

Request For Proposal

Mérieux NutriSciences websites evolutions, support & maintenance

Revision History

Version	Date	Author	Description of Changes:
1.0	15/05/2018	Gwenaelle/Alain	Document sent to bidders.

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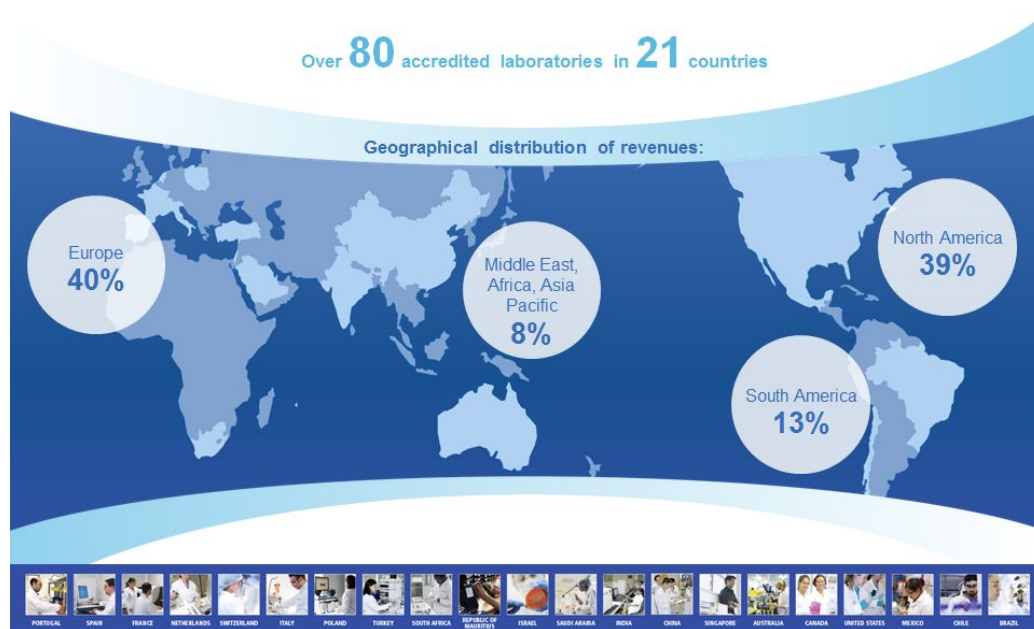
1-Executive summary

1.1 Mérieux NutriSciences Business, countries and organization

Mérieux NutriSciences will be referred as MXNS in the document.

For over 50 years, the food industry worldwide has trusted MXNS with food safety, quality and nutrition services through Laboratory, Auditing, Consulting, Contract Research and Education services.

Headquartered in Chicago, IL, the company has grown from a single laboratory founded in 1967 to a global presence in 22 countries with close to 100 accredited laboratories operating throughout North America, South America, Europe, Africa and Asia Pacific, and more than 7000 employees committed to meeting our customers needs.



As a subsidiary of [Institut Mérieux](#) and a leader in our field, we are dedicated to ensuring customer satisfaction and are committed to consumer health. Our expertise evolved to not only cover food safety but also to work with clients as a trusted partner to promote better global health and nutrition.

7 areas of expertise and a single commitment: ensure the safety of foods, pharmaceuticals, cosmetics, agrochemicals and consumer goods in a more secure environment.

- Food Safety & Quality
- Water & Environment
- Consumer goods
- Personal care and cosmetics
- Agrochemicals
- Pharma and medical devices
- Biofortis innovation services.

These services respond to increasing public health concerns, growing challenges of globalization and a constantly evolving regulatory framework.

A complete panel of services



1.2 High level Project context, objective and tentative planning

After redesigning almost all our websites in 2016/2017, MXNS is looking for a supplier who would be able to provide support to maintain these websites. MXNS Communication teams are working on these websites on a daily basis and are always trying to improve them. To do so, they need some help from an IT company to solve

bugs, anomalies and to improve the websites thanks to several types of evolutions. MXNS also needs help to keep its websites secured, updated and available for its users.

