

Evaluation Criteria for Digital Signage Solution Tender

Introduction

This document outlines the mandatory requirements and evaluation criteria for selecting a supplier for ERI's digital signage solution project. It ensures a fair and transparent selection process, prioritizing organizations with proven expertise in the digital display industry. The evaluation process is designed to identify a supplier capable of delivering a high-quality solution while meeting all compliance and technical standards.

Mandatory Requirements

To be eligible for evaluation, tenderers must submit the following documentation. All documents must be provided and valid at the time of submission. This section outlines the mandatory requirements that will be checked prior to any further evaluation.

Required Documentation

- **SACIA:** A valid Southern African Communications Industries Association or
- **AVIXA:** A valid Audiovisual and Integrated Experience Association Certificate

Compliance Table

The table below will be used to determine if the tenderer meets the mandatory requirements. "**Compliant**" indicates that the document is both provided and valid. A "**No**" in any row will result in disqualification.

Mandatory Document	Compliant (Yes/No)
Southern African Communications Industries Association (SACIA)	
Audiovisual and Integrated Experience Association Certificate (AVIXA)	

Note: "Compliant" means the document is both provided and valid. If any document is not provided or is invalid, the tenderer will be disqualified and will not be evaluated further.

Disqualification Clause

Tenderers must provide valid documentation for **all** the above requirements to proceed to the evaluation stage. If any document is missing or invalid, the tenderer will be disqualified and excluded from further consideration.

Evaluation Criteria

Only tenderers who meet all mandatory requirements will proceed to the evaluation stage. This section outlines the criteria used to score tenderers based on their technical expertise, planning capabilities, support structures, and industry experience.

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Scoring System

Tenderers must achieve an overall score of at least 80% to qualify for consideration.

Each category is rated on a scale from 1 to 5:

- 5: Excellent
- 4: Good
- 3: Satisfactory
- 2: Poor
- 1: Inadequate

The categories are:

1. Technical Capability: 20%
2. CMS Capabilities: 20%
3. Implementation Plan & Design: 10%
4. Maintenance and Support: 10%
5. Experience and Track Record: 20%
6. Designer Capabilities: 20%

1. Technical Capability

This category evaluates the tenderer's technical expertise and ability to deliver a robust digital signage solution.

Sub-Criterion	Excellent (5)	Good (4)	Satisfactory (3)	Poor (2)	Inadequate (1)
Connectivity Solutions	Demonstrates advanced technical expertise in deploying and managing multiple connectivity technologies (e.g., 5G, 4G LTE, 3G, with redundancy and high bandwidth)	Strong expertise in 4G LTE and 5G with reliable redundancy and bandwidth	Basic expertise in 4G LTE with limited redundancy or 3G fallback	Limited expertise, relying solely on 3G or basic 4G	No expertise in modern connectivity or unreliable solutions
Digital Signage Hardware	Extensive experience with enterprise-grade hardware, including built-in media players	Good experience with mid-range hardware	Limited experience with basic hardware	Experience with consumer-grade hardware	No relevant hardware experience
Network Security and Manageability	Advanced security measures (e.g., end-to-end encryption, multi-factor authentication) and comprehensive management tools	Solid security protocols (e.g., basic encryption, firewalls) with standard management tools (e.g.,	Basic security (e.g., password protection) and limited management tools.	Minimal security and management capabilities.	No security or management tools in place.

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	(e.g., real-time monitoring, automated alerts).	remote diagnostics).			
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2. CMS Capabilities

This category evaluates the tenderer's expertise and ability to deliver a robust CMS solution.

CMS Capabilities	Robust CMS with advanced features for department-specific content and analytics	Good CMS with standard content management features	Basic CMS with limited customization	CMS lacks key features	No CMS or inadequate solutions
CMS Content Control and Access	CMS provides full design access to both customer and supplier, with role-based permissions and user-friendly interface for collaborative content creation	CMS provides limited design access to customer (e.g., templates or pre-approved assets) with supplier retaining primary design control	CMS offers basic scheduling access to customer, with supplier managing all design aspects	CMS provides minimal customer access (e.g., view-only or basic updates), with supplier controlling most functions	CMS allows no customer access to design or content management, with supplier having exclusive control
CMS Compatibility with Multiple OEM Screen Manufacturers	CMS is fully compatible with multiple OEM screen manufacturers (e.g., Samsung, LG, and others), ensuring seamless integration without proprietary restrictions	CMS is compatible with at least two major OEM screen manufacturers (e.g., Samsung and LG) but may require additional configuration	CMS is compatible with one major OEM screen manufacturer but may not fully support others	CMS has limited compatibility with OEM screen manufacturers, possibly only supporting one specific brand with restrictions	CMS is not compatible with major OEM screen manufacturers or only supports a single, less common brand

3. Implementation Plan & Design

This category assesses the tenderer's ability to provide a clear, innovative, and well-documented implementation plan.

