



PART B: - SCOPE OF WORK - SOUTH AFRICAN TOURISM: SAT TENDER 303/25 - SAT DIGITAL ASSETS MANGEMENT SERVICES AND SYSTEMS

Bid Description	
DIGITAL ASSETS MANGEMENT SERVICES AND SYSTEMS	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender number 303/25
Publishing date	01 August 2025
Closing Date:	29 August 2025 at 12:00 p.m (SA time)
Non-Compulsory Briefing Session:	07 August 2025 at 11am (SA time).
	Join the meeting now Meeting ID: 328 878 148 475 7 Passcode: 2q85Hh9u
Contact Person	Raymond Mabuela
Bid Submission link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net
Contact Person	Raymond
Email Address	tenders@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

1 CLOSING DATE

The closing date for the submission of proposals is **29 August 2025 at 12h00.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1 SA Tourism has developed and implemented an online e-Procurement Portal which will enable bidders to respond to procurement opportunities as they are issued by SA Tourism.

The portal is the official platform for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables bidders to register as suppliers on the system, to RSVP to tender briefings and to submit tender responses on the portal.

The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should immediately consider registering and submitting their bid proposals on the portal which has been specifically developed and implemented for this purpose.

All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism's physical address are no longer permitted.

Prospective tenderers must periodically review both

<http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments regarding this tender, prior to due dates.

- 2.2 Failure to sign/mark this tender form, to acknowledge and accept the conditions in writing, or complete the attached forms, questionnaires and specifications in all respects may invalidate the tender.
- 2.3 Tenders must be completed in black ink if mechanical devices, such as typewriters or printers, are not used.
- 2.4 Tenderers will check the numbering of the pages to ensure that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

3 CONTACT AND COMMUNICATION

- 3.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Raymond Mabuela via email Tenders@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send them to the above email address.
- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than 08 August 2025.

All responses will be published by the 11 August 2025 on the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders>; and

<https://e-procurement.southafrica.net>.

4 VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) months after the tender closing date. All contributions / prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

5 DURATIONS OF THE CONTRACT

South African Tourism intends to enter a thirty-six (36) month contract with the successful bidder. The individual contracts will also be subject to a periodic performance evaluation on agreed terms and conditions with each successful bidder unless the parties agree otherwise.

6. BACKGROUND AND INTRODUCTION

South African Tourism currently owns a large repository of existing content that must be stored and managed through a reliable and modern digital asset management system run by a reputable company with extensive previous experience in asset management and offer rights and usages management services for all assets within the library. This repository of existing content has been steadily built over several years and includes all the raw footage that has been developed during the various SA Tourism marketing campaigns. The existing assets equate to high value quantity of assets in relative terms of production costs and are an invaluable source of content for SA Tourism. It is a significant quantity of assets that must be tagged, categorised, sorted, stored, retrieved, used and ensures that the appropriate usage rights and limitations are attached to every asset.

South African Tourism operates in a high-performance marketing environment with content as one of the core outputs. Content plays a key role in positioning South Africa as an exceptional tourist and business events destination. The Content proliferation and creation for all South African Tourism has been for the purpose of communicating to our relevant, identified audiences in a unified brand language across all touch points. Created and curated content is part of our 7 Brand pillars including Corporate and any other global messaging assets, by working in conjunction with the South African Tourism business units and applying this content to the relevant channels.

The vast volume of content existing or created are assets to South African Tourism, to which we make accessible to the below.

- Trade partners,
- Creative and Digital service providers
- The Department of Tourism and other Provincial Tourism Authorities,
- South African Tourism staff members,
- Media,
- Stakeholders' and all other travel and trade partners.

This is only made possible by having a system which is a channel of distributing, managing, and storing our content assets.

Reputable and experienced service providers, with a good track record of delivering the scope of work and the full range of services as laid out below, to submit proposals that demonstrate their ability and capability to implement a digital asset management system to facilitate a centralised database as well as demonstrate their rights and usages experience. This system implementation must be entirely owned by SA Tourism however the rights and usages management must be undertaken by the service provider. The system is to have digital assets stored, indexed, tagged and saved to make it easier for SA Tourism to have full control of digital assets in a way that they will be able to access media data, organise it, retrieve it, label it, SA Tourism's footage library.

