

**Dear Prospective Vendors,**

We are pleased to invite your company/organization to participate in ASEAN Secretariat procurement process for the below provision, with the General Information as follows:

- Title of the project: **AANZFTA Website Consultancy**
- Specification of goods/works/services required: as per Terms of Reference
- Criteria for vendor/supplier qualification/eligibility: as per Terms of Reference
- Closing date: **Tuesday, 6 April 2021**
- Delivery time/completion schedule: as per Terms of Reference
- Language: Quotation can be in English or Bahasa
- Quotation price: **Excluding VAT 10%**
- Validity of quotation: 30 days

Submission can be done by the following options:

1. Sealed Envelope (Hardcopy quotation in a sealed envelope)  
Addressed to:  
Chairman of Quotation Panel  
(Attn: Procurement Unit)  
The ASEAN Secretariat  
Jl. Sisingamangaraja No. 70 A  
Kebayoran Baru, Jakarta Selatan, 12110
2. Encrypted Format of PDF/ZIP file (Softcopy quotation protected by a password, in encrypted Format of PDF/ZIP file)
  - Send encrypted file through email to [procurement@asean.org](mailto:procurement@asean.org) – Do Not mention the password in body email.
  - Inform the password only when the procurement unit contact you on the Panel Meeting (TBA).

If your company/organization is not yet registered in the ASEAN Secretariat vendor list, please register by providing the following:

1. Vendor Declaration; please study the Covering Letter of Vendor Declaration
2. Sign and stamp on the Vendor Declaration in your company letter head upon your acceptance to the cover letter
3. Fill in the Vendor Registration form
4. Provide a full set of Valid Company Legal Entity

You can find the required registration forms through [this link](#) and we would appreciate to receive all the documents through a link or Google Drive, We Transfer, Drop Box and similar cloud storage platform.

We look forward to your participation in this procurement process. Should you have further question please do not hesitate to contact us at [procurement@asean.org](mailto:procurement@asean.org)

This procurement invitation also available in ASEAN website at the following link:  
<https://asean.org/opportunities/project-consulting/>.

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## ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) Economic Cooperation Support Programme (AECSP)

### Terms of Reference AANZFTA Website Consultancy

#### I. BACKGROUND

The Agreement establishing the AANZFTA entered into force on 1 January 2010 aims at facilitating and fostering trade, investment, and economic integration amongst the ten ASEAN Member States, Australia, and New Zealand.

The AANZFTA website [<http://aanzfta.asean.org>] serves as a hub of updated knowledge and tools on the AANZFTA. The website aims at promoting greater public's awareness and understanding of the AANZFTA implementation, benefits, and opportunities that the Agreement has to offer. This one-stop portal also hosts a password-protected Member Page storing internal documents for AANZFTA bodies and offers a variety of online tools, guidance notes, and relevant information to assist business use of the AANZFTA. Currently, the AANZFTA website runs on an open-source CMS Made Simple (CMSMS) content management system and hosted on the ASEAN server using cPanel. The website is maintained and managed by the AANZFTA Support Unit (ASU) at the ASEAN Secretariat (ASEC) – in close consultation with ASEC's Information Technology Systems Division (ITSD).

Following the AANZFTA Joint Committee (FJC)'s approval of the '[AANZFTA Business Engagement Strategy \(2018-2023\)](#)' in August 2018, the ASU has further engaged a website consultancy in 2019 to redesign and enhance the AANZFTA website and develop business-targeted tools and services on it. These included developing [AANZFTA Sectoral Portals](#) and subscription-based email notifications feature and updating the [Product Specific Rules \(PSR\) Finder](#) with the latest data in the 2017 Harmonised System. A mobile app of the PSR Finder was also developed to help users find the rule applicable to each good traded under the AANZFTA with ease.

With first-hand experience as the user and administrator of the website, the ASU has identified areas for further improvement and enhancement for the website to meet the increasing needs of the AANZFTA and businesses. The major works for this consultancy include the development of a web-based and mobile app for 'AANZFTA Tariff Finder' using the latest data in the 2017 harmonised system – to help businesses obtain up-to-date information on the preferential tariffs applicable to a specific commodity in the AANZFTA region. An online document management system (DMS) based on Microsoft SharePoint Online is also to be developed to support the ASU's business operations and streamline work efficiency during and post-COVID-19 pandemic. The operation team of the AECSP's Successor Programme would also benefit from this system once established, given the SharePoint Online and Teams licences (monthly or annually) are renewed. These initiatives were approved by the AANZFTA Economic Cooperation Sub-Committee (EC-SC) in December 2020. Other works would involve troubleshooting the existing and potential faults and errors of the website, followed by website enhancement.