Sub-Criterion	Excellent (5)	Good (4)	Satisfactory (3)	Poor (2)	Inadequate (1)
Project Plan Clarity	Comprehensive project plan with detailed timelines,	Well-structured project plan with clear timelines and milestones	Basic project plan with some details but lacks depth	Vague or incomplete project plan	No project plan or severely

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	milestones, and resource allocation				lacking in detail
Design Quality	Innovative design solutions that enhance functionality and aesthetics	Good design with practical solutions	Standard design with no notable innovation	Poor design quality, may not meet project requirements	Inadequate or non-compliant design
Site Planning	Thorough site planning, including detailed assessments and pre-requirements identification	Good site planning with most pre-requirements identified	Basic site planning, some pre-requirements may be missed	Inadequate site planning, significant gaps in preparation	No site planning or preparation

4. Maintenance and Support

This category evaluates the tenderer's commitment to ongoing maintenance and support services.

Sub-Criterion	Excellent (5)	Good (4)	Satisfactory (3)	Poor (2)	Inadequate (1)
Response Times	Guaranteed response time of ≤ 2 hours for critical issues	Response time of ≤ 4 hours	Response time of ≤ 8 hours	Response time of ≤ 24 hours	No guaranteed response time or > 24 hours
Maintenance Program	Comprehensive maintenance program with proactive measures and regular updates	Good maintenance program with scheduled checks	Basic maintenance program, reactive rather than proactive	Limited maintenance offerings	No maintenance program
Support Structure	Dedicated support team with 24/7 availability and multiple contact methods	Support team available during business hours with multiple contact options	Limited support availability or single contact method	Inadequate support structure, potential delays in assistance	No support structure or unreliable assistance

5. Experience and Track Record

This category assesses the tenderer's history and proven success in the digital display industry.

Sub-Criterion	Excellent (5)	Good (4)	Satisfactory (3)	Poor (2)	Inadequate (1)
Years in Industry	>10 years in the digital display industry	5-10 years	3-5 years	1-3 years	<1 year or no relevant experience

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Similar Projects	>5 similar projects completed successfully	3-5 similar projects	1-2 similar projects	No similar projects but related experience	No relevant experience
Reference Quality	Excellent references from enterprise-level clients with similar projects	Good references from reputable clients	Satisfactory references, some concerns	Poor references or lack of detail	No references or negative feedback

6. Designer Capabilities

This category assesses the tenderer's Designer Expertise.

Sub-Criterion	Excellent (5)	Good (4)	Satisfactory (3)	Poor (2)	Inadequate (1)
Designer Expertise	Designers certified in advanced tools (e.g., Adobe Suite, Cinema 4D) with a portfolio showcasing complex, high-quality content.	Certified in standard design tools (e.g., Photoshop, Illustrator) with a good portfolio.	Basic certifications or experience with design tools.	Limited experience or certifications.	No relevant certifications or portfolio.

Scoring Guidelines

- **Mandatory Requirements Check:** The evaluation team will first complete the Mandatory Requirements compliance table. Only tenderers with "Yes" in all rows will proceed to the evaluation stage.
- **Rating Process:** Each sub-criterion is scored from 1 to 5 based on the descriptions provided.
- **Weighting:** Category scores are weighted to reflect their importance:
 - **Technical Capability: 20%**
 - **CMS Capabilities: 20**
 - **Implementation Plan & Design: 10%**
 - **Maintenance and Support: 10%**
 - **Experience and Track Record: 20%**
 - **Designer Capabilities: 20%**
- **Total Score:** The sum of weighted category scores determines the tenderer's overall score.

Conclusion

These mandatory requirements and evaluation criteria ensure the selection of a qualified supplier with a strong track record in the digital display industry. By emphasizing compliance, technical

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expertise, robust planning, reliable support, financial stability, and extensive experience, the criteria eliminate companies lacking the necessary qualifications or stability.

Yours sincerely

A handwritten signature in black ink that reads "Gill Smith". The signature is written in a cursive, flowing style.

Gill Smith
MIDDLE MANAGER SERVICE DELIVERY