6.1 Scope of Work

A. The lifecycle of a digital asset is as follows:

- Identify gap or need for an asset
- Design and create asset
- Capture asset and tag, annotate and review asset
- Asset approval
- Asset distribution to internal and/or external partners and stakeholders
- Asset retrieval to make use of and distribute the asset
- Asset Archiving when the asset is no longer useful, relevant, out of rights or viable, however
- having the function to be able to review archived assets as needed
- As part of the lifecycle of this asset there is a requirement to report on asset related data including but not limited to; the number of downloads; the number of embeds; the number of deployments; usages, regions (South African Tourism is a global organisation with a global presence, Google Analytics
- Smart functionality including but not limited to -algorithms -keywords /words.

B. User Requirements

- User must be licensed to use the system
- Each user can see his/her own permissioned view of the library
- Unlicensed users will have access to a specific set of assets that SA Tourism owns the rights to in
- perpetuity for the purposes of selling South Africa as a destination of choice.

C. Administrator

- System administrator can make changes to the system (deleting, editing, providing foreign language translation etc.)

- The System Administrator must have access to reports including audit trails, approvals and asset recovery in the case of a systems failure.
- There must be a workflow system that can identify approvers within the system and the administrator must have line of site of assets in each stage of the approval workflow.
- The system will need to integrate into the South African Tourism website: <https://www.southafrica/>
- Integration with any other digital platforms
- Audit trails of the system

D. The content creator or manager with access to the system must have the physical asset in place.

The system must then allow the user to upload the asset with set parameters including but not limited to:

- Usage rights and regional rights have been applied
- Expiry dates of asset usage
- EXIF (Exchangeable image file format) and META DATA data from the asset
- Appropriate tags for the asset to be searchable
- Description of the asset
- All agreements relevant to the asset can also be stored with the asset.

The physical asset is then made available and searchable to users in the system with the appropriate usage rights and privileges in place.

The asset in all the formats that it exists will be required to ensure that the rights remain in place and when assets are to be removed or renewed.

End user:

The end user is then able to select and make use of the asset in line with the usage and regional rights and can be deployed on appropriate channels. Notification of usage rights should be highlighted whenever a user accesses any asset. If there are regional rights each asset must indicate this. If SA Tourism holds the rights to an asset in perpetuity for use on all regions this must be specified. Usage must indicate if there are expiry dates on the asset in terms of usage rights.

Asset review and approval – assets should be reviewed, approved, rejected, and annotated in the system and approval capabilities as per user right, to help collaborators get assets and creatives edit, review, and approve easily, regardless of their location. This eliminates the need to share and approve drafts manually, which saves valuable time. The assets get managed in the quality of the asset.

File management – enable users to store, share, distribute, and edit digital assets from a single centralized location.

Workflow automation – workflow automation engine built into the system as it replaces manual processes and streamlines the creation and production of assets, while providing project tracking to ensure that all production steps are completed, and that no proofing or approval cycles are missed that link together.

Repurposing and conversion – the system repurpose assets into different formats, and offer file conversion capabilities with process control. Digital publishing – enables creative teams to utilize assets to create and produce content in multiple formats, and deliver it across a variety of platforms and devices.

E. User access

- System to support internal and external access for registered users, vendor's consultants.
- Varying access levels depending on whether it is SAT internal, a stakeholder or trade partner and member of the public using our assets for their advertising purposes
- User should have a dashboard view of all the rights and talent releases/work status as per their permission level

F. File format support

- solution should support:
- Image, video (short and long forms, audio (podcasts, soundbites etc.), open design files and documents including word, pdfs, templates and spreadsheets.
- Social assets (including GIFS), open file logos, toolkits, Corporate Identity (CI) open Photoshop, Podcasts, InDesign and Illustrator Image editing

G. Content

- Solution should support:
- Deployment of dynamic assets in conjunction with Google Marketing Platform
- Sizing of assets for dynamic banner creation
- Support services to measure usage and report on downloads or deployment
- Support for the Content Delivery Network
- Storing UGC content
- Content should be categorized as per SA Tourism events / media / partnerships -menu tab.

