Sentiment Analysis And Social Media Monitoring Solution RFP

Request for Proposal (Event-6994)

Event Information

Description: Federal Reserve Bank of New York ("FRBNY") is extending to suppliers an invitation to participate in an Sentiment Analysis And Social Media Monitoring Solution RFP bid process. The intent is to establish a fair and equitable partnership with a market leader who will who gather data from various social media outlets and news sources and provide applicable reporting to FRBNY. This Request for Proposal ("RFP") was created in an effort to support FRBNY's Social Media Listening Platforms initiative.

Contact Name:	Miroslav Katava	**Intent Due:**	9/23/2011 3:00 PM EDT
Phone:		**Initial Response Due:**	N/A
Fax:		**Open:**	9/16/2011 9:50 AM EDT
Contact E-mail:	miroslav.katava@ny.frb.org	**Response Due:**	9/28/2011 3:00 PM EDT

Bidding Instructions: Introduction and General Information

The Reserve Bank is soliciting information including capabilities and pricing from potential vendors through this online sourcing tool. This is an invitation to submit proposals and not an offer to contract, and all quantities mentioned are for guidance only.

The Reserve Bank reserves the right to:
o Reject any proposal if it is conditional, incomplete, deviates from the specifications, or for any other reason in the Reserve Bank's sole discretion.
o Withdraw this solicitation at any time before or after submission of bids, without prior notice.
o Modify the evaluation procedure described in this solicitation.
o Accept other than low price proposal or decide not to award any contract to any supplier responding to this solicitation.

If you have any general application functionality questions, please contact Perfect Commerce Customer Support @ (888) 304-5847 or support@perfect.com .

Table Of Contents:

A. Instructions

A1. (Instruction)

This RFP is intended to supply sufficient information to permit Suppliers to prepare and submit proposals for the provision of these products and services.

This RFP is bidding upon an Supplier and Supplier agrees to the terms of this RFP, including but not limited to schedule of events, evaluation criteria, and a proposed contract, by submitting a proposal in response to this RFP. Captions and headings are for informational purposes only and in no way affect the construction of the requirements of this RFP.

FRBNY assumes that information supplied by the Supplier has been submitted in good faith. In the event of a conflict between the terms of this RFP and terms of the proposal, the terms of this RFP control.

A2. (Question)

Please acknowledge the attached proposed draft agreement below: Supplier understands that unless it notes its exceptions to the attached proposed draft agreement FRBNY will presume that Supplier agrees to the attached proposed draft agreement.

_Supplier acknowledges and has read the FRBNY's draft agreement attached hereto.

Buyer Attachments	Date/Time Uploaded	File/URL	Size
Software License Agreement	4/26/2011 9:59 AM EDT	Boilerplate Software License Agreement_#331355_v1_LEGALDOCS.DOC	95232

A3. (Question)

Does the Supplier accept all terms and conditions in the Software License Agreement attached in above section A2?

If No, Supplier shall upload the Software License Agreement with Supplier's redlines and comments
        X Yes
        __No

Supplier Attachments	File/URL	Size

A4. (Instruction)

Tentative Schedule of Events

09/16/2011

RFP Opens for Suppliers
Proposals Due   09/26/2011
Supplier Presentations (approximate)   Week of 10/17/2011
Date of Selection of Supplier (approximate)   Week of 11/07/2011
Start of the service (approximate)   Week of 12/12/2011

FRBNY reserves the right, in its sole discretion, to extend the time schedule, as necessary. Suppliers should be ready to begin the service no later than the date specified for the start of the service. A Supplier whose proposal is selected will be notified of the exact start date.

A5. (Instruction)

Intent to Respond

An electronic confirmation of a Supplier's intent to submit a response to this RFP must be communicated to FRBNY no later than 09/23/2011.   Supplier's intent to respond should be submitted through the Event Manager tool. For technical support, contact Support@Perfect.com. For other questions, Suppliers are instructed to contact Miroslav Katava miroslav.katava@ny.frb.org in connection with this RFP.

FRBNY, in its sole discretion, may refuse to consider a response submitted by a Supplier that did not submit a timely statement of intent.

A6. (Instruction)

Amendment or Withdrawal of this RFP to all Suppliers who have indicated intent to submit a proposal.

Corrections or clarifications to this RFP will be issued in written form issued through Perfect Commerce. Receipt of all addenda should be acknowledged in the proposal. No interpretation, correction, clarification or amendments to this

RFP made by other than written addenda will be binding on FRBNY. Supplier may modify or withdraw their proposals up to the deadline for submission but not after that time; however, proposals may not be withdrawn for one hundred fifty (150) days following the deadline for submission.

