Request for Proposal

Website Design and Development and
Web Content Management Solution

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1.0 Introduction

The DesignLights Consortium (DLC®) is a non-profit organization that promotes the use of high-quality, energy-efficient lighting and controls products in collaboration with utilities, energy efficiency program members, manufacturers, lighting designers, and federal, state, and local entities. Through these partnerships, the DLC establishes product quality specifications, facilitates thought leadership, and provides information, education, tools and technical expertise.

1.1 DLC Mission

The DLC mission is to achieve energy optimization by enabling interconnected solutions with a focus on quality for people and the environment. The DLC drives efficient lighting by defining quality, differentiating products and delivering tools and resources to the lighting market through open dialogue and collaboration.

1.2 DLC Technology Platforms

Solid-State Lighting Program

The DLC Solid State Lighting (SSL) Qualified Products List (QPL) is our core program and the leading public resource for high quality, efficient LED products for the commercial sector. The QPL currently lists nearly 600,000 products from more than 2,500 manufacturers in 70+ Primary Use Designations. These qualified products meet strict performance requirements for light output, efficacy, color metrics, and reliability and are referenced by hundreds of rebate and procurement programs throughout the US and Canada. Making these requirements and their implications easy for our member utilities, lighting manufacturers, and other stakeholders to locate and understand is paramount. Additionally, with over 500 product applications received each month, highly technical application instructions must be accessible and clear for manufacturers of LED lighting products who want to design qualified products and get their products listed.

Networked Lighting Controls Program

The DLC's Networked Lighting Controls (NLC) Technical Requirements are based on control system capabilities and have a separate searchable, filterable QPL of control systems that meet these specifications. Additionally, the program contain a set of supporting information, including research that helps validate energy savings, case studies, and training programs to enable widespread adoption of networked lighting controls in commercial buildings. The NLC requirements and QPL are quite different from SSL QPL requirements and the NLC section of the website must be easily differentiated for NLC QPL users, utility programs, and the controls manufacturers submitting applications for listing.

Horticultural Lighting Program

The DLC's Horticultural Lighting Program is the most recent addition to the DLC portfolio of programs. It includes a separate set of Technical Requirements specific to products designed to support controlled environment agriculture (CEA). The program includes its own QPL for Horticultural Lighting (Hort). The program currently includes Technical Requirements and supplemental guides that provide definitions and application guidance for the rapidly evolving horticultural lighting sector. This may expand to serve as a central resource for energy efficiency information on horticultural lightinge as the emerging science advances. Horticultural products are evaluated using a different set of metrics than traditional LEDs and the QPL has a very different audience of

utility end-use customers (growers) and manufacturers in addition to utilities and policy makers, so this section must also be easily accessed and differentiated from the other two technology sections.

Future Technology Areas

The DLC is continually evolving as an organization. Therefore, our website must have the capability to be extremely dynamic and allow internal staff to manage content and add large content sections without having to engage a developer each time a change or expansion is needed.

The Value and Flexibility of DLC Resources

The DLC plays a critical role in advancing adoption of commercial and industrial solid-state lighting (SSL) and controls technology by differentiating quality products for utility energy efficiency programs and their end-users across the U.S. and Canada. A continually growing and expanding organization, the DLC serves a wide variety of stakeholders, including utility efficiency program administrators, lighting product manufacturers, lighting designers, specifiers, policy makers, and efficiency program end-users, and is continuously reevaluating our value to these and other market actors. Because lighting technology and the energy efficiency landscape change rapidly, the DLC must position itself to quickly pivot to or expand upon new business lines, stakeholder groups, or value propositions that best serve our mission as the industry changes.

There are several ways the DLC implements the QPLs and its other resources to effectively enable this growth:

- Periodically updating Technical Requirements for QPL listing through a collaborative stakeholder input process to meet the needs of utility members and lighting manufacturers;
- Ensuring that efficacy does not come at the expense of lighting performance by continually updating the Technical Requirements and information displayed on QPLs and by providing educational resources to our members and the lighting industry;
- Expanding product categories or program areas to facilitate new product applications for different types of lighting;
- Phasing out lower-performing and outdated products;
- Encouraging innovation and identifying market leaders by offering Premium tier QPL listings; and
- Performing and publishing research studies and distributing the results through our various channels.

All of these activities involve the engagement of a variety of stakeholders to communicate proposals of highly technical changes, gather feedback through a formal, iterative stakeholder input process, and communicate the new requirements, resources, and tools to all of these audiences. The website plays a critical role in providing the landing space for access to all of this information.

1.3   DLC Stakeholders

Utility and Energy Efficiency Program Administrators (Members)

Utility and energy efficiency programs use the DLC resources to identify high-performing, credible products to include in their rebate programs. For DLC utility members, the DLC QPLs and requirements are essential for finding high-performing, highly efficient products, which are critical to the success of any energy efficiency program. The DLC eliminates the administrative hassle associated with vetting individual products—saving programs significant time, money, and resources. To manufacturers of commercial LED lighting and controls products, the DLC seal of approval and inclusion on the QPL enhances product credibilityand enables access to utility incentive programs.

Utilities and energy efficiency programs pay an annual membership fee to access and use the DLC resources and data, as well as to influence the development of new tools and existing resources. The DLC makes strategic decisions on policy and Technical Requirements development based on member needs. For example, new product categories are often developed by member request.

Value to members include:

- Qualified Products Lists (QPLs): ready-made lists of high-performing, credible products that member staff can confidently include in their rebate programs.
- The QPLs eliminate the administrative hassle associated with vetting individual products—saving significant time, money, and resources.
- Opportunities to collaborate with other industry stakeholders and influence product development through input on the Technical Requirements and at events such as the annual DLC Stakeholder Meeting.
- Open access to technical experts who are always available to answer questions.
- Access to cutting-edge thought leadership, insight into innovation and market trends.
- Practical tools and resources.
- Latest industry news and events.

Commercial/Industrial and Horticultural Lighting and Controls Manufacturers

Manufacturers apply for product qualification, pay application review fees, and after robust evaluation by the DLC, have their qualifying products listed on the QPLs. Listing on the QPLs provides manufacturers with distinct competitive advantages, as the QPLs act as the leading resource for efficiency program administrators to distinguish high performing products and is a go-to resource for procurement agents and government agencies such as municipal street lighting projects as well as GSA and FEMP projects.

Due to the complexity of DLC product categories and testing required to submit products, it is essential that the DLC website breaks down information clearly for manufacturers, who are often on tight timelines or internal deadlines to qualify and market their products.

Manufacturers are a critical stakeholder group for the DLC and provide input and feedback on the DLC's policy and Technical Requirements development efforts. This allows the DLC to stay informed about market trends and technology developments and develop requirements that manufacturers are capable of meeting.

The DLC gives manufacturers a voice in the shaping of efficient lighting specifications and programs. Additional value adds for manufacturers include:

- Access to the multi-billion-dollar energy efficiency program market.
- QPL 'verification of performance', a clear point of differentiation versus competitors.
- Opportunities to collaborate with other industry stakeholders and influence the requirements development process.
- Open access to technical experts who are always available to answer questions.
- Insight and access to utility programs and market trends.

Additional Stakeholders

Testing Laboratories:

Testing laboratories provide supporting documentation and conduct the testing for manufacturers that is necessary to apply for DLC qualification. In some cases, laboratories submit applications to the DLC on behalf of manufacturers and manage the process for them. With each revision to the SSL or Horticultural Technical Requirements to raise the bar on product performance, re-testing of products may be required. The DLC relies on accredited laboratories to test products to accepted industry testing procedures and standards and to report performance accurately. Testing laboratories provide valuable feedback on the impacts of DLC policies and are always encouraged to provide feedback on policy and Technical Requirements development, just like manufacturers.

Lighting Decision Makers:

DLC resources are used by this stakeholder group to select lighting products for installation. Lighting decision makers include corporate or government procurement officers, lighting designers, specifiers, energy service companies (ESCOs), contractors, and others who may use the DLC label and related test results to select products or verify the performance of a product prior to purchase. Lighting decision makers gain value from a high level of trust in the quality of the DLC brand, from easy-to-understand, comprehensive information on the QPL, and the assurance that their customers will be satisfied with the quality of the lighting that gets installed. Important to note is that these stakeholders must know about the DLC's resources in order to make use of them. Effective communication with these stakeholder groups will put another tool in their arsenal to create efficient, high quality lighting decisions.

Growers (for Hort QPL):

As the indoor agricultural market is quickly evolving, growers need an objective, third-party list to use for initial product selection that presents consistent, relevant product information so that they can make an "apples to apples" comparison. The DLC Horticultural QPL and associated resources also help extension personnel across the US provide technical expertise to growers by allowing them to reference the QPL for objective information about horticulture lighting products. The QPL also includes filters that help website users to quickly find lighting products that meet energy and building code compliance requirements.

End-use customers of lighting and controls products:

Indirect stakeholders of the DLC, end-users are the vast quantities of people who live and work under DLC qualified lights. When high quality lighting exists, end-users aren't aware of it – but when it doesn't, their happiness, productivity, and health are impacted. End-users value lighting that provides a pleasant living and working environment, but they don't want to have to advocate for it or take action to make it happen. End-users are far less frequent visitors to the DLC website, and may not even know that the DLC exists, but they all benefit from the positive effects of energy efficient, high quality lighting in their living and working environments.

Policymakers:

The DLC QPLs help policymakers and regulators by providing snapshots of efficient products that can inform energy efficiency measure development and be compared to baseline efficiency to determine energy savings. By having a third party vet the technical reports, policy makers don't have to become domain experts in lighting and controls jargon and technical evaluation methods. The QPLs also provide accessible lists that help constituents find commercial products that comply with their regulations.

