June 21, 2023

REQUEST FOR PROPOSAL
Whip Media: Partner Statement Acquisition RPA

OVERVIEW

The Whip Media Managed Services team is exploring process optimization through automation for a critical process in the workflow supporting customer performance tracking across multiple content distribution modalities. This RFP details the key aspects of the project scope broken down into two phases:

PHASE 1: New Product Launch Workflow
PHASE 2: Existing Enterprise Product Workflow

The scope of the work for each phase is similar and the requirements for an RPA solution will be the same. Where the phases differ is in the data sources themselves and the scale in terms of overall data sources which will be detailed below. Also included is a POC request tied to the 1st phase along with key requirements which will drive the success criteria. Please review and provide feedback or request any further clarification on scope or requirements. We request that initial proposals include the following:

1. RPA Solution Proposal
2. Cost Model / Rates
3. Engagement Model (Automation Monitoring, Issue Triage, Maintenance and Change Management)
4. Other RPA workflow capabilities/suggestions

TIMING

1. Initial Engagement: June 12 - 21
2. RFP Review: June 22 - 28
3. **Proposal 1: June 30**
4. Proposal Review: July 1 - 7
5. POC Phase: July 10 - 21
6. POC Review: July 24 - 28
7. **Final Decision: August 4**

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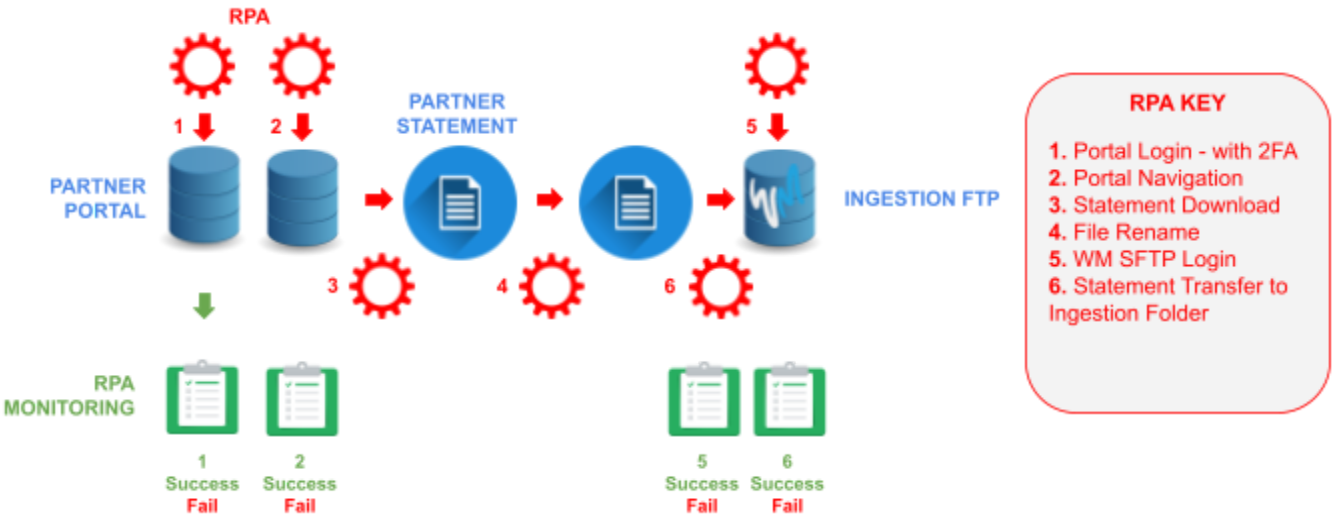
SOLUTION REQUIREMENTS

A comprehensive RPA solution proposal should address the following:

- Plan/Build/Deploy for RPA services to service daily data collection from partner portals
- Testing/QA plan for each RPA deployment
- Configurable scheduling for RPA process (through trial and error)
- Success/Failure monitoring and alerts (via dashboard)
- Trackable metrics on success/failure including date/time stamps to drive KPI's
- Escalation/Remediation Plan (including direct client remediation where necessary)
- Change Management Plan

RPA PROCESS

The diagram below shows a high level overview of the desired RPA process. RPA process steps will vary depending on partner portal architecture, variability in target statements, etc. Target file format can also vary depending on partner (.csv, .xls, pdf) Please see the Appendix for specific examples of desired RPA flows per data source.