A7. (Instruction)

Questions about this RFP

It is the Supplier's responsibility to seek clarification of any inconsistencies, ambiguities, errors or other issues regarding this RFP that the Supplier does not fully understand. Requests for additional information or for clarification of any issue regarding this RFP will be answered through Perfect Commerce Event Manager system. Responses to questions will be in writing and distributed to all Suppliers. Substantive questions should be submitted by the date and time specified in this RFP through Perfect Commerce. No other discussion or communication beween a Supplier and an employee or Supplier of FRBNY is permitted and no information gained from any such communication may be considered a binding communication on FRBNY.

A8. (Instruction)

Confidential Information

If FRBNY receives a request for information from a proposal, FRBNY may disclose bottom-line amounts of an individual Supplier and other information from a proposal to other Suppliers or to members of the public after a proposal has been selected. In deciding on disclosure, FRBNY will consider whether the Supplier has requested confidentiality and whether disclosure of the information would likely result in substantial competitive harm to the Supplier. If an Supplier wishes to request confidential treatment of any part of their proposal other than the total price, the request must be submitted in writing with the proposal or amendment containing the information. The request must discuss in detail the justification for the confidential treatment of each item of information for which confidential treatment is requested. This justification must demonstrate that harm would result from the public release of the commercial or financial information; simply stating that the information would result in competitive harm is not sufficient. The Supplier must also state whether the information is available to the public from another source. Information for which confidential treatment is requested must be: (a) specifically identified in the non-confidential portion of the proposal or amendment (by reference to the confidential portion); (b) separately bound; and (c) labeled CONFIDENTIAL. The information contained in this RFP is considered to be confidential by FRBNY and shall not be disclosed outside the Supplier's organization nor duplicated, used or disclosed in whole or in part for any purpose other than to evaluate this RFP and prepare a response.

A9. (Instruction)

Service Contract Act

Under the Service Contract Act of 1965 (41 U.S.C. 351 et seq.) (the "Act") and the regulations promulgated under the Act (29 C.F.R. Part 4), wages and fringe benefits paid to service employees by the successful Supplier in performing the contract resulting from this RFP must be not less than the minimum wage and not less than those prevailing in the area where services are performed or, if a collective bargaining agreement covers the service employees, the wages and fringe benefits must be in accordance with the agreement. The Department of Labor determines the level of wages and fringe benefits to be paid to service employees based on the information in Standard Form 98. The successful Supplier will be required to cooperate fully with FRBNY by providing any required information and taking any necessary action to obtain a wage determination or otherwise and will be required to comply with the Act, the Regulations and any wage determination applicable to the agreement.

A10. (Instruction)

Submission of Proposals

The proposal must be submitted no later than 3:00 p.m. on 09/26/2011. The proposal must be received by the date and time specified. A proposal received after the specified time will not be considered. The proposal should be submitted via the Perfect Commerce Event Manager system.

A11. (Instruction)

Notification of Award

Written notification of an award will be made to the successful Supplier on or about the date indicated in this RFP.

A12. (Instruction)

Reservation of Rights

The issuance of this RFP and FRBNY's receipt of any information or proposals shall not, in any manner, obligate FRBNY to perform any act or otherwise incur any liabilities. FRBNY assumes no obligation to reimburse or otherwise compensate any Supplier or recipient of this RFP for losses or expenses incurred in connection with this RFP. FRBNY shall have the right to use, for any purpose, any information submitted in connection with this RFP. FRBNY reserves the right: (1) to withdraw or amend this RFP at any time prior to the execution of a contract; (2) to decide not to award

a contract without inviting the Supplier to submit a new proposal; (3) to reject a proposal or award the contract without inviting the Offerors to submit a new proposal; (4) to negotiate with any source considered qualified; (5) to select a proposal other than the lowest cost proposal; (6) to find that an Supplier is not eligible to be awarded the contract for the service if the Supplier is not considered responsible, or otherwise does not meet the criteria under this RFP; (7) to request, orally or in writing, clarification of or additional information concerning proposals that are considered competitive; (8) to waive minor informalities or irregularities, or any requirement of this RFP; (9) to reject a proposal that does not conform to the specified format or other requirements of this RFP; and (10) to accept any proposal in part or in total. Prior to any award, FRBNY may require the Supplier to submit or identify in writing price data bearing on the reasonableness of the offer. FRBNY reserves the right to have its authorized representative inspect the facilities and examine any books, documents, papers, records or other data of the Supplier that pertain to and involve transactions relating to the proposal, for the purpose of evaluating the accuracy, completeness and current status of data supplied.

