

**COUNTY OF LOS ANGELES
SPECIFICATIONS SHEET
For
DEPARTMENT OF PUBLIC WORKS**

Date: May 7, 2020

Solicitation #: RFB-IS-20201081

Requisition #: RQN-PW-2001779

For: DIGITAL ASSET MANAGEMENT SUBSCRIPTION SERVICE

BIDDER TO COMPLETE THE FOLLOWING INFORMATION

Company Name: _____

Address: _____

Contact Person: _____

Telephone No.: _____ **Fax No.:** _____

E-mail Address: _____

Notice:

Bidder shall state in the right hand column wherein your product offered differs, indicating performance specific size, and/or make and model of all components when not exactly as specified. When bidder is bidding items exactly as described in the left hand column, please sate "AS SPECIFIED" on the right hand column. Failure to return and fill in this form will be considered sufficient reason for rejection of your offer. Literature alone is not sufficient for consideration of your offer.

All equipment must meet California and County of Los Angeles safety requirements. The equipment shall be the latest model and shall not have been used as a demonstrator. Bidders shall submit detailed literature on the unit they propose to furnish.

REQUIREMENTS	INDICATE EXCEPTION OR STATE "AS SPECIFIED" BELOW
--------------	---

<p>OVERVIEW:</p> <p>Los Angeles County Public Works (PW) is seeking bids from qualified providers of Digital Asset Management (DAM) systems to function as a consolidated area for all multi-media digital assets to be stored, secured, organized, and to share agency-wide.</p> <p>REQUIRED SERVICE:</p> <p>I. Provide Software Vendor will provide a cloud-based software application for maintaining agency-wide digital multi-media files. A web-based platform with an emphasis on IOS mobile with a fast-responsive interface. DAM system features should include Asset Categorization, Asset Library, Asset Sharing, Customizable Branding, File Conversion, Metadata Management, Mobile Application, Reporting/Analytics, Search/Filter, Version Control, and Workflow Management, which includes:</p> <ul style="list-style-type: none"> A. Publishing Portals (unlimited) – Provide Public Works access to create branded, customizable, and shareable library segments. B. Workspaces (unlimited) – Private space for inprogress content. C. Asset Workflows (unlimited) – Create and manage content approvals workflow. D. Sharing – Must have the ability to share assets to end users via e-mail, direct links, social media (i.e. Facebook, Twitter, Instagram), or to file storage services (i.e. Dropbox, Google Drive). E. Image Recognition – Automatically tags and labels images based on several identifiers such as locations, backgrounds, people and text. 	
---	--

<p style="text-align: center;">REQUIREMENTS</p>	<p style="text-align: center;">INDICATE EXCEPTION OR STATE “AS SPECIFIED” BELOW</p>
<p>F. In Design Plugin – Direct connection between digital asset management software and InDesign. Allows non-designers to make basic InDesign document edits with preset branded templates and preset boundaries to control brand layout elements in a master In Design template, uploaded by PW Graphic Designers. This feature will allow for the customization of brochures, event flyers, marketing materials, and content edits via web browser by the end User, with no InDesign license or knowledge needed. PW Graphic Designers will have the ability to lock design elements such as logos, typography, font colors and sizes, imagery and more.</p> <p>G. Unlimited Consumer user accounts – Must provide access for Public Works to set expiration dates.</p> <p>H. Data Migration Service – Vendor must work with Public Works Information Technology Division to handle data migration.</p> <p>I. Integration – Must integrate with Adobe Drive Connector and Adobe Drive Adapter to allow creatives to browse and search digital assets from Adobe applications such as Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and Adobe Premiere.</p> <p>J. Compatibility – Should integrate with Google, Google Drive, Dropbox, BOX, Egnyte, Facebook, Sitecore, Mail Chimp, Apple, Slack, Twitter, Typo 3, Vimeo, WordPress and YouTube.</p> <p>K. DAM system needs to offer a fully documented REST API to allow Public Works Developers to connect to the media library with other applications.</p>	

REQUIREMENTS	INDICATE EXCEPTION OR STATE "AS SPECIFIED" BELOW
<p>L. Universal Connector (API accelerator) – This connector includes the OAuth authentication process, global asset search, folder and album filters and filtering by content type via Smart Albums. Universal Connector with with any JavaScript supported application.</p> <p>II. Users The software will include access for the following user groups:</p> <p>A. Administrators/Contributors (20 Users) – Account management, reporting, uploading, organizing, tagging, and downloading.</p> <p>B. Consumers (Up to 5,000 Users) – Preview, download, share content.</p> <p>C. Guest Users (Unlimited) – Public access to pre-approved content.</p> <p>D. In Design Plug-in (5 Users) – Allows graphic designers to set up master templates for users to make minor edits based on preset boundaries and brand standards.</p> <p>III. Data Storage & Security Data storage up to 20TB, powered by a cloud based storage provider.</p> <p>IV. Onboarding/Training At minimum, vendor must provide at least eight (8) hours of training via Webinar(s) or training video(s). The purpose of training is to instruct Public Works staff how to use the software.</p> <p>V. Support & Maintenance Dedicated account manager for onboarding, training and ongoing support shall be included as part of the annual subscription.</p>	