1.3 Project Scope

The scope of the project includes:

- the websites of all the countries where Mérieux NutriSciences is present

France: <https://www.merieuxnutrisciences.com/fr>

Italy: <https://www.merieuxnutrisciences.com/it/>

Spain: <https://www.merieuxnutrisciences.com/es>

(Spain (catalan): <https://www.merieuxnutrisciences.com/es/ca>)

Netherlands: <https://www.merieuxnutrisciences.com/nl>

Portugal: <https://www.merieuxnutrisciences.com/pt>

Poland: <https://www.merieuxnutrisciences.com/pl>

US & Canada: <https://www.merieuxnutrisciences.com/us/>

Australia: <https://www.merieuxnutrisciences.com/au/>

Brazil: <https://www.merieuxnutrisciences.com/br/>

China: <https://www.merieuxnutrisciences.com/cn/>

India: <https://www.merieuxnutrisciences.com/in/>

South Africa : <https://www.merieuxnutrisciences.com/za/>

Mexico: <https://www.merieuxnutrisciences.com/mx/>

Turkey: <https://www.merieuxnutrisciences.com/tr/>

- In the future, the websites that will be integrated on Drupal

Israel: <http://www.merieuxnutrisciences.co.il/>

Saudi Arabia: <http://idac.com.sa/>

Chile: <https://www.labser.cl/>

Colombia: <http://www.tecnimicro.net/>

And given our M&A activities, the scope may expand as we grow to welcome new websites.

- the corporate website

<https://www.merieuxnutrisciences.com/corporate>

- the Digital Solutions website

digital-solutions.merieuxnutrisciences.com

digital-solutions.merieuxnutrisciences.com/fr

digital-solutions.merieuxnutrisciences.com/es

digital-solutions.merieuxnutrisciences.com/pt

1.4 RFP objectives

Through this RFP process, MXNS aims to select the most competitive and qualitative proposal from providers to fulfill our expectations for these projects with a vision of long-term collaboration to support MXNS in the maintenance of its websites.

MXNS expects all Suppliers to:

- Bid with a commitment to propose break-through pricing, as well as service quality.
- Offer innovative opportunities for cost savings and service quality enhancements.
- Respond to the RFP aggressively and set aside commercial, technical, and legal resources to meet the process deadlines detailed in this RFP.

1.5 MXNS representative

From the issue date of this RFP until a determination is made regarding the selection of a Supplier's proposal, all communication with MXNS personnel concerning this RFP, proposals and the evaluation process must be directed through the MXNS representative, by email.

Suppliers must agree to make no other distribution of any part of their proposal beyond the one made to the MXNS representative.

MXNS Representative	Title	email
Alain Guilleux	Global Category Manager IT	alain.guilleux@mxns.com

2- Core applications and interfaces

2.1 Overview

- Mérieux NutriSciences has a Corporate website available in French and English.
- Each country in the company has a local website in the local language and sometimes it is available in English as well.
- Mérieux NutriSciences has an ambitious merger and acquisition program. Companies in new countries are regularly joining the group which results in the creation of a new website.
- Digital Solutions, the new activity of Merieux Nutrisciences has its own multilingual website (English master, 3 other languages for the moment).

2.2 Focus on our current websites

2.2.1 Websites Footprint (Countries, languages) as of May 1st, 2018

- Drupal 7 has been deployed across the following countries :

France (French & English)

Italy (Italian & English)

Spain (Spanish, Catalan & English)

Netherlands (Dutch & English)

Portugal (Portuguese & English)

Poland (Polish & English)

US & Canada (English)

Australia (English)

Brazil (Portuguese & English)

China (Chinese & English)

India (English)

South Africa (English)

Mexico (Spanish & English)

Turkey (Turkish & English)

- Two other websites have been created : the corporate website (French & English) and the Digital Solutions website (multilingual).
- In the future, we would like the European websites to be available only in their local language and to replace the 6 currently existing English versions into one unique website in English (www.merieuxnutrisciences.com/eu).