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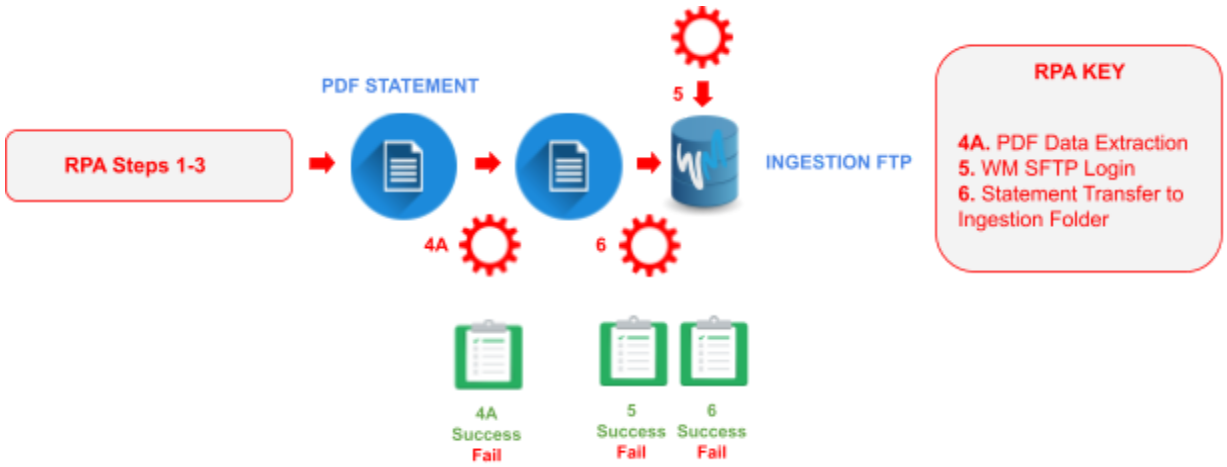
PDF file formats may require an additional RPA process to extract statement data into a .csv format for ingestion into the Whip Media CVM system via the ingestion SFTP



Monitoring of the process via a Whip Media monitored dashboard will be a key requirement in any proposal. Alerts of RPA via email are less desirable than a true dashboard view which ideally shows real time progress of each deployed RPA bot.

PROJECT SCALE

As mentioned above, this RFP covered this scope of this initiative in two phases. The scope for each phase can be understood utilizing the following metrics:

- **Total Data Sources:** Unique customer distribution partner portals
- **Total Statements:** Total Number of files to be acquired via RPA
- **Avg. Statement / Source:** Average number of unique statement files to be acquired
- **Statement Formats:** File formats for statement files to be acquired
- **Statement Cadence:** Availability timing for each new file (daily, weekly, etc.)

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PHASE 1

The target timing to be live in **PRODUCTION** with a complete RPA solution for Phase 1 is **Q3, 2023**

- **Total Data Sources:** 31
- **Total Statements:** 33
- **Avg. Statement / Source:** 1
- **Statement Formats:** .csv, .pdf, .xls
- **Statement Cadence:** Monthly, Quarterly

PHASE 1 - POC REQUEST

Whip Media will Target (3-5) Data Sources for end-to-end RPA a short plan/build/deploy POC with the parameters below. The POC period including review and evaluation will run from **July 10 - 28, 2023**

- Credentials for portal access will be provided
- Current manual steps on statement retrieval will be provided
- Whip Media VPN and S3 credentials will be provided
- RPA efficacy will be reviewed in terms of overall process completion, process start to end timing, success/failure rate
- Success/failure as defined for each RPA steps to be reported and monitored via dashboard

Success criteria for this POC will include:

1. Overall efficacy of the RPA solution
2. Monitoring solution via process dashboard
3. Engagement model / responsiveness to staged escalations

PHASE 2

The target timing to be live in **DEVELOPMENT** with a complete RPA solution for Phase 2 is **Q4, 2023**

- **Total Data Sources:** 224
- **Total Statements:** 1100
- **Avg. Statement / Source:** 5
- **Statement Formats:** .csv, .pdf, .txt, .xls, .xlsx,
- **Statement Cadence:** Dailly, Weekly, Monthly, Quarterly

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APPENDIX: Portal Statement Examples

Example 1 - Wurl Partner Portal (PHASE 1)

1. RPA Bot starts process on configurable schedule with a specific file target
2. RPA Bot goes to Wurl portal address
3. Bot enters username
4. Bot enters password
5. Bot clicks on 'Sign In' button to login
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
6. Bot selects the most recent portal version that is not in progress
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
7. Bot selects 'Aggregate Data' tab
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
8. Bot selects filter options (data range, data grain, episode/series) if needed
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
9. Bot “right click” inside the report
10. Bot hovers cursor over the 'Export'
11. Bot clicks on .CSV to download data
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
12. Bot selects 'Asset Data' tab
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point, but continue to the next file
13. Bot collects the CSV file
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
14. Bot renames files as per naming convention
15. Bot connects to VPN for Whip Customer AWS instance
16. Bot logs into S3 bucket
17. Bot drops the renamed .CSV into destination folder
18. Bot loads page for ingester
19. Bot clicks the IngestNow button
20. Bot checks original destination folder on Customer S3 folder to verify the file has been removed
21. File ingested into Customer CVM server or placed in error folder
22. Bot dashboard is updated with timestamp (start and end), client, filename, success or failure

