



stats sa

Department:
Statistics South Africa
REPUBLIC OF SOUTH AFRICA

1. Mandatory Gatekeepers

Before technical scoring, ensure the provider meets these non-negotiable requirements:

- **CSD Registration:** Confirmation of registration on the Central Supplier Database (essential for SA government work).
- **Compliance Documents:** Valid SARS Tax Clearance, SBD forms (SBD 1, 4, and 6.1), and a certified B-BBEE certificate.
- **Proof of Experience:** Minimum of **3 to 5 years** experience in media monitoring with at least **3 contactable references** from the last 12-36 months.

2. Technical Evaluation (Functional Scoring)

Bidders are usually scored out of 100, with a **minimum threshold (often 70%)** required to pass.

Category	Key Evaluation Metrics – Traditional media monitoring	Weighting
Media Coverage	Breadth of sources (2,500+ SA publications, 160+ TV/Radio channels), including subscription-only sources. Full compliance with copyright legislation.	20-30%
Platform Capability	AI features (sentiment analysis, theme detection), "Google-like" ad-hoc search, and real-time dashboarding. Digitised access to print, digital and broadcast content. Archiving and retrieval of all Stats SA mentions for the contract period. Access to a minimum of 180 days of historical content. Unlimited keyword search. Ability to translate non-English content into English. Minimum 5 licenses. Web-based access from any location. In-platform content sharing functionality.	20-25%
Reporting Quality	Availability of automated and manual reports (Monthly/Quarterly) with quantitative and qualitative metrics.	20%

Team Expertise	CVs of the project leader (min. 3 years exp.) and team members (min. 2 years exp.) in professional reporting.	15-20%
Support & Value-Add	Provide core monitoring platforms directly (no outsourcing). Training of staff, account management, local support office	10%
Category	Key Evaluation Metrics – Social media monitoring and engagement	Weighting
Media Coverage	Monitoring of all major social media platforms, blogs, vlogs and online comment sections.	25%
Platform Capability	AI features (sentiment analysis, theme detection), "Google-like" ad-hoc search, and real-time dashboarding. Unlimited keyword searches – Stats SA users must be able to add and amend keywords independently. Real-time monitoring and alerts. In-platform tools to schedule and publish content. In-platform function allowing direct engagement with users. Ability to translate non-English content into English. Single, integrated platform with customisable and user-friendly interface. Mobile application for Android and iOS. In-platform content sharing functionality. Minimum of five licenses.	40%
Reporting Quality	Availability of automated and manual reports (Monthly/Quarterly). Measurement of conversation activity, reach, sentiment, growth and platform usage.	20%
Team Expertise	CVs of the project leader (min. 3 years exp.) and team members (min. 2 years exp.) in professional reporting.	15%
Support & Value-Add	Provide core monitoring platforms directly (no outsourcing). Training of staff, account management, local support office.	10%

3. Strategic "Live Demo" Criteria

Live Pitch Presentation stage to verify:

- **Ease of Use:** How intuitive the "Quick find" search and dashboard population truly are.
- **Real-time Accuracy:** The speed at which broadcast transcripts and social mentions appear.
- **Data Integration:** Capability to export data into editable formats like PDF, Excel, and PowerPoint.
- **In-platform function** allowing direct engagement with users without returning to native platform (social media engagement)
- **In-platform tools** to schedule and publish content (social media engagement)

4. Commercial Evaluation (The 80/20 Rule)

Only bidders who pass the technical threshold are evaluated on:

- **Price (80 points):** Comparison of annual subscription costs and additional modular fees.
- **B-BBEE (20 points):** Points awarded based on the service provider's B-BBEE contribution level.

Scoring Guide (0–5 Scale)

Use this scale to assign points for each metric within a category:

- **5 (Excellent):** Exceeds all requirements; offers innovative features like real-time trend templates.
- **4 (Good):** Meets all requirements with high-quality data and platform stability.
- **3 (Satisfactory):** Meets basic requirements but may lack advanced AI or specific local print archives.
- **2 (Poor):** Significant gaps in coverage or platform functionality.
- **1 (Unacceptable):** Does not meet the basic needs of the brief.
- **0 (Non-compliant):** No evidence provided for the requirement.

Final Selection Criteria (Price & B-BBEE)

Once a provider passes the technical threshold (70 points), they are evaluated on the **80/20 preference point system** as per South African procurement standards:

1. **Price (80 Points):** The lowest acceptable bid receives 80 points; others are scored proportionally.
2. **B-BBEE Status (20 Points):** Points awarded based on the level of the bidder's B-BBEE certificate.

The evaluation of media intelligence services involves a three-phase process, starting with mandatory compliance verification and a minimum 70% score on technical requirements. Final selection is based on an 80/20 commercial model, assessing price and B-BBEE status after passing technical criteria, which focus on data coverage, AI, and reporting features.

Summary of Evaluation Framework

Traditional media monitoring

Evaluation Phase	Key Focus Areas	Success Metric
Mandatory Compliance	<u>CSD Registration</u> , Tax Clearance, B-BBEE Certificate, and 3+ contactable references.	Pass/Fail
Technical Functionality	Data coverage (30%), AI & Functional Tools (25%), Reporting quality (20%), Team experience (15%), and Support (10%).	Minimum 70/100 threshold
Commercial Evaluation	Total annual cost and B-BBEE contribution level.	80/20 Preference Point System

Social media monitoring and engagement

Evaluation Phase	Key Focus Areas	Success Metric
Mandatory Compliance	CSD Registration, Tax Clearance, B-BBEE Certificate, and 3+ contactable references.	Pass/Fail
Technical Functionality	Data coverage (25%), AI & Functional Tools (40%), Reporting quality (20%), Team experience (15%), and Support (10%).	Minimum threshold 70/100
Commercial Evaluation	Total annual cost and B-BBEE contribution level.	80/20 Preference Point System