Washington Metropolitan Area Transit Authority

Digital Signage & Content Management RFI

Contents

[1 Confidential Information 2](#_Toc480193986)

[Project Introduction 3](#_Toc480193987)

[Objective 3](#_Toc480193988)

[Scope 3](#_Toc480193989)

[Requirements 3](#_Toc480193990)

[2 Instructions to Vendors 4](#_Toc480193991)

[3 Point of Contact 4](#_Toc480193992)

[4 Submission of Responses 5](#_Toc480193993)

[5 Response Format 5](#_Toc480193994)

**RFI Guidelines**  
Please note that this is for INFORMATIONAL and PLANNING purposes only and does not constitute a Request for Proposal (RFP). Responses to this RFI will not be accepted by WMATA to form a binding contract. WMATA will not pay for the information solicited nor recognize any costs associated with the submission of the RFI. The purpose of this RFI is to provide an opportunity for industry to enhance the success of any future procurement to meet this requirement. Any information obtained as a result of this RFI is intended to be used by the Government on a non-attribution basis for program planning and acquisition strategy development.

Please be brief in your answers. If a particular answer; however, is best presented as an attachment you may do so.

WMATA’s evaluation and possible selection of companies for further discussions is a business decision and will be based upon a composite of a company’s response to the factors set forth under “Information Requested” below. In submitting a response to this RFI, companies agree that the WMATA will not provide its rationale for the selection or non-selection of a prospective business partner(s) for possible further discussions with the WMATA. However, all companies will receive an acknowledgement as to their selection for, or removal from, further consideration. Furthermore, in submitting a response to this RFI, companies agree that any selection or rejection of a business partner(s) by WMATA is final and indisputable.

# Confidential Information

The information contained in this Request for Information (RFI) is confidential and proprietary to The Washington Metropolitan Area Transit Authority (WMATA). In accepting this RFI, vendors agree to the following conditions, under USA law:

1. Each party recognizes and agrees that the Confidential Information has been compiled, created and maintained by special effort and expense of the other party.

2. Each party recognizes and agrees that disclosing or disseminating Confidential Information to a third party will have a materially adverse effect on the other party and agrees not to disclose or disseminate the Confidential Information to any third party.  Except as necessary to perform its obligations hereunder, each party shall not use, reproduce or draw upon the Confidential Information or circulate it within its own organization.

3.  Each party shall provide notice to the other party of any demand made upon it under lawful process to disclose or provide the other party's Confidential Information.  Such party agrees to co-operate with the other party if it elects to seek reasonable protective arrangements or oppose such disclosure, at the expense of the party that is seeking the protective arrangements or opposing the disclosure.  

4.  Any Confidential Information disclosed pursuant to such lawful process shall continue to be Confidential Information, the access to such Confidential Information shall be limited to those persons (i) only with a need to review such information for the purposes for which the disclosure was required, and (ii) who agree in writing to keep the Confidential Information confidential.

# Project Introduction

The Washington Metropolitan Area Transit Authority (WMATA) Network and communications department has initiated an effort to obtain information for a comprehensive digital signage solution capable of meeting the enterprises communication solutions and support different groups of internal customers.

WMATA currently has several digital signage and control systems in use. The most used platform allows for content creation and management of content displayed on roughly 150 HDMI displays which are driven by CISCO Edge 340 and CISCO DMP 4400 HDMI displays. We are considering moving to a single digital signage (and management) platform, and thus are asking for information on whatever your offerings in this area may provide.

# Objective

Obtain a proposal for a comprehensive interactive solution capable of meeting the enterprise digital signage requirement to support different groups of internal customers with content management and distribution to a variety of endpoints.

# Scope

This request for information will be used by WMATA to prepare a future RFP. The selected solution will be used for all new installations and for upgrade/replacements of existing digital signage needs.

WMATA is seeking an **Enterprise class digital signage solution**, with content creation and distribution that can be both centrally managed or by individual departments. Currently we have 150 HDMI displays a throughout the authority. This number may increase as we move forward with the project.