A13. (Instruction)

Selection of a Supplier

Upon selection of an Supplier, FRBNY will notify all Suppliers of the selection. FRBNY will indicate in general terms the reason unsuccessful proposals were not accepted. The final agreement is contingent upon approval by the senior management of FRBNY and the concurrence of the Board of Governors of the Federal Reserve System. If such approval or concurrence is absent, any award or contract may be canceled without liability on the part of FRBNY. Selection of an Supplier does not create a contract between FRBNY and the selected Supplier(s). FRBNY will negotiate an agreement with the successful Supplier(s) which must include the terms specified in this RFP. A Supplier should specify in its proposal any particular amendments it would propose to the terms stated in this RFP. Merely including a copy of the Supplier's standard contract is unacceptable. Because proposed contract terms are a part of the evaluation process, the only contract changes which the successful Supplier will be permitted to propose after the award is made are those specifically stated in detail in its proposal. Acceptance of an Supplier's proposal does not bind FRBNY to accept the contract changes proposed by that Supplier. If an agreement acceptable to FRBNY is not reached within thirty (30) days of Supplier selection, FRBNY reserves the right to disqualify the selected Supplier and reevaluate the remaining proposals.

A14. (Question)

Please acknowledge below that Supplier has read the attached "Determination of Responsibility" provision. For avoidance of any doubt, any and all refernces to "Offeror/s" in the attached "Determination of Responsibility" provision shall have the same meaning as the term "Supplier/s" used in this RFP. _Supplier acknowledges an understanding of and agrees to comply with the provision attached hereto.

Buyer Attachments	Date/Time Uploaded	File/URL	Size
Determination of Responsibi	8/12/2011 3:35 PM	Determination_of_Responsibility_Clause_Sentiment_Analysis_And_Social_Media_Monitoring_Solution.docx	20064

lity	EDT		

A15. (Instruction)

Objective

The objective of FRBNY in soliciting and evaluating proposals for the products and services is to ensure the selection of the Supplier's software solution that is most workable and cost effective. The result of the process will be the selection of the proposal that, in the view of FRBNY, is most advantageous to FRBNY and offers the optimum combination of performance, ability, and price.

A16. (Instruction)

Evaluation Process

Only proposals that are received from Suppliers that FRBNY has determined to be responsible as described in Section A14 of this RFP will be considered for award. All proposals of responsible Suppliers will be examined to determine responsiveness to the FRBNY's requirements. To be considered responsive, a proposal must satisfy mandatory requirements in Section B3. A proposal that fails to meet these requirements will be set aside

If FRBNY determines that none of the proposals are responsive, FRBNY may, at the FRBNY's option, re-examine the proposals that have been set aside.

A17. (Instruction)

Responsive proposals will be evaluated on the basis of the following nonexclusive list of criteria. Criteria categories are listed in descending order of relative importance. Where one of the criteria for determining responsibility is repeated here, in this phase of the evaluation, the criterion will be analyzed in terms of the quality with which or the extent to which the criterion is demonstrated.
o **Responsibility**- The foremost consideration in evaluating a proposal will be the Supplier's compliance with all factors that contribute to the determination of responsibility as described in this RFP.
o **Cost**- The second consideration in evaluating a proposal is the total cost of the services and the commitment to provide stable pricing. The statement of costs by the Supplier should be exclusive of taxes from which FRBNY is exempt.
o **Functionality** - The Supplier's ability to meet the requirements described in this RFP.
o **Experience**- The Supplier's experience in performing services comparable to the products.
o **Timeliness**- Timely delivery of the services.
o **Contract Terms** - Proposals will be evaluated based on whether the contract terms or amendments proposed by the Supplier are significantly less advantageous to FRBNY than the terms specified in this RFP.

A18. (Instruction)

The issuance of this RFP and acceptance of any information or responses by FRBNY shall not, in any manner, obligate FRBNY to perform any act or otherwise incur any liabilities. FRBNY reserves the right to decide not to proceed with any procurement at this time or ever or to determine that some or all products and/or services discussed in responses to the RFP do not meet the needs of FRBNY. FRBNY also reserves the right to modify any of the specifications discussed in the RFP or to add additional qualifications. FRBNY assumes no obligation to reimburse or in any other way compensate any Supplier for losses or expenses incurred in connection with this RFP. Suppliers agree, by submission of any information, that FRBNY is not obligated in any fashion by the acceptance of such information. Documents clearly labeled as "proprietary" by the submitting party will be afforded the same treatment as FRBNY documents so labeled. FRBNY shall only be obligated to use reasonable efforts to guard the proprietary nature of such documents. FRBNY agrees that all information submitted in good faith by vendors will only be considered as good faith estimates and will not bind Suppliers in any fashion to provide goods or services under certain terms or at certain prices. The information contained in this RFP is considered to be confidential by FRBNY and shall not be disclosed outside the Supplier's organization nor duplicated, used or disclosed in whole or in part for any purpose other than to evaluate this RFP and prepare a response.

