



Request for Proposal

**HERE apps for Windows Phone –
Maintenance Program**

June 12th, 2014

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1 Administration

1.1 Purpose

HERE is seeking to identify and select a Supplier to maintain our Windows Phone apps. This RFP document defines the high level scope of the required work.

1.2 Contact Information & Supplier Communication

All communications with respect to this RFP including submission of any responses to this RFP must be directed to the single point of contact listed below. Communications with respect to this RFP with anyone else, including any of HERE's employees, agents, or contractors may result in disqualification.

Contact:	Bernd Hein
Mailing Address:	HERE Deutschland Invalidenstrasse 116 Berlin 10115
Telephone Number:	+49 151 551 55708
Email Address:	bernd.hein@here.com

1.3 RFP Process

1.3.1 RFP Distribution & the Question & Answer Process

HERE will allow written requests for clarification and/or questions to be raised if the Supplier determines that any part of this RFP is unclear and requires additional information. All questions should be submitted by e-mail to the contact listed above during the Question and Answer Period of June 16th, 2014 to June 23th, 2014. Please consolidate your questions into as few emails as possible. When applicable, please reference the section and paragraph number of the text in question. HERE will respond to the individual vendor questions upon receipt during the Q&A period.

Individual Q&A sessions will be held per a pre-arranged conference calls on June 20th and 23th 2014.

1.3.2 Transmission of Completed Response

Prospective Suppliers are required to deliver their responses by June 25th, 2014 EOB.

All supporting materials and documentation must be included with the response. Responses will not be accepted after this date without prior written approval.

1.3.3 Supplier Award Notification

After careful review and consideration of Supplier proposals, HERE will, at its sole discretion, select the awarded Supplier(s). Notification will be provided to the Suppliers with respect to Supplier award status on date July 2nd, 2014.

1.3.4 RFP Schedule Summary

Activity	Date
Distribution of RFP	June 16 th , 2014
Question/Answer Period	June 16 th to June 20 th , 2014
Individual Q&A sessions with Suppliers	June 20 th and 23 th , 2014
Completed response due by Supplier	June 25 th , 2014
Supplier notifications	July 2 nd , 2014
Begin contract negotiations	ASAP after Supplier notification
Targeted Project Start	ASAP after contract signing, latest mid-July, 2014

1.4 Evaluation Criteria

All proposals will undergo a preliminary evaluation to determine if basic administrative and technical requirements have been met. Proposals may be eliminated from further consideration for such deficiencies as being late, incomplete, or inadequately prepared. HERE will evaluate proposal responses using the following general criteria:

- Ability to satisfy technical requirements
- Completeness/functionality of the proposal
- Experience in the respective domains
- Quality, skills, and continuity of project resources that will be assigned to the project
- Costs

1.5 RFP Conditions

1.5.1 Confidentiality

The HERE Non-Disclosure Agreement signed and returned by each Supplier binds the confidentiality of this RFP. The information contained within this RFP is included in the definition of HERE Confidential Information, as well as any subsequent communications between Supplier and HERE or other documents or information provided by HERE to Supplier pursuant to this RFP. All Suppliers who receive this document are to disclose the information contained herein only to individuals within their respective companies who will assist in preparing the Responses who have been bound to confidentiality obligations at least as strict as those set forth in HERE's Non-Disclosure Agreement.

1.5.2 Right to Reject and Cancel

HERE reserves the right to reject any and/or all submitted Responses and to request additional information from all prospective Suppliers. HERE reserves the right to cancel, amend, or resubmit the RFP at any time. HERE is under no obligation to award a contract pursuant to this RFP.

1.5.3 No Fees

HERE is not responsible for any Supplier costs, whether direct or indirect, that are associated with this RFP. All actions by HERE in response to this RFP or subsequent discussions or negotiations should be taken with the clear understanding that neither this RFP nor subsequent actions or omissions by HERE obligate or commit HERE to pay or reimburse Supplier for any costs or expenses that Supplier incurs.

1.5.4 No Offer

This RFP is not an offer to enter into any contract with HERE.

1.5.5 Commitment of Bid & Contract Negotiations

The contents of submitted Responses and any subsequent material submitted in response to requests for additional information will be considered an obligation of each Supplier(s) to HERE. Supplier proposals and all quotes shall remain valid for six months from their official submission date to HERE. No information should be submitted that is not intended to be incorporated into the final contract. Supplier's Responses will be used as the basis for contract negotiations and may be included in whole, in part, or by reference in the final contract.

The final phase of the RFP process are contract negotiations. Contract Negotiations shall begin ASAP after Supplier notification on July 2nd, 2014, or soon thereafter, depending on HERE and selected Supplier(s) availability. The selected Supplier must negotiate in good faith. If negotiations are unsuccessful with that Supplier, HERE may go with an alternate Supplier(s).

1.5.6 Terms & Conditions

Suppliers who do not already have an executed Master Service Agreement on file with HERE, shall review the legal terms and conditions specified in the Work for Hire (WFH) Agreement found in Appendix 1 and provide any redline changes of the Agreement at the time of submittal of the RFP to HERE. The awarded Supplier must have an executed Master Service Agreement or WFH on file before services can commence.