1.4   Existing Website

The current DLC website was designed around the SSL QPL and the systems that conveyed information about the SSL Technical Requirements and instructions for listing SSL products. These are still two important objectives, but the DLC has expanded to include NLC and Hort lighting, which have different, equally important requirements and audiences, and may continue to expand to other program areas in the future Additionally, the website is used by multiple DLC teams to:

- Communicate the DLC's mission and mission impact
- Communicate complex technical requirements and policies for different technologies
- Explain the process to submit product applications
- Communicate upcoming policy changes and timelines for development work
- Communicate news and updates and archive old news
- List upcoming events and event information
- Archive webinars, tutorials, and other presentations
- House resources, studies, and research on energy efficiency, the lighting market, etc.
- Communicate how to use DLC logos and trademarks

Issues with Current Website

As the DLC has expanded focus to include NLC and Horticultural QPLs and requirements, pages have been added with rich content, but these are not intuitive to access from the homepage. Each technology page follows the same structure (SSL, Hort & NLC), but there is little overlap between technologies and their requirements, which makes navigation confusing for submitters and other website users.

The homepage of the current website also contains a lot of real estate that is not effectively used. Much of the information website users need to navigate to the correct section of the website appears below the fold and they must scroll to find it.

SSL applications make up the vast majority of revenue for the DLC, but instructions for submitting an application requires multiple clicks to discover, and are contained in numerous pages throughout the Solid-State Lighting section. Information is not organized in a way that is easy for different website users to navigate. Information is very technical and text-heavy, requiring users to spend time trying to find the information they want or contact program staff or contractors to get what they need. Applications are processed in a separate application portal (the AMS, or application management system) but policies and instructions are located on the "Submit a Product" web page, located under the SSL tab, with a sidebar to help navigate to the correct content page. It is not clear to submitters how to get from the main page to these requirements pages, or to the AMS. While the information has been refined and simplified to be easier to find, the navigation is still cumbersome and interferes with DLC's efforts to be transparent. Left hand navigation menus are also poorly designed and contain far too many items to be useful.

Current Efforts pages were added to the website to provide up-to-date information on development activities but navigating to the Current Efforts section and to the individual sub-pages is not intuitive. Multiple graphics have been added to the content to break up text and help guide website users to sub-pages and technical requirements and proposal documents, but is still text-heavy and requires significant effort to update.

The News & Events main page provides an archive of all announcements, webinars and news but is extremely busy, appears below the fold, and does not engage website users. The Resources header on the main menu provides a catch-all for everything that is left over (Blog, research reports, Member summaries, Logo Compliance) but does not have its landing page where these items are displayed and accessed.

Based on feedback that some stakeholders do not clearly understand the mission and goals of the DLC, the About Us section has been expanded to include information about staff, the Board of Directors, Industry Advisory Committee, Membership, History, and new in 2019, Annual Reports. While these additions make the information available to website users, the About Us section is not proactively engaging them and lacks a focus on the broadscale impact of our work.

Finally, the current DLC website was designed to be mobile-responsive, but navigating the website and the QPLs on a phone screen is extremely difficult and unintuitive. Not all features of the website current work on mobile.

At a high level, the current website design does not inspire interaction from users. It is organized by technology area rather than audience/user needs, with emphasis on the SSL QPL. There is a lot of information, but it is not targeted to specific audiences, and there are many layers to click through to find needed content.

Internally, the CMS (Mura) contains many quirks and kinks that require workarounds from DLC staff who are trying to update and add website content. The DLC also cannot make major structural changes or add design or functional elements to the website without significant web development, which does not serve our constantly-evolving information and content.

1.5 RFP Purpose

The purpose of this RFP is for the DLC to solicit interested and qualified potential website redesign, development and Web Content Management solution Vendors to redesign the DLC website in 2020 to provide a better website user experience for each stakeholder group and easier website maintenance for the DLC.

Website redesign objectives are:

- Provide a fresh, modern, clean new website design
- Create a more engaging, informative, and educational channel for all audiences to connect with the DLC platforms, programs, and activities. This may include video or animations or the means to host video or animations on the website
- Design intuitive navigation to relevant content for each audience's needs so that they spend less time trying to find information
- Simplify the way that content is displayed so that it is easy to understand and clearly conveys value
- Enable nimble content management by providing ready-made templates that can be easily modified by internal DLC staff
- Provide design that is optimized to be viewed on any computer or mobile device
- Create a framework that can integrate new tools in the future, such as dashboards to display QPL statistics and data visualization for website users, a tutorial platform for educating these users, and additional feedback channels for them to interact with the DLC

The DLC encourages respondents to submit proposals for design and development services that meet the above criteria as well as suggestions for additional enhancements that meet the DLC objectives for communication with our varied audiences.

1.6 Intent of RFP

Prospective website design, development, Web Content Management System vendors ("Respondents") are strongly encouraged to respond to this RFP.

This is a solicitation for proposals. A contract award may result from this RFP. The DLC may contact Respondents, at its sole discretion, for additional information following the RFP, including product demonstrations, presentations, or interviews. The DLC shall not be obligated to contact any Respondent, to purchase goods or services related to this RFP from any Respondent, or to use the content of any response in a future RFP.

The DLC anticipates scheduling presentations with Respondents that meet a reasonable level of responsiveness to the RFP and offer products and services consistent with the scope to obtain further insight. However, the DLC is not obligated to hold vendor presentations or to conduct meetings with all vendors who respond.

Response to this RFP is NOT mandatory to be considered for any future solicitation for any services. It is entirely the Respondent's responsibility to remain informed of the DLC's issuance of any future solicitations. The DLC assumes no liability for the failure of Respondents to obtain and respond to any such solicitation.

1.7 Preferred Respondent Qualifications

A single firm or a team of firms under a single primary Vendor may submit bids to this RFP. Successful Vendor should have a minimum of five years of experience and project teams should show proficiency in at least the following areas:

1. Key staff members must have demonstrated expertise in website design/redesign with a focus on user experience (UX) and navigation of technical content
2. Experience with multiple platform integrations and automation
3. Content strategy development and content personalization experience
4. Multiple Web Content Management System proficiency

Changes in proposed key staff members may not be made during the execution of the work without the written approval of the DLC.

1.8 Desired Capabilities

1. **Full-service web design firm** with an in-house design team, including UX and digital marketing expertise.
2. **Standard Support.** Vendor shall have a support team accessible to the DLC 9am -5pm Eastern Standard Time to address functionality or design-related questions and also to report bugs and address timely bug resolution.
3. **Training/Documentation.** Vendor should be able to provide detailed documentation on every aspect of system functionality available to the DLC and should be able to train DLC staff on functionality within the contract.
4. **Custom Support/maintenance.**
   a. Vendor should be able to execute on a content migration project by providing staffing to perform requirements analysis, documentation, coding/scripting as necessary, and testing and project management capabilities to migrate from the current DLC system to the new system.
   b. Vendor should be able to make minor customizations to the WCMS platform based on DLC needs.
5. **Analytics capabilities.** The web design should support advanced analytics capabilities that allow the DLC to run complex queries on website activity using Google Analytics and other measurement techniques.

2.0 Scope Overview

Vendor shall, in a timely and responsive manner, provide website design and development services to redesign the existing DLC website with an emphasis on website user engagement, clean design, and intuitive navigation to provide easier access to relevant content packaged for specific audiences. This work will not include changes to the functionality of QPLs or AMS, but will include refreshing any page background design and integration of these items with the overall design. Expected timing for launch of the new website is between six and nine months from award of contract.

While the information in this section of the RFP is being provided to assist potential bidders, bidders are requested to propose their approach to meeting the project objectives, including their recommendations with respect to appropriate user research, design, development tasks and milestones, the schedule, budget, and possibly modified or additional tasks, given the project objectives. The DLC reserves the right to alter the Work Scope and Deliverables based on discussions with the Vendor.

2.1 Task 1: Planning and Website User Story/Profile Development

The redesign of the DLC website is focused on creating specific experiences for the different stakeholder groups noted in section 1.3 above, and UX/UI will play a significant role in this project. Utilizing stakeholder research surveys conducted by the DLC and market research and user profiles created for DLC by Cadmus Group, the Vendor shall define and confirm the needs of each audience and establish design goals for each group.

Other planning activities include a review of current website content areas, structure and organization, content management system (CMS) platform recommendations, hosting considerations, documentation of page design and template needs, etc.

2.2 Task 2: Website Redesign

The DLC requires a design for the website that is intuitive, clean, clear, and engaging, and that supports the efforts and mission of the organization. The home page needs a modern look and easy-to-navigate redesign. This design should provide clear direction to find content based on each website user group's needs without losing sight of the primary needs of website users: finding listed products, getting a product listed, or finding supporting resources. The value proposition for each user group needs to be clear immediately when opening the home page and the intuitive next step to finding information must be provided.

The content structure should be organized so that website users spend minimal time finding the information they need and more time reading or downloading materials. New page templates that simplify content management for in-house staff and require little (if any) development but allow modification are critical. The website structure must be redesigned to provide more intuitive navigation, with information organized by website user/audience, and content developed to address these needs.

Additional features or tools that immediately engage website users, identify their information needs, and guide them to the specific content they are seeking may be integrated as sub-projects. Member Portal (a password-protected portal for DLC utility members) updates that engage subscribing DLC members and provide access to tools and dashboards will also need to be integrated into the website structure.

