

Terms of Reference: EBA Website Services (Lot 1 and Lot 2)

Background Information

The European Banking Authority (hereinafter "the EBA") was established by Regulation (EC) No. 1093/2010 of the European Parliament and of the Council of 24 November 2010. The EBA came into being on 1 January 2011 and has taken over all the existing and ongoing tasks and responsibilities of the Committee of European Banking Supervisors (CEBS). The EBA acts as a hub and spoke network of EU and national bodies safeguarding public values such as the stability of the financial system, the transparency of markets and financial products and the protection of depositors and investors.

The EBA has a number of broad competences including preventing regulatory arbitrage, guaranteeing a level playing field, strengthening international supervisory coordination, promoting supervisory convergence and providing advice to the EU institutions in the areas of banking, payments and e-money regulation as well as on issues related to corporate governance, auditing and financial reporting. In accordance with its founding Regulation, the EBA will expand its activities and operations over the coming years.

Context of the Contracts

The website of the EBA (www.eba.europa.eu) is its main electronic information tool. It is updated on an intra-day basis. It has also a restricted area dedicated only to members. The current EBA website and sub-sites (www.eba.europa.eu) content is approximately 5GB and about 1,000 pages. The current website Content Management System (CMS) is Kentico. In addition, the EBA currently owns a database of approximately 11,000 contacts that is managed through the CMS. Email alerts are regularly sent to these contacts when new content is uploaded.

The European Banking Authority intends to conclude two separate contracts with the same provider namely (i) a services contract for the hosting, operation, related services and redesign of its website (Lot 1) and (ii) a framework contract for the provision of additional website services (Lot 2). Tenderers must therefore provide technical and financial offers for both Lot 1 and Lot 2. The implementation of the contracts supports the EBA's outreach efforts aimed at better informing the target audiences and at complying with its obligations regarding transparency.

Objectives of the Contracts

The overall objectives of the contracts are as follows:

- To increase the visibility of the EBA among the target audiences;
- To comply with the EU requirements in term of transparency and security;
- To develop communication tools in line with the tasks and competences laid down

in its funding Regulation;

The specific objectives of the contracts are as follows:

- To create a clear and easily accessible information structure, making the new website visibly enhanced in terms of navigation and information research;
- To provide a secure hosting service and a CMS

Target Audiences

The EBA aims to reach out to the following:

- Relevant stakeholders including supervisors, supervised bodies (banks etc), academics, researchers, analysts, business leaders etc.
- Media both at the European and world level;
- European and national officials and authorities;
- A wider informed audience.

Contract Information

The two proposed contracts (Lot 1 and Lot 2) will be for one year but renewable a maximum of three times each for a further one year period under the same conditions. The second contract i.e. the framework contract will act as the basis for future purchases of additional website services not included under Lot 1. The framework contract will have no fixed value unlike the direct services contract but will have an estimated maximum total value which will be indicated in the contract notice and Instructions to Tender. The framework contract itself is not an order for services and does not constitute a financial commitment on the part of the EBA.

Sub-contracting

Sub-contracting is not allowed under either of the contracts.

Scope of Lot 1: Service Design, Operation and Transition

Under Lot 1 the Contractor must provide service design, operation and transition as defined in the ITIL documentation (<http://www.itil-officialsite.com/home/home.aspx>) for the EBA's websites and databases as well as a Content Management System (CMS). It must provide support to cover updates and development and during the first year of the contract carry out a major redesign of the website. To perform the services required under Lot 1 the Contractor must set up a team with the necessary know-how and experience required to perform all the tasks (webmaster, web designer, web developer etc). A single contact point as well as a back-up person must be provided by the Contractor. The contact point and the

back-up person must possess a very good level of English. The Contractor must be able to respond to the EBA staff during EBA business hours over the phone or by email.

Under Lot 1 the Contractor shall be responsible for the following:

Service Design, Operation and Transition

The website must be fully available for all major browsers (IE, Chrome, Firefox, Safari etc).