## II. PURPOSE OF ASSIGNMENT

The purpose of this assignment is seeking professional, multifaceted consultancy until **31 December 2021** to (i) develop the 'AANZFTA Tariff Finder' on the AANZFTA website and as a mobile app (both iOS and Android); (ii) set up and implement an online document management system based on Microsoft SharePoint Online; (iii) provide technical assistance for the maintenance and enhancement of the website. **Bidders shall submit their quotations in US dollars.**

## III. SCOPE OF WORK

The following works and deliverables shall be undertaken by the consultant – in close coordination with the ASU and relevant divisions of the ASEAN Secretariat (ASEC):

### 3.1 Scoping of the AANZFTA website

No	Deliverables	Descriptions
1	Inception Report and Comprehensive Work Plan	<ul style="list-style-type: none"><li>Review the <u>ASEAN Tariff Finder</u> and the similar <u>AANZFTA Product Specific Rule Finder</u>, their database structures, and presentations to identify an optimal methodology to develop a new 'AANZFTA Tariff Finder' on the AANZFTA website using the latest data in the 2017 Harmonised System provided by ASEC.</li><li>Conduct testing and scoping of the current AANZFTA website (front-end and back-end) to troubleshoot any faults, errors, or potential issues related but not limited to: website databases and server, source codes and files, cron jobs, empty or broken links, website design, search engine optimisation, mobile compatibility, website's performance including analytics and usability, social media integration, etcetera.</li><li>Develop a comprehensive work plan for this website consultancy as mentioned in the 'Purpose of Assignment' section. The timeframe for the consultancy will start from when the Special Services Agreement (SSA) is signed until <u>31 December 2021</u>.</li></ul>

### 3.2 Tools Development

No	Deliverables	Descriptions
2	Web-based AANZFTA Tariff Finder on AANZFTA website	<ul style="list-style-type: none"><li>Develop a web-based 'AANZFTA Tariff Finder' on AANZFTA website using the latest data in the 2017 harmonised system provided by ASEC.</li><li>The AANZFTA Tariff Finder would be a tool to help businesses obtain up-to-date information on the preferential tariffs applicable to a specific commodity in the AANZFTA region – through searching the database by HS Code or keyword.</li></ul>

3	AANZFTA Tariff Finder mobile app (iOS and Android)	<ul style="list-style-type: none"> <li>▪ Develop ‘AANZFTA Tariff Finder’ mobile app (both iOS and Android) using the latest data in the 2017 harmonised system provided by ASEC.</li> <li>▪ The works should entail, but not limited to, the following: <ul style="list-style-type: none"> <li>○ User interface (UI) and user experience (UX) design</li> <li>○ Database search</li> <li>○ Database list viewer and filter</li> <li>○ CMS to upload data with excel import</li> <li>○ iOS &amp; Android mobile apps</li> <li>○ Microsite and API development</li> <li>○ Mobile apps published on the App Store and Google Play – with the consultant’s individual/ developer account if necessary.</li> </ul> </li> </ul>
4	Online Document Management System based on Microsoft SharePoint Online for ASU's daily operation	<p>It is envisaged that an online document management system based on SharePoint Online would be a secure hub for the ASU to store, organise, share, and access document from any device and at any time both online and offline. In light of the remote working arrangement during and post-COVID-19 pandemic, this online DMS would help accelerate business operations and improve the productivity of the ASU in supporting the implementation of the AECSP. The operation team of AECSP’s Successor Programme would also benefit from this system once established.</p> <p>The DMS shall come with or be configured to have key features such as robust search, version history, sync for offline access, co-authoring, external sharing, mobile access, file-level permissions, drag-and-drop transfer, workflows, large cloud-storage capacity, integration with Microsoft Teams and others, and more.</p> <p>Works required for this deliverable include, but not limited to:</p> <ul style="list-style-type: none"> <li>▪ Scope and evaluate ASU’s business needs and requirements to plan for the purchase, set-up, feature configuration, deployment, improvement of UI and UX, testing, and after-release support of licenced SharePoint Online as a secured and robust cloud-based document management system for the ASU’s daily operations.</li> <li>▪ Purchase SharePoint Online annual licence for the ASU as the administrator and Microsoft Teams annual licenses (Microsoft 365 Business Basic) for individual ASU staff (currently ten pax) with their existing work accounts (*@asean.org). These licenses are annually committed and can be renewed and upgraded on-demand.</li> <li>▪ Integrate the SharePoint Online with Teams and OneDrive for Business, then set up syncing of SharePoint Online and Teams on the computers of individual staff for offline viewing and editing.</li> <li>▪ Upload and organise all ASU’s existing documents into well-structured libraries, folders, and document sets.</li> </ul>