# Requirements

**WMATA is seeking a solution that fulfills or exceeds the below requirements:**

1. Provide a High Availability architecture, this can be fully on-premise as local primary or a hybrid offering combining on-premise locally and cloud-based architecture
2. Supports HTML 5 Programming
3. Servers must run in a VMWare vSphere virtualized environment
4. Data transfers must use secure protocols
   1. Must use secure protocols for data transfer
5. Solution must be able to manage and push content to our currently deployed Digital Media Players (DMPs) CISCO Edge 340 and CISCO DMP 4400 which are HDMI connected displays. Everything is connected via a internally managed networks, which are firewalled from the internet
6. Solution must be able to support the following content types;
   1. Basic static text, including highlighting and color
   2. Static Image files, photos (jpg, gif, etc.)
   3. PDF documents
   4. Video and audio
   5. RSS feeds
   6. YouTube feeds (URLs), and other streaming media types
   7. Integration with Social Media and Mobile (Twitter, etc.)
   8. Action elements in PowerPoint slides
   9. Support for dynamic content creation and display (time, weather)
      1. Including pre-programmed queries based on information provided by other systems or applications (such as PeopleSoft)
   10. Split screen programmability
7. Must be able to support touch screen displays
8. Must support multiple independent content creation teams, including their displays. Every team should be able to manage their own endpoints/displays independently, but using the same main application/system to do this
9. Must provide a method for group and individual Emergency Alerts that would override any pre-programmed content on displays on a group and global level
10. Ability to monitor and manage DMPs (digital media players) from the application GUI
    1. Must operate over IP unicast
    2. The ability to send traps or syslog messages to an NMS system would be a plus
11. Technical support from the Vendor must be available at reasonable hours and rates (The hours will be mutually agreed upon with the customer)
12. WMATA must have the ability to purchase Professional Services for custom content creation when needed, either from the primary Vendor or an authorized third party. The solution must be able to be modified to support customization
13. So this solution you want must be able to be modified to support customization.

# Instructions to Vendors

This is a Request for Information (RFI), not an order.  No cost can be charged to WMATA for any reason. This document shall not be construed as a request or authorization to perform work at WMATA’s expense.  Any work performed by a vendor will be at the vendor's own discretion and expense.  This RFI does not represent a commitment to purchase or lease.  Submission of a response constitutes an acknowledgement that the vendor has read and agrees to be bound by such terms.

WMATA intends to submit a formal Request for Proposal (RFP) for the services described in this document prior to the end of 2017. There is no guarantee that WMATA will submit an RFP, if an RFP is submitted, that it will occur in the time frame described in this RFI.  A RFP will be sent to vendors that demonstrate adequate capabilities in response to this RFI.

This is not a request for offers but only a request for information. A determination not to issue a solicitation based upon responses to this notice is solely within the discretion of the Washington Metropolitan Area Transit Authority (WMATA).

# Point of Contact

All communication with WMATA must be directed to the single Point of Contact for this project, as follows:

Eric Yi, Office of Procurement & Materials   
(202) 962-1331  
[eyi@wmata.com](mailto:eyi@wmata.com)

WMATA

600 5th Street NW

Washington DC 20001

# Submission of Responses

1. A response must be received by 06/06/17.  Extensions to this date cannot be granted.
2. Responses must be submitted complete and in writing.  All requests for information in all sections of this document must be answered as concisely as possible while providing all information necessary to understand the outsourcing process proposed.  Any deviations from requirements, or requirements that cannot be satisfied by the vendor, must be clearly identified.
3. Responses must include a statement that indicates that the vendor understands the requirements of the RFI and accepts the terms and conditions under which the RFI was issued to the vendor.  The original response must be signed under the corporate seal by an authorized officer.  The original and all copies, including all supplementary literature, must be forwarded to the point of contact identified in Section 3.1 of this RFI.
4. Any information of a confidential or proprietary nature contained in a vendor response should be clearly marked ‘PROPRIETARY’ or ‘CONFIDENTIAL’ by item or at the top of each page.  Reasonable precautions will be taken to safeguard any part of the response identified by a vendor as being confidential or proprietary.
5. This RFI remains the property of WMATA at all times, and must be returned by the vendor upon request.  Vendors not submitting a response must immediately return all printed, graphic and electronic documentation to the point of contact.
6. All responses, once delivered, become the property of WMATA.

# Response Format

In order to facilitate a timely and comprehensive evaluation of all submitted responses, responses must be submitted using the format requested in this RFI. Any deviation from this format may lead to the rejection of the response. Vendors should limit the answers to the following questions to eight pages. A limited amount of supplemental materials may be provided, but for the purposes of this RFI, less is more.

Vendor responses MUST provide the following information, in the requested sequence:

1) Based on the information provided, would your firm bid on an RFP for all listed services?

Answer the following if the answer to question 1 is ‘yes’.

2) Provide the name, title, address, telephone and e-mail for the primary contact for receiving an RFP.

3) Capability Statement - Please provide a capability statement describing your firm’s expertise/experience.

4) Comparable Projects - Provide a listing, of at least two, and a summary description of comparable projects, including owner name, address and phone number. Describe the duration, complexity and value of the contract as well as the key personnel deployed on the project. Provide a high-level description of your client base for similar services to include but not limited to the following:

* Number of customers
* Geographical distribution of customers
* Potential for conflict of interest in customer base

5) Financial Capability - Submit audited financial statements for the latest reporting period OR financial document(s) representing the status of your organization.

**Please submit ALL responses electronically via email to** [**eyi@wmata.com**](mailto:eyi@wmata.com)