

**Guidelines for the proposal evaluation process in relation to the Request for Proposal (“RFP”) for Cross-Media Video Audience Measurement Services in the UAE issued by the Advertising Business Group (“ABG”)**

**FEBRUARY 2021**

## Background

ABG issued the RFP for Cross Media Video Audience Measurement Services in the UAE on 17 December 2020 to the interested Vendors who were shortlisted based on responses to the invitation to participate issued in November 2020. Vendors are expected to respond to the RFP by 28 February 2021, followed by detailed presentations by each of the Vendors which are expected to be completed by the end of March 2021. ABG also expects to identify the final Vendor(s) for the purpose of producing a Proof of Concept by the end of June 2021.

ABG has appointed Nishe Management Consultants (“Nishe”) as an independent monitoring body with the objective of ensuring objectivity and transparency in the proposal evaluation process. Accordingly, Nishe has prepared the below guidelines for the proposal evaluation process.

These guidelines cover the proposal evaluation process starting from the receipt of the proposals from the Vendors till the awarding of the contract. Nishe shall monitor the proposal evaluation process against the guidelines set out in this document with the objective of ensuring transparency and objectivity at every stage. At the end of the proposal evaluation process, Nishe shall issue a report highlighting any exceptions noted.

## Detailed guidelines for the proposal evaluation process

### I. Participants in the evaluation process

1. Vendors who are expected to respond to the RFP (the “Vendors”)
2. Evaluators
  - / Cross-Media (“X-Media”) Sub-group members
  - / Interested members of the Audience Project Committee
3. Award approving bodies
  - / Audience Project Committee
  - / ABG Board
4. Independent monitoring body
  - / Nishe. The members of Nishe who are primarily involved in this process are Nasheeda CC, Managing Director [[nish@nishe.me](mailto:nish@nishe.me)] and Deoreena Menezes, Senior Consultant [[deo@nishe.me](mailto:deo@nishe.me)] (together, “the Nishe team”)
5. Administrative co-ordinator
  - / Charlotte Fernandes [[charlotte@abg-me.com](mailto:charlotte@abg-me.com)] - Secretary in ABG

The details of the members of the X-Media Sub-group, the Audience Measurement Committee and the ABG Board are available in the ABG website ([www.abg-me.com](http://www.abg-me.com)).

#### Notes:

- / This document does not provide the timelines to be adhered to. These shall be agreed by X-Media Sub-group members and communicated to the relevant parties separately.
- / Any communication meant to be addressed to the Nishe team shall be addressed to both Nasheeda and Deoreena.

### II. General

- a. All evaluators in the proposal evaluation process shall send a confirmation to Charlotte copied to Deoreena that they have read and understood the proposal evaluation guidelines. Such confirmation shall be obtained at the latest before the Vendor presentations begin. Charlotte shall send a similar confirmation directly to Deoreena. Charlotte shall inform other participants involved in the process of their respective responsibilities at the appropriate time and in the appropriate manner.
- b. The persons involved in the proposal evaluation process including Charlotte, the Nishe team and the X-Media Sub-group members, and anyone else who may have access to information about the progress of the proposal evaluation process (such as the Audience Project Committee members and the ABG Board members) shall not discuss any information on the competitors with the Vendors or any other parties not directly involved in the proposal evaluation process.

### III. Receipt of proposals

- c. The Vendors shall send their proposals to Charlotte Fernandes by email as attachments with a copy to Deoreena. The proposals shall be in a non-editable format (such as pdf) and password-protected. The Vendors shall share the related password(s) with Charlotte in a separate email with a copy to Deoreena. If the document size is too large, then the Vendor shall inform Charlotte. Charlotte shall then suggest appropriate alternative secured digital means for sharing the document(s).

- d. On receipt of a proposal, Charlotte shall verify if all the attached documents are readable. She shall then send an email confirmation to the Vendor (1) confirming the receipt of the proposal including the date and time of receipt; and (2) listing the attached documents received; (3) and whether all documents are readable.
- e. On receipt of each proposal, Charlotte shall document the following in a "Proposals Received Log":
  - / The time and date of receipt of each proposal;
  - / The manner of receipt of each proposal (e.g. email);
  - / Vendor details – name and address details of the Vendor and name and designation of the person from whom the proposal was received;
  - / Numbers (i.e. how many) and names of each attached document in each proposal;
  - / Date, time and manner (e.g. email) of confirmation of receipt of proposal to the Vendor; and
  - / Any other relevant remarks.
- f. Charlotte shall store each proposal in a password-protected folder on her computer.
- g. Once all proposals are received, Charlotte shall share the Proposals Received Log by email with the X-Media Sub-group members and with the Nishe team. She shall also share all the proposals with all the members of X-Media Sub-group and the Nishe team simultaneously through appropriate secured digital means.
- h. All X-Media Sub-group members shall review the documents received against the Proposals Received Log and confirm to Charlotte through email that all the documents listed in the Proposals Received Log have been duly received and are readable.
- i. Charlotte shall update the Proposals Received Log with the date and time of the above confirmation and share the updated Proposals Received Log with the X-Media Sub-group members and the Nishe team.
- j. Any proposals received after midnight of 28 February 2021 shall not be considered for evaluation unless agreed upon with the X-Media Sub-group in advance for a reasonable reason. Charlotte shall send an email stating the fact of and the reason for disqualification to such Vendor(s). Charlotte shall also document the details of any disqualified offers in the Proposals Received Log with the fact of and the reason for the disqualification (e.g. late submission) as well as the date and time of communication of disqualification to the Vendor(s).
- k. Charlotte shall send an email to the Audience Project Committee within an agreed timeframe (1) explaining that the proposals have been received and that the evaluation process by X-Media Sub-group has commenced; (2) informing that presentations will be held by Vendors on specified dates; (3) offering that any member(s) of the Audience Project Committee whose organisation is not represented at the X-Media Sub-group and are keen to attend the presentations are hereby invited to "listen in" should they wish to; (4) instructing that they will not be asking any questions in the meeting and will be requested to send their feedback and questions to the X-Media Sub-group; and (5) requesting that any interested parties shall respond to Charlotte within the agreed timeframe. Charlotte shall share the proposals with any Audience Project Committee member who expresses interest should they wish to see these in advance (following the procedures described earlier in points e, f and g above). All feedback and questions sent by interested Audience Project Committee members shall be appropriately addressed by the X-Media Sub-group.