		<ul style="list-style-type: none"> <li>▪ Create customised team site and communication site in SharePoint Online tailored to ASU’s business needs and requirements.</li> <li>▪ It is envisaged that a document management system based on SharePoint Online would help the ASU to streamline document storage and processing – thereby facilitating document-related business processes and increasing productivity.</li> <li>▪ Develop an end user’s guide and a manual on this Online DMS and its integration with Teams.</li> <li>▪ Conduct a series of training for the ASU staff on this DMS.</li> </ul>
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### 3.3 Website Maintenance

Diagnose and troubleshoot all issues on the front-end, backend CMS, associated MySQL databases, and administering the cPanel of the AANZFTA website. Some identified issues and defects to be addressed include, but not limited to, the following:

No	Deliverables	Descriptions
5	Updated SSL Certificate for the AANZFTA website	<ul style="list-style-type: none"> <li>▪ Update the current Secure Sockets Layer (SSL) certificate which will expire on Wednesday, 14 July 2021 at 7:00:00 PM Western Indonesia Time.</li> <li>▪ Ensure that all available security features and website scripting security best practice are included.</li> </ul>
6	Enhanced subscription and e-news features	<ul style="list-style-type: none"> <li>▪ Fix related cron jobs and modules for the e-news module to send out subscriber emails as usual and scheduled.</li> <li>▪ Create modules in the CMS for web admins to: <ul style="list-style-type: none"> <li>○ Manually schedule email delivery.</li> <li>○ Create a customisable template for subscriber emails in HTML text formatting and a standard formatting toolbar for editing. The email template shall contain the automatically-pulled contents (i.e., select updates) across the AANZFTA website including the Member Page.</li> <li>○ Export the list of subscribers.</li> <li>○ Multiple select or select/deselect all items with select boxes on the ‘List of ENews’ and ‘List of Contacts’ in the ‘Subscription’ sub-menu.</li> </ul> </li> </ul>
7	Functioning Members Management in the CMS	<ul style="list-style-type: none"> <li>▪ Fix the existing module for web admins to: <ul style="list-style-type: none"> <li>○ Remove created Members in the ‘Members’ sub-menu in the CMS as usual;</li> <li>○ Multiple select or select/deselect all items with select boxes on the ‘List of Users’.</li> </ul> </li> </ul>
8	Monthly Download of Website Backup Files	<ul style="list-style-type: none"> <li>▪ Download a full set of AANZFTA website backup files monthly and send them to the ASU for recordkeeping.</li> </ul>
9	Quarterly Website Analytics and Tailored Reports	<ul style="list-style-type: none"> <li>▪ Review and adjust the existing set up of Google Analytics for the AANZFTA website to generate most relevant reports including, but not limited to, Mobile Overview, Channels, Navigation Summary, Landing Page, Site Speed Overview, Goal Overview, and so forth.</li> </ul>

		<ul style="list-style-type: none"> <li>Set up and implement Google Analytics for the Learning Management System on ASEAN Regional Guideline on SPS: <a href="https://aanzfta.asean.org/AECSP/ASEAN-SPS-Guide/">https://aanzfta.asean.org/AECSP/ASEAN-SPS-Guide/</a>.</li> <li>Generate, analyse, and submit the above report on quarterly-basis to the ASU.</li> </ul>
10	Updated CMS Engine, Modules, and Plugins	<ul style="list-style-type: none"> <li>Update the CMS engine, modules, and plugins with the latest stable version – in sync with the PHP version of the cPanel and MySQL version on ASEC’s server – to ensure the smooth running of the website.</li> </ul>
11	Updated website content and technical manuals and a series of training to the ASU staff conducted	<ul style="list-style-type: none"> <li>Update the existing website content and technical manuals to include and reflect deliverables completed in this consultancy project.</li> <li>Conduct a series of training to the ASU staff on the new tools and features developed and enhancement works undertaken during this consultancy.</li> </ul>