The site search tool should be as easy to use as a Google search. News items need to be targeted, accessible to website users, and easily navigated but less cluttered. Ideally, relevant news items and other targeted content

should appear dynamically based on website user type. Vendor should provide options for how user identification could happen.

Website Users utilize a wide variety of devices, including computers, tablets, and mobile smartphones. The new DLC website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. The Vendor should ensure that all users will be able to view the DLC website, no matter what device they are using.

In addition, the WCMS solution should be able to preview the mobile view across different devices and should allow the ability to design and customize a better user experience for mobile website users by allowing DLC Business users to move, hide, and reorder content to create an optimized mobile view of our website.

UX testing should be performed for all design elements.

In addition to the existing content areas listed in the sitemap provided in section X.x, the new design needs to include the following:

- New modern home page

- Clean and focused design

- Optimized with SEO best practices

- Intuitive navigation with a clear path to the QPLs, Technical Requirements, policy development timelines, Member Portal, and application submission instructions. This same design (look and feel) will be applied to the QPLs and Application Management system as well.

- New website search tool (separate from the QPL search tools) that calls out any relevant documents or content on the website aside from the products info.

- Content structure organization

- Page templates in CMS that can be managed/customized by DLC internal staff

- User engagement tools to recognize users and provide page suggestions, webinars, other engagements

- News item redesign/organization (dynamic)

- All applicable content imported from the current site

- An internal location and mechanism for the blog that is available to website users, searchable, and easily updated

- Social media integration (share buttons, follow buttons, etc.)

- Graphic design templates for each page type

- Set of icons for each program area (DLC will approve an icon library as part of the overarching design)

- Text and heading styles defined

- Responsive and customizable mobile view: automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen

Additionally, investigate additional integrations that provide opportunities for interaction (sub-projects). These may include dashboards for members to view QPL statistics, clearer paths to contact DLC staff, and access to DLC tools, resources and reports, and possibly a mechanism for communication between members, such as a moderated message board. For submitters, access to tutorials could be provided to help avoid common mistakes when preparing to submit, clarify instructions on what is required, and who to contact for help, if needed.

3.0 Direct Query Questions to RFP Respondents

While a number of these requirements are mentioned in other parts of the RFP above, please include the direct answers to each of the questions below regarding the use and requirements of the Web Content Management Solution (WCMS) sections in your response.

Note: In the questions below, when the question refers to:

- **'WCMS'** – We are looking for answers related to the WCMS platform you will be proposing to satisfy the content management requirements.
- '**the solution or your solution'** – We are looking for answers related to ALL software/components used in the 'end to end' website delivery, including the WCMS if applicable.
- **'Website-User'** – This term represents a visitor to the DLC website
- **'DLC Business User'** – This term represents an authorized DLC Content Creator, WCMS User and/or Business user.

3.1 Design, Form, and Templates

3.1.1   Does the solution provide the ability to create a design by modeling it on an existing site or design?

3.1.2   Does the WCMS provide a page building & layout environment where DLC business users can select or drag & drop from a palette of page elements (or modules) to change page designs?

3.1.3   Does the WCMS provide out-of-the-box, responsively designed templates?

3.1.4   Does the WCMS offer the ability to create or make changes to a design by modeling it on an existing site, pages, or design?

3.1.5   Can designs from third-party designers be imported?

3.1.6   What coding skills are required to change existing designs?

3.1.7   Does the WCMS provide a simple drag-and-drop interface for creating forms with no technical knowledge, customization, or development required?

3.1.8   How can the data entered into forms be exported? What standards/file formats are supported? For example, can the data be exported as a spreadsheet, database, or XML?

3.1.9   Does your solution support templates built using other tools such as other HTML creation frameworks etc.? What all different tool templates are supported?

3.1.10   Can a custom form creator set the optional validation criteria: required fields, date format, email format, URL format?

3.1.11   Does your solution allow for forms to be partially completed, save & resume an e-form at a later date?

3.1.12   Does the solution provided allow for web pages to be made of multiple components that each can be shared, version-controlled & edited (rather than one template per page)?

3.1.13   Does the solution support global & site-specific/custom design templates? Please explain how you would integrate an HTML 5/CSS 3 responsive template into your solution.

3.1.14   Does the solution support global & site-specific/custom content types that can be used to build web pages, etc.? Please explain how these are created & shared.

3.1.15   All design templates must support "pixel perfect" design control. Please describe how design templates are configured? What skills are required?

3.1.16   The solution must support multiple scripting languages (pre or post publish). Please list the scripting languages supported by your solution.

3.1.17   Can designers & content creators preview what pages will look like on various devices and, in the case of responsive design, at various breakpoints?

3.1.18   Can all designs be edited in HTML form without requiring a translation mechanism such as XSLT or Velocity?

3.1.19   Can all changes to design templates & content type layouts be version controlled with the ability to rollback, not just whole designs but individual code lines? Please explain how your solution accomplishes this.

3.1.20   Does your solution allow for a comparison of code changes between versions? Please explain how your solution accomplishes this.

3.2 Distribution and Rights Management

3.2.1   Does the solution support asset expiration dates, including the automated change/archiving or expired assets?

3.2.2   Can the WCMS display notification & agreement for rights or other information on download, & can acceptance be indicated by clicking?

3.2.3   How does the WCMS integrate with digital rights management for contractual and/or usage restrictions?

3.2.4   How does the WCMS control the use of assets in multiple distribution channels?

3.3 Authoring, Editing, Personalization, Delivery, and Publication

3.3.1   Describe how content is entered or submitted using the WCMS.

3.3.2   Do you support drag & drop content authoring & experience assembly for non-technical DLC Business Users/content authors to move & reporder content easily? Does it provide a page building & layout environment where DLC Business Users can select or drag & drop from a palette of page elements to change page designs?

3.3.3   Does your solution offer content authors the ability to preview rendered format & make edits in context as they will appear in resulting webpages when delivering content in a headless manner? Please explain.

3.3.4   How does the platform handle authoring for different platforms/channels (including web/mobile sites delivered through your solution, web/mobile sites outside of your solution, mobile apps, display screens, chatbots, social media, email, etc.)?

3.3.5   What capabilities have you included in your authoring environment to support the preview of content for multiple channels web, email, social media, etc.?

3.3.6   Please explain the rendering approach for different interfaces - e.g., HTML5, Single Page Apps, Hybrid & Native Apps.

3.3.7   Explain your ability to support content types & structured content such as database data, text, digital assets such as graphics, logos, images, video, audio, 3D, & documents in pdf format.

3.3.8   Are there tools for creating & managing interactive web forms? How does your solution handle building mobile, adaptable forms?

3.3.9   Describe how your solution will reduce IT intervention in content management lifecycles & content updates.

3.3.10   How is content re-used in the solution? For instance, can content be updated in multiple places by modifying a single content instance? Can multiple instances of a single piece of content appear differently in different places (such as the words in a text block can be changed where it appears in one place without changing it everywhere else)? Is re-usable content functionality "plug & play" or does it require template coding?

3.3.11   Does your solution track & generate an audit trail of the changes related to changes done to a piece of content? Please describe.

3.3.12   Describe how page templating works on your solution. Can newer templates be created on the fly by advanced DLC Business Users without IT help? Can existing templates be modified (selectively or entirely) based on the author's needs?

3.3.13   Does the solution provide out-of-the-box responsive templates?

3.3.14   Can mobile templates & themes be used to style the same content differently on mobile vs. main site?

3.3.15   Does your solution provide support for authors to choose from a set of styling options to render the content in different presentation variations? Does this have to be setup/coded in the platform, or does the platform provide the native capability to support this?

3.3.16   What AI/ML capabilities does your solution provide support to authors & improve the author's productivity?

3.3.17   Does the solution support automation for personalization workflows via AI/ML-based capabilities?

3.3.18   Does the tool provide the ability to create & maintain shared assets that are used throughout one or multiple websites? These websites may or may not be within our domain.

3.3.19   Does the tool provide a means to browse/search existing reusable content available in the content repository (English as well as other than the English language)?

3.3.20   Does the tool provide common "library services" including check-in & out, revisions & versions?

3.3.21   Which of the following content types are supported out-of-the-box? Please add if there are additional content types that are supported by OOB. (Examples: Rich text,) Plain text, HTML, File pdf/word, etc., Calender events, Flash, Video, Structured content

3.3.22   Does the tool have a comprehensive undo function in the content editor?

3.3.23   Can content authors set, publish expiration times & dates?

3.3.24   Can content authors set a date in the future where the DLC Business User will be prompted to review content, either manually or automatically?

3.3.25   Can all content changes be tracked, version-controlled & allow for comparison between multiple versions?

3.3.26   Describe the template creation, definition, & edit process required to deploy the WCMS for our website(s), including skills, any code or markup languages required, tools used, or required.

3.3.27   Can pages, sections, or media on the site be password protected?

3.3.28   Describe the link management features within the solution & how broken links can be managed.

3.3.29   Does the WCMS support content editing, including support for rich text with HTML & style (CSS) enforcement?

3.3.30   Does the WCMS allow editing from Microsoft Word, including stripping of special characters & other formatting issues that typically occur with content originating in Microsoft Word?

3.3.31   Do you supply a run-time environment for the delivery of dynamic content? If so, please provide a short overview (e.g., additional product, additional framework, third-party OEM agreement, etc.)

3.3.32   Does your solution offer the ability to upload content from the staging area in bulk or piece by piece?

3.3.33   Does your solution provide the ability to publish content to multiple locations based on predefined attributes?

3.3.34   Does your solution offer the ability to support automatic publishing occurring on a scheduled date?

3.3.35   Please describe the process to publish to a live site. Does the publishing happen instantly?

3.3.36   Describe how DLC Business Users can publish to different web servers & domains. Are CDNs supported?

3.3.37   Can the solution explicitly personalize content for DLC Business Users based on their group and/or DLC Business User profile?

