



# NISHE

## UAE CROSS-MEDIA VIDEO AUDIENCE MEASUREMENT PROJECT – INDEPENDENT MONITORING OF THE PROPOSAL EVALUATION PROCESS

### SCOPE OF WORK

FEBRUARY 2021

## Overview

Advertising Business Group (“ABG”) constituted the UAE Audience Measurement Committee (“Audience Project Committee”) in April 2020 with the objective of developing a Cross-Media Video Audience Measurement (“VAM”) system in the UAE. A Cross-Media Sub-group (“X-Media Sub-group”) was also formed as a working group under the Audience Project Committee.

ABG issued the Request for Proposal (“RFP”) for Cross-Media VAM 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.

The Scope of Work for Nishe is as follows:

- / **Provide the guidelines for** a transparent and objective **proposal evaluation process** within the context of the RFP;
- / **Review the proposal evaluation criteria** set in place by the X-Media Sub-group and provide recommendation, if any;
- / **Monitor the evaluation process** to ensure objectivity and transparency of the selection process;
- / **Document the evaluation process;** and
- / **Deliver a final report.**

This document elaborates the Scope of Work of Nishe.

The X-Media Sub-group, the Audience Project Committee, the ABG Board and the Vendors are together defined as “the interested parties” in this document.

## Our detailed scope of work

Steps	What Nishe will do
<p><b>Provide the guidelines for proposal evaluation process</b></p>	<p>Nishe will prepare detailed guidelines (the “Guidelines”) for the proposal evaluation process commencing from the receipt of the proposals till the award. These Guidelines will combine the principles of transparency and objectivity with the practical requirements of documentability, brevity and flexibility in the context of the unique nature of the project.</p> <p>These Guidelines will be shared with all the interested parties (including the ABG Board and the Audience Project Committee) and will be published on the ABG website (<a href="http://www.abg-me.com">www.abg-me.com</a>).</p>
<p><b>Review the proposal evaluation criteria</b></p>	<p>Nishe will review both the technical evaluation criteria and the financial evaluation criteria developed by the X-Media Sub-group and provide comments. Our comments will focus on ensuring the principles of transparency and objectivity in addition to documentability.</p>
<p><b>Monitor the evaluation process</b></p>	<p>Nishe will monitor the evaluation process commencing from the receipt of the proposals till the award of the contract. As part of our monitoring,</p> <ul style="list-style-type: none"> <li>/ two members from Nishe will attend all key meetings including all the Vendor presentations as well as any X-Media Sub-group meetings, Audience Project Committee meetings and ABG Board meetings as considered necessary from time to time;</li> <li>/ Nishe will be involved in all major correspondence with the interested parties; and</li> <li>/ Nishe will review all key logs and computations referred to in the Guidelines and will also perform the computation of average technical, financial and total scores for each Vendor.</li> </ul> <p>In performing the monitoring role, our objective will be not only to ensure that the Guidelines are followed, but also to ensure that the fundamental principles of transparency and objectivity are adhered to at every stage of the evaluation process by all interested parties, even in instances not explicitly covered by the Guidelines. We will use our professional judgment to identify and address such instances.</p>

## Our detailed scope of work

Steps	What Nishe will do
<p><b>Document the evaluation process</b></p>	<p>Nishe will document the evaluation process in sufficient detail which will form the basis of our final report. Such documentation will remain a part of the internal records of Nishe.</p> <p>As part of our documentation, we will record any deviations from the fundamental principles of transparency and objectivity including, but not limited to, any specific deviations from the Guidelines.</p> <p>We will also discuss our observations on a regular basis with the X-Media Sub-group. Any deviations will be dealt with as follows:</p> <ul style="list-style-type: none"> <li>/ In the first instance, we will highlight the deviation(s) as soon as possible to the X-Media Sub-group.</li> <li>/ If the deviation is not addressed to our satisfaction, we will highlight the deviation(s) to the Audience Project Committee and ABG Board as necessary.</li> </ul>
<p><b>Deliver a final report</b></p>	<p>Our final report will contain:</p> <ul style="list-style-type: none"> <li>/ An <b>introduction</b> covering the background on the RFP, our role in the process and the objective of the final report;</li> <li>/ The <b>underlying criteria</b> used for our evaluation - [i.e. the fundamental principles of transparency and objectivity in general and specifically, the Guidelines];</li> <li>/ A <b>factual summary of how the evaluation process</b> was conducted, and our role in the process;</li> <li>/ <b>Our high-level observations</b> on how the evaluation process was conducted;</li> <li>/ <b>Our commentary on any deviations</b> identified and how they were addressed; and</li> <li>/ <b>Our final conclusion</b> on the transparency and objectivity of the proposal evaluation process.</li> </ul> <p>Our final report will be published on the ABG website.</p>

*Note: Our work will not constitute a statutory audit and our report will not constitute a statutory audit opinion.*

## About us



## Who we are

Nishe is an accounting and consulting firm based in Dubai with an ultimate purpose to become a socio-commercial organisation, i.e. an organisation which is commercially successful and at the same time socially relevant. Nishe, which was established in 2016, aspires and works towards supporting and empowering women.

Nishe's all-women team bagged the Best Boutique Accounting Services firm 2020 – Dubai award by Acquisition International. Nishe has been featured several times, the latest being as a case study in the August 2020 ACCA publication on Responsible SMP Pacesetters for championing women's inclusion.

# Nasheeda CC

Nasheeda, the Founder of Nishe, is an FCCA and an ex-PwC Assurance Director. Nasheeda has lived in Dubai since 1991 and has extensive experience in audit and assurance, finance, accounting, VAT, training and risk management. She also writes blogs focusing on topics such as women and society, accounting, tax and entrepreneurship.

Nasheeda is currently a member of the ACCA Members Advisory Committee and ACCA Global Tax Forum. She is also a member of the Dubai Business Women Council. She became the 2020 award winner as the “Best CEO Middle East in the Accountancy Field” by CEO Today Magazine.



## Deoreena Menezes

Deoreena has worked with Nishe since February 2017 and has been a bedrock of support for the firm and its growth since its early days. She is a member of the Institute of Chartered Accountants of India (ICAI).

Deo has twelve plus years of diversified experience in accounting, finance, direct and indirect taxes and auditing. She is a long-time resident in the GCC region, having lived in both Qatar and Dubai. Deo has a passion for craft and music, hobbies which she indulges in her spare time.

# NISHE

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