2.2.2. CMS & functionalities

- MXNS's websites were created on Drupal 7.
- The tool we use today includes:
 - a multilingual functionality (possibility to translate pages)
 - a form generator (Webform)
 - a module to upload documents and images (ScalD)
 - the possibility to manage users: the corporate department ensures global consistency through the websites but in each country a webmaster is appointed.
 - an integrated Search Engine (Solr search)
 - a module to share content between our different websites (Entity Share)
 - a Social Wall showing our last posts on Twitter, LinkedIn and Facebook (manageable by country)
 - an editable worldmap manageable via the Back Office
 - Google Recaptcha to be activated on forms
- The website is Responsive - available on mobiles and tablets with 1 breaking point

2.2.3. Hosting

The websites are hosted by AWS and we currently have the support from a web agency. The new provider should be able to support us for hosting related matters.

2.3 Future Needs

We need a supplier who would be able to support us in the maintenance of our websites. The maintenance would include the corrective, preventive and progressive maintenance. We also expect to be advised by the provider.

The provider will have to ensure that our websites are always secured, up to date and available at any time for the users.

We expect the provider to be proactive and to advise MXNS on how to improve its websites in terms of security and performance.

Among the evolutions we foresee, we can mention:

- Create a European website in English gathering the offer of all European countries in one place to facilitate the management of content
- Interface with our new CRM Salesforce
- Make the website accessible for disabled people
- Add a blog module
- Add an online chat functionality (long term option)
- Integrate an e-commerce tool or a functionality to allow online payment (long term option)
- Interface with Marketing automation Platforms like Mailchimp or HubSpot (long term option)

2.3.1 Option 1: Creation of a European website:

Today, we have six websites for Europe (France, Italy, Spain, Netherlands, Poland and Portugal). Each website is available both in the local language and in English. This is not satisfactory for SEO purposes.

We would like to delete all English versions of these sites, keep the local languages versions and create a new and common website for Europe in English.

This unique English website for Europe would allow us to improve our SEO by avoiding duplicate content, to be more efficient in the content management with only one English version to maintain instead of 6. It will be more user centric with only one English version available in Europe.

Technically speaking, this Europe English website will be created in Drupal, at the root of the CMS, at the same level as other European local sites.

The English content to be used will be the content that is currently available on the English version of the Italian website. It should be duplicated before we remove all the English versions of local sites.

In terms of SEO, the provider will have to support us in the following actions:

- 301 redirects
- implement a language tag to inform Google about the site language/country. This tag will have to be integrated on each page of each site in the <head>. The url in the tag must be the url of the ongoing page.

```
<link rel="alternate" href="https://www.merieuxnutrisciences.com/us/" hreflang="en-GB">
```

```
<link rel="alternate" href="https://www.merieuxnutrisciences.com/us/" hreflang="en-FR">
```

```
<link rel="alternate" href="https://www.merieuxnutrisciences.com/us/" hreflang="en-BE">
```

```
<link rel="alternate" href="https://www.merieuxnutrisciences.com/us/" hreflang="en-IT">
```

```
<link rel="alternate" href="https://www.merieuxnutrisciences.com/us/" hreflang="en-ES">
```

```
<link rel="alternate" href="https://www.merieuxnutrisciences.com/us/" hreflang="en-NL">
```

```
<link rel="alternate" href="https://www.merieuxnutrisciences.com/us/" hreflang="en-PT">
```

```
<link rel="alternate" href="https://www.merieuxnutrisciences.com/us/" hreflang="en-PL">
```

- inform search engines that it's an unique site to index (To implement on each page in the <head> section

```
<link rel="canonical" href="«url-of-the-page" /> )
```

- Create a sitemap.xml file which list all site url and submit it to Google Search Console
- Put a tag on all pages in the <head></head> section to inform search engines to index pages <meta name="robots" content="index, follow">

2.3.2 Option 2: Interface with our new CRM Salesforce

We would like that all the information we receive from our contact forms to be integrated into our new CRM Salesforce. The CRM is not yet implemented in all our countries, it will be rolled out country by country.

The fields we need to integrate from the contact form answers to the CRM include (to be completed) :

- name
- surname
- email address
- phone

2.3.3 Option 3: Make the websites accessible for disabled people

We would like to be advised on the elements to put in place on our websites to make it available for disabled people, in the countries where it is required by law (eg Canada, Israel, etc.) or where we anticipate it will become required by law.

