

# **SRI LANKA EXPORT DEVELOPMENT BOARD**

## **TERMS OF REFERENCE (TOR)**

### **Procuring a service provider for e-Marketing and revamp of EDB Web Portal- [www.srilankabusiness.com](http://www.srilankabusiness.com)**

#### **1.0 BACKGROUND**

The Sri Lanka Export Development Board (SLEDB) is the apex state organization for the development & promotion of exports. The EDB web portal ([www.srilankabusiness.com](http://www.srilankabusiness.com)) is designed with the key objective of promoting Sri Lankan products & services in the international markets.

The EDB web portal is designed to cater to specific audience such as Prospective or current foreign purchaser companies of Sri Lankan goods / services & Prospective or current Sri Lankan exporting companies. It's strongly communicates what EDB offers to different segments of clients connected to the export business.

The eMARKETPLACE incorporated in the EDB web portal is a platform introduced by the EDB to facilitate B2B matchmaking and also to sell Sri Lankan products & services on-line. Additionally, EDB web portal also incorporates official 8 Social Media accounts and a BLOG to promote Sri Lankan export products & services.

An e-marketing campaign was implemented for the EDB web portal since 2014 using e-marketing techniques such as Search Engine Optimization, Digital Advertising, International Directory submissions, News & Article publishing, e-mail campaigns and Social media promotions, etc. As results achieved from this programme was highly successful the EDB wishes to continue an advanced e-marketing campaign for its web portal and to revamp the EDB web portal to incorporate new web Technologies to facilitate the Sri Lankan Exporters to promote their products through the EDB web portal.

The Sri Lanka Export Development Board intends to procure and obtain the services of a suitable qualified and experienced Sri Lankan Digital Marketing Solution Service Provider for revamping The EDB web portal and for developing a strategy to implement a well-structured digital marketing campaign (e.g. search engine optimization, social media marketing, email marketing, blog creation, WhatsApp, Viber group creation, B2B/B2C Promotion, Advertising [Pay Per Click, Paid Directory Submission, Banner Advertisements], Slogan Development, News & Articles, PR Campaign, Development of Promotional Materials in Foreign Languages etc.) to create awareness and create demand through targeted lead generation campaigns for foreign viewers while informing the local audiences of the purpose and use of the EDB web portal and how it can help them develop their businesses.

## **2.0 OBJECTIVES**

- EDB web portal to “curate” the user journey to present the user with information on product and services, exporters, buyers, information and subjects of interest in response to international best practice and search parameters.
- To promote EDB web portal internationally as a gateway to obtain information on Sri Lankan export products & services.
- Enhance reputation of EDB brand (International and local) & Sri Lankan Products/Services brands (Internationally).
- To promote Sri Lankan products & services in the existing, new and emerging International markets.
- Provide an opportunity for the Sri Lankan Exporters to promote their products to the target buyers in the international market.
- Increase exports by facilitating B2B contacts (facilitate the searching for and identification of possible Sri Lankan trading partners by foreign buyers via a range of key parameters) through the EDB web portal.
- Creating a reputed and reliable foreign buyer database.
- Increase business transactions (B2C) through the online trading portal
- Promote Sri Lankan presence at local & international trade events.
- Sustain and upsurge the eMarketing performance achieved so far for [www.srilankabusiness.com](http://www.srilankabusiness.com).

## **3.0 SCOPE OF WORK**

### **3.1 Specification**

- 3.1.1 The services of a Sri Lankan company having relevant qualification and experience to be obtained for one year, for revamping hosting and e-marketing of the EDB web portal [www.srilankabusiness.com](http://www.srilankabusiness.com).
- 3.1.2 The Service Provider shall study the functions and services provided by EDB and the objectives of EDB web portal to understand the scope and key stakeholders.
- 3.1.3 The Service Provider is required to work collaboratively with the EDB Team to obtain Content Information to be published in website. EDB will provide the Service Provider an initial Content Catalogue which may be subject to revision as the specification is developed.
- 3.1.4 Independent related content writing can be done by the service provider subject to the approval by EDB would be highly added advantage for service provider.
- 3.1.5 The Service Provider shall provide training to up to 5 EDB staff to ensure EDB is fully enabled to operate and manage Web portal post launch.
- 3.1.6 All consultants of the Service Provider may be required to sign a Non-Disclosure Agreement (NDA) at the discretion of EDB. No confidential information should be disclosed to any third party.

