

Appendix 1: Conformity with Technical Specification: Tenderers must complete appendix 1 in full and sign. Tenderers must complete the tables below. This must be completed with reference to section 3 of the Instructions To tender – ‘Specification of Requirements under the Framework’ where comprehensive details are provided on the specification required.

Where a supplier cannot meet the mandatory requirement(s) they shall be eliminated from the competition. M = Mandatory.

Pass/Fail Criterion will be used to evaluate this section.

CFT ID 7437263 Digital Collateral Marketing Software

Cloud-Based Access: (M)	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The software must be cloud-based, enabling access from any ATU campus location to ensure seamless collaboration and accessibility for authorised users.	Choose an item.	<i>Insert Comment</i>
The solution Must allow for single sign on integration	Choose an item.	<i>Insert Comment</i>
The solution Must be a fully managed cloud-based solution that complies with GDPR regulations and is compatible with Azure AD/Microsoft Entra (Active Directory) SSO (Single Sign On).	Choose an item.	<i>Insert Comment</i>
The applicant Must describe its security governance framework that coordinates and directs their overall approach to the management of the service and information within it, with particular regard to the handling and safeguarding personal information,	Choose an item.	<i>Insert Comment</i>

Storage, Backup and Encryption.		
All data processing, storage, and hosting must occur exclusively within EU/EEA data centres (self-hosted or via approved third-party providers). Maintenance and access services provided by third-party partners must also be based within the EU/EEA.	Choose an item.	<i>Insert Comment</i>
GDPR compliance programme, confirm that the proposed solution will allow for ATU data to be exported in a common format, if required and completely erased from the cloud or exported to a system of ATU's choosing. Further, tenderers are asked to confirm that any personal data collected as part of this contract will be processed in the EU/EEA or in a third country with which the European Commission has an adequacy agreement.	Choose an item.	<i>Insert Comment</i>
Applicants must declare that data will be hosted and processed within the European Economic Area (EEA). Also, they must declare that data will be hosted in a data centre which will be ISO27001 accredited (or equivalent certification), with robust security measures and infrastructure complying with industry standards. Applicants must also demonstrate capability to	Choose an item.	<i>Insert Comment</i>

access two data centres within the EEA. Please provide details of two different hosting locations.		
Applicants must be willing to agree to undertake a Data Protection Impact Assessment (DIPA services, for the design, development, and hosting of the Student Community Engagement App	Choose an item.	<i>Insert Comment</i>
Compliant with necessary Data Processing/Sharing Agreements which must be prepared, in line with the requirements of the ATU Data Protection Office.	Choose an item.	<i>Insert Comment</i>
Data is to be retained for the duration of the active subscription or up to a 2-year period, whichever comes first. If ATU end the subscription, the supplier is obliged to delete personal data no longer than three (3) months after the subscription period ends.	Choose an item.	<i>Insert Comment</i>

User Access Control (M)	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The proposed DCMS software solution must support role-based access control (RBAC) with secure authentication, ensuring that system functions are restricted to authorised users based on predefined roles.	Choose an item.	<i>Insert Comment</i>

Data Security (M)	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The proposed DCMS software solution must adhere to the highest standards of data security. Tenderers will be required to provide a detailed system architecture diagram that includes user access controls, frontend hosting, data storage locations, security monitoring, and encryption methods (both in transit and at rest). The solution must implement robust processes and technologies to guarantee strict isolation of data between international student applicants, preventing any unauthorized access or data leakage. All data must be encrypted in transit and at rest.	Choose an item.	Insert Comment
Data Migration (M)	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The proposed DCMS software solution must provide the capability to export all data from the system in a complete, structured, and usable format agreed by ATU (e.g., CSV or equivalent) at any time, including upon contract termination. Ensuring that ATU maintains full ownership, control, and accessibility of its data, facilitating smooth migration to alternative systems without data loss or integrity issues.	Choose an item.	Insert Comment
Concurrent User Requirements (M)	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The proposed software solution must support a high number of concurrent	Choose an item.	Insert Comment