A19. (Instruction)

At this point in its vendor selection process, FRBNY is seeking to solicit detailed responses to this RFP from which it may determine a pool of finalists. Please read all RFP questions carefully and provide a response to each question or inquiry. Please focus your responses on the following questions or categories.

Cost Estimates - Please provide good faith cost estimates or ranges as this information will be used by FRBNY to shortlist the number of vendors for the RFP where prospective vendors will be asked to provide detailed pricing. In addition, include any alternative cost model.

Additional Material - Please provide any other materials, examples of recent experiences, and company information that you may deem relevant in response to this RFP. Limit collateral marketing materials.

All responses must be submitted via the Perfect Commerce Event Manager tool no later than 3:00 PM eastern time on 09/26/2011.

A20. (Instruction)

Non-discrimination

FRBNY does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, age, genetic information or disability in the solicitation, award, or administration of contracts. All FRBNY

officers, staff members and non-employees, including vendors and visitors, are expected to abide by this policy. FRBNY is committed to ensuring that all firms interested in doing business with FRBNY, including minority- and women-owned businesses, have the maximum practicable opportunity to participate fairly in contracts awarded by FRBNY.

A21. (Instruction)

Workforce Inclusion

The Supplier shall ensure, to the maximum extent possible, the fair inclusion of women and minorities in the workforce of the Supplier and shall require any subcontractors used in this engagement to ensure, to the maximum extent possible, the fair inclusion of women and minorities in the workforce of the subcontractor. The Supplier and, as applicable, any subcontractor, will maintain sufficient documentation so that FRBNY may adequately determine whether or not the Supplier and any subcontractor have made a good faith effort in this regard. The Supplier understands that the FRBNY's Office of Minority and Women Inclusion may make a determination about whether the Supplier and, as applicable, a subcontractor, has made the required good faith effort and may recommend termination of the Supplier or, as applicable, the subcontractor if FRBNY's Office of Minority and Women Inclusion determines that the required good faith effort has not been made. FRBNY may proceed to terminate the Supplier or, as applicable, a subcontractor based on this recommendation.

B. Background & Scope

B1. (Instruction)

I. Introduction

Social media platforms are changing the way organizations are communicating to the public Conversations are happening all the time and everywhere.
There is need for the Communications Group to be timely and proactively aware of the reactions and opinions expressed by the general public as it relates to the Federal Reserve and its actions on a variety of subjects.

B2. (Instruction)

II. Social Listening Platforms

Social media listening platforms are solutions that gather data from various social media outlets and news sources. They monitor billions of conversations and generate text analytics based on predefined criteria. They can also determine the sentiment of a speaker or writer with respect to some topic or document.
The information gathered can guide the organizations public relations group in assessing the effectiveness of communication strategies.
Here are some of the services it can offer:
o Track reach and spread of your messages and press releases
o Handle crisis situations
o Continuously monitor conversations
o Identify and reach out to key bloggers and influencers
o Spot emerging trends, discussions themes and topics

B3. (Question)

III. Mandatory Minimum Solution Requirements

A. Geographic scope of social media sites
The solution must support content coming from different countries and geographical regions. It should also support multiple languages.

B. Content and Data Types
The solution must be able to gather data from the primary social media platforms –Facebook, Twitter, Blogs, Forums and YouTube. It should also be able to aggregate data from various media outlets such as: CNN, WSJ, Factiva etc.

C. Reports and Metrics
The solution must provide real-time monitoring of relevant conversations. It should provide sentiment analysis (positive, negative or neutral) around key conversational topics.
It must be able to provide summaries or high level overviews of a specific set of topics. It should have a configurable dashboard that can easily be accessed by internal analysts or management. The dashboard must support customization by user or group access.
The solution should provide an alerting mechanism that automatically sends out reports or notifications based a predefined trigger.

D. FRBNY Technology Integration
The solution must be able to integrate with existing FRBNY technologies such as: Google Search appliance, Lotus notes suite and web trends.
It must have support for single sign on or windows integrated authentication.

E. Cost Structure
The solution should offer a flexible pricing structure that can support multiple user licensing. It should also have the option to base pricing on content volume and usage. _Supplier acknowledges an understanding of and agrees to comply with the above minimum solutions requirements.