3.3.38   What features are available to allow the personalization of a page for a End User? Outline what methods there are for identifying a website user (login, behavior, location / IP lookup, etc.). Also, cover how these elements are added during the authoring process.

3.3.39   How does the solution support personalization for unknown visitors or offline website users?

3.3.40   Does the solution support Multivariate A/B testing? Please describe the features available.

3.3.41   Please provide some examples of how others have delivered personalized websites using your solution? Ready slides/case would do.

3.3.42   Does the solution track the last viewed pages?

3.3.43   Is the webiste user interface of the WCMS responsive? Does it support editing on desktop, tablet & smartphones?

3.3.44   Describe the standard approach/steps (including screenshots, if possible) to editing content by a content author.

3.3.46   Does the solution support the spell checking of content with custom dictionaries?

3.3.47   At a minimum, the following content editing features should be available to content auditors. Please provide details as to how each of the following features is supported:

- Custom formatting such as bold, italics, bullet points, numbered lists
- Cross-linking content
- Accessible tables
- Easily set Headings / CSS elements
- Add images & other forms of media

3.3.48   Can the solution easily integrate rich-media (e.g., video, audio, maps, etc.) where appropriate?. Describe what formats are supported.

3.3.49   Can the designated DLC Business User be able to view the HTML code behind the content?

3.4 Application Testing

3.4.1   Does the solution have the ability to measure the relative success of content, landing pages, personalized pages, forms, surveys, social shares, etc.? Please describe.

3.4.2   Can designers be able to create alternative designs/layouts for optimization testing?

3.5 Integrations

3.5.1   Does the solution support automated watermarking or integrations to 3rd party watermarking solutions?

3.5.2   Does the WCMS integrate with other collaboration tools for information workers (e.g., SharePoint)? What tools can it integrate it to?

3.5.3   How does the WCMS integrate with other desktop tools (e.g., workflow, drag-and-drop access, etc.)?

3.5.4   Does the WCMS integrate with creative toolsets (e.g., Adobe Creative Cloud & related services such as Creative Cloud storage and/or Adobe Stock)?

3.5.5   Does the solution provide integration to marketing automation systems such as Eloqua, Marketo, Hubspot, etc.? Please describe how page tracking can be implemented.

3.5.6   Does the solution provide integration to analytics platforms?

3.5.7   Describe how your solution supports email campaigns, including the ability to track, measure, & manage unlimited campaigns.

3.5.8   Does the solution provide the ability to integrate with calendaring applications?

3.5.9   Does the WCMS have the ability to import feeds/data from third-party content providers/systems? If so, what data feeds/systems are supported? Is there an easy way for content contributors & site administrators to manage these feeds?

3.5.10   Does the WCMS support the integration of portal servers? Please describe the portal integration approach. Does it support JSR 168/286?

3.5.11   How do you integrate with third-party systems such as customer relationship management systems?

3.5.12   Does the WCMS provide integration with LDAP or Active Directory systems? Does it integrate with Single Sign-On systems?

3.6 Implementation Methodology

3.6.1   Describe how site features & functions are implemented, such as comments, link lists, image galleries etc.

3.6.2   What skills are required to make changes to site functionality? Does this involve changing application code? What are QA & deployment processes recommended when changes to site functions are made?

3.6.3   Describe the upgrade process for the WCMS? Are there categories of upgrades (major & minor)? Do all site functions continue to work on all upgrades without re-implementation?

3.6.4   Describe your implementation services offerings & typical implementation plan. If partners are used, please provide information on your partner strategy & precisely how you view the role of partners in the successful use of the WCMS.

3.6.5   Describe the time to implement that is typical for customers with a site or Web presence (site functions, channels, etc.) similar to ours.

3.6.6   Describe the typical ratio or multiplier for implementation services relative to license cost for customers with a Web site or presence similar to ours.

3.6.7   Describe what's required for a redesign post-implementation. Is a new custom development required? What skills are needed to implement a redesign? Can existing elements & content be reused? How is content migration completed?

3.6.8   When site sections are moved or reorganized, what impact does this have on templates, design & markup, or other site code?

3.6.9   Describe the professional services offered to facilitate installation & customization?

3.6.10   Do you have a formal partner network? Do you work with partners in client implementation projects?

3.7 Media and Library Services

3.7.1   Does the WCMS have the ability to track website user, date & time of content modifications?

3.7.2   Does the WCMS have the ability to expire & retire content?

3.7.3   Does the WCMS have the ability to search for objects by free text/metadata/content attributes?

3.7.4   Does the WCMS have the ability to maintain & access previous versions of content when updated or changed. (archiving & rollback)?

3.7.5   Does the WCMS have the ability to archive content in a separate data repository? Can archived content that is no longer on the production Web site be searched & retrieved for display on the live Web site?

3.7.6   Does the WCMS have the ability to import feeds from third-party content providers? If so, what data feeds are supported? Is there an easy way for content contributors & site administrators to manage these feeds?

3.7.7   How does the WCMS support video & audio content?

3.7.8   How does the WCMS support video encoding / transcoding?

3.7.9   How does the WCMS support publication of video content to external sites (e.g., YouTube)?

3.7.10   Do you support annotations & commenting within the video?

3.7.11   Do you support adaptive & responsive video streaming?

3.7.12   Do you support playback to web & mobile devices?

3.7.13   Describe the library services that you offer (i.e., check-in, check-out, versioning).

3.7.14   Do you support video subtitles/closed captioning, with links to the video?

3.7.15   Do you support upload & viewing of virtual reality (VR) & panoramic media objects?

3.7.16   Do you support 3D object ingestion? If so, what can the Business user do with a 3D object?

3.7.17   Please describe capabilities for asset upload, including bulk ingestion.

3.7.18   How is external data integrated into the solution? Does it require template coding?

3.7.19   Describe how the WCMS accommodates various media types, such as text, HTML, PDF, MS-Word, XML, graphics, audio, rich media, etc. in terms of storage & management & types natively supported.

3.7.20   Describe any function your solution has to create photo galleries.

3.7.21   Describe how your solution offers DLC Business Users the ability to crop/resize/optimize images.

3.7.22   Can images be uploaded to the solution in bulk using WebDav or other protocols/approaches?

3.7.23   How does the WCMS support a variety of file types, like graphics, proprietary formats, & PowerPoint files, concerning workflow, preview, transformation, & distribution? Are other new, rich media formats supported?

3.7.24   Can multi-page documents be saved as individual files? Examples include InDesign or PDF documents.

3.7.25   Can the solution manage text fragments along with rich media (images, video, etc.)?

3.7.26   Does the WCMS offer the ability to render, view, manage, manipulate (rotate, infinite axes) & publish high-quality 3D models?

3.7.27   Can the WCMS be customized to support media formats not handled by default?

3.7.28   How does the WCMS support global & localized content variations (while maintaining the relationship to source assets)?

3.8 Metadata

3.8.1   Does the solution provide the ability to apply custom metadata to digital assets, individually & in bulk?

3.8.2   Can metadata be imported & exported?

3.8.3   What metadata industry standards are supported (e.g., XMP, EXIF, IPTC, etc.)?

3.8.4   How does the WCMS support automatic metadata extraction & for which file types?

3.8.5   Explain the interface for applying metadata to assets. Some things to consider are multi-select fields & dropdowns, batch edit metadata with append, required & optional fields, & artificial intelligence tagging support.

3.8.6   How does the WCMS support rich media-specific metadata?

3.8.7   How can multiple assets be tagged together (both compound document support & bulk metadata ingestion)?

3.8.8   If the product includes AI functionality, is the AI native & trainable?

3.8.9   Does the solution allow metadata grouping, allowing for separate schemas per group or department?

3.8.10   Does the WCMS provide the ability to use a controlled vocabulary or keywords when filling in metadata fields?

3.8.11   Can business administrators customize which metadata fields are available for webisite users?

3.8.12   Does the WCMS support mandatory/required metadata entry fields?

3.8.13   Can the WCMS automatically tag digital assets with necessary & business-defined metadata? Is this done using a native artificial intelligence (AI) service or a 3rd party tool (e.g., Amazon, Microsoft, etc.)?

3.8.14   What do you believe is the most significant customer pain point related to metadata?

3.8.15   Describe how your approach to metadata helps to drive high website user adoption.

3.8.16   Does the solution support editing of metadata by content contributors, including structured information such as publication & expiration dates, titles, & call-outs?

3.8.17   Does the solution provide both open-ended "tag lists" of pages, as well as a controlled hierarchy of "categories" for End Users to select from?

3.8.18   Can these tags & categories lists be used across all site content, from blog posts to landing pages & other pages to best promote click through from one page to the next?

3.8.19   Does the solution allows for meta-data tagging using the schema.org taxonomy?

3.8.20   Does the solution provide tagging functionality to group pages, as well as a site map of categories for End Users to select from?

3.9 Mobile Application Requirements

3.9.1   What all App development frameworks do you integrate with? Please describe how content can be pushed to mobile apps from the solution.

3.9.2   Can the solution change the backend of the Mobile App so that we can make updates to the Mobile app with no/ minimum releases

3.9.3   Can the solution make changes to the designs of the Mobile App by adding or removing elements from various pages or changing the order of the elements

3.9.4   Can the modifications done in the back end be made visible on both the platforms simultaneously

3.9.5   Can the solution change the banner images from the backend without a release

3.9.6   Can the solution change the Order, Add, Disable Icons (Items) from the backend without a release

3.9.7   Can the solution Add/Remove product Landing page without a release

3.9.8   Can the solution change the copy on the landing page without a release

3.9.9   Does the solution support mobile delivery? What types of mobile devices does the solution support? How is this achieved?

