

Request for Proposal

ALDAR PROPERTIES PJSC

Aldar Retail Portfolio – Aldar Retail Mobile Application

Table of Contents

1.1	Background	4
2	<i>Scope of wor.....</i>	<i>5</i>
2.1	High Level Scope	5
2.2	Business Process Requirements	6
2.3	Customizations and Integrations	9
2.5	Training	12
2.6	Standards and Documentation	12
2.7	Testing and Source Code	12
2.8	Post GO-LIVE Support and Hand Over	13
3	<i>Proposal Content</i>	<i>14</i>
4	<i>Selection Criteria.....</i>	<i>16</i>
5	<i>Submittal Process and Terms and Conditions</i>	<i>18</i>

Introduction

Aldar Properties PJSC is a real estate development and management company with headquarters in Abu Dhabi, United Arab Emirates. The company has developed some of Abu Dhabi's most iconic and complex projects such as Yas Marina Circuit, Ferrari World, Sun & Sky Towers, Al Raha Beach, Gate Towers, Yas Mall, Central Market Development, Watani and others.

Aldar Properties, Marketing Retail intends to engage a service provider that has the capacity to design and deploy new Mobile App for Aldar Retails.

This document forms basis of documenting the requirements of Aldar and seeks proposal from the Service Providers to present themselves as an implementation partner for this project.

1.1 Background

Aldar Retail team would like to launch a new mobile app that can reach our customer who are visiting our Retails. The purpose of Aldar Retail Mobile Application is to provide **Aldar Retail Concierge Experience Mobile Application for Android & IOS.**

The application will personalize the offerings and suggestions for the app user and will be available globally on iOS and Android platform devices.

Aldar team are looking to include three main Retails for the current Development, and the Mobile app should be capable to carry more retails in the future:

- Yas Mall, Abu Dhabi
- WTC, Abu Dhabi
- Al Jimi Mall, Al Ain

2 Scope of work

2.1 High Level Scope

The Project is a Fixed Time; Fixed Bid Project. The Scope of work includes:

1. Collecting the requirements from Aldar Retail Teams and designing the solution.
2. Design as per the modern UI practices, conforming to Aldar brand guidelines is required,
3. Develop a functional Prototype
4. UAT Testing Scope and Sign Off as per the below:
 - Integration testing (Complete end to end testing of the business process, with handover to subsequent process Separate exercise)
 - User Acceptance Test (Core users – based on pre-approved test cases)
 - Site Readiness for Testing
 - Have the necessary test environment in place (Middleware, 3rd party tools, site specific interfaces, and etc.)
 - Develop test cases that is based on best practices and should be comprehensive
 - Adherence to security profile discipline and testing of user profiles
 - Final Testing should be performed in production like environment
5. Super User and content manager Training
6. Post GO-Live Support and system hand over.

2.2 Business Process Requirements

This section refers to details of the implementation requirements for the Aldar Retail Mobile App. The detailed requirements and scope described below are the intended functionalities of the App. It is the responsibility of the service provider to implement all the functionality of the system based on Aldar processes and environment.

The business processes are as below, and the detailed process and expected functionality (not limited to) are outlined in the sections below:

Consider this project not as a regular mall app with store directory or way finder, we want this app to be treated as a personal concierge service, the language, images & video used should represent and give personalized look & feel to the user.

App should be as interactive as we can make it, language used to define the features should not be simple as Shop, Entertain, Dine, instead App to talk to user's (Dine - what do you feel like eating, Shop – Can we help you shop)

A personal Concierge service app, that has multiple usage for a customer by integrating different services. Each mall interface to be adopted to their services and offering in their individual mall, as each mall has unique offerings.

1. Ability to interface with Aldar three properties.

App to integrate all 3 Aldar Retail assets - Yas Mall, WTC & Al Jimi Mall, customers can manually select the mall they plan to visit or through geo-targeting selection.

Each mall interface to be adopted to their services and offering in their individual mall, as each mall has unique offerings.