- 3.1.7 The Service Provider shall provide soft copies of all source code, databases, Content management tools, graphics, specification and design documents and any other related documents to EDB
- 3.1.8 The intellectual property rights relating to the graphics, photos, text, artwork, design, sound recordings software database and any other components developed for this project by the Service Provider shall be the property of EDB in its entirety.
- 3.1.9 The Service Provider will be required to provide services to agreed service levels as defined in a Service Level Agreement (SLA) (see Service Level Agreement below – [ANNEX –A]).
- 3.1.10 EDB may extend the Maintenance, Hosting & e-marketing period by signing an addendum between EDB and the Service Provider at the discretion of EDB and subject to additional payment.

### **3.2 Revamp (Development & Software Support)**

- 3.2.1 The Service Provider shall design EDB web portal to provide Content in three languages (Sinhala, Tamil and English). The system should facilitate the uploading/ editing content in English, Sinhala and Tamil languages. Platform should support to incorporate other foreign languages would be an added advantage and the proposed platform must be Unicode compatible.
- 3.2.2 The service provider shall build customized flip books, online directories and Ads Management modules with the consent of the EDB.
- 3.2.3 The Service Provider shall design EDB web portal to a common standard and style to ensure maximum user-friendliness adhering to international and government web standards to reflect and preserve the image of EDB.
- 3.2.4 The proposed design shall facilitate the Content management requirements of EDB to add information and services incrementally.
- 3.2.5 The Service Provider will obtain formal approval of the specification by EDB prior to the commencement of development. It's anticipated that all issues and questions relating to the specification will be resolved within 1 calendar month of the submission of the specification.
- 3.2.6 The portal should allow for the incorporation of additional e-services by EDB, (for example, inclusion of live feeds of data representing trade statistics).
- 3.2.7 The portal should facilitate the secure entry of content and data by individual users and one user should not be able to access or change (other than view only) information from other users. There should also be a clear separation of roles between user types, (for example, administrator permissions should be more extensive than data entry permissions) A user role matrix to be shared prior to commencement of user role creation.
- 3.2.8 All elements of the accepted web portal will be passed to EDB.

- 3.2.9 Service provider should submit proper software quality assurance plan
- 3.2.10 All copyright statements, disclaimers etc determined by EDB will be included by the Service Provider as appropriate to the development.
- 3.2.11 The Service Provider shall utilise open source relational/ object SQL Server (or similar) database software to support the functionality of EDB web portal. The system must support the export of data via the database to facilitate off system reporting etc. The system must support backup and restore functions to restore the database to a previously recorded state.
- 3.2.12 The Service Provider will facilitate and support the testing and acceptance of EDB web portal by EDB in advance of its acceptance by EDB. It is anticipated that such testing will take place within 1 calendar month of submission of the completed development to EDB.
- 3.2.13 The Service Provider shall implement all necessary security measures and adhere to the measures proposed by the Sri Lanka Emergency Response team (SLCERT) for ensuring the security of websites and obtain certificate from SLCERT. EDB web portal should be immune to exploitations not limited to SQL injection, cross-site scripting (XSS). Session/J back guard) URL poisoning etc.
- 3.2.14 The Service Provider shall purchase the SSL certificate for 2 years on behalf of EDB.
- 3.2.15 The Service Provider shall fix without charge any bugs or issues relating to non-compliance to the specification, or other issues materially effecting the impact of the software during a period of 12 months from the National Launch of revamped web portal. This includes all types of corrective action (bug fixing, security patches etc). If EDB identifies any error or failure of web portal the Service Provider will guarantee response in accordance with a Service Level Agreement to be agreed between both parties.
- 3.2.16 The Service Provider shall provide Helpdesk Support to EDB staff in all aspects of web portal use for a period of 12 months from the National Launch of revamped web portal.
- 3.2.17 If any 3rd party components, add-ons or services used in the software they must be licensed to EDB and should not have any annual subscription fees incorporated (initial cost will be borne by the Service Provider). The Service Provider shall maintain and upgrade as necessary all elements of the web portal software for a period of 12 months from the National Launch of web portal.
- 3.2.18 Reasonable minor changes such as creating forms or changing/adding fields to existing forms should be done freely under support and maintenance arrangements, (for example, adding an extra field to capture additional address attributes on an existing table). It is not anticipated that this will include structural changes to the database.