users to ensure smooth and uninterrupted access during peak periods.		
Core Functionality (M)	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 1000 words how this will be achieved. A mere affirmation will not suffice)
The proposed DCMS software solution must contain the following core functionality features: • <u>Full ATU Branding</u>: ATU branding / logos must be applied to the framework for all interactive brochures and guides. • <u>Compliance & Accessibility</u>: Web Accessibility – must be WCAG 2.1 compliant with a minimum standard AA web rating with options for AA+ or AAA capability. Platform Compliance – must feature a ‘smart portable element framework’ where updating a single page will automatically propagate or result in changes across the entire library of interactive brochures and guides. • <u>Architecture & Delivery</u>: Hosting & Deployment – must be a cloud-based platform (see above) where each digital publication is hosted on its own unique URL. Device Optimisation – must be fully responsive to and optimised for both desktop and mobile (mobile-first design). Multilingual Support: must also include in-browser translation capabilities and multilingual support for ATU priority markets. • <u>Analytics & Integration</u>: Data Engine – must utilise data analytics tools (e.g. Google Analytics) to provide real-time dashboards for tracking recruitment and international student engagement KPI’s.	Choose an item.	Insert Comment

Customisation – must support interactive, layered content including video, virtual tours, custom photography and international student testimonials. Systems Integration – must be designed to integrate with existing ATU systems to provide intuitive interfaces for ATU Global marketing and recruitment teams. • Content Structure: Portable Elements – must use a framework for concise, targeted guides and interactive brochures that will replace traditional PDF documents and presentation slide decks. Personalisation – must enable ATU to tailor its messaging and content structure based on a prospective international students’ region, programme area of interest, preferred ATU campus location or agent relationship. Configuration – a) available programme lists; b) available campus locations.		
Other Service Requirements (M):	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
Dedicated Relationship Manager: provide a dedicated relationship and / or account manager, specific to ATU.	Choose an item.	Insert Comment
Scalability Service Requirements (M)	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The proposed solution MUST be designed for high scalability and must deliver consistent and reliable	Choose an item.	Insert Comment

performance during peak usage periods and remain flexible to adapt to ATU's evolving requirements. A cloud-based infrastructure and modular architecture are essential to enable seamless scaling and ensure continued efficiency without service disruption. It is anticipated that there will be approximately 20 users in total, with roles defined according to system responsibilities (e.g., requesting, approving, or managing digital marketing content).		
Customisation (M)	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The online interface MUST allow for customisation to incorporate ATU branding and colour schemes, ensuring consistency with the university's visual identity. https://www.atu.ie/brand-guidelines/	Choose an item.	Insert Comment
User-Friendly Interface (M)	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The interface MUST be user-friendly, featuring intuitive navigation, media-rich content, and flexible features to enhance user experience and engagement. The Solution must be an easy-to-use platform, that does not require technical support to edit or add new sections or pages.	Choose an item.	Insert Comment

Training and Support (M):	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The successful tenderer MUST provide comprehensive training (virtual/on-site) provide comprehensive training for all user groups covering system functionality, data protection, compliance obligations (such as GDPR), and best practices for secure and effective use of the software. ATU anticipates that maximum between 10-15 users will require training initially across all ATU sites. Training should be provided online with a tutor. The use of generic training videos, in isolation, will not be accepted. Training must be tailored to different user roles and responsibilities, with the ability to customise content to reflect university policies and procedures. Training materials must be updated promptly to reflect changes in legislation, university policy, or system functionality, and made available in PDF format to download or print if required. .	Choose an item.	Insert Comment
Cookie Policy and GDPR Compliance (M)	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The platform MUST include a clear cookie policy and adhere to GDPR (General Data Protection Regulation) compliance standards, ensuring the protection of user data and privacy.	Choose an item.	Insert Comment

Hosting and Patching Schedules (M):	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
Hosting Costs: The proposal must include all costs related to hosting of the platform (storage/bandwidth) for software as a service. Patching Schedules: Maintenance schedules for major upgrades/releases must be agreed/scheduled with ATU in advance.	Choose an item.	Insert Comment
Cookie Policy and GDPR Compliance (M):	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The platform MUST include a clear cookie policy and adhere to GDPR (General Data Protection Regulation) compliance standards, ensuring the protection of user data and privacy.	Choose an item.	Insert Comment
Accessibility Features (M):	Compliant Confirm Yes/No please use the drop down menu	Tenderers MUST provide a response under each heading relating to the solution in the response boxes below. (Please describe in 300-500 words how this will be achieved. A mere affirmation will not suffice)
The platform must adhere to the principles of Universal Design by working seamlessly with existing assistive learning technologies, at user device or operating system level, which apply accessibility features catering to the diverse abilities and accessibility requirements of users.	Choose an item.	Insert Comment