2. Support Multi Language:

Bilingual English & Arabic

3. Plan Your Day

Plan your day through a seamless on-line booking solution – whether it is for table reservation in one of the restaurants or entertainment ticket booking eg. Cinema, kidzania, Ferrari world etc

4. Service Integration

To Integrate with different current available app's into one app

This will include:

- Yas Mall Akyasi -delivery service app,
- We shop for you – personal shopping & delivery service (part of Akyasi App)
- My Park – parking reservation app,
- Aldar Darna mall loyalty program,
- Etihad loyalty program,
- Mall gift Card
- Careem
- E-commerce (Later stage)

5. Search Categories & Store Listing

Store & Service Directory/locator, not just a simple list

Product recommendations & filter search mapping

Optional - Product visual Search option – Allowing users to take a picture of any product they are looking for and the app will pull results of the similar product and recommend from existing mall retailer's website/online offering

6. Way Finding

Dynamic & interactive 3D way mapping

Interactive AR map with easy navigation between stores/floors

7. Events & promotion

Events – update customers on ongoing events & promotion with real time information

Promotion – Option to digitalize mall promotions – e-coupons etc

8. Customer Service

Customer service and support – What's app number, Video Call, Helpdesk number, Lost & Found integration. Route customer services available in the mall through the mobile application to make them more accessible and easier

Help tourists/customers with necessary information – (hotels around, taxi booking, Bus services to the hotels etc)

9. Social Blog

Feature to have ability to post Video content, able to curate & post new collection video catalogue, new offer, new promotion video. App users to have category listing option and each listing - example Woman fashion category to have multiple Video content, posted by someone like a Mall brand ambassador or Mall influencer, showcasing new collection and talking about where the customer can find/available the collection they are wearing.

(Video content like the new shoploop by google)

10. Other features/services -

- Push notifications – Based on the data anticipate user needs, providing them with relevant information based on his interests/shopping/location etc, explore mobile offer coupons
- Data collection – Drive data collection of customers downloading the app, search, navigation and buying behavior and more
- Add on's - app should be able to integrate other/new additions in future for e.g. other applications, other solutions from different vendors
- App to make the customer journey within the mall easier and interesting
- Unique & Innovative features that are not included in a typical App
- Any other ideas on services that can be included not just limited to above
- Should have options to include other Aldar Retail communities into the app at a future stage, if needed.

Note:

- The company to perform an audit/analysis of other similar applications local/international to provide differentiating solutions/ideas for Aldar application
- Please confirm if way finder will be built by your company or will be outsourced
- Please provide proposal including retainer for technical support & regular upgrades & updates
- Please provide content management support, dedicated support for 3 months and after 3 months based on requirements
- Please provide cost of beacons or any other hardware requirement to enable Realtime location sensing way finding
- Please provide 3rd party cost, example push notification, any middleware etc wherever applicable

2.3 Customizations and Integrations

The service provider should implement the Mobile app integration with the below platform. The following integration are essential to the success of the project.

Integration	Platform	Description
Ticket Booking <ul style="list-style-type: none"> Cinema Kidzania Ferrari world Yas Water World Warner Bros CLYM Magic Planet 	Through API Integration, if API not available then booking page to be re-directed to individual Web or app page	Option to integrate both API wherever available for seamless re-direction to booking option available
Table Reservation	Through API integration if available or 3 rd Party middleware solution	Most of the F&B outlets don't have their own table reservation platform, solution to provide Malls own reservation platform or middleware/3 rd party reservation platform to enable this feature
Service Integration <ul style="list-style-type: none"> Yas Mall Akyasi & we shop for you - delivery service app, My Park – parking reservation app, Aldar Darna mall loyalty program Etihad Loyalty Program Mall gift Card Purchase Careem E-commerce(Later Phase) 	Through API Integration	<ul style="list-style-type: none"> Single sign in/login option for all features, users do not need to login for each service, should be one login for all features & services Loyalty integration to enable customer view their earned point, redemption option and payment gateway integration wherever required
Events & Promotion	API integration for Digital e-coupon	Develop e-coupon feature or Mobile web version API integration to exiting
Search Categories & Store Listing <ul style="list-style-type: none"> Product Recommendation/Filter search 	Retails product	<ul style="list-style-type: none"> Regular Store listing Product search option through integration with individual brand

<ul style="list-style-type: none"> Image Search 		website or backend product catalogue
Way Finding	3D mapping solution AR Solution	<ul style="list-style-type: none"> Malls currently doesn't have beacon solution, agency to provide 3D mapping/way finding solution with real-time location navigation/sensing AR feature
Customer Service	What up integration Live Video Chat Emergency Call Lost & Found	
Social Shopping	Customization	Feature to have ability to post Video content, able to curate & post new collection video catalogue, new offer, new promotion video. App users to have category listing option and each listing - example Woman fashion category to have multiple Video content, posted by someone like a Mall brand ambassador or Mall influencer, showcasing new collection and talking about where the customer can find/available the collection they are wearing. (Video content like the new shoploop by google)