3.9.10   Can the solution change the content of the WCMS pages without a release

3.9.11   Can the solution change the order of the WCMSs on the Landing page without a release

3.9.12   Can the solution do element level configuration (should be able to create a page & add elements to it (checkbox, fields, etc.))

3.9.13   Does the solution has an ability to use Website assets like widgets, articles, etc. on Mobile App

3.9.14   Can the solution change the top & bottom navigation

3.9.15   Is the WCMS web content management solution fully Unicode compliant?

3.10 Multi-lingual, Multi-Site Support and Management

3.10.1   Is the authoring & administration interface available in multiple languages? What languages are supported?

3.10.2   Does the solution accommodate external translation services and/or systems? Please comment on support & integration for any translation management & translation memory systems.

3.10.3   Is there a separate client installation required for each language supported? What pieces of client software are installed on the client for Unicode support?

3.10.4   Does the solution provide tools to support the management of multiple sites in multiple languages?

3.10.5   How does the WCMS support management of various sites in a global hierarchy? Are tools available for quickly launching new localized websites based on existing content & structure?

3.10.6   Does the solution provide a WYSIWYG capability to maintain site navigation?

3.11 Navigation

3.11.1   Does the solution offer the ability to create lists of pages based on directory, tag or category that update automatically as new content is created?

3.11.2   Does the solution provide support for mega-menus?

3.11.3   Does the solution provide out-of-the-box breadcrumb capabilities to include in the site?

3.11.4   Does the solution provide out-of-the-box core site navigation?

3.11.5   Describe the process of building navigation with the WCMS. Please list the out-of-the-box navigation features available.

3.11.6   Can the solution automatically generate navigation & other menu items based on directory content? Can the order of navigation be easily rearranged by utilizing the solutions' drag & drop features?

3.11.7   Describe the process used to define Site Navigation or "information architecture." Who can move site sections & subsections, what skill is required to rearrange sections in a site?

3.11.8   Does the solution allow DLC Business Users to generate an HTML/XML site map automatically?

3.11.9   3.11.10   Does the solution allow for related content to be displayed automatically? For example, associated courses, etc.

3.11.10   Does the WCMS provide the ability to create lists of pages based on the directory, tag, or category that update automatically as new content is created?

3.11.11   Does the solution provide support for navigation when viewed on a mobile device?

3.12   Reporting and Analytics

3.12.1   Describe the WCMS support for web analytics. Does the WCMS support the use of 3rd-party analytics tools such as Adobe Analytics, Google Analytics, or WebTrends? Is this an out of the box integration?

3.12.2   Describe the out-of-the-box reports that are available to DLC Business Users that allow for the improvement of content & performance on a daily basis.

3.12.3   Can the solution track digital asset analytics on specific assets, such as the number of times an asset is rated, clicked, downloaded, & viewed (impressions)?

3.12.4   How does the WCMS enable us to measure the value of agency assets, in order to assess impact?

3.12.5   Describe the ability for administrators to build custom reporting pages & the types of reporting templates available out-of-the-box

3.12.6   Can reports be automatically scheduled & emailed?

3.12.7 What specific usage data is collected & available for inclusion in reports (e.g., website users logged in over time, assets uploaded, downloaded, viewed, shared, download by a specific agency)?

3.12.8 What is specific search data collected & available for reporting (e.g., search terms used, search terms not finding a result, video-specific data such as play, pause & stop)?

3.12.9 Does the solution allow DLC Business Users to determine how content publishing activity impacts site traffic?

3.12.10 Does the solution allow DLC Business Users to determine where on the site to publish new content?

3.12.11 Does the solution allow the DLC Business User to determine how frequently to update or create new content based on site traffic goals?

3.12.12 Does the solution provide KPI dashboard features where performance dashboards can be configured to show overall performance? Can these dashboards integrate with various sources of data?

3.12.13 Does the WCMS allow website users to view analytics & performance data (e.g. web analytics, social, internal consumption of the assets, etc.) in the context of the WCMS?

3.12.14 Does the WCMS dashboards integrate with any third-party CRM solutions such as MS Dynamics, Salesforce, Oracle CX, etc.?

3.13   Search Engine Optimization

3.13.1 Does the solution identify pages that are missing critical SEO elements?

3.13.2 Does the solution provide marketers the ability to create & track URLs that are keyword, search & website user friendly?

3.13.3 Does the solution provide marketers the ability to retain URLs when changes are made to avoid broken links from search engines?

3.13.4 Does the solution provide the ability to test each page for broken internal & external links prior to publishing?

3.13.5 Does the solution help contributors flag any potential SEO issues, including missing or poorly formed metadata, H1 headings, missing Alt Tags on images, etc. before a page is published?

3.13.6 Does the solution enable keyword optimization tracking to ensure target keywords are utilized & used with appropriate frequency?

3.13.7 Does the solution ensure that Page Title, Page Summary & other critical SEO elements can be created even by casual content contributors?

3.14 Site Management, Search, Renditions, Versioning, Rollback

3.14.1 Please describe the WCMS site rollback capabilities.

3.14.2 How does the solution support internal & external links? Are links in the solution maintained when content is moved? Does it check for link validity?

3.14.3 Does the solution support versioning, indexing, & full-text searching of data? Is indexing of metadata included? Does this include rich digital media?

3.14.4 Does the content management system provide search? If so, are advanced search capabilities available such as faceted search or personalized search? Does it integrate with the most prominent 3rd-party search engine?

3.14.5 Does the WCMS have the ability to export content elements from one page for use on another page or in another site?

3.14.6 Does the solution support integration with social networks such as Facebook, Twitter, & LinkedIn?

3.14.7 Does the WCMS offer automated image rendition creation such as file conversion (.jpg, tif, gif), & size/DPI conversion? How does the WCMS support the automatic transformation or creation of rendition for image assets (sizes, colors, format, quality, etc.)?

3.14.8 Can administrators predefine variations of image (e.g., size, format, crop, sharpening, color adjustments, & other effects)?

3.14.9 Can website users generate image renditions via workflow or upon request?

3.14.10 Can the site conform to Google's search quality standards?

3.14.11 Can the WCMS automatically generate & manage asset renditions by channel (e.g., assets adaptive to the web, mobile, & other channels)?

3.14.12 Does the solution support the check-in/check-out of digital assets to prevent version conflicts?

3.14.13 Does the solution support serial & parallel asset versioning & retrieval?

3.14.14 Are versions created automatically and/or manually?

3.14.15 Does the solution have a version comparison feature allowing the DLC Business User to see different versions side by side or via overlay?

3.14.16 Does the solution offer content & site versioning tools to support compliance?

3.14.17 Does the solution have faceted search filtering, allowing website users to filter within search results?

3.14.18 Does the WCMS allow filtering by:

- Custom metadata?
- XMP metadata (file size, file type, etc.)?
- Analytics metrics (most downloaded, date uploaded, external product data)?
- By rules (e.g., AND/OR)?

3.14.19 Describe any advanced search features. (e.g., type ahead, suggested search, related assets, rating system)

3.14.20 Does the WCMS support the sorting of results, separate from filtering (e.g., size, most popular, most recent)?

3.14.21 Does the solution have saved searches, & can these be shared?

3.14.22 Does the solution support real-time multilingual search? If yes, for what languages?

3.14.23 Are multi-page files such as PDF's indexed, allowing the text to be searchable?

3.14.24 Is video playback supported from search results in thumbnail & full size?

3.14.25 What functionality does the WCMS provide for searching content on the published site?

3.14.26 Can entire pages or pieces of content be hidden from the site search?

3.14.27 Does the WCMS Site Search require installation on a separate server, or can it be safely installed alongside the solution on the same machine?

3.14.28   Can the WCMS Site Search exclude items of content from search and/or site map indexing?

3.14.29   Does the WCMS Site Search automatic support indexing, keyword generation, metadata, indexing & full-text indexing of content

3.14.30   Can an administrator assign permissions to DLC Business Users & groups to view, create, update, & delete assets?

3.14.31   Does the WCMS solution offer the ability to 'roll-back' content publication if unsuccessful?

3.14.32   How does the WCMS support search interface flexibility? (e.g., pre-built templates, WYSIWYG customization tools)

3.15 Social Collaboration and Blogging

3.15.1   Does the solution provide a built-in, integrated blog?

3.15.2   Does the solution allow multiple blogs within one website?

3.15.3   Does the solution allow RSS feed generation for blogs?

3.15.4   Does the solution allow for comments & comment moderation on any page?

3.15.5   Does the solution allow blog content to be intermixed with other site content, pages & related link lists?

3.15.6   Does the solution support syndication & aggregation of content feeds from RSS services?

3.15.7   Does the solution allow for external RSS feeds to be displayed inline?

3.15.8   Does the solution have social sharing widgets?

3.15.9   Does the solution have built-in tools for creating links & posts for social media to promote content?

3.15.10   Does the solution allow for scheduling & rescheduling social posts, editing posts before they go live, & approving or deleting scheduled posts?

3.15.11   Can the solution display external social site content?

3.15.12   Does the solution allow for comments to be used on any site page?

3.15.13   Does the solution provide the ability to generate polls?

3.15.14   Can Site Authors & Editors be able to publish content directly to social media platforms as part of a workflow or when content is published on the site?