2.3.4 Option 4: Add a blog module

We would like to add a module to manage a blog inside our websites. At the moment, the US subsidiary is managing a blog outside of their website: <http://foodsafety.merieuxnutrisciences.com/>

Other countries may be interested in creating a blog but we would like it to be closely linked to our website. In this blog, webmasters should be able to create articles on different topics. Users should be able to filter the articles by categories and dates. A Search Engine should be integrated in the blog to search for a specific article. Users should be able to subscribe to the blog, to easily share the articles on social media.

2.3.5 Option 5: Add an online chat functionality (long term option)

The online chat should be activable / desactivable depending on business hours. We should also be able to deactivate the online chat manually if nobody is here to answer.

The objective of the chat would be to lower the customer effort.

2.3.6 Option 6: Integrate a functionality to allow online payment (long term option)

Some of our services could be bought online (access to a webinar, download of a white paper, inscription to a short course...). We would like to implement a functionality allowing users to pay online.

It should be highly secured and easy to manage by the webmaster.

2.3.7 Option 7: Interface with Marketing automation Platforms like Mailchimp or HubSpot (long term option)

All options mentioned above should be applicable to all our websites (Corporate, countries and Digital Solutions websites).

2.3.8 Option 8: Monitoring of the Digital Solutions website

We would like the provider to monitor the performance of the website, and to provide customized analytics dashboards so that the teams are aware of how their website is used and visible.

3- Detailed program and scope of work

3.1 Scope of work

The following items are expected to be estimated based on the supplier experience :

- Maintenance of the websites (corrective, preventive and progressive including advice and expertise)

The following items are expected to be quoted as options :

- Creation of a European website in English gathering the offer of all European countries in one place to facilitate the management of content
- Interface with our new CRM Salesforce
- Make the website accessible for disabled people
- Add a blog module
- Add an online chat functionality (long term option)
- Integrate an e-commerce tool or a functionality to allow online payment (long term option)
- Interface with Marketing automation Platforms like Mailchimp or HubSpot (long term option)

Activities to be included in the bidder's proposal

- Regular meetings to follow the progress of the projects and the problem solving process.
- Access to a bug solving platform for
 - the Corporate and countries websites project
 - the Digital Solutions project
- For each project, the MXNS subsidiaries may have an access to report their bugs to MXNS main point of contact. Then, MXNS main point of contact will assign the bug to the provider.

Mérieux NutriSciences' teams expect the provider to propose services of high quality, to be reactive in the response to Mérieux NutriSciences' needs, especially to solve bugs and anomalies, to combine flexibility and professionalism in their work. These are all the qualities that will make the difference between the answers to this RFP.

3.2 Project organization & governance

We request bidders to propose a governance, including both their organization and MXNS organization, in order to work efficiently on this scope.

3.2 Cost Model

Here is what we envisage :

- A Monthly Fixed Cost for a part of the activity (which could include, for example, support, governance, corrective and preventive maintenance)
- Small evolutions as a fixed number of days.
- Biggest projects in Fixed Costs, including Project Management.

We nevertheless remain open to other cost model proposals.

4- Response requirements

4.1 RFP process and timeline

Instructions for bidders

1. All answers of this RFP should be written in English. Please submit an electronic copy of your written proposal to MXNS Representative, including :
 - Response as per requirements
 - All communications and questions should be directed to the MXNS representative only and submitted according to below planning.
2. Mérieux NutriSciences will collect questions and share answers with all bidders.
3. Please do not re-number or change the format of any section of the response below.