Hosting, Back-up and Security:

The Contractor must follow the European Commission's policy on Security of Information Systems and also the Computer Emergency Response Team (CERT) requirements in term of security. In particular, the Contractor must especially comply with the following standards:

- ✓ Standard on Controls against Malicious Code (Annex 1)
- ✓ Standard on Logging and Monitoring (Annex 2)
- ✓ Standard on Back-ups (Annex 3)
- ✓ Standard on Access Control and Authentication (Annex 4)
- ✓ Standard on Mobile Code (Annex 5)

Server:

- ✓ Accommodation on a dedicated server of the EBA website (<http://www.eba.europa.eu>) and database. The hosting server must be firewalled, antivirus protected and independent from the EBA network
- ✓ It must be able to handle an average of 15,000 visits per week with a quick load time (10 to 15 sec) per page on a standard connection
- ✓ The Contractor must propose and implement solutions to ensure the website is able to cope with specific peaks of up to ten times the average visits per week at any moment
- ✓ Access for the EBA and CERT to log files and their retention for at least three years

Content Management System:

- ✓ Providing, maintaining and updating a CMS, including the plug-ins/extensions and any other web application used or that can be needed in the framework of the contract
- ✓ The CMS must provide functionalities and technical features equivalent or superior to the current system used by the EBA, namely Kentico version 5.5. The CMS must be user-friendly and easy to understand for people with no web management background
- ✓ Provision of usernames and passwords to allow secure website online updating using CMS

Transfer from present/to future Contractor:

- ✓ Transfer of domain name etc from current webhosting Contractor at entry into force of contract so as to avoid down-time and at the end of this contract's term transfer to new Contractor;
- ✓ Transfer/Redeployment of website from current webhosting Contractor via FTP or CD of website at entry into force of contract to ensure uninterrupted service and at the end of this contract's term transfer to new Contractor in 4 weeks;
- ✓ At completion of contract term—after successful transfer of content to new webhosting Contractor— deletion of all the EBA website-related content from Contractor's servers;

Domain:

- ✓ Retention of current websites domains name that are held by the EBA;
- ✓ Provision of up to fifteen regulatory domain names;

Intellectual Property Rights (IPR):

- ✓ All intellectual property rights and the complete website content, as well as all work performed under the contract are the express and exclusive property of the EBA.

Data Protection:

- ✓ The Contractor must ensure data protection rules are applied. Data protection rules are those followed by the institutions of the European Union.

Database and Email Alerts

The current contacts Database (currently 11,000 records) must be hosted together with the website on a specific or virtual server. An appropriate interface for mass mailing must be provided under the CMS.

- ✓ The system must allow mails to be delivered quickly (less than 15 minutes after sending) but continually monitored so that blockage thresholds are not exceeded
- ✓ The system must allow email test to be sent if required
- ✓ Users must be able to subscribe/unsubscribe and change their contacts details and preference settings from the website.
- ✓ Reporting on track-able elements must be available
- ✓ The system must comply with the European Union policy regarding data protection
- ✓ It must be noted that the database will remain the property of the EBA at all times and none of the information contained in the database can be shared, sold, or disclosed to third parties.

Restricted Pages/User Management

The EBA must be able to restrict, through the CMS, the access to some content to selected and registered users. Therefore, the Contractor will provide a user management

system for up to 1,000 users. The system will be managed by the Contractor (granting of access according to EBA requests, helping users to retrieve passwords, acting as a helpdesk for all questions regarding the user management system etc.)

For security reasons, the system must require participants to change their password on a regular basis according to European Union security standards. A user must only have one username/password to access the limited content.

Service Level Agreement

The Contractor must commit to the following:

- ✓ Defect rates
 - 99.8% in major deliverables/releases should be bug free
 - 1 major and 5 minor production failures per month
- ✓ Service availability
 - The service must be available 24/7 with a weekly maintenance window of 30 minutes at the weekend
 - The service must be available 99.8% in the normal window
- ✓ Time-to-implement
 - A request must be implemented during 24 hours plus the time which is needed for the resolution of a fix or development of an enhancement
- ✓ Time-to-acknowledgement
 - An issue must be acknowledged by the provider in less than 1 hour
 - The response time of a production problem of a programmer must be less than 1 hour during business hours
- ✓ Backlog size
 - The backlog must be less than 6 production failures
 - The time to process enhancements must be within the next possible week, when the amount of requested work is not exceeding 8 man-days per week
 - The time to process enhancements must be within the next monthly release, when the amount of requested work is not exceeding 60 man-days per month

Statistics

The Contractor must provide, upon request, and at least on a monthly and cumulative year-to-date, detailed website usage statistics configured so as to provide the EBA with a realistic and concrete indication of specifically who is using the website, how frequently, and for how long. The Contractor must provide, upon request, any statistics on specific pages of the website.