3.15.15   Are website users able to share content on Twitter, Facebook, Google+ etc.?

3.15.16   Does the solution allow external RSS feeds to be integrated into the WCMS web pages?

3.15.17   Can the WCMS display external social site content?

3.16 Workflow Management and Governance

3.16.1   How does the WCMS support workflow modeling? Can DLC Business Users quickly create workflows?

3.16.2   What tools does the WCMS provide for review & approval of content as it moves through the workflow? Can assets be reviewed & approved in bulk?

3.16.3   Does the WCMS support comments & annotations during ad-hoc workflows? Does it support multi-level/nested approval workflows?

3.16.4   What are project management capabilities available to help manage an asset from creative ideas through delivery?

3.16.5   Does the solution have any pre-configured workflow templates (e.g., photography, translation, rights management, or external submissions)?

3.16.6   Can collections be added to workflows? How can assets be modified or approved as a group of files?

3.16.7   Can the WCMS provide a visual project-level view of workflow stages?

3.16.8   Does the solution support automated watermarking, & do you support any 3rd party watermarking integrations based on workflows?

3.16.9   Does the WCMS support integrations with 3rd-party workflow software such as CRM?

3.16.10   Does the workflow system support nested, parallel, & conditional processes? Is it possible to create an ad-hoc workflow for specific content?

3.16.11   How does the WCMS support review, edit, & approval workflows?

3.16.12   Does the WCMS support the ability to add comments to a piece of content throughout the workflow without the comment affecting the content itself (journaling)?

3.16.13   Does the WCMS provide a preview function so DLC Business Users can see page content before it is approved?

3.16.14   Does the WCMS support the status of content progress through the workflow?

3.16.15   Can the workflow be extended through scripted events or through the WCMS APIs? Describe.

3.16.16   How are DLC Business Users notified of workflow assignments? Are notifications customizable? How do DLC Business Users track their tasks & assignments within the WCMS?

3.16.17   Does the WCMS solution's workflow integrate with e-mail & other messaging systems for notification?

3.16.18   Can the WCMS workflow system support processing & review of web forms?

3.16.19   Can DLC Business Users configure authority for everyone in the workflow chain?

3.16.20   Describe the method of workflow creation? Is it graphical drag & drop graphical or does it require plug-ins

3.16.21   Can one author route different workflows based on document type?

3.16.22   Is there an ability to monitor workflow approval processes for all content items?

3.16.23   Can e-mail notifications be automated for certain types of content that are nearing their expiration dates?

3.16.24   Can site administrators & editors search for pages that have not been updated in "x" number of days, weeks, months, or years?

3.16.25   Does the solution provide the ability to define workflows through an easy-to-use administrative interface?

3.16.26   Does workflow include the ability to determine which roles have access to perform which actions at each step of the workflow?

3.16.27   How does the WCMS automate notification to DLC Business Users & roles when there is content for review?

3.16.28   Does the WCM provide a full revision history of changes made & who performed them?

3.16.29 Does the WCM provide validation on content & metadata, such as required fields or allowable types of content by field (e.g., only email in an email address field)?

3.17 Website User Interface

3.17.1 Please describe the user interface. Is it HTML5 compliant, AIR/Flash-based, or a desktop application?

3.17.2 Does the WCMS support customization or configuration of the UI/UX?

3.17.3 With respect to UI customization, what types of applications, integrations, interfaces, capabilities & workflows are available from SIs & 3rd party technology partners?

4.0: Additional Direct Query Questions: Technical, Architecture, Performance, Security, and Hosting Options

While some of these Technical Architecture, Performance, Security and Hosting questions may be referenced elsewhere in other sections of the RFP above, please include in your response the direct answers to the questions below:

4.1 System Requirements and Architecture

4.1.1 What are the main differentiators of your application system's architecture? Please provide a diagram of the WCMS architecture.

4.1.2 Describe the overall content repository architecture. Does the architecture require a central repository? If so, is it a standards-based or proprietary repository?

4.1.3 What type of content services can your solution provide to legacy system & application content?

4.1.4 Does your solution offer connectors to legacy content repositories & enterprise applications?

4.1.5 Does your solution require a database? Does it support the use of a database?

4.1.6 Does the solution provide an API set? Is the WCMS API documented & open? Please describe.

4.1.7 Does the WCMS solution support JSR 170/283, the Java Content Repository (JCR) API? If so, does it provide Level 1, Level 2, or Level 3 support for the JCR standard?

4.1.8 Is the WCMS solution J2EE compliant? Please describe.

4.1.9 Which 3rd-party products are incorporated into your solution? How are these maintained as new product versions are issued?

4.1.10 Discuss the WCMS's support for open source & standards?

4.1.11 Discuss the WCMS's support for industry standards.

4.1.12 Does the solution ship with a content repository?

4.1.13 What browsers & client/desktop operating systems are supported? (e.g., IE, Firefox, Windows, MAC)

4.1.14 Can the Web Delivery & Content Management tiers share the same application?

4.1.15   Can your Content Management system become our Web server & Web application server?

4.1.16   What web servers are required and/or supported? How many web servers are required in a multi-tiered model?

4.1.17   What Web application development environments are supported? (Java/JSP, .NET/ASPX, LAMP, etc.)

4.1.18   Detail the minimum hardware system requirements for your solution if applicable.

4.1.19   How does the WCMS support web services? Does the WCMS support REST?

4.1.20   Does your solution require any third-party plug-ins or dependencies?

4.1.21   Please explain if the proposed solution's UI can deliver an optimal experience across devices and operating systems & browsers.

4.1.22   Outline your recommended implementation architecture.

4.1.23   Describe the recommended server operating system, databases & server configuration for the implementation.

4.2 Technical and Performance Details

4.2.1   Describe any transformation language used by your solution.

4.2.2   Do you support templating for the web presentation layer? Please explain.

4.2.3   What technology is used for template development?

4.2.4   What performance tools are available with the WCMS? Are these tools integrated or add-ons?

4.2.5   Does the WCMS have a load balancer?

4.2.6   Does your solution provide an integrated development environment? If so, please describe. Does it integrate with popular development tools & environments?

4.2.7   Describe the caching capabilities & features of the WCMS. How do these enhance or impact the performance of the solution & sites?

4.2.8   How does the solution support migration during the upgrade process?

4.2.9   What are your capabilities to restrict access to only authorized networks & devices?

4.2.10   Does the WCMS support event triggers to external API's? Synchronous & Asynchronous transactions?

4.2.11   Are there out of the box connectors to popular partner solutions?

4.2.12   What are your web API standards? What method of authentication do you use for your API (OAUTH?)

4.2.13   What is the process for software release/patch management?

4.3 Application Platform, Security and Access Controls

4.3.1   How does the WCMS secure & manage DLC Business User-generated content?

4.3.2   Describe support for providing access control to content items based on business rules and/or permissions.

4.3.3   All system access must be encrypted. Please confirm that the WCMS can run over HTTPS.

4.3.4   What are SSO methods available to restrict access to either part or all of a site?

4.3.5   Does your cloud-based service include backups, disaster recovery, security, monitoring, 24x7 support?

4.3.6   When & how is the WCMS security tested? If you test yourself, what security accreditations do your testers hold? How are security patches issued? How many security patches have you published in the last 12 months - please give details of what issues they were for.

4.3.7   Provide details of your company's disaster recovery policy & procedures (both SaaS/PaaS environment & your operational procedure).

4.3.8   Provide details on your company's backup protocol & procedures, including frequency & storage location of backup media.

4.3.9   Describe the recovery options within the WCMS if any of the following are inadvertently removed or deleted:

- Content recovery
- Page recovery
- Site recovery

4.3.10   Describe the failover & recovery process in the event of a failure of the proposed solution.

4.3.11   How is the WCMS data, configuration data & source code backed up? Can backups be taken while the solution is online?

4.3.12   Describe your company's application upgrade policies & procedures.

4.3.13   Does your solution offer a cloud-based, managed services deployment option? What are the SLA that you offer?

4.3.14   We require the OEM to provide the SLAs & not through implementation partners. Please provide details on how you deliver the committed SLAs.

4.3.15   Does your solution comes pre-defined with a ready to use CI/CD pipeline?

4.3.16   Does your service allow for auto-scaling under conditions of stress, traffic spikes, biz needs etc.? These could be planned or unplanned. How does the costing work in these situations?

4.3.17   Describe the scalability of the WCMS, please include how your solution maintains peak performance as the number of content objects or concurrent website users increase in magnitude. Describe solution scalability as it relates to the following:

- Total number of assets
- Total number of assets for bulk ingestion
- Total number of website users supported
- Total number of simultaneous website users supported
- Performance

4.3.18   On average, how many updates/releases are rolled out each year (major & minor versions)?

4.3.19   Can the solution support both departmental & enterprise-wide deployments?

4.3.20   What product enhancements are planned for the next 12-18 months?

4.3.21   What programming or scripting languages will our developers need to know to set up the WCMS?

4.3.22   How does the solution support high volume API calls? What is the maximum volume supported?

4.3.23   Incident Response: Participants should articulate the incident response plan, team, & processes they have implemented. The supplier should articulate the processes & timelines they will follow

for incident notification to address the incident & implement corrective action plans. A participant should articulate their indemnification policy.

4.3.24   Which browsers and version does the WCMS support?

4.3.25   Does your company meet the ISO27001 Information Security standards?

4.3.26   Describe the security model & interaction at the asset & website user level as it relates to security concerns.

4.3.27   What types of functionality does the WCMS provide for DLC Business User access rights, content-level security, & encryption?