### 3.4 Website Enhancement

No	Deliverables	Descriptions
12	Enhanced search feature on the website front-end	<ul style="list-style-type: none"> <li>Enhance the UI and functionality of the existing search function of the website to include search results and autosuggestions from children webpages and public files on the AANZFTA website.</li> <li>Enable sorting and filtering of search results simultaneously and with easy removal of filters.</li> <li>Optimise filters for both mobile and desktop use.</li> </ul>
13	Multifactor authentication system for the CMS administration login mechanism	Develop a multifactor authentication system for the CMS administration login mechanism to increase the security protection of the website.
14	Enhanced Online Forms	<p>Fix the existing modules to ensure the existing online forms are functional and connected to their respective output databases in the cPanel.</p> <p>Create a new module in the CMS allowing web admins to:</p> <ul style="list-style-type: none"> <li>Manage Online Forms and their responses directly in the CMS.</li> <li>Create an unlimited number of online forms and the outputs for each online form is automatically generated and can be viewed and exported on-demand in the CMS.</li> <li>Customise online forms with an unlimited number of questions and different questions types such as multiple-choice, checkboxes, dropdown, linear scale, short answer, paragraph, multiple choice grid, checkbox grid, date, and time.</li> <li>Customise the confirmation page upon the completion of the form and the auto-response confirmation email template to respondents.</li> </ul>

		<ul style="list-style-type: none"> <li>▪ Customise the recipient and CC/BCC destinations for the automatic confirmation email.</li> <li>▪ View and export the outputs files in more formats including CSV, Excel, and more.</li> <li>▪ Limit responses to one per person.</li> <li>▪ Drag and drop questions order.</li> </ul> <p>It is envisaged that the enhanced Online Forms on the AANZFTA website will share similar features, UX, and flexibility of Google Forms.</p>
15	A new, interactive webpage listing all AECSP-supported projects	Create a new, interactive webpage under 'Economic Cooperation' main menu. This new page shall contain interactive elements, search, filters, and sorts to list all AECSP-supported projects (grouped by ECWP components and/or initiating AANZFTA Parties) for the public's reference and awareness. Basic project information to display include the project name, ECWP component, project proponents, implementer, duration, status, and the beneficiary (country and agency).
16	A new webpage listing key institutions and resources relevant to the AANZFTA and ASEAN Economic Community Integration	Create a new webpage under 'Resources' main menu to list down hyperlinks to key institutions and resources including data and documents relevant to AANZFTA and ASEAN Economic Community (AEC) integration.
17	Existing learning management systems (LMS) migrated/ duplicated on the AANZFTA website	<ul style="list-style-type: none"> <li>▪ Liaise with AECSP project implementers to migrate/ duplicate a few existing, interactive LMS (currently running on other platforms) to respective Sectoral Portal of the AANZFTA website.</li> <li>▪ Enhance the front-end and back-end systems of the AANZFTA website, if required, to enable the website to host additional LMS in the future.</li> </ul>

#### IV. REPORTING MILESTONES, DELIVERABLES, AND TIMETABLE

Milestone	Deliverables*	Indicative Timeline
<b>One</b>	Inception Report and Comprehensive Work Plan	Mid-April 2021
<b>Two</b>	Online Document Management System based on Microsoft SharePoint Online for ASU's daily operation	First week of May 2021
<b>Three</b>	Updated SSL Certificate for the AANZFTA website	Mid-May 2021
	Enhanced subscription and e-news features	Mid-May 2021
	Web-based AANZFTA Tariff Finder on AANZFTA website	Mid-June 2021
	AANZFTA Tariff Finder mobile app (iOS and Android)	End of July 2021
<b>Four</b>	Updated CMS Engine, Modules, and Plugins	First week of August 2021
	Functioning Members Management in the CMS	Mid-August 2021
	A new webpage listing all AECSP-supported projects	End of August 2021
	A new webpage listing hyperlinks to key institutions and resources relevant to the AANZFTA and AEC integration.	Mid-September 2021

Milestone	Deliverables*	Indicative Timeline
Five	Enhanced Online Forms	First week of October 2021
	Enhanced search feature on the website front-end	End of October 2021
	Multifactor authentication system for the CMS administration login mechanism	Mid-November 2021
Six	Monthly Download of Website Backup Files	Every 1 <sup>st</sup> day of each month from April to December 2021
	Quarterly Website Analytics and Tailored Reports	First weeks of May, August, November 2021
	Existing, external LMS migrated/ duplicated on the AANZFTA website	End of November 2021
	Updated website content and technical manuals and series of training to the ASU staff conducted	End of December 2021

\*Note: Descriptions or activities of each deliverable are specified in the above [‘Scope of Work’](#) Section. Following the completion of the above deliverables, the consultant shall continue providing the ASU with no-cost maintenance service for the AANZFTA website and the online DMS for an additional period of six weeks or until **15 February 2022**. As such, the consultant shall issue the ASU a ‘Letter of Guarantee’ for this purpose before the final payment of the professional service fee can be made to the consultant.