- 3.2.19 The Service Provider shall provide soft copies of all source code, databases, Content management tools, graphics, specification and design documents and any other related documents to EDB.
- 3.2.20 If any proprietary software components belonging to the Service Provider are utilized, they will be licensed to EDB for perpetual use. The Service Provider shall make arrangements to make the source code available to EDB in the event of either bankruptcy or merger of the Service Provider.
- 3.2.21 All necessary passwords and credentials will be passed to EDB by the Service Provider before the completion of the development.
- 3.2.22 The Service Provider will propose suitable Management, Development and Quality Assurance methodologies in their proposal.
- 3.2.23 EDB may extend the Maintenance period by signing an addendum between EDB and the Service Provider at the discretion of EDB and subject to additional payment.

### **3.3 Hosting**

- 3.3.1 The Service Provider shall provide [www.srilankabusiness.com](http://www.srilankabusiness.com) web site hosting services for 2 years from the date of the National Launch of the revamped portal. These services will be provided by high capacity, high availability facilities and be subject to an agreed Service Level Agreement to be agreed with EDB.
- 3.3.2 Hosting server needs to be residing on a Cloud Server environment in world-class data centers which is running on multi-tenant hosts, balanced resources and with CPU and network burst capability.
- 3.3.3 Provision of Content Delivery Network (CDN) Service
- 3.3.4 Provision of disaster recovery, 24x7 server health monitoring and access logs for investigations.
- 3.3.5 The Service Provider will be required to provide Hosting services monthly report to agreed service levels as defined in a Service Level Agreement.
- 3.3.6 EDB may extend the hosting period by signing an addendum between EDB and the Service Provider at the discretion of EDB and subject to additional payment.

### **3.4 e-Marketing**

- 3.4.1 The EDB web portal to be promoted internationally as a whole irrespective of product/service sectors.
- 3.4.2 The Service Provider will undertake Search Engine Optimisation (SEO) activities to ensure optimum internet search results and submit a report monthly.

- 3.4.3 The Service Provider shall submit a report at the end of each month (within 7 days of the end of the month) to EDB detailing not limited to:
- Number of Visitors – Location based
  - Number of hits to all pages and files
  - Number of downloads (if any)
  - Isolated, static, missing or incomplete pages
  - Social media no of Posts, Impressions, Likes, Reach, Followers, etc.
  - PR reports
  - Blog reports
  - Email campaign reports
- 3.4.4 In relation to the individual product & service promotions, the scope of this TOR will be prioritised to the following fourteen (14) key product sectors identified in the National Export Strategy & in EDB Strategic Plan
- ICT / BPM Services
  - Wellness Tourism
  - Boating Industry
  - Electrical & Electronics
  - Processed Food and Beverages
  - Spices and Concentrates
  - Trade Information and Promotion
  - Logistics
  - National Quality Infrastructure
  - Apparel
  - Tea
  - Rubber based products
  - Diamonds, gems & Jewellery
  - Coconut & Coconut based products
- 3.4.5 EDB may extend the e-Marketing campaign period by signing an addendum between EDB and the Service Provider at the discretion of EDB and subject to additional payment.