2 Scope of Work

2.1 Description

HERE is looking for a strategic partner to maintain the performance and development of the HERE apps for Windows Phone. HERE has several published apps for WP7, WP8 and WP8.1 in the market. The focus for now will be on the following apps:

HERE Maps

No matter how you choose to travel, HERE Maps shows you the smartest way across town with fast, offline maps in over 135 countries, so you can find your way even without a data connection. With new collections, you can now group, save and sync your favourites with here.com. And with LiveSight, HERE Maps brings the power of sight to your map. Hold up your phone to see floating labels on nearby places through your screen.

HERE Drive

HERE Drive+ offers true offline, turn-by-turn voice-guided navigation in 97 countries. Just download the maps you need and HERE Drive+ will get you there without an internet connection or roaming charges. Includes FREE access to 88 downloadable voice-guidance options and future updates.

HERE Transit

HERE Transit makes it easier for you to get anywhere by bus, train, and subway. Customise the way you use public transport and quickly compare routes, departure and arrival times and how far you need to walk for each route option. Available in over 740 cities globally, this is the only public transit app you'll ever need.

For more details on these applications see Appendix 2. All HERE apps can be tried on any Nokia Windows Phone.

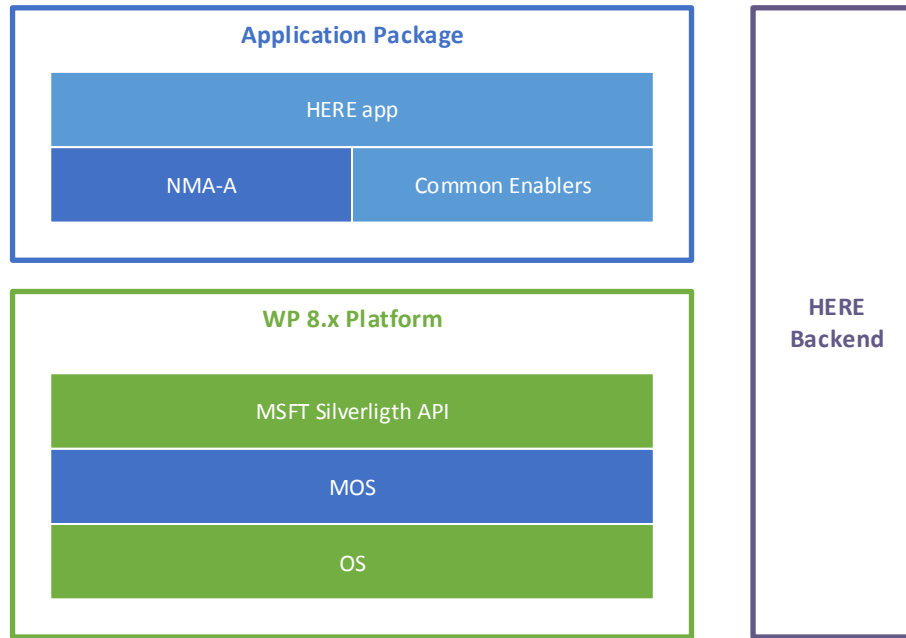
2.2 High-level Architecture

The HERE map technology supporting online and offline map rendering, route calculation, guidance and search (internally called MOS) is part of the Windows Phone 8.x platform and some features can be accessed by 3rd parties via the Microsoft Silverlight API.

The HERE apps for WP8.x make use of this platform component but access it via a proprietary interface shipped with the app package (called NMA-A).

The HERE apps for Windows Phone share several common enablers offering functionalities for user account (NoA), user data syncing (SCBE), analytics (NAC) and some more.

The following component diagram provides a simplified high-level overview.



For more details see Appendix 3.

2.3 Project Scope, Mission & Goals

The Supplier will be responsible for the development and maintenance of the existing and published HERE apps for Windows Phone. The main focus will be on Windows Phone 8.1 but HERE may also occasionally request modifications to the Windows Phone 7.0 and 8.0 platform. The focus will be on the HERE Maps, HERE Drive and HERE Transit app, but may be extended to other apps as needed and requested by HERE. All HERE components which are part of the application package are in scope of the Supplier's services, while the HERE components that are part of the Windows Phone platform and/or the HERE backend are not in the Supplier's scope of responsibility.

Short-term goals:

- Migrate the apps from the current Nokia Account to HERE Account by exchanging the enabler which will be provided by HERE
- Migrate the apps from the current analytics enabler to a new one provided by HERE
- Fix all critical bugs and issues

Long-term goals:

- Further bug fixes, optimizations and UX improvements
- Ensure HERE apps are running correctly on new device models and OS releases
- Ensure user satisfaction is not decreasing (NPS)

HERE's mission is to update the apps in the Windows Phone Store containing at least the short-term goals listed above by the beginning of October 2014. This deadline requires the features to be complete by early September 2014, in order to reserve time for field testing and bug fixing.