B4. (Instruction)

Key Terms and Acronyms

AES – Advanced Encryption Standard

FRBNY – Federal Reserve Bank of New York

FRS – Federal Reserve System

RBAC – Role Based Access Control

SQL – Structured Query Language

Triple DES – Triple Data Encryption Standard

C. Supplier Information

C1. (Question)

Please indicate the Supplier's business entity type.
           Publicly Traded Corporation
           General Partnership
           Limited Liability Company (LLC)
           Limited Liability Limited Partnership (LLLP)
           Limited Liability Partnership (LLP)
           Limited Partnership (LP)
           Professional Limited Liability Company (PLLC)
           Proffesional Corporation (PC)
           Sole Proprietorship

C2. (Question)

Please acknowledge the following Vendor Integrity Program:

Because of the sensitive and confidential information about FRBNY's business affairs, operations, and security procedures which the Suppliers may be given or have access to during the proposal process, FRBNY will conduct background investigations, at the Supplier's expense (current estimated cost is $750), on all Suppliers and their companies. Such investigations may include, but not be limited to, researching the Supplier's history/ownership and fingerprinting and drug testing of the Supplier's personnel who will have access to FRBNY's premises. In FRBNY's sole discretion, no award of a contract will be made to, or if an award has already been made, such award may be withdrawn from any Supplier: (i) that fails to promptly cooperate to FRBNY's satisfaction with any background investigations; or (ii) whose background investigation by FRBNY produces results that are not, in FRBNY's sole determination, satisfactory to FRBNY. In the event FRBNY fails to make an award to an Supplier or withdraws an award from an Supplier in connection with an unsatisfactory background check, FRBNY shall have no obligation to inform the Supplier of the specific results of the background check or why FRBNY deemed those results

unsatisfactory.

_Supplier acknowledges an understanding of and agrees to comply with the term above

C3. (Question)

Please attach Supplier's most recent audited financial statements (previous two year minimum). Failure to provide most receent audited financial statements could result in RFP disqualification.

      __Yes, financial statements are attached
      X No, financial statements are not attached

Supplier Attachments	File/URL	Size

D. Data and Search Considerations

D1. (Question)

Please indicate the number of months the Proposed Solution can archive content?

    -99,999.00   Months

Supplier Comments:

D2. (Question)

Does the Proposed Solution have the capability to display previously created reports, analysis etc? Please provide additional details in the comments section.

      __Yes, inherently out of the box
      __Yes, with Supplier customization
      __Yes, with Client configuration
      X No, not offered

Supplier Comments:

D3. (Question)

Can the Proposed Solution make previously archived data available for retrieval?
        __Yes, inherently out of the box
        __Yes, with Supplier customization
        __Yes, with Client configuration
        X No, not offered

      Supplier Comments:

D4. (Question)

Does the Proposed Solution have the capability to to run reports against back dated sources? Please provide additional details in the comments section.
        __Yes, inherently out of the box
        __Yes, with Supplier customization
        __Yes, with Client configuration
        X No, not offered

      Supplier Comments:

D5. (Question)

Does the Proposed Solution have cleansing strategies in place to address spam, splogs and duplicate content? Please provide additional details and identify the cleaning starateges the Proposed Solution sucessfully utilized in the comments section.
        __Yes, inherently out of the box
        __Yes, with Supplier customization
        __Yes, with Client configuration
        X No, not offered

      Supplier Comments:

D6. (Question)

What type of algorithm is used by the Proposed Solution? Select all that apply.
        Text Analytics
        Statistical Computations

Other, please explain the below comments section.

Supplier Comments:

D7. (Question)Response Required

Please indicate the search logic used by the Proposed Solution. Check all that apply.
 Keyword searching
 Phrase searching
 Boolean searching
 Other, please explain the below comments section.

Supplier Comments:

D8. (Question)Response Required

Please explain how the Proposed Solution analyzes particular content and determines if it has positive, negative or neutral sentiment.

D9. (Question)Response Required

From which of the following social media outlets has the Proposed Solution sucessfully collected content? Check all that apply.
 Facebook
 Twitter
 Blogs
 Youtube
 Forums
 Associated Press Content
 Google News Aggregated content
 Subscription based news sources
 Other News sources (CNN, WSJ). Please explain the comments section.

Supplier Comments:

D10. (Question)

Can the Proposed Solution filter any known exclusions specified (i.e. earnings reports, job listings, etc)?
  __Yes, inherently out of the box
  __Yes, with Supplier customization
  __Yes, with Client configuration
  X No, not offered

  Supplier Comments:

D11. (Question)

Does the Proposed Solution have the ability to identify discussions that are unrelated to FRBNY, such as anything related to Federal, FBI, etc?
  __Yes, inherently out of the box
  __Yes, with Supplier customization
  __Yes, with Client configuration
  X No, not offered

  Supplier Comments:

D12. (Question)

Does the Proposed Solution monitor online space for keywords?
  __Yes, inherently out of the box
  __Yes, with Supplier customization
  __Yes, with Client configuration
  X No, not offered

  Supplier Comments:

D13. (Question)Response Required

Please describe how the Proposed Solution assures data validity.