## V. PAYMENT SCHEDULES

Subject to the satisfaction of the ASU on the services performed and delivered by the consultant, the payment of the service fee shall be made in the following stages or payment schedules in correspondence with the TOR:

- 5.1 **Payment Schedule 1:** 10% of the total service fee shall be paid to the consultant within three (3) weeks upon issuance of written confirmation by the ASU on the satisfactory completion of the Milestone One of the TOR.
- 5.2 **Payment Schedule 2:** 15% of the total service fee shall be paid to the consultant within three (3) weeks upon issuance of written confirmation by the ASU on the satisfactory completion of the Milestone Two of the TOR.
- 5.3 **Payment Schedule 3:** 20% of the total service fee shall be paid to the consultant within three (3) weeks upon issuance of written confirmation by the ASU on the satisfactory completion of the Milestone Three of the TOR.
- 5.4 **Payment Schedule 4:** 15% of the total service fee shall be paid to the consultant within three (3) weeks upon issuance of written confirmation by the ASU on the satisfactory completion of the Milestone Four of the TOR.
- 5.5 **Payment Schedule 5:** 20% of the total service fee shall be paid to the consultant within three (3) weeks upon issuance of written confirmation by the ASU on the satisfactory completion of the Milestone Five of the TOR.



- 5.6 **Payment Schedule 6 (Final Payment):** 20% of the total service fee shall be paid to the consultant within three (3) weeks upon issuance of written confirmation by the ASU on the satisfactory completion of the Milestone Six of the TOR.

## VI. PROJECT MANAGEMENT ARRANGEMENTS

- 6.1 The implementation of this consultancy project shall follow the AECSP Project Management Guide as well as rules and regulations of the ASEAN Secretariat (ASEC) as appropriate. All invoices will be submitted in line with the payment schedules as specified in the Special Services Agreement.
- 6.2 The Consultant shall work closely with the AANZFTA Support Unit and through it with relevant divisions of ASEC in drafting, implementing, finalising, and reporting all the project's deliverables.
- 6.3 The Consultant shall report all deliverables from this consultancy to ASEC through the ASU. All milestones specified under the above ['Reporting Milestones, Deliverables, and Timetable'](#) Section require the ASU's approval.

## VII. CONFIDENTIALITY AND INTELLECTUAL PROPERTY

- 7.1 Unless otherwise agreed by the ASEAN Secretariat (ASEC) through the AANZFTA Support Unit (ASU), the Consultant and its key personnel shall not communicate, disseminate, disclose, or release to any third party, authorities, or other entity external to ASEC any confidential information and/or unpublished information made known to the Consultant or its key personnel by any reason of their association with the ASEC including the ASU under this consultancy project.
- 7.2 All materials resulting from the engagement under this consultancy project will be of sole ownership of the AECSP. The Consultant shall request prior written approval from ASEC through the ASU for any use of intellectual property rights owned by the AECSP as a result or in the course of the implementation of this consultancy project. ASEC including the ASU shall not be responsible to provide any approval whatsoever to the Consultant for any use of Intellectual Property from any other third party.

## VIII. EXPERTISE REQUIREMENTS

- 8.1 Extensive experience in designing and developing medium-to-large, dynamic database-driven website including search engine optimisation, development of mini-sites for tailored purposes, and web activity monitoring.
- 8.2 Proven track record in developing mobile apps and web-based finder/ search tools. A previous experience in developing and maintaining such tools for tariffs under existing ASEAN trade agreements is an advantage.
- 8.3 Good working knowledge of preferential trading arrangements and understanding of the Harmonised System (HS) of the World Customs Organisation is an asset.
- 8.4 Practical experience and good knowledge of Microsoft SharePoint Online product—including the setup, configuration, implementation, administration, and integration of SharePoint Online as an online document management system—is desirable.
- 8.5 Experience working with the ASEAN Secretariat, government agencies, or other development organisations is desirable.
- 8.6 Proven ability to work under pressure in delivering at pace.
- 8.7 Working proficiency in the English language, both written and verbal.

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