2.4 Supplier Requirements

HERE requires that the Supplier has the following competencies:

- Substantial experience in developing mobile phone applications
- Substantial experience with .NET and it's development tools
- Experience with C# and C++
- Experience with Silverlight
- Experience with the Windows Phone platform and its development tool chain
- Experience with agile development methodologies
- Substantial experience in quality assurance
- Experience with bug tracking tools like JIRA
- Experience with GIT as a source code repository
- Experience with Jenkins as a build server

2.5 Way of working

HERE will define the working items in a prioritized backlog. The development team of the Supplier must work on that backlog by following an agile development methodology which has to be agreed on with HERE. The backlog can be modified by HERE according to the agreed methodology's rules. The development work of the Supplier will mainly happen in the Supplier's premises. Planning and communication between HERE and the Supplier will happen mainly via email or voice conferences. However certain steps or topics might require onsite meetings or workshops which can happen in HERE or the Supplier's premises.

2.6 Development

The modified source code must be well documented in English language. Bigger architectural changes, refactoring or new features must be technically documented upfront and agreed by HERE.

All source code modifications and new features have to be carefully tested. In comparison to the currently released version there must be no regressions or new bugs. The apps have to conform to the specifications defined and provided by HERE.

The modifications and/or additions are only considered done and accepted after they have passed a testing round organized by HERE after each development cycle. In the case of any issues which can't be fixed because of technical limitations, a best possible solution must be discussed and agreed upon by with HERE.

2.7 Provisions by HERE

HERE will provide the following assets:

- Current source code of the respective apps and the components bundled with the apps packages which are owned by HERE
- Windows Phone test devices for app testing and verification
- Computers with VPN access to the HERE network to provide the Supplier access to the related HERE source code repositories, bug tracking systems and Continuous Integration infrastructure which must be used for the project development

2.8 Deliverables by Supplier

The Supplier will deliver to HERE:

- All produced or modified source code

- Other produced or modified project files
- The tested release app binary packages

2.9 Contract & Pricing Model

HERE aims for negotiating a 3 months contract with the selected Supplier. Before the end of the contract duration HERE will evaluate the work based on criteria like performance and quality to decide about an extension of the contract.

Pricing should be based per the resources' daily rate, with an agreed maximum budget for the contract duration which must not be exceeded without previous written agreement by HERE.

3 Supplier's Section

HERE requires clear and concise Supplier proposals. Supplier responses must be submitted as specified below. Contents and materials must be clearly marked. It is essential that responses follow the prescribed format for submission. Suppliers can submit additional narrative information, materials, and documentation for support of their response. Brochures or other materials beyond those necessary to present a complete and effective proposal are not desired.

Submission Information

The following sections must be included and clearly identified. All responses and materials must be presented in the order specified. Any supplemental materials (that is, materials submitted to provide additional information) must be included as appendices and must be clearly labelled and numbered to correspond to any relevant sections in the RFP.

An electronic copy of your proposal must be sent to the address / contact listed in Section 1.2 Contact Information & Supplier Communication within the Administration section of this RFP. The electronic copy must be received by June 25th, 2014.

Proposals that are not submitted on time will not be evaluated, unless Supplier has received prior approval.

3.1 Required Proposal Sections

Section 1 – Supplier Identification, Company Overview and Background

This section provides for Supplier identification and background information. Standard marketing information may be used and referenced where applicable but must include the following:

- Legal Name of the Company
- Company Headquarters Address
- Name and Title of Company Representative
- E-mail address, Telephone and Fax number of the Representative
- Brief history of your company including date founded, etc.
- Officers and principals
- List of total number of employees by business function – R&D, Technical Support, Marketing, Administration
- Corporate and relevant division office locations
- List of the names of all sub-contractors and location information that will be involved with this project
- List of relevant experience in the respective domains

Section 2 – Scope, Approach and Methodology

Describe in detail the Supplier's plans for meeting requirements and scope outlined in this document. Include a description of the approach and methodology that will be employed for requested work.

If specific requirements in that document are unable to be met, alternative solution proposals that may benefit HERE may be submitted. Please indicate all areas where Supplier has quoted an alternative to the RFP requirement. If you need further provisions by HERE for that project, indicate those as well.

Section 3 – Project Plan & Schedule

Include a plan for starting this project. Outline when you could start and how long you think it will take to get familiar with the applications and the platform and become productive.

Section 4 – Resources

Provide a resource plan including how many resources you would allocate at minimum for the project time and how many resources you could allocate at maximum for a limited time if needed.

Section 5 - Pricing summary

Provide detailed and itemized pricing, including any costs which may apply.

Section 6 - Statement of Work

Provide a Statement of Work that addresses any tasks to be completed as part of your proposed solution. Describe the proposed management structure and identify key personnel who will be assigned to this project. Suppliers shall designate key personnel deemed necessary to satisfy the requirement of this RFP. Resumes for all key personnel shall also be provided. Once identified, Suppliers may not change key personnel without prior notice and acceptance from HERE.

Section 7 - Customer References

Provide appropriate and relevant lists of current customers and clients. Include dates, contact information, and a brief description of how they are using your products similar to this solution. These references may be contacted by telephone or email.

4 Appendices

1. HERE Global B.V. Work for Hire Agreement
2. Marketing material describing HERE apps for WP in more detail
3. WP apps - high level architecture