 to assist the evaluators to locate technical responses.

Section No	Technical Criteria	Compliant	Partially Compliant	Non-Compliant	Reference page in Proposal	Comments
1.2	Experience of the bidder	Yes			Page 9 to 12 - exhibit 2	
2.1	Provide the approach, processes and methodology that will be applied by demonstrating the alignment to the SARS requirements and scope of work.	EXAMPLE	Yes		Page 13 to 15 - exhibit 2	Bidder to state reason for partial compliance
2.2	Demonstrate the capability and capacity to deliver the service			No	Page 17 to 20 - exhibit 5	Bidder to state reason for non-compliance

Table of Content

1. Welcome and Introduction

2. RFP Timelines

3. Background

4. Scope of Work

5. Bid Evaluation Process

6. Price and BBBEE

7. DRAFT SLA

8. RFP submission and contact details

9. Q&A

Pricing Evaluation

TENDER NAME	PROVISION OF MEDIA MONITORING AND ANALYSIS SERVICES FOR SARS
TENDER NUMBER	RFP 55/2015
BIDDER'S NAME	

ANNEXURE B - PRICING SCHEDULE

NOTES:

1. All rates must include VAT
2. Cost Element breakdown - List all major cost components that make up the service costs to SARS
3. Percentage Weighted Contribution - List % weighting of each cost element
4. Indices - List measurable indices/factors that contribute to cost escalation
5. All rates are subjects to negotiation prior to signing and on anniversary of the Contract
6. Bidders are not allowed to change the pricing schedule except to input the highlighted cells in "Blue"
7. This is a 1 year contract with an option to extend

EXAMPLE FOR TABLE 1 (Please note this example is for illustration purposes only). You need to indicate your cost drivers and how they can be measured (i.e. indices, legislated rate, etc.)

Cost Element breakdown	Percentage Weighted Contribution	Indices
Wages/Labour	25%	SEIFSA table
Administration costs	25%	CPI
Maintenance costs	25%	CPI
Other	25%	CPI
	100%	

TABLE 1

Cost Element breakdown	Percentage Weighted Contribution	Indices

Pricing Evaluation Cont....

1. PRINT MONITORING

Type of Service	Activity	TOTAL COST PER ANNUM		OPTION TO EXTEND	
		Year 1	Year 2	Total	
PRINT MONITORING	Press Monitoring			R 0.00	
	E-mail Distribution				

2. BROADCAST MONITORING

Type of Service	Activity	Year 1	Year 2	Total
BROADCAST MONITORING	Daily summaries / actual reports			R 0.00
	SMS Notification			

3. ONLINE MONITORING & DIGITAL E-BOOK

Type of Service	Activity	Year 1	Year 2	Year 3
ONLINE MONITORING & DIGITAL E-BOOK	Daily summaries			R 0.00

4. MEDIA ANALYSIS

Type of Service	Activity	Year 1	Year 2	Year 3
MEDIA ANALYSIS	Ad-hoc, Daily, Monthly, Annual Analysis Reports			R 0.00

Total Bid Price (Incl VAT)		R 0.00	R 0.00	R 0.00
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BEE = 10 Points

B-BBEE points may be allocated to Bidders on submission of documentation or evidence as follows:

ADJUDICATION CRITERIA	POINTS
A duly completed Preference Point Claim Form: SBD 6.1 and a BBEE Certificate.	10

Bidders **MUST** complete and sign the SBD 6.1 form to claim the Bidder's BBEE preference points, failing which, the Bidder will be scored zero.

B-BBEE Key Sections to complete in SBD

BID DECLARATION

6.1 Bidders who claim points in respect of B-BBEE Status Level of Contribution must complete the following:

7. B-BBEE STATUS LEVEL OF CONTRIBUTION CLAIMED IN TERMS OF PARAGRAPHS 1.3.1.2 AND 5.1

7.1 B-BBEE Status Level of Contribution: =(maximum of 10 or 20 points)

(Points claimed in respect of paragraph 7.1 must be in accordance with the table reflected in paragraph 5.1 and must be substantiated by means of a B-BBEE certificate issued by a Verification Agency accredited by SANAS or a Registered Auditor approved by IRBA or an Accounting Officer as contemplated in the CCA).

8 SUB-CONTRACTING

8.1 Will any portion of the contract be sub-contracted? YES / NO (delete which is not applicable)

8.1.1 If yes, indicate:

- (i) what percentage of the contract will be subcontracted?%
- (ii) the name of the sub-contractor?
- (iii) the B-BBEE status level of the sub-contractor?
- (iv) whether the sub-contractor is an EME? YES / NO (delete which is not applicable)

BEE Certificate

The table below indicates the specific B-BBEE certification documents that must be submitted for this tender. Failure to submit the required certification documents will also result in Bidders scoring zero for B-BBEE.