## **4.0 ACTIVITIES/DELIVERABLES**

To achieve the objectives outlined above, the selected organization will provide

- A plan for EDB web portal revamp, hosting & maintenance including following activities.
  - UI/UX improvements of EDB web portal and social media channels.
  - Interactive guidance with AI modules (chat bots)
  - All documents, reports and publications as flappable eBooks
  - Image gallery module
  - Sharing module for all pages
  - Events, announcement management
  - Advertisement management module
  - Automated subscribed alert system (blog post, content updates, announcements, etc.)
  - Exporters Directory with advanced filtering system, Rating/ranking & inquiry management system

- Buyer/visitor/Subscriber registration database
- Develop promotional material in foreign languages as and when necessary.
- EDB web portal Content updates & maintenance.
- promotional strategy applying to the latest trends and international regulations and law
- Chat Bot (need to provide information on relevant product/services, FAQs & officers information direct to relevant section in the web site)

- **e-Marketplace**

- e-Marketplace vendor categorisation with product comparison
- Ability to create product e-catalogues
- ecommerce guidance /tutorial
- integration of multiple payment methods and multiple courier services with customised allocation
- Rating, ranking Tagging system for companies/ products on e-Marketplace

- **Hosting**

- **Web Application Hosting Environment**

Hosting server need to be residing on a Cloud Server environments in world-class data centers which is running on multi-tenant hosts, balanced resources and with CPU and network burst capability

- **Availability**

24 hours per day, 7 days per week (365 days a year) with Measurement Range [Low = 99.8%; High = 99.999%]

- **Security**

Take necessary security measures to protect the applications and the data from intentional or accidental damage and from unauthorized access, internet born attacks etc such as:

- Server security management
- Timely application of security patches
- Human error reduction
- Web Application Firewall
- DDOS protection

It should be ensured that the latest patches and operating system updates are performed to ensure security. In case there are incidents where security breaches occurred then the EDB need to be informed.

- **Data Backups**

Perform full and incremental backups (including of the access logs for web statistics) on a daily, weekly and monthly basis. Daily scheduled backups of the production server environment and database to a partition of the same server environment and weekly backups sync to separate geographically located server for disaster recovery purpose.

- **Restore Times**  
During normal working hours (08:30 – 17:30) (Sri Lanka Standard Time), the following reaction times are required.  
90% within 1 hour, remaining 10% within 2 hours
- **Daily Management and maintenance**  
Management of daily operations  
Take measures required in response to any incident
- **Analytics and Reporting**  
Provision of periodical access and Monthly performance reports to EDB such as;
  - Web statistics, Web access logs, server logs, performance reports (bandwidth, memory, CPU etc)
  - Server Availability
  - Setup a reporting environment to access EDB
- **CDN service to support the e-marketing campaign**
  - **Availability**  
CDN service availability is to be matched with the availability of the Web hosted applications
  - **Site Protection with Web Application Firewall**  
CDN need to be protect the web site against traffic surges, DDOS attacks and should save the web server bandwidth. CDN should absorb the adverse effect so the web server stays online. It also should protect web site against real time threats and attacks like SQL injection, cross-site scripting and comment spam etc before it can cause damage to the website.
  - **Other CDN services to be provided**  
Session optimization, Prioritized requests support, SPDY protocol support, Mobile Optimization, Image Optimization, CDN authoritative DNS service
  - **Analytics and Reporting**  
Provision of a methodology to EDB to periodic access to the analytics of traffic to website to get insight into all visitors including search engine crawlers, threats, requests, bandwidth usage. Reports would be allowed to view the list of threats that have been identified/stopped, sort and see threats by type, country of origin, and severity etc.
- **SSL certificate**
  - The Service Provider shall configure the purchased SSL certificate in the Hosting environment



- **E-Marketing**

- Company should prepare a marketing strategy (Identify business goals, marketing goals, Research market, Profile potential customers, Profile competitors, Develop strategies to support marketing goals) for branding of EDB and Sri Lankan products and service in internationally it should include the goals, target markets.
- A website marketing plan including best e-promotional strategies to achieve the objectives mentioned in this TOR, not necessarily limiting to the activities indicated below as (a) to (i)
- Implementation plan for both EDB web portal improvement & marketing for one year with detailed activities, milestones, KPIs, cost estimates and measurable outcomes.

a) **Search Engine Optimization (SEO)**

To promote the site to be visible among the first 10 search results in popular multiple search engines such as Google, Yahoo, Bing etc.