4.3.28   How does the WCMS support access & security concerns for assets & entire collections of assets?

4.3.29   Does the WCMS support SSO?

4.3.30   What level of load balancing is available?

4.3.31   What hosting platforms does the WCMS use & how do they address security?

4.3.32   How does the WCMS ensure Data Protection? Kindly articulate the policies, procedures, & systems they have implemented to prevent data loss, mitigate the effects of data loss, & ensure the privacy & integrity of sensitive information through encryption, data loss prevention, & data integrity policies in place.

4.3.33   Kindly articulate the policies & procedures you have implemented to operate a Secure System Development Life Cycle process as part of requirement gathering, design, construction, verification, & maintenance of the solutions.

4.4 Application Hosting and Configuration

4.4.1   Describe how you integrate securely with internal systems while the WCMS is hosted externally?

4.4.2   Do you provide a hosted version of your solution? (SaaS, PaaS, etc.) Is the WCMS available on-premise or cloud-hosted or both?

4.4.3   What levels of uptime do you guarantee?

4.4.4   In what geographic location is the data center or cloud hosted solution?

4.4.5   Is any software required to be installed on the DLC Business Users workstations?

4.4.6   How much control does the individual website user have on their configuration?

4.4.7   Approximately how long will it take for the vendor to install & configure the tool?

4.5 Training and Support Services

4.5.1   Describe your approach to DLC Business user training.

4.5.2   Do you provide 24/7 technical support? If so, is there an additional cost for this?

4.5.3   How are technical support issues escalated & resolved? Describe the typical resolution process.

4.5.4   Provide a detail of your company's remote support & diagnostics capabilities.

4.5.5   Are new software releases included in the maintenance agreement?

4.5.6   What is the average time & cost required to complete an upgrade?

4.5.7   Describe how customizations to the WCMS are supported for both ongoing support & upgrades.

4.5.8   Describe your Technical Support model, escalation procedures, communication, forums.

4.5.9   Please provide an overview of the post-project support services available. Please indicate where additional costs apply.

4.5.10   What channels can we use to log a support ticket? Telephone, web, etc.?

4.5.11   Do you provide 24/7 telephone support? Is it an optional service or included in the support level proposed?

4.5.12   Please describe your standard service level agreement (SLA), including response times & escalation points?

4.5.13   Are upgrades between major & minor versions included as part of your service agreement without additional charge?

4.5.14   Who is responsible for conducting the upgrade, the vendor, or the client?

4.5.15   Is there a limit in the number of support tickets that can be logged on a monthly, quarterly, or annual basis? If so, is that amount included in the support contract proposed?

4.5.16   Do you provide on-line or a self-service support system? If so, please describe the facilities available?

4.5.17   Is telephone support included in the SLA?

4.5.18   Please provide the cost of a maintenance contract to cover all software components you are providing for a period of five years. Indicate if the first year is covered by a warranty or is considered a paid year of maintenance.

4.5.19   Does the cost of maintenance include major software upgrades or only point releases?

4.5.20   Please provide a list of additional courses or training material - either in a classroom or online, along with their cost.

4.5.21   Describe the different roles & skill sets required to use, administer, & support the WCMS.

4.5.22   Please list all training & documentation that is offered around your solution (including costs).

4.6 Project Management and Quality Controls

4.6.1   Describe your typical project management approach, including the approach to project risk management.

4.6.2   Are your project manager's PMI qualified (or similar)?

4.6.3   Is your organization accredited to the ISO 9001 standard?

4.6.4   How does your solution prevent multiple web authors from overwriting each other's changes?

4.6.5   Can the solution identify broken internal & external links? If so, please describe.

4.6.6   Describe how your solution maintains the accuracy of links when media and/or pages are moved within the site or renamed.

4.6.7   Describe any tools your solution has to facilitate content audits.

4.6.8   Describe how audit information, such as time & date of last edit, content editor, etc. is accessed.

4.6.9   Describe how your solution provides content contributors the ability to view stale content & set review dates for their content.

4.6.10   Describe the solution's reporting & audit log capabilities.

5.0 Instructions to Respondent

5.1 Timeline

The DLC anticipates following the schedule below:

Event	Date and Time
Release RFP	May 6, 2020
Questions due	May 12, 2020
RFP response deadline	May 26, 2020
Follow up with selected respondents for clarification or product demonstrations	May 27-June 5, 2020
Selection and award of contract	June 15, 2020

5.2 RFP Evaluation Criteria

This set of criteria will be used to evaluate each vendor's proposal. A contract may be awarded to the vendor that best satisfies the overall requirements of the RFP.

- Completeness of proposal and overall solution
- Congruence with the goals and objectives of Customer
- Team qualifications, experience and expertise
- Open, knowledge-sharing communication
- Results of proposal interviews and client references
- Features and function of WCMS
- Inspection of vendor's production websites
- Available WCMS training solutions
- Project and future costs

After reviewing Responses, the DLC reserves the right to contact some or all Respondents to clarify information presented in the Response(s) or to have the Respondent demonstrate software functionality.

5.3 Contact

This RFP is issued by Efficiency Forward, Inc. DBA DesignLights Consortium. Stephen White, Chief Operating Officer, will function as the sole point of contact during this process.

Stephen White
Chief Operating Officer
swhite@designlights.org
O: 781-538-6425 Ext. 197

Respondents may submit questions about this RFP by May 12, 2020 via email to Stephen White. Any questions submitted by one Vendor will be answered by May 19, 2020.

Respondent submissions to the RFP must be received via email to both contacts below prior to the RFP Reponses Due deadline:

Stephen White
Chief Operating Officer
swhite@designlights.org

and

Liesel Whitney-Schulte
Director of Programs (DLC)
lschulte@designlights.org

5.4 Submission of Response

Responses to this RFP are due no later than the above deadline and time identified in Section 3.1 (Timeline). The Respondent remains solely responsible for ensuring that its Response is received at the time, date, and method specified.

- Responses to this RFP must be submitted to the identified contacts by **email ONLY.** The email should be addressed to the contacts in Section 3.2 with the subject line titled, "RFP". Attach one (1) electronic copy of all files in both Microsoft Word/Microsoft Excel and in PDF format (please make sure that the Response is word-searchable).
- A confirmation of receipt will be sent to those who submit Proposals on time.
- Late submittals will be rejected.
- Respondents are not required to submit print copies of their proposals.
- Respondents are required to offer solutions/responses to all parts of the RFP that are applicable to the Respondent's business model or expertise.
- Respondents should be prepared to present their proposal in a 2 hour virtual meeting.
- Reference interviews will take place between May 27-June 5, 2020.
- The DLC reserves the right to reject as non-responsive any proposals that do not contain the information requested in this RFP.
- The DLC is not liable for any costs incurred by any person or firm responding to this RFP or participating in the RFP selection process.

Section 4 outlines the Response format intended to obtain organizational and reference information from all Respondents.

5.5 RFP Responses Property of the DLC

All materials submitted in Response to this RFP become the property of the DLC.

6.0 Response

Respondents are requested to provide a concise yet complete description of the Respondent's approach and capabilities for satisfying the required services outlined in this RFP. In addition, Respondents are encouraged to proactively present additional information and responses, not explicitly requested, that help demonstrate an understanding of this project's objectives and needs as well as Respondent's creativity, experience, and/or expertise.

Respondents shall include the following Sections in their Response, referencing the same numbering system as used in this Section. The information provided in this Section will address the specific Response item and be informative and concise.

6.1 Title and Transmittal

6.1.1   **Title Page or Cover.** The title page or cover must include the RFP title, the RFP due date and time, and the Respondent name and address.

6.1.2   **Table of Contents.** Each Response shall be submitted with a table of contents that clearly identifies and denotes the location of each Section and Sub-Section of the Response. Additionally, the table of contents should clearly identify and denote the location of all Attachments to the Response.

6.1.3   **Transmittal Letter.** The Response must provide a written transmittal of the Response in the form of a standard business letter. The transmittal letter shall include the following items:

- Legal entity name of the Respondent
- Brief description of how the Respondent meets any of the preferred Respondent qualifications
- Name, mailing address, telephone number, and email address of the Respondent's contact person
- Signature of a company official empowered to represent the Respondent

6.2 Executive Summary

In the Executive Summary, the Respondent should condense and highlight the contents of the Response in such a way as to provide the DLC with a broad understanding of its product(s) and/or implementation services. This section of the Response is intended to provide a clear and concise understanding of key aspects of the Response as follows:

- Narrative summary of the Respondent's knowledge of the RFP and its ability to provide the solution and/or implementation services as outlined in this RFP.
- Summary of the solution and services recommended in the Response to the RFP and why those products and/or services represent a "best value" solution.
- Discussion of why the Respondent is qualified to provide the solution and/or services presented, including an overview of prior relevant experiences and product or industry alliances, certifications and/or accreditations.

The maximum length should be no more than three pages.

6.3 Statement of Qualifications

1. The DLC is soliciting Responses from qualified firms that are in the business of providing services as described in this RFP. The Respondent should present information about its organization, highlighting its applicable qualifications and experience, including:

   - A brief overview of business operations
   - Summarize the breadth and depth of the Respondent's **relevant** experience.

   The maximum length should be no more than two pages.

2. Provide three public or private client references that would be willing to be interviewed by the DLC between May 27 and June 5, 2020 regarding experiences with your services. The following reference information should be provided:

   a. Organization name
   b. Organization description
   c. Reference contact information
      - Name
      - Title/role within the organization
      - Mailing address
      - Phone
      - Email
   d. Referenced project beginning/end dates
   e. A brief summary of the referenced engagement, including a description of contract scope and results achieved

3. Describe your familiarity with the DLC requirements and business processes.

   The maximum length should be no more than three pages.