Additional information –

- Preferred technology for the platform to be built on - Microsoft Technology Stack
- Aldar Cloud hosting platform – Azur
- Current Mall websites are built on – Umbraco, but application should have its own CMS

Important

Resources

- At least 1 resource needs to be available onsite during the duration of the project. (Project Lead)
- The project lead should be techno-functional and should be able to drive the project. Experience working with multi-cultural teams, leadership and communications skills are important
- He/ She needs to have led at least 2 Mobile App developments end to end.
- The project lead should be able to articulate Aldar requirements and come up with suggestions / ideas on how the solution needs to be implemented at Aldar.
- Strong technical experience with in-depth knowledge on EBS Rest API deployment and integration , Workflow Approvals, JavaScript and Share point 2013 Knowledge is required for resources that are onboard this project. Furthermore technical integration and deployment using XenMobile MDM/MAM, OID (Oracle Internet Directory), OAM (Oracle Access Manager) would be essential.
- CVs of all resources needs to be provided with the proposal..

Aldar Requirements

- The requirements listed are at a “High Level”, a detailed requirements study must be carried for this project.
- Any requirement mentioned above that cannot be sufficed needs to be highlighted during the clarification / pitch meeting. If required Aldar can give an insight onto the current technical environment during the clarification meetings.

Assumptions

- Please clearly mention the assumptions that you are making for this project

Sample Screens

- It is advised to include sample screens as part of the proposal.

2.5 Training

The implementer will ensure the Super Users of Aldar are fully involved in the Project from the date of Project Kickoff. The Training should cover Business Users (Key Users) as well as the IT Team. Aldar also expects the implementer to conduct the 'Train the Trainer' sessions for its employees and prepare end user Training manuals

2.6 Standards and Documentation

Mobile App Development Standards must be followed for the development and functional configuration. The service provider shall provide all the implementation documentations in the format as agreed at the early stages of the project. The list of documents, content, and schedule of submittal shall be agreed with Aldar IT Team. All documents submitted require approval of Aldar. The service provider shall provide the details of documentation that they currently propose to deliver during this project as part of the proposal.

2.7 Testing and Source Code

The service provider will prepare all the test scripts for each process and perform all the required testing necessary to confirm the accuracy of the solution build. Service provider must provide the Testing methodology, Test scripts, and Quality assurance plan.

All source code developed by the Service provider, and components used during the Project will be owned by Aldar. All source code and scripts that were used during the implementation shall be submitted by the service provider.

2.8 Post GO-LIVE Support and Hand Over

The proposal shall include **one** month of Post GO-LIVE support. A separate 1 year support contract can be proposed as part of the proposal.

In addition, the vendor needs to support the solution from any incidents or bugs for a period of 1 year, please refer to the below SLA that we are looking to have:

Type	Resolution Time	Response Time
Urgent	3 hours	30 Minutes
High	6 hours	1 hour
Normal	1 Day & 4 Hours	1:30 hours
Low	3 Days	2 hours

3 Proposal Content

The Proposal from the service provider should be complete in all respects and should contain as much details as possible for the scope mentioned in earlier sections. If possible the requirements mentioned in the scope should be detailed for their implementation approach. The Proposal should contain a minimum but not limited to the below sections for review. Any additional information or section for completeness of the Proposal not covered below should also be included. Also it is advised to include proposed screen layouts and detailed description of the functionality for evaluation purposes.

Implementation Approach

The Proposal shall describe the **Project Management and implementation methodology** to be used in the project. The proposal shall also include the governance structure along with escalation mechanism. The proposal shall include in detail all the phases of the project including training and testing phases in detail. The **Implementation Approach** should include the detailed approach and key considerations in implementing the Mobile App. It should also list integration requirements, implementation options as well as the **infrastructure requirements** to be in place at the start of the Project and during the Project.

Project Plan and Key Timelines

The Proposal must include a High Level Project Plan along with the Milestones and Key timelines. Below are the milestones that need to be achieved by the vendor. The service provider Proposal should outline the timelines for implementing the Aldar Retail Mobile App. Aldar are looking the vendor to implement and go live with the solution before end of the year 2020 from kickoff meeting.

Risks and Mitigation

The Proposal should identify all the Risks associated the implementation and detail their mitigations.

Resource Plan

The proposal shall include a detailed resource plan and proposed team structure along with their location at client's premises in Abu Dhabi and at offshore should be provided along with duration. It is required that the Project Manager and core Team Leads are present onsite full time throughout the

project period. Usage of any kind of subcontracting for the whole or any part of the Project is not permissible on this project

Cost and Payment Term

The cost proposal shall be submitted as separate document. The cost proposal shall include the Lump-Sum cost to deliver the complete project in along with the Payment terms based on milestone delivery.