H. Versioning

- Describe the file versioning capabilities of the system.
- Menu tab

I. Metadata

- solution to employs metadata standards:
- such as XMP, EXIF and IPTC. metadata reside in the actual asset file so that it travels with the file, even if the file is removed from the repository.
- And should be added to both single assets and groups of assets

J. Search and Indexing

- System should have search functionality including:
 - Including rich descriptions and keywords to index for search
 - Searchable database for languages in support of all regions in the SA Tourism MIF.
 - Findable and indexed through Google for search tags
 - AI (Artificial Intelligence) to assist with searching based on picture content
 - Uploading and naming assets to support SEO and Search Activities

K. Tagging

- Functionality for:
 - Linking of assets into a shopping basket
 - Support services to upload, tag and manage assets
 - Asset tagging and tracking for views and engagements

L. Notifications

- Alerts for all activities on the system for relevant users this includes:
 - Expiry dates of asset rights usage
 - Regional rights usage
 - Identifying assets owned wholly by SA Tourism in perpetuity
 - Identifying if an asset is available for ONLY SA Tourism usage
 - Editorial assets
 - Broadcast rights

M. Registration

- Functionality for different users to access the system:
- Contributor level/rights (Access levels - front end user).

N. Collaboration

- Enables groups of users or organizational teams to work together on asset development or creative projects in real time.

O. Reports and Reporting

- Be able to generate REPORTS from the system.
- Reports should have the ability to be emailed and output to Access, Microsoft office (Excel, PowerPoint, Word), and/or other applications from within the system.
- Quarterly Report on the content review and performance (content downloads& uploads, content requests, users, system performance etc.)
- Monthly Content management & status reports.
- Annual Content management & status reports.

P. Assets Migration

- System should be able to migrate assets data form other legacy systems in the format that does not compromise the assets quality and quantity.

Q. Configuration & system requirements

- **SaaS or On-Premises**
- Installed system (On-Premises) or hosted (SaaS/cloud) or hybrid.
- South African Tourism own the data if, and when the system is hosted on cloud.
- System to all users can access the Digital Asset Management system /Content Management System (CMS) through a website application.
- Specify browsers supported on the system.
- **Integration with existing infrastructure**
- The system should support integration with our existing technology systems or future technology implementations (e.g., SA Tourism proprietary technology platforms) these also include Google Marketing Platform, Umbraco, Azure, SharePoint, Adobe creative software, Oracle etc.)
- **Customization**
- The required solution should be customizable for the interface, features, and other components.
- Services should include ad hoc development that might arise in the contracted period.
- **Solution should have API integration and functionality.**
- **Solution must be multi-platform and device responsive, compatible and this includes device agnostics.**
- **Methodology**
 - Describe your methodology when working with clients like DMOs (Destination Marketing Organisation), Tourism and provincial Authorities, and similar entities.
 - How will you go about understanding our current workflows and needs, designing a solution to meet those needs, and deploying the solution so that we'll get maximum benefit from our investment.

Backup, Disaster recovery, and Business Continuity Planning

- **Disaster Recovery Planning**
 - System should ensure the security of our digital assets in the event of a system failure or another catastrophic event.
 - SA Tourism would require the supplier to do tests on disaster recovery and evidence of backups to be supplied for assurance.
 - This includes not just digital assets but the safe storage on analogue assets including film storage.
- **Archiving**
System should have the following:
 - Full archiving capabilities with rights management as per users.
 - Archived assets (and their metadata) should still be searchable in the system.
 - Maintaining the quality and quantity of the assets.
 - System support integration with other archive systems.

IT security and administration

- Access privileges
- System should allow us to structure our user base with a variety of privileges to restrict/grant access to file formats, delivery methods, groups of assets, and administrative functionality.
- System should apply the GDPR and Protection of Personal Information Act (POPI Act or POPIA).
- System to be Data Encrypted.
- A solution should encrypt data at rest and in transit.
- Data Migration, if a new service provider is appointed, the data migration from old to new also needs to be considered including capability to maintain assets quality and quantity.

User Access and login/s:

SA Tourism currently works with the Microsoft suite of products and user authorisation may require to be linked to existing systems. Not all users who access the system will automatically have the Microsoft suite of products authorisation, therefore there must be user access abilities that are external of the SA Tourism users.

- The system solution implementation and training should provide plan/process for successfully implementing the solution to support the requirements, including how USERS will have a thorough understanding of how to use the system. (User guidebook, manual's etc.)

System Administrator:

- Administrator functions— the administrators must have the ability to verify assets, usage rights and model releases.
- The administrator must also be able to approve, annotate and adjust assets.

Maintenance and Support

- This includes a content management system Support and Maintenance across Content Management, performance optimization, security monitoring, Backup and restoration etc.
- Support on the system across all user queries and functions.
- Support services on SA Tourism client relationship.
- Maintenance and support programs, including warranty. How change requests are accommodated, email vs. phone support, response times and escalation processes.