6.4 Narrative Regarding Services

1. **Contract Management Methodology.** Describe your firm's project and contract management methodology. Include in the description of your methodology's adherence to project management standards and distinguishing features of the methodology that have contributed to project success.

2. **Staffing.** Describe the approach to staffing. Address the use of on-site vs. off-site and full-time vs. part-time resources and how those resources are coordinated to work effectively with the DLC team. If offshore resources are a part of your approach, explain the expected benefits as well as the processes used to manage and maintain the security of access to DLC data and the quality of remote work.

3. **Roles.** Describe the roles and positions that would be provided by the firm and those required of the DLC. Please estimate the number of full-time positions to be required for the firm and the skill sets that the Staff should have.

4. **Training.** Describe your approach to training the team and maintaining high quality service delivery in accordance with a contract expectation.

5. **Quality Assurance.** Describe your approach to managing the quality of work, process adherence, staff performance, and metrics.

6. **Desired IT Capabilities.** Describe your approach to desired IT capabilities listed in Section 1.7 and describe any alternative solutions or recommendations.

The DLC does not wish to unduly constrain its options for implementation. Respondents are invited to present innovative or alternative solutions that could be beneficial to the DLC.

6.5 Narrative on Tasks

This section should describe your approach to managing the details identified in the below tasks and describe any alternative solutions or recommendations based on the firm's capabilities.

- **Task 1: Planning and User Story/Profile Development**
- **Task 2: Website Redesign**
- **Task 3**: **Website Development & Testing**

6.6 Additional Topics for All Respondents

1. **Pre-Implementation Activities.** Describe any suggested activities that the DLC could complete prior to the start of the implementation project that would accelerate or facilitate the implementation effort.

2. **Expected time allocations for DLC staff**. Describe expected time commitment or other resources required from DLC internal staff to support the coordination of Website Redesign activities.

7.0 Attachments

7.1 Website Examples

Website	What we like
Federal Communications Commission https://www.fcc.gov/	User friendly, intuitive design and multiple easy buttons to specific actions, clean design and color scheme with two options to browse content by, fresh vibrant UI, usercentered design, user base includes public and professional
ENERGY STAR https://www.energystar.gov/	Energy Star user friendly design focused content, form follows function, tools & tips, ask the expert sections
Intertek www.intertek.com	Interactive quote process, User Engagement, clean, modern UX, consistent user interface
Rocky Mountain Institute www.rmi.org	Engaging, clean and colorful: easy to read font, colorful, relevant images, simple layout; about info & value prop is front and center
Sierra Club https://www.sierraclub.org/	Engaging, image-forward, easy to navigate, inspires action, targeted to user (by location), focus on impact
PNNL https://www.pnnl.gov/	Particularly the news & media section – easy to navigate to, simple to read, contains a search and sort function within the news section, allows for featured stories, easy to contact the organization

7.2 Sitemap for the Current Website

- Home
- About Us
  - **Team**
  - **Board of Directors**
  - **Our Members**
    - Become a Member
  - **Industry Advisory Committee**
  - **History**
  - **Careers**

- Contact Us

- Sign In/Create an Account

- Solid-State Lighting
  - **Search the QPL**
  - **Submit a Product**
    - Single Product Application Instructions

- Single Product Application Form Instructions
- Single Product Application Checklist
  - Family Grouping Application Instructions
    - Family Grouping Testing Requirements
    - Family Grouping Application Form Instructions
    - Family Grouping Application Form Checklist
  - Private Label Application Instructions
    - Private Label Application Checklist
  - Product Update Applications
  - Application Fees
  - Application Review Timelines
- **Manufacturer Name Updates**
- **Lumen Maintenance**
- **Understanding the QPL**
- **Application Process Overview**
- **Qualification Requirements**
  - Product Eligibility
    - Specialty Products
  - Technical Requirements
    - Allowances
  - Testing and Reporting Requirements
    - Testing & Reporting Requirements for Retrofit Kits
      - Approved and Pre-approved Equivalent Housings for Retrofit Kits
    - Testing & Reporting Requirements for Linear Replacement Lamps
    - Testing & Reporting Requirements for Screw-Base Replacements for HID Lamps
      - Approved and Pre-Approved Equivalent Fixtures for Screw-Base Replacements for HID Lamps
    - Testing & Reporting Requirements for Four Pin-Base Replacement Lamps for CFLs
    - Testing & Reporting Requirements for Color-Tunable Products
    - Testing & Reporting Requirements for Dimmable & Field-Adjustable Light Output Products
    - Testing & Reporting Requirements for Field-Adjustable Light Distribution Products
      - Example: Integral FALD with FALO, CT, 1 PUD
      - Example: Integral FALD with FALO, 1 PUD
      - Example: Integral FALD with 1 PUD
      - Example: Integral FALD with Multiple PUD
      - Example: Standard FALD with 1 PUD
      - Example: Standard FALD with Multiple PUD
    - Testing & Reporting Requirements for DC and PoE Lamps, Luminaires, and Retrofit Kits
    - Testing & Reporting Requirements for Hazardous Location Lighting
    - Testing & Reporting Requirements for Safety Certification
    - Testing & Reporting Requirements for Modular Products with External Power Supplies
    - Approved or Pre-Approved Housings

- **Testing Lab Requirements**
  - DLC LM-79 Testing Lab Requirements (pdf)
  - DLC Approved LM-79 Testing Laboratories
- **DLC Premium Requirements**
- **Past Technical Requirements**
- **Surveillance Testing Program**
  - Surveillance Testing Policy (pdf)
- **DLC Policy Development**
  - Policy Development Process
- **Solid-State Lighting FAQs**

- Networked Lighting Controls
  - **Search the QPL**
  - **Download the QPL**
  - **Qualify a System**
    - System Definitions
    - NLC Technical Requirements
    - NLC Application Instructions
    - Revision Schedule and Listing Fees
  - **Case Studies**
    - Digital Lumens Advanced Lighting Demonstration
    - Philips Advanced Lighting Demonstration
    - CREE Advanced Lighting Demonstration
    - Current by GE Advanced Lighting Demonstration
    - Enlighted Advanced Lighting Demonstration
    - Advanced Lighting Demonstration Final Report
  - **Training Programs**
  - **Reports, Tools, and Resources**
    - Report: Energy Savings from NLC Systems Download Page
  - **Lighting Controls FAQs**

- Horticultural Lighting
  - **Horticultural Lighting QPL**
  - **Horticultural Lighting Technical Requirements**
  - **Qualify a Fixture**
    - Required Documentation Checklist (pdf)
    - Application Question Descriptions (pdf)
    - Listing Fees
    - Application Review Timelines
    - Horticultural Lighting QPL Revision Cycle
      - Horticultural QPL Revision Schedule (excel)
  - **Horticultural Lighting Resources**
    - Terms and Definitions Guide (pdf)
    - Ultraviolet Light Guide (pdf)
    - Application Design Guide (pdf)
    - Active Cooling Guide (pdf)

- Technical Workplan/Current Efforts
  - **SSL Technical Requirements V5**

- ○ **Networked Lighting Controls V5 (NLC5)**
- ○ **Horticultural Technical Requirements V2.0**
- **News and Events**
  - ○ **DLC News**
    - ▪ Each news item is a separate page
  - ○ **DLC Webinars**
    - ▪ Each webinar is a separate page
  - ○ **DLC Events**
    - ▪ 2019 DLC Stakeholder Meeting
      - Why Attend
      - Agenda
      - About the Speakers
      - Structured Networking
      - Sponsorship
      - Things to Do in St. Louis
      - Where to Eat in St. Louis
      - Photos
    - ▪ 2018 DLC Stakeholder Meeting
      - Why Attend?
      - What to Expect
      - Agenda
      - Structured Networking
      - Controls Training
      - Hotel & Lodging
      - Sponsorship
    - ▪ 2018 DLC Controls Summit
      - Agenda
    - ▪ 2017 DLC Stakeholder Meeting
      - Who Should Attend?
      - Why Attend?
      - Agenda
    - ▪ 2017 DLC Controls Summit
      - Agenda
    - ▪ 2016 DLC Stakeholder Meeting
      - Sponsors
      - Presentation Downloads
- **Resources**
  - ○ **DLC Blog**
  - ○ **Energy Savings Potential of DLC Commercial Lighting and NLCs**
  - ○ **SSL Program Summaries**
  - ○ **NLC Program Summaries**
  - ○ **Energy Savings from Networked Lighting Control (NLC) Systems)**
  - ○ **US DOE 2015 Lighting Market Characterization**
- **Terms**
  - ○ **Terms of Use**
  - ○ **Logo Guidelines**

- - - Program Logo Style Guide
- - - Premium Logo Style Guide
- - - Horticultural Logo Style Guide
- - **Self-Certification Statement**

- **API Documentation**
  - **Overview**
  - **Updates**
  - **Authentication**
  - **Errors**
  - **Pagination & Requests**
    - Page Show
    - Current Page
  - **Sorting Returned Data**
  - **Data Model**
    - SSL Products
      - SSL Product Object
      - SSL Category Object
      - SSL Product Version/Classification Object
      - SSL Account Object
  - **Filtering Products**

- **Member Portal**
  - **Member News**
  - **2018 Meeting Materials**
  - **2017 Meeting Materials**
  - **2016 Meeting Materials**
  - **2015 Meeting Materials**
  - **2014 Meeting Materials**
  - **2013 Meeting Materials**
  - **2012 Meeting Materials**
  - **2009 - 2011 Meeting Materials**
  - **Resources for Members**