RFP steps and due dates

RFP steps	Who	Due date
RFP communicated to qualified vendors	MXNS	2018/05/15
Submit questions to MXNS representative	Bidders	2018/05/18
Circulate questions and send answers to all	MXNS	2018/05/23
Complete Proposal submission deadline	Bidders	2018/05/28
Audition	Bidders	2018/05/31
Contract sign-off	Chosen Vendor	2018/06/14
Start reversibility	MXNS	2018/06/18

4.2 Bidder response

4.2.1 Company presentation

Provide a brief overview of your professional and integration services organization

- Bidder Company name and address
- Contact name, title, address, email, phone

- Headquarter address (if different)
- Years in business under this name or previous name if applicable
- Ownership structure
- Total number of employees
- Number of staff for sales, consulting, and support departments
- Main locations
- List your three primary product offerings, ranked by contribution to revenue
- Long-term business strategy

4.2.2 Financial Performance

- Provide financial information on your company, i.e. annual report.
- Provide your profit growth history for the past three years

4.2.3 Consulting services

Describe your company consulting services

- Number of professional Websites, consulting staff and presence in countries including partners

4.2.4 References of customers and implementation projects

- List three references of worldwide Website support with a similar context to Mérieux NutriSciences
- Include references for successful integration projects between Website and CRM, Marketing automation tool.
- Include the company name, contact name and title, phone number, email address and brief project description for each reference.
- References must be willing to discuss the technical and performance aspects of the Bidder's installed solutions(s) with MXNS and answer specific business questions.

4.2.5 Response checklist

1	Summary of best program approach in our context, team sizing and organization (on both integrator and MXNS side).	
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2	<p>Detail Resources and cost estimate for the following scope of work</p> <ul style="list-style-type: none"> • Maintenance of the websites (corrective, preventive, progressive, advice and expertise) <p>First level of estimates, resources and cost, for the following scope of work, as options to be further activated by us (fixed prices):</p> <ul style="list-style-type: none"> • Creation of a European website in English gathering the offer of all European countries in one place to facilitate the management of content • Interface with our new CRM Salesforce • Interface with Marketing automation Platforms like Mailchimp or HubSpot • Make the website accessible for disabled people • Add a blog module <p>For all these figures, please use the “Complete Workload and Cost Estimate” template (appendix 2)</p> <ul style="list-style-type: none"> • workload break out by resources type (estimate in man/days consolidated by month) • Daily cost for each resource type • Total cost 	
3	Estimated timeline and cost for a full implementation (excluding the maintenance part)	

5. General Conditions

1. This RFP is not an offer to contract with MXNS. Acceptance of a proposal neither commits MXNS to award a contract to Supplier and/or any other organization, even if all requirements stated in this RFP are met, nor limits MXNS' right to negotiate in its best interest.
2. MXNS reserves the right to contract with any supplier for reasons other than lowest price. Failure to answer any question in this RFP or response received after the RFP Response Due date, may subject the proposal to disqualification.
3. Failure to meet a qualification or requirement will not necessarily subject a proposal to disqualification.
4. All prices submitted by the Supplier to MXNS must be guaranteed against any price increase for a minimum period of one hundred eighty days (180) days and MXNS must be given the benefit of any price decrease occurring during such designated time period.

5. By submitting a signed proposal, Supplier agrees to accept an award made as a result of that proposal under the terms and conditions stated in the proposal documents, including the attached MXNS terms and conditions.

5.1 Confidentiality/Non-Disclosure

1. The information contained in this RFP (or accumulated through other written or verbal communication in connection with this RFP) is confidential. It is for proposal purposes only and is not to be disclosed or used for any other purpose.
2. Bidders to sign NDA (Non Disclosure Agreement) provided together with the RFP.

5.2 Right of Rejection

MXNS reserves the right to:

1. Make all decisions regarding this proposal, including without limitation, the right to decide whether a proposal does or does not substantially comply with the requirements of this RFP,
2. Accept, reject, or negotiate modifications in any terms of Supplier's proposals or any parts thereof,
3. And/or reject any or all proposals received.

5.3 Cost of Proposals

Expenses incurred in the preparation of proposals in response to this RFP are the Supplier's sole responsibility.

5.4 Rights and Obligations of the parties

By responding to the RFP, Supplier agrees, if Supplier is selected to provide services and/or products to MXNS, to be bound by MXNS terms and conditions attached to this RFP.

6. Attachments

Those documents are provided together with the RFP

6.1 NDA (Non Disclosure agreement)

6.2 Workload and Costs estimate

6.3 Merieux Nutrisciences Terms and Conditions