Classification	Turnover	Submission Requirement
Exempted Micro Enterprise (EME)	Below R5 million p.a. - (Old Codes)	Certified copy of B-BBEE Rating Certificate from a SANAS Accredited rating agency or a Registered Auditor approved by IRBA or a letter from an Accounting Officer as contemplated in the CCA. A sworn Affidavit or Certificate from CIPC
	Below R10 million p.a. - (Amended Codes)	
Qualifying Enterprise (QSE)	Between R5 million and R35 million p.a. (Old Codes)	Certified copy of B-BBEE Rating Certificate from a SANAS Accredited rating agency or a Registered Auditor approved by IRBA. A sworn Affidavit or Certificate from CIPC
	Between R10 million and R50 million p.a. (Amended Codes)	
Large Enterprise (LE)	Above R35 million p.a. (Old Codes)	Certified copy of B-BBEE Rating Certificate from a SANAS Accredited rating agency or a Registered Auditor approved by IRBA.
	Above R50 million p.a. (Amended Codes)	

SARS will accept B-BBEE Certificate issued on the revised B-BBEE Codes.

Use and acceptance of affidavits

- ❑ It has been advised that the Verification Professional will need to test the affidavits submitted as part of a company's procurement rating. All companies will need to request the information which proves Black Ownership and Turnover in addition to the Affidavit, or request that their EME/QSE suppliers be verified and have this confirmed on the Affidavit.
- ❑ SARS reserves the right to request that bidders submit their Black ownership and turnover information in support of their Affidavits.

Joint Ventures and Consortiums

- Incorporated JVs must submit the B-BBEE status of the entity. Unincorporated JVs must submit a consolidated B-BBEE certificate as if they were a group structure for every separate Bid.

Sub-contracting

- Bidders who want to claim preference points will have to comply fully with regulations 11(8) and 11(9) of the Preferential Procurement Regulations, 2011 with regard to sub-contracting:

Regulation 11(8)

- A person must not be awarded points for B-BBEE status level if it is indicated in the tender documents that such a tenderer intends sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a tenderer qualifies for, unless the intended sub-contractor is an Exempted Micro Enterprise that has the capability and ability to execute the sub-contract.

Regulation 11(9)

- A person awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an Exempted Micro Enterprise that has the capability and ability to execute the sub-contract.

Proof of Existence: Joint Ventures and/or Sub-Contracting

- Bidders must submit concrete proof of the existence of joint ventures and/or sub-contracting arrangements. SARS will accept signed agreements as acceptable proof of the existence of a joint venture and/or sub-contracting arrangement.
- The joint venture and/or sub-contracting agreements must clearly set out the roles and responsibilities of the primary Bidder and the joint venture and/or sub-contracting party. The agreement must also clearly identify the primary Bidder, who shall be given the power of attorney to bind the other party/parties in respect of matters pertaining to the joint venture and/or sub-contracting arrangement.

Table of Content

1. Welcome and Introduction

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9. Q&A

Service Level Agreement

Service Providers are requested to:

- Comment on the terms and conditions set out in the Services Agreement and where necessary, make proposals to the terms and conditions;
- Each comment and/or amendment must be explained; and
- All changes and/or amendments to the Services Agreement must be in an easily identifiable colour font and tracked for ease of reference.
- SARS reserves the right to accept or reject any or all amendments or additions proposed by a Service Provider if such amendments or additions are unacceptable to SARS or pose a risk to the organisation.

Table of Content

1. Welcome and Introduction

2. RFP Timelines

3. Background

4. Scope of Work

5. Bid Evaluation Process

6. Price and BBBEE

7. DRAFT SLA

8. RFP submission and contact details

9. Q&A

Bid Submission

Bidders must submit copies of each file (Original and Duplicate) and a CD-ROM with content of each file by the **18 May 2016 at 11:00**



TENDER BOX

SARS Brooklyn Bridge, 570 Fehrsen Street, Linton House, Brooklyn

Any enquiries must be referred, in writing via email to:
rft-professionalservices@sars.gov.za or tenderoffice@sars.gov.za

File 1: Original/ Duplicate

Exhibit 1

Pre-qualification documents (SBD documents)

- Tax Clearance Certificate – SBD 2
- SARS Oath of Secrecy
- Invitation to Bid – SBD 1
- Declaration of Interest – SBD 4
- Preference Point Claim Form – SBD 6.1
- Declaration of Bidders Past SCM Practices – SBD 8
- Certificate of Independent Bid Determination – SBD 9



Exhibit 2

- Bidder Compliance Checklist – Annexure A2
- Response to Technical Requirements
- Supporting documents for technical responses
- References/ testimonials



Exhibit 3

- Company profile
- Supplementary information



Exhibit 4

- General Conditions of Contract
- Draft Services Agreement



Exhibit 5

- BBBEE Certificate



Exhibit 6

- Pricing Schedule (Annexure B)



NB !

Each file must be marked correctly and sealed separately for easy reference during the evaluation process. CD-ROM / USB marked with Bidder Name

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- **No questions received during the briefing session presentation and via the RFT professional help desk**