Other Related Services

The Contractor must provide assistance to the EBA to manage, update and implement minor developments (for example such changes on standard templates, on its website and on any other websites/sub-sites it may create in the future). This service must be provided for up to 24 man-days/192 hours per year. The Contractor must provide monthly time

reports of the time spent for the EBA. The Contractor must respond to the EBA staff requests during business hours.

The Contractor will be responsible for various tasks which will include but not be limited to those detailed below:

- ✓ Creating and changing templates;
- ✓ Developing and implementing minor facilities;
- ✓ Acting as a back-up to the EBA staff to update the website;
- ✓ Updating the website on request of the EBA staff;
- ✓ Developing and maintaining the EBA contacts database and creating tailor-made email alerts;
- ✓ Assisting EBA staff in sending out regular email alerts;
- ✓ Acting as a helpdesk for the EBA staff for resolving all issues related to the management and development of the website;
- ✓ Cooperating and coordinating with other EBA Contractors that provide related services if necessary.

Re-design of the Website: Service Design and Transition

During the first year of the contract the EBA intends to start a large re-design of its website to make it more modern, more user-friendly and to better inform on the EBA tasks and responsibilities. The objective is also to better display all the documents and information released on the website. The new written content will be provided by the EBA most probably in Word or Excel format. The new website must also be available in a version suitable to use on mobile devices.

Design and Layout for the Re-design of the Website

The Contractor must propose and implement a new design and layout for the EBA website. The new layout must be developed especially for the EBA and not be a standardized layout. It must be clear, and facilitate access to information. It must be sober and reflect the institutional image of the EBA. The EBA corporate layout must be incorporated in the new layout (see Annex 6: EBA logo). The Contractor must provide 4 possible options in term of design and layout. The EBA will then choose an option. Based on the chosen option, the Contractor will finalize the design and layout following inputs from the EBA. The EBA and the Contractor will exchange views on the options for an unlimited number of times in order to finalize the design and layout. If the design and layout includes images or other material that cannot be provided by the EBA, the Contractor will need to provide them without extra-charge for the EBA. The new design and layout must be implemented on the entire website.

Menu and Organization of the Content

The Contractor must advise on and propose to the EBA an organization of the content (menu, organization of the homepage and the different pages) that will meet the EBA's objective to build a clearer and more user-friendly website. The EBA and the Contractor

will exchange on the proposal for an unlimited number of time in order to finalize the menu. The Contractor must, in particular, propose a technical solution to allow some specific pages and elements to be visible at different places of the website without having to copy/past the content in the CMS. The Contractor must propose and implement templates to accommodate the different type of content of the EBA website (news content, meeting document, pages presenting governing bodies etc.) The new menu and content organization must be implemented on the entire website.

Search Engine Optimization (SEO)

The Contractor must provide advice and implement solutions in terms of SEO (Search Engine Optimization).

RSS Feeds/PDF/Print Facility

RSS feeds must be implemented on the website. Every page must include an easy print function and, where agreed with the EBA, easy pdf function.

Specific Facilities

The new website must include all the features and technical facilities already implemented on the current EBA website, among those forms, specific templates, specific facilities and features (e.g. the implementation questions facility, the EU wide stress test pages, the templates for vacancy notices etc). In addition to these, the Contractor must advise the EBA and provide new features to meet the EBA needs. All the features proposed must be user-friendly for both the users and the EBA staff that will manage them through the CMS.

- *Calendar*

The new website must provide a calendar so that the EBA staff can easily upload information on events organized by the EBA or in which a member of the Authority is involved. The visitors must be able to view information through a calendar or through a list gathering of events related to the same subject or taking place during the same time frame. The EBA must be able to make some specific events more visible than others.