- Research on the current visitors to the site.
- Advise on information architecture, presentation & other tips to increase the conversion rates.
- Key word search using multiple tools to identify search volume patterns.
- Identify a set of SEO keywords (product wise/service Sector wise/ market wise) to optimize the visibility of site within natural search results.
- Assist in the development & optimization of website content ensuring multiple entry points to the website via broader selection of search terms.
- Continuous link building campaign to increase link popularity & page rank.
- Submit performance reports.

b) **Pay Per Click (PPC) Advertising**

- Identification of Keywords based on relevancy, competitiveness, popularity & price.
- Formulation of advertising text & banner advertisements in appropriate languages to draw attention and deliver the relevant marketing message.
- Identify and recommend suitable sites to place Advertisements.
- Promotional campaign for the products & services in key markets focusing on specific buyer segments with customized messages.
- Identify the time lines in target markets suitable to promote different Sri Lankan products.
- Performance tracking system and make relevant changes to keyword bids, advertising text, budget etc.
- Performance reporting with recommendation for improved performance
- Suggest the minimum budget to be spent for a financial year to meet the objectives.

- c) **Social Media**
- Select & recommend relevant social media platforms for B2B promotion.
  - Development of a communication strategy to increase followers and subscribers based on the promotional objectives.
  - Verification of social media platform with unique branding.
  - Propose a promotional strategy applying to the latest trends and new international regulations with a cost-effective budget.
  - Consultancy on interaction monitoring and user engagements. (handling negative comments, responding to potential clients).
  - Implementation of mobile social networks (WhatsApp, WeChat, etc)
- d) **E-mail campaign**
- Suggest an appropriate Global promotional strategy to promote the services offered by the Export Development Board, the Sri Lankan export products & services and the online trading portal.
  - Identify the target markets (existing/new) and market segments for promotion.
  - Identify suitable seasons/events/time periods for promotion.
  - Create suitable promotional material.
  - Performance monitoring & reporting.
- e) **BLOG Creation**
- Creation of content & placing them on leading blogs, forums and discussion rooms relevant to B 2 B marketing of products & services.
  - Solicit testimonials from satisfied customers and post them on the website. Rotate testimonials or post new ones regularly.
- f) **News & Articles**
- Create & publish articles in suitable sites
  - Prepare proactive press releases and circulate through appropriate distribution services.
  - Guest blog posting to other websites for partnering with top influences within the industry to develop high quality, highly relevant back link.
- g) **Directory Submissions**
- Free listing in relevant directories, submission to paid/unpaid Directories in a product specific/ country specific manner.
- h) **Placing Banner Advertisements**
- Identify appropriate sites in which the banner advertisements to be placed.
  - Designing of effective geographically focused banner advertisements in appropriate language.
- i) **Setting up Analytics**
- The selected company should provide an advanced performance measurement tool which can be implemented on a selected website. The tool should offer performance metrics in terms of visitors, conversions and visitor behaviour. It should further help to analyse the performance of each channel, medium & online marketing campaign.

## **5.0 PRE QUALIFICATIONS/JOB REQUIREMENTS**

- A company registered in Sri Lanka
- Minimum of 5 years' experience in Providing Digital Marketing Solution Services (Information on past projects conducted by the company and work success/results achieved should be submitted)
- Should have appropriate technical staff (web content writer, graphic designer, web marketing strategist having international exposure, social media expert etc.) to implement the on-line marketing campaign. CVs of the technical staff should be submitted for evaluation.

## **6.0 REPORTING**

The company is expected to

- Work mainly with Director/IT & staff of the IT Division and with other EDB officers attached to Product/Market divisions & industry experts as and when required.
- Submit performance reports in liaison with the KPIs & targets mentioned in the final action plan.
- The initial work plan to be revised within the approved budget (if necessary) to achieve the expected results.

## **7.0 METHOD OF SELECTION**

- Insertion of advertisement in local newspapers/ circulate the Expression of Interest (EOI) Notice among registered service providers with the EDB calling for EOIs from suitable companies.
- The shortlisted companies to submit Request for Proposal (RFP) and present their proposal to the EDB in order to evaluate the best proposal for selection.
- The EOIs and RFPs to be evaluated by a Technical evaluation Committee (TEC) appointed by the EDB and the TEC reserves the right to accept or reject EOIs & RFPs. Final decision will be taken by the TEC.
- Obtain approval for the selected Consultancy Company from Departmental Procurement Committee (DPC).
- Once the acceptance of the Letter of Award by the bidder, he requires to enter into a legal agreement with the EDB

## [ANNEX A]

### **Service Level Agreement (SLA)**

#### **1. Introduction**

The aim of this agreement is to provide a basis for close cooperation between the Service Provider and EDB for software support and hosting & e-marketing services to be provided by the Service Provider. This will ensure timely and efficient support services are available.