D14. (Question)Response Required

How does the Proposed Solution manage spam identification?

D15. (Question)

How is the Proposed Solution's platform configured?
      __To the client's specific requirements
      X Same out of the box for all clients

    Supplier Comments:

D16. (Question)Response Required

Which of the following best describes implementation of the Proposed Solution? Check all that apply.
      Self-service
      Basic assistance over the phone at no additional cost.
      Phone assistance with an additional fee.
      Onsite support

    Supplier Comments:

D17. (Question)

Does the Proposed Solution have the ability to display traditional media alongside social media in the same platform? If Yes, please list what traditional media sources are available in the below comments section?
      __Yes, inheretly out of the box
      __Yes, with Supplier customization
      __Yes, with Client configuration
      X No, not offered

    Supplier Comments:

D18. (Question)

Does the Proposed Solution identify types of posting based on generic search criteria such as client service, online fraud, and brand infringements?

          __Yes, inherently out of the box
          __Yes, with Supplier customization
          __Yes, with Client configuration
          X No, not offered

    Supplier Comments:

E. Metrics and Analytics

E1. (Question)

Does the Proposed Solution offer the ability to engage directly with content owners? Please provide additional details on how the Proposed Solution accomplishes this in the comments section.

          __Yes, inherently out of the box
          __Yes, with Supplier customization
          __Yes, with Client configuration
          X No, not offered

    Supplier Comments:

E2. (Question)

Can the Proposed Solution offer automated sentiment analysis at the brand level? Refers to product or company name, in our case FRBNY.

          __Yes, inherently out of the box
          __Yes, with Supplier customization
          __Yes, with Client configuration
          X No, not offered

    Supplier Comments:

E3. (Question)

Can the Proposed Solution offer automated sentiment analysis at the post level? Post level refers to a particular post, article, blog.

  __Yes, inherently out of the box
  __Yes, with Supplier customization
  __Yes, with Client configuration
  X No, not offered

Supplier Comments:

E4. (Question)

Does the Proposed Solution offer decision ready insights?

  __Yes, inherently out of the box
  __Yes, with Supplier customization
  __Yes, with Client configuration
  X No, not offered

Supplier Comments:

E5. (Question)**Response Required**

What insights does the Proposed Solution offer?

E6. (Question)**Response Required**

What types of metrics does the Proposed Solution offer?

E7. (Question)**Response Required**

How will the Proposed Solution measure success?

E8. (Question)

Does the Proposed Solution offer proactive issues management via reporting and alerts?
                __Yes, inherently out of the box
                __Yes, with Supplier customization
                __Yes, with Client configuration
                X No, not offered

        Supplier Comments:

E9. (Question)

Can the Proposed Solution establish influencers versus followers and account for noise factor, including 'weighting' (which refers to the weighting of various social media sources such as Twitter, Facebook, YouTube, blogs and other sites based on their online impact, and must not be based purely on online traffic such sources generate)? Noise factor refers to unwanted information such as, spam, duplication etc.
                __Yes, inherently out of the box
                __Yes, with Supplier customization
                __Yes, with Client configuration
                X No, not offered

        Supplier Comments:

E10. (Question)

Does the Proposed Solution have the ability to offer best practices, key insights and actions/recommendations: for example, the ability to leverage positive sentiments into action to benefit FRBNY?
                __Yes, inherently out of the box
                __Yes, with Supplier customization
                __Yes, with Client configuration
                X No, not offered

        Supplier Comments:

E11. (Question)

Provide a description of any other value-added services that the Proposed Solution would bring to FRBNY in relation to the work included in this proposal.

E12. (Question)**Response Required**

What key metrics does the Proposed Solution offer to track in real time?

E13. (Question)

Can the Proposed Solution measure industry issues? For example, when it notices that huge percentage of new articles relate to stocks, can it inform that "there is an ongoing trend of negative sentiment in the financial industry"?

    __Yes, inherently out of the box
    __Yes, with Supplier customization
    __Yes, with Client configuration
    <u>X </u>No, not offered

 Supplier Comments:

E14. (Question)

Does the Proposed Solution offer engagement functionality, a built in tool for the fed analysts reading the reports to respond to blog posts, twitter comments, news article comments?