- *New facility for meeting registrations*

The EBA organizes more than 150 meetings and events per year and would like to develop a feature to manage the registration process and to provide the participants with information and documents related to the meeting. Most of the meetings are on invitation only and so this information is, therefore, not to be made available to everyone but should be limited to invited individuals. The new feature must help with the following process:

The process starts shortly before the EBA meeting organizer plans to send out the invitation to all participants. The EBA organizer gets in touch with the EBA event manager and provides the following information:

- ✓ Date of the meeting
- ✓ Name of the meeting

- ✓ Time schedule
- ✓ If relevant, information about the social event
- ✓ Preferred user name and password for log in details

Afterwards the event manager will set up an individual web page for this meeting within the layout of the website. The frame of the website should be always the same to ensure it is easy to insert the content of each meeting.

The web page(s) must include:

- ✓ Registration form - divided into the following section: 1) I would like to participate 2) I cannot participate 3) I want to cancel my participation. If the meeting is composed of different sessions or includes a social event, the EBA staff must be able to easily tailor the form, adding or removing parts of it. The Contractor needs to ensure that all special characters -like ü , Õ or é- are valid.
- ✓ Documents attached (could include the time schedule to download etc)
- ✓ Contact (Contact information in case of problems or questions)
- ✓ Social event (this feature is necessary if a social event is planned. It could include details of the restaurant and directions on how to get there etc)
- ✓ EBA Visitors Handbook

If the meeting is on invitation only, the event manager must be able to limit the access to the page with an access code.

After completing and submitting the registration form, the participant must be informed that a registration confirmation was sent to the mentioned email address. The registration confirmation can be either a standard letter or a specific letter for this specific meeting informing that his/her registration has been successfully completed. Information should also be provided via email on how to cancel the participation.

In order to follow up the registrations, the event manager must have access to the latest list of participants at all times. The event manager must be able to download the list in an excel file.

Once the meeting is over, the registration page is placed automatically offline and put in the archive section of the CMS.

- *New facility for consultations*

The EBA often organizes open consultations on its policy proposals (guidelines, technical standards, etc.). In order to make the process more efficient and easy to manage, the EBA would like to develop on its website a specific form that allows participants to tick boxes, select items in a rolling menu, etc. The form must be easy to adapt (number of questions, nature of the questions, etc.) to each consultation. It must be possible to attach one or several documents (word, pdf, etc.) to the answer.

The EBA must be able to restrict the access of the consultation form to a limited number of selected participants. Each participant must be provided with an individual username/password managed under the user management system described above. The

EBA staff must be able, following the consultation process, to collect all the answers under one single document.

The EBA staff must be able to easily publish each answer received and the aggregated revised document after it has been reviewed and responses have been written down in the document by the EBA staff. This must be possible without having to upload again all the content. The information regarding the consultation (documents, answers received, and comments by the EBA) must be gathered in one single page.

- *Facility for regulatory activities*

The EBA wants to provide web visitors with a clear view of its regulatory work and the process that is followed in order to adopt and implement a regulatory text.

The EBA currently produces two types of texts: technical standards (TS) and guidelines (GLs).

The new feature should start with an interactive table that must allow visitors to see all the BTS and the GLs sorted by a set of criteria. The criteria can be the topic, the legislative act which constitutes the legal basis of the TS/GLs, etc.

Each TS and GL must have a single page where visitors will be able to view and download the text itself but also to see, in an organized way, the process followed to adopt this text (drafts, reactions from other institutional actors, other relevant documents, etc). The pages for GLs will also include a compliance table that will inform for each EU country if and how the GL is implemented. The pages will also include a file in xbrl format to be downloaded.

All these pages will contain an important amount of text (especially the compliance table). Therefore, the Contractor must propose technical solutions to allow part of the content to be hidden/expanded when needed.

- *Document register*

The Contractor will be asked to propose and implement a solution for the EBA website to comply with Decision EBA DC 036 of the Management Board on Access to documents, especially article 7.

[http://eba.europa.eu/cebs/media/aboutus/Legal%20Texts/EBA-DC-036-\(Decision-on-Access-to-Documents\)-FINAL_1.pdf](http://eba.europa.eu/cebs/media/aboutus/Legal%20Texts/EBA-DC-036-(Decision-on-Access-to-Documents)-FINAL_1.pdf)

- *User management system, database and Email alerts*

The EBA wants to develop its database in order to send more tailor-made emails to specific target groups and to allow users to be informed on news items related to their subject of interest.

