



Acquia

DAM RFP Template / Standard Response

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Introduction

We understand that selecting the correct digital asset management (DAM) solution can be an overwhelming task. After all, it can have far-reaching impacts at an organization. A DAM system is the engine that enables businesses to effectively develop, maintain, and enhance their brand and tell their stories. It helps them deliver products to market and reach consumers across a variety of touchpoints throughout their digital experience. It allows creatives to serve the needs of the organization with greater speed and effectiveness. And it enables new ways of governance to avoid costly risks. As you prepare your request for proposal (RFP), we encourage you to outline your required features and functionalities as well as real use case narratives. This will aid in the live demo portion of your RFP process.

For over 70 years, Widen has built a reputation of innovation, consistency, and reliability in an effort to help the world's most influential organizations thrive in the digital era. With the Widen Collective®, we seek to empower organizations to more effectively govern their digital media to help them creatively express their brand essence online, in broadcast, or in print.

In 2021 Widen was acquired by Acquia, a digital experience company that helps thousands of the world's most ambitious brands to create powerful customer experiences. While Widen's DAM system is offered as a stand-alone solution, together, Widen and Acquia give customers the freedom to design and deliver innovative, content-driven experiences.

Since the launch of our first DAM platform we've gained invaluable experience implementing and supporting customers that span numerous industries and sizes. One key lesson we've learned is that two components work together to effect change — the technical side and the people side. Many DAM vendors focus more on the technical aspects of their solution. But we feel this does the buyer a disservice, because our approach to supporting our customers' success is just as important as the technical components and features of our offering.

Our mission is to *make it possible for the dreamers and doers to craft the digital world* — and we take this to heart. We offer unlimited customer support so that your teams have trusted resources to turn to. Widen is also unique in offering consulting services to help customers develop their short- and long-term DAM strategy, and ensure sustainable success through organizational change management.

We are grateful to be included in your evaluation and look forward to assisting you throughout this process.

Best,

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General questions

1. Company overview

Please provide an overview of your organization. Describe your history and organizational structure, including the number of employees, locations, and user community.

What is the physical location of your corporate headquarters?

Phone and fax number?

How many employees do you have and in what departments (i.e. developers, back office, sales, etc.)?

Are you a privately held or a publicly traded company?

What are your company values?

What is your complete product and service offering?

2. Mission and vision

What are your company's mission and goals?

What is your company's vision for DAM technology over the next five years?

Describe your company's product roadmap over the next two to three years.

3. Methodology

Describe your approach to client engagement. How do you help each client realize the full potential of their DAM investment?

4. Competitive position

Why should your company be selected over others in your industry?

5. Client history and market presence

Describe your company's qualifications and experience with DAM implementations. How many years have you provided these services, how many installations have been completed, and what is the size of your largest and smallest installation?

What is the scope of your market presence?

6. Similar project history

Provide at least three examples of successful project implementations that are similar in scope to this RFP. Include a description of the stated business goals and outcomes achieved.

7. References

For each of the examples provided above, provide the name of the organization, contact name, title, and phone number.

8. Pricing

Please include your pricing structure including all implementation, subscription, support costs, and optional add-ons and services.

9. Contract structure

How are your contracts structured?

10. Financial overview

Please provide financials for the last three years.

Has your company ever filed for bankruptcy?

Has your company ever been party to a lawsuit or legal proceeding?

Product and functional questions

11. Asset formats, transmission, and sharing

What digital asset formats are supported by your system, and what is the maximum file size?

What methods are available to upload both bulk and individual files into your system? What is the size limit?

How are assets shared with more than one person at a time?

How can assets be shared with recipients that are not authenticated users of the DAM system?

12. Asset conversions, version control, and archiving

How does your system facilitate asset file conversions?

Detail your DAM system's capabilities around version control.

Describe your systems archiving capabilities.

13. User governance, administrator role, and user licenses

Provide a comprehensive description of your user governance controls.
What responsibilities fall under the domain of the system administrator?
Describe any limitations around the total number of user licenses.

14. Metadata, rights management, and search

Provide a thorough description of your metadata structure.
How are rights management requirements supported?
What are your system's search methods and capabilities?

15. Creative workflow and notifications

Describe your system's review and approval capabilities.
What types of notifications are possible in your system?

16. Collateral customization

Describe your system's web-to-print capabilities, and how they work within the workflow and approval process.

17. Analytics and reporting

What is the scope of your system's analytics functionality?
What types of reports can be generated with your system?

18. User interface and devices

Is the interface customizable? If so, what can be customized and by whom?
Which operating systems, browsers, and devices are supported by your system?
Explain your mobile access, and mobile use capabilities?

Implementation and support

19. Implementation approach

Describe your approach to implementing your solution. Are there different options?
Do you rely on third-party implementation partners to implement the solution?
What is a typical implementation timeline?
What is our (customer) responsibility during implementation?
Do we need an administrator on our side, and if so what does their skill set typically look like?



20. Data migration

Describe your system's approach to data migration. Are you able to help us with this?

21. Consulting service

Describe your approach to change management. How can you help us?

22. Customer support (after implementation)

What support is provided after implementation?

Is support limited, or do you charge for support?

If you offer live support, what are your live support hours?

23. Account manager

Will we have an assigned account manager? If so, describe our relationship with this person.

24. Online support/learning

Describe your online resources to support ongoing learning.

Technical questions

25. Architecture and hosting model

Describe the overall architecture of your system, including technologies used and scalability capabilities.

What deployment models are available for the solution?

26. Performance

Describe features that maximize the availability and performance of the DAM infrastructure.

What is your current service-level agreement (SLA)?

27. Integrations

Describe the ability for your system to integrate with other software.

What integrations are available out of the box?

Do you have a published API for integration methods? Please provide technical documentation.

Do you limit the number of integrations and/or API calls?



28. Administration security

Describe security features. What protocols exist to ensure data privacy?

Describe capabilities around activity logging, audit trails, and reporting.

29. Authentication controls

Describe your authentication and access control systems, including single sign-on (SSO) capabilities.

30. Backup and disaster recovery

What is your data backup process and disaster recovery plan?

31. Implementation

Describe the process for initial system implementation with a new customer.

32. System maintenance

Describe your maintenance activities, including standard maintenance windows and customer notification processes.

Explain your product testing and code release schedule.

Use cases

Use case narrative one

Use case narrative two

Use case narrative three

Use case narrative four