

The Texas A&M University System

ORGANIZATION		DEPARTMENT	
Organization	AM02 - Texas A&M University	Department	02ATHL
Address	401 Joe Roultt Boulevard College Station, TX 77843	Bill-to-Address	750 Agronomy Road - Suite 3101 6000 TAMU Attn: Email invoices to invoices@tamu.edu Attn: Do not mail invoice if sending via email College Station, TX 778436000
Purchaser	STEPHEN WOLFE	Ship-to-Address	KYLE FIELD STADIUM 756 HOUSTON ST 1228 TAMU COLLEGE STATION, TX 778431228
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BID INFORMATION			
Description	Social Media Software - SID		
Bulletin Desc.			
Bid Number	AM02-17-B000691	Bid Opening Date	10/25/2016 2:00 PM
Bid Type	Open Market	Type Code	Invitation for Bid
Alternate Id	13897AF	Fiscal Year	2017
		Available Date	10/11/2016 10:07 AM
Pre-Bid Conference			
Attachments	Best Value Criteria~71.pdf Letterhead for BAM Bid - Social Media Software - SID - B000691.pdf Social Media Software - Media Relations.pdf T.C new~26.pdf		

AMENDMENTS

ITEMS					
Item	Description	Quantity	Unit	Unit Price	Total
2.000	Company: Prefer a vendor within 4 hours of College Station, TX for cost savings with on-site visits to/from College Station, TX.	0.00			
1.000	Texas A&M Athletics is seeking bids for Social Media Software that meets the following specifications: Bundle: Conversations SaaS Platform ? 1 Group ? Up to 5 Users ? Up to 10 Social Media Accounts ? All supported Social Media Networks ? Plan, monitor, engage, publish and report on Social Media content across Customer's Social Media Network accounts Bundle: Intelligence SaaS Platform ? 1 Group ? Up to 5 users ? Search and analyze real-time and historical Twitter, Facebook, Instagram and Tumblr insights on Customer's campaigns, brands, followers and competitors. Conversations Enablement Services Enablement ? Named Implementation Advisor (IA) ? Conversations platform provisioning ? Use case discovery and success criteria to establish quick time to first value objectives ? Guidance on configuration and baseline review of platform ? Inbox configuration best practices: engagement, moderation, and listening ? Configuration support to meet analytics objectives: labels, link-shortener, and link tagging ? Post-implementation education plan ? 30-day post-implementation check in Post-Enablement Training	1.00	EA		

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<u>Item</u>	<u>Description</u>	<u>Quantity</u>	<u>Unit</u>	<u>Unit Price</u>	<u>Total</u>
	<p>? Two (2) remote training sessions (30-minutes each)</p> <p>? Access to live Q&A sessions</p> <p>? Certification enrollment</p> <p>Intelligence: Enablement Services</p> <p>Consultation, configuration and training for Intelligence SaaS</p> <p>Platform:</p> <p>Configuration and consultation:</p> <p>? Named Implementation Advisor</p> <p>Document Received by Crystal Petri on 10/03/2016</p> <p>? SaaS Platform configuration</p> <p>? Business use case analysis: (two 45 minute sessions)</p> <p>? Guided configuration of Topics and Searches for up to 3 use cases</p> <p>? Success and usage report</p> <p>Training:</p> <p>? Intelligence certification enrollment</p> <p>? Tailored use case training (two 45 minute sessions)</p> <p>Training: On-site Session(s)</p> <p>? One on-site training session with one trainer for one day.</p> <p>? Travel and expenses included.</p> <p>Company:</p> <p>? Prefer a vendor within 4 hours of College Station, TX for cost savings with on-site visits to/from College Station, TX.</p> <p>Current Customers:</p> <p>? Vendor shall have customer base for the publishing tool (Conversations) that includes four of the leading social media networks (Facebook, Twitter, LinkedIn, Pinterest)</p> <p>? Vendor shall have customers that include leagues and governing bodies including the NFL, NBA, NCAA, PGA, LPGA, US Soccer</p> <p>? Vendor shall have customers that include leading sports brands such as ESPN, Bleacher Report, NCAA Digital, WWE, Fox Sports</p> <p>Social Relationship Platform (Publishing, Analytics, Community Management, Collaboration):</p> <p>? Vendor shall be recognized as one of three leaders in the 2015 Forrester Wave for Social Relationship Platforms (Q2).</p> <p>? Vendor shall offer campaign planning and distribution functionality that provides real-time insights for hashtag tracking.</p> <p>? Vendor shall offer mobile app with publishing capabilities, content approval, and governance.</p> <p>? Vendor shall offer collaborative chat functionality with colleagues to manage communities with alert capabilities.</p> <p>? Vendor shall offer customized reporting dashboards.</p> <p>Social Listening Tool:</p> <p>? Vendor shall offer unlimited search within the tool with no additional charges based on data/volume/queries.</p> <p>? Vendor shall offer direct "Firehose" API access from Twitter (some companies secure their access from a third-party group).</p> <p>? Vendor shall offer Twitter search flexibility to include "real-time," searches as well as historic search capability for up to 13 months.</p> <p>? Vendor shall offer audience identification that includes audience segmentation, audience demographics and the ability to export those audiences via CSV (you can export 50,000 accounts in a 24 hour period).</p> <p>? Vendor shall competitive benchmarking and over performing content identification</p>				