This agreement is contingent upon each party knowing and fulfilling their responsibilities and generating an environment conducive to the achievement and maintenance of targeted service levels.

#### **2. Objectives of SLA**

- To create an environment conducive to a cooperative relationship between the Service Provider and EDB.
- To document the responsibilities of all parties taking part in this agreement.
- To define the commencement of the agreement, its initial term and the provision of reviews.
- To define in detail the service to be delivered by each party and the level of service expected, thereby reducing the risk of misunderstandings.
- To institute a formal system of objective service level monitoring ensuring that reviews of the agreement is based upon factual data.
- To provide a common understanding of service requirements/capabilities and of the principals involved in the measurement of service levels.

#### **3. Service Level Monitoring**

The success of the SLA depends fundamentally on the ability to measure performance comprehensively and accurately so that credible and reliable information can be provided to stakeholders.

Service factors must be meaningful, measurable and monitored regularly. Actual levels of service are to be compared with the agreed target levels by both EDB and the Service Provider. In the event of a discrepancy between the actual and targeted service levels both EDB and the Service Provider are expected to identify and resolve the reason(s) for any discrepancies in close cooperation.

Service Level Monitoring will be undertaken by EDB and reports will be monthly as forwarded to the Service Provider and other stakeholders.

#### **4. Scope of Services**

This SLA applies to all software support, hosting and e-marketing services provided by the Service Provider to EDB under contract <<contract number and date>>

## 5. On Call Service Requirements

The Service Provider and EDB must make at least two qualified personnel (primary and secondary (shadow)) available by telephone and email for the reporting and resolution of issues. Dedicated contact details are:

	Service Provider	EDB
<b>Primary Contact</b>		
Name	<i>[to be completed]</i>	<i>[to be completed]</i>
Job Title	<i>[to be completed]</i>	<i>[to be completed]</i>
Telephone Number	<i>[to be completed]</i>	<i>[to be completed]</i>
Mobile Number	<i>[to be completed]</i>	<i>[to be completed]</i>
Email address	<i>[to be completed]</i>	<i>[to be completed]</i>
Office Street Address	<i>[to be completed]</i>	<i>[to be completed]</i>
<b>Secondary Contact</b>		
Name	<i>[to be completed]</i>	<i>[to be completed]</i>
Job Title	<i>[to be completed]</i>	<i>[to be completed]</i>
Telephone Number	<i>[to be completed]</i>	<i>[to be completed]</i>
Mobile Number	<i>[to be completed]</i>	<i>[to be completed]</i>
Email address	<i>[to be completed]</i>	<i>[to be completed]</i>
Office Street Address	<i>[to be completed]</i>	<i>[to be completed]</i>

Differing Service Levels are required depending on the perceived criticality of the issue in relation to the provision of information and services via the web site. The allocation of criticality levels is made at the absolute discretion of EDB in accordance with the following guidelines:

**Critical Failure** = Entire or major component of system unavailable, or with slow response times so to make unusable by audience users.

**Non-Critical Failure** = Moderate or Minor system component unavailable or with slow response times so to make unusable by audience users.

**Fatal** = Total failure of component

**Impaired** = Partial, intermittent or temporary failure of component

The table below identifies shows the repose priority assigned to faults and the time limit for first response to telephone or email contact by EDB to the Service Provider. Support Hours are from 08.30am to 04.30pm 6 days per week.

<b>Initial Response Times</b>			
<b>Critical Failure</b>		<b>Non-Critical Failure</b>	
<b>Fatal</b>	<b>Impaired</b>	<b>Fatal</b>	<b>Impaired</b>
2 hours	3 hours	4 hours	6 hours

\*\* provided Service Level Agreement (SLA) subject to change depending on circumstances