Services

The successful bidder will deliver a content management hub/system that provides continuity for South African Tourism's existing digital asset bank. Amongst the services required from the provider includes:

- Production, sourcing and management of digital assets.
- Categorising, tagging and storage of digital assets. This includes updating and verifying accurate information that relates to the Image including place names, provincial details, brand pillar, South African Tourism Strategic events and Proprietary events, experience categorization, thematic categorization, specialist travel categorization etc.
- Rights and usage permissions including valid dates and original content creation agreements and talent releases according to the asset management framework of the organisation.
- Requirement to have editing and production facilities with relevant in-house specialties like photo retouching and video editing.
- Collation, storage, tagging and categorizing of all marketing assets including open files and design elements.
- Collation, collection, tagging and categorizing of all rushes from all SA Tourism shoots for later retrieval and re-use all of marketing material and shoot rushes. It is imperative that SA Tourism retains existing footage for repurposing for marketing activities to assist in cost saving measures on SA Tourism production projects.
- Digital Raw storage for strictly internal usage.
- Raw content processing including but not limited to: Editing, digitising, colour-correcting, adding meta, tags and attaching, verifying and ensuring talent releases are in place for the proposed asset development deployment.

- Provision and sourcing of 3rd party content to be used by SA Tourism. This content includes all footage or features procured by the service provider and liaising with the creative agency or in-house teams to retrieve and make use of that footage.
- Retroactively procure content that may have been developed during SA Tourism marketing activations, add it to the existing repository and increases our existing library for usage.
- When content does not exist, the service provider may be requested to source content from external partners including provinces, local destination organisations and tourism product owners to support marketing activities.
- Performing research and fulfilling requests for all SA Tourism production requests including requests from the wider tourism sector, media, travel content creators, and trade partners.
- Management and support of multiple user interfaces as per the SA Tourism requirements.
- These platforms include Tourism Sector available assets that SA Tourism owns the rights to globally and in perpetuity that may be made available to sector partners for use in their promotion of South Africa as a destination.
- A secondary layer of access for assets that are available for internal or SA Tourism marketing activities
- User generated content (UGC) procurement, storage, retrieval and usages for SA Tourism to make use of User generated content (UGC) in their dynamic advertising.
- Managing user requests on the platforms.
- Hosting and platform software and hardware.
- Support the legal requirements for usage rights by directing compliance for all usages.
- Management of talent and property releases.
- Supports to agencies and internal SA Tourism users with talent and property releases to reduce the potential of liabilities for talent costs.
- Provision and management of model and property releases to agency production teams to ensure all the compliant information is captured during the production of the shoot.
- Review and checking of edits to ensure that all talent and footage is cleared for identified usages
- Safe and secure appropriate storage for the high value digital assets in production.
- Safe and secure appropriate storage of all physical content assets such as film canisters.
- Approach all international offices and business units across SA Tourism to understand the size of their local assets (image/footage/open files from previous campaigns, events, partnerships/collaborations, activations, travel hustings, media etc.).
- All content produced up to now should be available for usage.

7. PITCH PRESENTATION

All agencies will be expected to present a short pitch revert against the background, environment and scope of work stated above. The pitch presentation also needs to address the below:
The pitch should include an overview of the proposed system to be used and the technical functionalities of the system.

8. PRICING SCHEDULE

Share a commercial proposal for a 3-year project-based contract with South African Tourism Tender 184/21.

With reference to the above tender, the contract period for the successful bidders will be for a period of three years. We therefore are inviting the shortlisted bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.

Please note this tender is for an agency that will manage ongoing services for by South African Tourism. The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems listed above. The price quoted by the agency during submission will be used whilst evaluation. However, it is important to note that this is a fixed retainer amount and the agency will be required to supply an ongoing service during the year.

- A detailed price schedule should be included in the proposal where the following should be considered:
- Agency fees i.e. responsibilities, levels of seniority, creatives, client service, strategy, production management etc.
- In-house rate for the resources
- Mark-up policy on external costs, i.e. third-party storage, etc.

- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e. total transparency for all commercial deals relating to South African Tourism.
- Indicate any once-off costs that may occur
- Monthly Retainer fee for a period of three years

It is however important to note that South African tourism will contract based on retainer cost fee model structure.

END.