The proposed payment terms are as follows

Milestones	Payments
Mobilization and Approved Project Plan	10%
SIT sign-off	25%
UAT sign-off	25%
GO-LIVE sign-off	25%
Support sign-off	15%

Support period will start post GO-LIVE sign-off.

The requirements for each of the Milestones sign-off will be communicated.

Assumptions, Constraints, Scope Exclusions

Any assumptions made or constraints identified, or any scope exclusions should be clearly mentioned in the Proposal.

Client List and Similar Projects executed

The Proposal should contain the Clients list and specifically clients where such projects have been completed by the service provider. Any such implementations done with integrations would be an added advantage.

4 Selection Criteria

Among the principle criteria that will be used to evaluate the submittals are the quality and comprehensiveness of the project requirements, solution approach, and time to deliver. Though cost is an important criterion, the assessment will be based on a number of criteria including but not limited to the following;

System Integrator Capabilities

- Years in business – consulting
- Number of consulting employees
- Local presence – number of local consulting employees
- Offshore capabilities

Proposal and Scope

- Retail App creative design options presented - Creative concept and rational
- Experience on similar Mobile App Projects
- Understanding technical integration and recommending future proof solutions (API integration, Booking & Reservation, Wayfinding Ar solution, multiple app integration, Social Blog)
- Understanding of the Scope and Business, vendors has covered all aspects of the scope
- Differential advantages/features for the Retail App

Project Approach/Methodology

- Established implementation methodology
- Comprehensive testing approach
- Training plan, timing and approach
- Quality Assurance/Control processes
- Go Live checklist plan
- Risk Mitigation strategy

Team Resources

- Suitable Consultants on team
- Retail and Mobile App development, integrations skills, web services, SharePoint 2013
- Breadth of resources

- Resource availability/commitment
- Proposed resources CV's

Quality

- Quality of Proposal
- All required elements (Quality, clarity, and responsiveness of proposal in conformance with instructions, conditions, and format contained herein)
- Professional quality (organization and readability)
- Innovative solutions on integration requirements

Cost and Time

- Overall project cost.
- Credible Project Plan
- Resource availability and deployment plan
- Plan for the expected target completion date
- Accelerated implementation option with clearly defined approach and plan
- The expected down time to the Business during the cut-over as a result of GO-LIVE needs to be clearly mentioned.

Related Experience

- List of Clients
- List of Clients where similar projects have been successfully executed
- List of Retail Clients

Presentation

During the evaluation process, the service provider may be asked to give a presentation to further explain their proposal.

Sustainability

Workers welfare requirements are met, Sustainable material plan submitted and ICV Certificate

5 Submittal Process and Terms and Conditions

Timelines

The following are important dates related to the proposal.

Activity	Proposed time schedule
RFP Issuing Date	30 September 2020
Expression of interest from System Integrators	
Clarification Meetings with System Integrators	TBC
Proposal Submission due date	19 October 2020
Service Provider Presentations	
Final Selection and Award	
Project kickoff	

RFP Questions/Clarifications/Submission

All questions or clarifications related to the RFP must be submitted to Mr. Mohammed Abbod Al Kendi, malkendi@aldar.com. A clarification meeting can be organized if required to clarify questions and provide any clarifications as required.

The bidders must submit two copies of the proposal in hard copy and soft copy formats. The submittal shall include separate proposals for technical and commercial bids. Only shortlisted bidders will be contacted.

Liabilities of Aldar

This RFP is not an offer by Aldar, but an invitation for System Integrator responses. No contractual obligation on behalf of Aldar whatsoever shall arise from the RFP process, except for confidentiality as referred under section – Confidentiality and RFP Ownership, until a formal contract is signed and executed by duly authorized officers of Aldar and the System Integrator.

Proposal process

Aldar reserves the right to accept or reject any / all proposals, to revise the RFP, to request one or more re-submissions or clarifications from one or more suppliers, or to cancel the process in part or whole. Suppliers may choose not to respond to this RFP either now or at any stage in future. Additionally, Aldar reserves the right to alter and enhance the specifications during the RFP process, and (without re-issuing the RFP) following the selection of the Supplier. Each party shall be entirely

responsible for its own costs and expenses that are incurred while participating in the RFP and contract negotiation processes.

Bid expiration date

Given the nature of the evaluation process, approval and procurement activities that may occur, proposals must be valid for a minimum of 60 days. Responses must clearly state the length of the bid and its explicit expiration date.