    __Yes, inherently out of the box
    __Yes, with Supplier customization
    __Yes, with Client configuration
    <u>X </u>No, not offered

 Supplier Comments:

E15. (Question)

Will the Proposed Solution offer automated sentiments when we type in the company name?
    __Yes, inherently out of the box
    __Yes, with Supplier customization
    __Yes, with Client configuration
    X No, not offered

    Supplier Comments:

E16. (Question)

Can the Proposed Solution immediately tell us if the overall sentiment for this "brand" is positive/negative/netural?
    __Yes, inherently out of the box
    __Yes, with Supplier customization
    __Yes, with Client configuration
    X No, not offered

    Supplier Comments:

F. Data Presentation

F1. (Question)Response Required

What dashboard features and functionalities are offered by the Proposed Solution?

F2. (Question)

Can Proposed Solution's dashboards be customized by user?
    __Yes, inherently out of the box

    __Yes, with Supplier customization
    __Yes, with Client configuration
    X No, not offered

Supplier Comments:

F3. (Question)

Does the Proposed Solution offer drill-down capabilities for all analytics on the dashboard?
    __Yes, inherently out of the box
    __Yes, with Supplier customization
    __Yes, with Client configuration
    X No, not offered

Supplier Comments:

F4. (Question)

Can Proposed Solution's dashboards be customized by user group?
    __Yes, inherently out of the box
    __Yes, with Supplier customization
    __Yes, with Client configuration
    X No, not offered

Supplier Comments:

G. Engagement and Workflow Functionality

G1. (Question)

Can all social media accounts (facebook page, twitter account, youtube channel etc) owned by FRBNY be managed by the Proposed Solution via central console? Please provide additional details in the comments section.
    __Yes, inherently out of the box
    __Yes, with Supplier customization
    __Yes, with Client configuration
    X No, not offered

Supplier Comments:

H. Integration

H1. (Question)**Response Required**

With wich of the following activity monitoring tools has the Proposed Solution been sucessfuly integrated? Check all that apply.

Web Trends
Google
Coremetrics
Omniture

Supplier Comments:

H2. (Question)**Response Required**

With wich of the following search appliance tools has the Proposed Solution been sucessfuly integrated? Check all that apply.

Google Search Appliance
Autonomy
Fast
Others, please explain the below comments section.

Supplier Comments:

H3. (Question)**Response Required**

With wich of the following E-mail Clients has the Proposed Solution been sucessfuly integrated? Check all that apply.

Microsoft Outlook
IBM Lotus Notes
Gmail for business
No, not offered

Supplier Comments:

H4. (Question)

Does the Proposed Solution generate email alerts for each of the email clients selected in the previous question?
    __Yes, inherently out of the box
    __Yes, with Supplier customization
    __Yes, with Client configuration
    X No, not offered

    Supplier Comments:

I. Reporting Capability

I1. (Question)

Does the platform have a report function? Please describe the various reports that may be available to users and executives by the Proposed Solution in the comments section.
    __Yes, inherently out of the box
    __Yes, with Supplier customization
    __Yes, with Client configuration
    X No, not offered

    Supplier Comments:

I2. (Question)Response Required

Which of the following report types has the Proposed Solution provided in the past? Check all that apply.
    Graphs
    Word Clout
    Report Summaries
    N/A, reports not offered

    Supplier Comments:

I3. (Question)

Can the Proposed Solution automate reports?
    __Yes, inherently out of the box

__Yes, with Supplier customization
__Yes, with Client configuration
X No, not offered

Supplier Comments:

I4. (Question)

Can Proposed Solution's reports be automatically generated and sent out to a group of users based on a predefined event trigger.
__Yes, inherently out of the box
__Yes, with Supplier customization
__Yes, with Client configuration
X No, not offered

Supplier Comments:

I5. (Question)

Does the Proposed Solution offer user specific reporting (user creates unique search / reporting criteria for topics of interest)?
__Yes, inherently out of the box
__Yes, with Supplier customization
__Yes, with Client configuration
X No, not offered

Supplier Comments:

I6. (Question)

Does the Proposed Solution offer ad hoc reporting?
__Yes, inherently out of the box
__Yes, with Supplier customization
__Yes, with Client configuration
X No, not offered

Supplier Comments:

J. Geographic Scope

J1. (Question)Response Required

Which of the following territories will be included in the Proposed Solution's system? Check all that apply.
        USA
        Canada
        South America
        Europe
        Asia
        Other, please specify

    Supplier Comments:

J2. (Question)Response Required

What languages are supported by the Proposed Solution?