## **IV. Technical and financial evaluation**

- l. On receipt of the proposals, the X-Media Sub-group members shall perform a technical evaluation of the proposal as a first step.
- m. As part of the technical evaluation, there shall be a presentation by each Vendor which shall be attended by X-Media Sub-group members and two members from Nishe. All such discussions shall be minuted and the minutes distributed among all the X-Media Sub-group members and the Nishe team.
- n. The X-Media Sub-group members shall score each Vendor proposal using the Technical Scoring Sheet developed by the X-Media Sub-group based on the guidelines for scoring and documenting included along with the Technical Scoring Sheet .
- o. Once scored, the X-Media Sub-group members shall send their Technical Scoring Sheets to Charlotte with a copy to Deoreena. The individual X-Media Sub-group members shall not share their Technical Scoring Sheets with other members at this stage to preserve independence in scoring.
- p. Charlotte shall collect and log each Technical Scoring Sheet. The Technical Scoring Sheet Log shall have details of the date and time of receipt of the Technical Scoring Sheets from each X-Media Sub-group member. Once all the Technical Scoring Sheets are received, Charlotte shall share the Technical Scoring Sheet Log along with the Technical Scoring Sheets to the Nishe team.
- q. Nishe shall then tabulate the scores and compute averages for each Vendor in a Summary Technical Scoring Sheet. If Nishe identifies any outliers, these shall also be highlighted in the Summary Technical Scoring Sheet. The X-Media Sub-group members shall consider, but may decide to disregard with appropriate rationale, the outliers identified by Nishe.
- r. Nishe shall then email the Summary Technical Score Sheet to Charlotte who shall share this along with the individual Technical Scoring Sheets to all the X-Media Sub-group members with copies to the Nishe team.
- s. One or more members identified by the X-Media Sub-group shall prepare evaluations of the financial proposals from all Vendors based on the Financial Proposal Evaluation Criteria approved by X-Media Sub-group. This evaluation shall be shared with Nishe for review. Once reviewed and finalised, Nishe shall compute total scores for each Vendor considering both technical and financial scoring. Nishe shall then send these to Charlotte for sharing with the X-Media Sub-group members.
- t. The X-Media Sub-group members may conduct, as required, one or more internal meetings to discuss the proposals, the scores and the outliers. The X-Media Sub-group members shall also make decisions, and act upon, at various stages, on matters such as whether further discussions are required with one or more Vendors on (1) the features offered; (2) the financial proposals; (3) contract terms and (4) any other matters. Lawyer(s) will have to be involved at the appropriate stage in order to review the contract terms. Based on the outcomes of these meetings and discussions, there may be amendments to the technical and financial scores, which shall then follow the guidelines outlined earlier for computing and sharing the scores.



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- u. The X-Media Subgroup members shall conduct a final meeting to discuss the final technical, financial and total scores and to shortlist the Vendor(s) who shall be awarded the contract.
- v. Two members from Nishe shall attend the final meeting as well as all relevant internal meetings to monitor the proceedings.
- w. The rationale for awarding to specific Vendor(s) and rejecting the remaining shall be clearly agreed among the X-Media Sub-group members and shall be clearly documented. This may be done as part of the meeting minutes.

## **V. Involvement of the Audience Project Committee and the ABG Board**

- x. The X-Media Sub-group shall, at appropriate intervals, inform the Audience Project Committee and the ABG Board through appropriate communication channels about the progress of the proposal evaluation process.

## **VI. Awarding of the proposal**

- y. The decision on awarding the proposal as well as the final contract terms shall be approved in writing by the Audience Project Committee members and the ABG Board.
- z. Once a decision is made on awarding of the proposal, the selected Vendor(s) shall be informed of the decision through a formal award letter transmitted through email by Charlotte. Charlotte shall also inform all other Vendors of the final decision through email.

### ***Disclaimer***

*This document is intended solely for the use of the Advertising Business Group for the purpose of evaluating the proposals received in response to the RFP issued in December 2020 for the Cross-Media Video Audience Measurement Services in the UAE and may not be suitable for any other purpose.*

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