Patent or Copyright Liabilities

The supplier shall state the procedures or insurance it has in place insuring Aldar is held harmless for patent or copyright liabilities. The supplier will defend and hold harmless Aldar and its employees against all claims that machines or programming supplied infringe any patent or copyright. The supplier will pay all resulting costs, damages, and attorney's fees. Aldar will promptly notify the supplier in writing of all claims, and the supplier will have control of the defense and all related settlement negotiations.

If such claim has occurred, or is likely to occur, Aldar agrees to permit the supplier, at its option and expense, either to procure for Aldar the right to continue the machines or programming or to replace or modify the same so that they become non-infringing but still meet the requirements of this RFP. The supplier has no liability for any claim based upon the alteration of the machines or modifications of any programming, which is performed by anyone other than the supplier or the supplier's agents or sub-contractors.

Confidentiality and RFP Ownership

This RFP is both confidential and proprietary to Aldar, Abu Dhabi, reserves the right to recall the RFP in its entirety or in part. Suppliers cannot, and agree that they will not duplicate, distribute or otherwise disseminate or make available this document or the information contained in it without the express written consent of Aldar.

Notwithstanding the foregoing, Suppliers may make this document available to those employees who have a need to know its contents in order to participate in the preparation of the Response. However, the Suppliers must first communicate the terms and conditions of this section to such employees. Suppliers shall not include or reference this RFP in any publicity without prior written approval from Aldar, which, if granted, shall be granted by the individual named above. Suppliers must accept all of the foregoing terms and conditions without exception. All responses to the Request for Proposal will become the property of Aldar and will not be returned.

Aldar will respect confidentiality of the information submitted by the suppliers and will not disclose the source to others, excepting where compelled by law and/or where the suppliers exclusively request, that a part or the whole of the contents of the documents submitted by them are made available to third parties. This clause however, does not preclude Aldar from disclosing the contents of the same to its employees or any impartial third party employed by the Company for the sole purpose of evaluating the proposals submitted by the suppliers.

Proposal Ownership

The proposal and all supporting documentation submitted by the Supplier shall become the property of Aldar unless the Supplier specifically requests, in writing, that the proposal and documentation be returned or destroyed.

RFP costs

This RFP does not obligate Aldar to pay any costs that the Supplier may incur in the preparation or delivery of its information. All costs associated with the preparation and delivery of the information shall be the sole responsibility of the Bidder.

Security

The Supplier's proposal must include a plan to safeguard the confidentiality of Aldar business information and Technical information Shared.

Supplier Information

Aldar may request additional data, discussion or presentation in support of the RFP. Additionally, Aldar may conduct a survey of any Supplier under consideration to confirm or clarify any data furnished, or to collect additional evidence of managerial, financial, and technical abilities. Aldar will, if required, correspond with the references provided by the supplier to check the supplier's credentials.

Visas and Permits

The firm shall be responsible for and bear the cost of obtaining all visas and other permits required for their personnel to enter into and reside and work in the Emirates as required for the purposes of performing the Services.

The firm shall be responsible for all other legal requirements relating to such personnel and their employment and shall, without limitation, comply with the United Arab Emirates Federal Labor Law No (8) of 1980 together with all amendments thereto or re-enactments thereof of for the time it's being enforced.

Critical Service Levels

In order to track Project performance, the following Service Levels have been established to measure both product process and quality.

On Time Delivery – Each phase of the project as defined above will adhere to the baseline project schedule established at the end of the Define Phase. The Total Schedule Slippage must not exceed a 5% variance. A variance in 5% or more in the schedule for each major project phase will result in a 5% penalty of the overall fixed price project cost.
$$\text{Total Schedule Slippage} = (\text{Actual Duration} - \text{Baseline Duration}) / \text{Baseline Duration}$$

Minimize Defects – It is expected the supplier will complete applicable testing successfully (defect free) before releasing software for user acceptance testing. Documented test cases, and results from partner tests will be tracked and available for Aldar review prior to the start of UAT. Errors found in UAT that should have been discovered by previous testing efforts will result in a penalty to the overall fixed price. Errors will be measured in terms of user acceptance test case success. If the UAT Success Rate falls below 90%, 10% penalty will be deducted from the overall fixed price.
$$\text{UAT Success Rate} = (\text{Passed UAT cases} / \text{Total UAT cases}) * 100$$

Defect Liability Period and Warranty support

Supplier is expected to commit to 6 months defect liability period after the product delivery for any technical bugs encountered that should have been uncovered as part of the testing. Onsite presence is not required for such warranty period.