K. Security

K1. (Question)

Can the Proposed Solution support data encryption while in transit?
        __Yes, inherently out of the box
        __Yes, with Supplier customization
        __Yes, with Client configuration
        X No, not offered

    Supplier Comments:

K2. (Question)

Can the Proposed Solution support data encryption between desktop and server components of the software?
        __Yes, inherently out of the box
        __Yes, with Supplier customization

＿Yes, with Client configuration
<u>X </u>No, not offered

Supplier Comments:

K3. (Question)

Can the Proposed Solution authenticate user access?
＿Yes, inherently out of the box
＿Yes, with Supplier customization
＿Yes, with Client configuration
<u>X </u>No, not offered

Supplier Comments:

K4. (Question)

Can the Proposed Solution ensure secure handling of the credentials within the product and during transfer to product's components?
＿Yes, inherently out of the box
＿Yes, with Supplier customization
＿Yes, with Client configuration
<u>X </u>No, not offered

Supplier Comments:

K5. (Question)**Response Required**

With which of the following cryptographic algorithms has the Proposed Solution been successfully integrated? Check all that apply.
Triple DES
AES
ASO
Others, please specify in the below comments section.

Supplier Comments:

K6. (Question)Response Required

Which of the following user access roles are supported by the Proposed Solution as standard role hierarchy of the RBAC model? Check all that apply.

          Read
          Edit
          SuperUser/Admin
          Others, please specify in the below comments section.

      Supplier Comments:

K7. (Question)

Can the Proposed Solution manage the credentials to the source and target databases?

          __Yes, inherently out of the box
          __Yes, with Supplier customization
          __Yes, with Client configuration
          X No, not offered

      Supplier Comments:

K8. (Question)

Can the Proposed Solution maintain integrity and protect both the source and target databases?

          __Yes, inherently out of the box
          __Yes, with Supplier customization
          __Yes, with Client configuration
          X No, not offered

      Supplier Comments:

K9. (Question)Response Required

Which of the following roles will the Proposed Solution capture for audit trail purposes? Check all that apply.

          The original author
          Updaters of the artifacts
          Creator of baseline artifacts
          Others, please specify in the below comments section.

Supplier Comments:

K10. (Question)**Response Required**

With which of the following access control tools has the Proposed Solution been successfully integrated? Check all that apply.

Single Sign On
Internal Windows Authentication
2 Factor Authorization
Others, please specify in the below comments section.

Supplier Comments:

K11. (Question)

Can user administration associate users and roles to groups in the proposed solution?
__Yes
X No

Supplier Comments:

K12. (Question)**Response Required**

Please complete and upload the attached Vendor Software Product Information Security Assurance.

Buyer Attachments	Date/Time Uploaded	File/URL	Size
Vendor Software Product Information Security Assurance	5/12/2011 10:46 AM EDT	Vendor Software Product Information Security Assurance Questionnaire_ver3TSZ.docx	34680

Supplier Attachments	File/URL	Size

L. Pricing

L1. (Question)**Response Required**

Please describe the price structure of the Proposed Solution?

L2. (Question)**Response Required**

Is the Proposed Solution offered at a single all inclusive fee or are additional charges applicable for each time the data is pulled?

L3. (Question)**Response Required**

Is the Supplier willing/able to increase the Proposed Solution's data backlog? If yes, please indicate what is the applicable timeframe and what is the additional charge?

L4. (Question)

Does the Proposed Solution offer training? If yes, please explain and provide pricing in the comments section.
        __Yes
        X̲ No

        Supplier Comments:

L5. (Question)

Does the Proposed Solution offer Consulting Services? If yes, please explain and provide pricing in the comments section.

                                 __Yes
                                 X No

      Supplier Comments:

L6. (Question)Response Required

Please describe the level of customer support offered for the Proposed Solution?

L7. (Question)Response Required

Please provide price options for the support offered.

L8. (Question)

Does the Proposed Solution include any upcharges for support questions? If Yes, please explain the below comments section.

                                 X Yes
                                 __No

      Supplier Comments:

M. Innovation - Other Responses

M1. (Question)

Innovation
Please provide any additional information that may help FRBNY achieve its objectives as stated herein above and

beyond what has been specifically asked of the Supplier. This may include strategic alliances or partnerships, additional software or services, innovations in the marketplace, future enhancements, process change recommendations, etc... Information should be provided in the form of a file attachment and should be uploaded back to this section.

Supplier Attachments	File/URL	Size

M2. (Question)

Other Responses
This section is provided in order for Supplier to have additional space to augment any of Supplier's prior responses. If any of the information provided herein refers to other sections of this RFP, please be sure to reference the appropriate sections. Information should be provided in the form of a file attachment and should be uploaded back to this section.

Supplier Attachments	File/URL	Size