The new system must allow users to manage on their own their contact details and preferences (create, update, delete) through the main website. Users must also be able to

subscribe/unsubscribe to email alerts, notifications and to bookmark pages.

The system must allow the EBA to send tailor made e-mails (up to 15 different templates to be created) to all or part of the contacts on a regular basis. The EBA must be able to sort the contacts on different criteria selected by the users when they registered. A maximum of 30 mailings are expected per month.

The Contractor must be able to provide, upon request, the EBA with qualitative information on the users registered.

This system, as all others on the website, must be in line with the European Commission policy regarding DATA protection.

Web accessibility policy

The new EBA website, as well as all the official websites of the EU institutions – known as EUROPA sites - should follow international guidelines for accessible web content. All new EUROPA sites should meet the criteria for level A (priority 1) compliance – the basic standards recommended by the Web Content Accessibility Guidelines (WCAG). Detailed information can be found on this link: http://europa.eu/geninfo/accessibility_policy_en.htm

Transfer

The Contractor is expected to migrate all the current website content and facilities to the redesigned website and must ensure they fit correctly in the new website. During the transfer, the Contractor shall make sure no links are broken, especially external links leading to the main website.

Training

A specific training for the new website of up to 8 days must be provided by the Contractor to the EBA staff, in the EBA premises. The Contractor will be responsible for own travel expenses. The 8 days can be divided into half day sessions if needed. The Contractor must also deliver a comprehensive documentation on how to use it. The documentation must not be technical and should be easy to understand for the EBA staff with minimum background on web management.

Test

A test system needs to be available for EBA staff (up to 10 staff members) to follow and evaluate the work of the Contractor.

Scope of Lot 2: Additional Service Design and Service Transition

Under Lot 2 the Contractor must provide additional service design and service transition as

defined in the ITIL documentation (<http://www.itil-officialsite.com/home/home.aspx>) on an 'as needed' basis. Under Lot 2 the Contractor will provide additional advice and assistance to the EBA to develop and update its website, and any sub-sites it may create in the future, on top of the services specified under Lot 1.

The contractor will set up a team with the necessary know-how and experience required to perform all the tasks (webmaster, web designer, web developer, etc). A single contact point must be assigned by the Contractor. A back-up person shall also be designated by the Contractor. The contact point and the back-up person must possess a very good level of spoken English. The Contractor must be able to respond to the EBA staff during business hours over the phone or by email.

The Contractor may be asked to provide the following services:

- ✓ Offering professional advice concerning website content, structure and design. The Contractor should be prepared to propose and implement specific developments in order to meet the EBA needs
- ✓ Designing and implementing new templates for the website and related documents (including word and ppt files)
- ✓ Developing the EBA contacts database and mass mailing system
- ✓ Designing and producing features, functionalities and facilities that may be needed, including but not restricted to banners, audio and video podcasting facility, video and audio streaming facilities, calendars, forms, interactive facilities, or other new technological features that may arise
- ✓ Cooperating and coordinating with other EBA Contractors providing related services if necessary
- ✓ Creating, designing and developing new website/sub-site that may be needed
- ✓ Training: In order to ensure the EBA staff is familiar with the website and the CMS used, the Contractor may be asked to provide training (on-site and/or on-line) to the EBA staff, in the EBA premises. If on-site, the Contractor will be responsible for his/her own travel expenses

Intellectual property rights (IPR):

- ✓ All intellectual property rights and the complete website content, as well as all the work performed under the contract are the express and exclusive property of the EBA

Any expenses or products needed to perform this contract must be included in the proposed price. The EBA estimates, without this being binding, that over a four year period, the overall value of Lot 2 may range from GBP £45,000 to GBP £60,000 exclusive of VAT.

Annexes to the Terms of reference

- ✓ Standard on Controls against Malicious Code (Annex 1)
- ✓ Standard on Logging and Monitoring (Annex 2)
- ✓ Standard on Back-ups (Annex 3)
- ✓ Standard on Access Control and Authentication (Annex 4)
- ✓ Standard on Mobile Code (Annex 5)
- ✓ EBA Logo (Annex 6)