Example 2 - Pluto Partner Portal (PHASE 1)

1. RPA Bot starts process on configurable schedule with a specific file target
2. RPA Bot goes to Pluto portal address
3. Bot enters username
4. Bot enters password
5. Bot clicks on 'Sign In' button to login (No 2FA)
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
6. Bot clicks on 'PlutoTV External' folder
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
7. Bot clicks on 'Content Partner' folder
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
8. Bot clicks on 'Partner Dashboard' folder
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
9. Bot clicks on 'MONTHLY PARTNER DASHBOARD' folder
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
10. Bot selects expected values on dropdown filters 'DATE', 'PARTNER', 'BRAND', 'CHANNEL', 'SERIES' and 'COUNTRY'
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
11. Bot clicks/hovers on 'Choose a format to download' button on the top right - which opens all format options under this button
    a. Bot clicks on 'Crosstab'
    b. New window pops 'Download Crosstab' - bot checks (checkbox) 'Monthly Series Crosstable'
    c. Bot clicks on 'Download' button
        i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
12. Bot renames files as per naming convention
13. Bot connects to VPN for Whip Customer AWS instance
14. Bot logs into S3 bucket
15. Bot drops the renamed file into destination folder
16. Bot loads page for ingester
17. Bot clicks the IngestNow button
18. Bot checks original destination folder on Customer S3 folder to verify the file has been removed
19. File ingested into Customer CVM server or placed in error folder
20. Bot dashboard is updated with timestamp (start and end), client, filename, success or failure

Example 3 - Amagi Partner Portal (PHASE 1)

1. RPA Bot starts process on configurable schedule with a specific file target
2. RPA Bot goes to Amagi portal address
3. Bot enters username
4. Bot enters password
5. Bot clicks on 'Sign In' button to login (No 2FA)
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
6. Bot clicks on 'Download reports' tab
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
7. Under 'Time Parameters' bot clicks on 'Interval' dropdown button
    a. Bot selects 'Monthly'
        i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
8. Under 'Time Parameters' bot clicks on 'Data Range' dropdown button
    a. Bot selects 'Last Month'
        i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
9. Under 'Time Parameters' bot clicks on 'Timezone' dropdown button
    a. Bot selects 'US/Eastern'
        i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
10. Under 'Content Parameters' bot clicks on 'All' radio button under 'Content'
    i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
11. Bot clicks on 'GENERATE REPORT' button
    a. Delay time - it takes several seconds for report to generate
    b. Bot confirms that report was generated
        i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
12. Bot clicks on download icon/button below 'Actions' section to download the report
13. Bot renames files as per naming convention
14. Bot connects to VPN for Whip Customer AWS instance
15. Bot logs into S3 bucket
16. Bot drops the renamed file into destination folder
17. Bot loads page for ingester
18. Bot clicks the IngestNow button
19. Bot checks original destination folder on Customer S3 folder to verify the file has been removed
20. File ingested into Customer CVM server or placed in error folder
21. Bot dashboard is updated with timestamp (start and end), client, filename, success or failure

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Example 4 - Google Partner Portal (PHASE 2)

1. RPA Bot starts process on configurable schedule with a specific file target
2. RPA Bot logs into Customer Gmail account
    a. Bot must successfully provide 2FA
        i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
3. RPA Bot logs into Google CMS for Customer
        i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
4. Bot navigates to right hand side Content Manager Tab
5. Bot navigates to reports on left hand side
6. Bot selects Financial Report from tabs at top
7. Bot scrolls to Transaction Revenue Reports
8. Bot updates filter view to Daily
9. Bot selects appropriate report 'Transactions Revenue Report' from the dropdown next to Rest of the World
        i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point, but continue to the next file
10. Bot collects the CSV file
        i. If Bot fails at this stage it posts to dashboard the Start and End time, client, filename, error point
11. Bot connects to VPN for Whip Customer AWS instance
12. Bot logs into Customer CVM server using ftp client (currently - WinSCP)
13. Bot drops the Transaction Rev Report CSV into destination folder
14. Bot loads page for ingester
15. Bot clicks the IngestNow button
16. Bot checks original destination folder on Customer CVM sftp folder to verify the file has been removed
17. File ingested into Customer CVM server or placed in error folder
18. Bot dashboard is updated with timestamp (start and end), client, filename, success or failure
19. Bot returns to CMS and repeats steps 4-18 for each applicable territory reported

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