

Request for Proposals

W3C

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Executive Summary

RRD is delighted to submit its technical and cost proposal in response to W3C's Request for Proposal (RFP) for a customized redesign of the W3C website. RRD understands that W3C requires a redesign of the current website as it was implemented 10 years back and it doesn't support W3C's mission & goals. The Website redesign is required to provide more insights on the organization's goals, motivate participation, build brand authority and ensure a professional interactive experience for its internal and external users and audience. This can be achieved by using current web technologies & processes, revising the site architecture and creating content strategy. RRD will provide all the end-to-end services requested in the RFP at a competitive cost and exceptional quality.

The website redesign is essential to:

- Generate more awareness about W3C's objectives, nature & impact
- Build brand authority using robust & consistent design
- Optimize content through use of a strong content modeling strategy
- Encourage people participation and attract more donors
- Provide intuitive user experience for its current and potential audience
- Provide easier website administration by providing access to multiple users/admins who can readily update and control the content of the website depending on business needs

RRD is a Fortune 500 company providing end-to-end communications services to more than 52,000 clients across the globe. Few companies can match the experience, breadth of services and expertise that RRD brings as a partner with W3C to support these current and future business objectives. We are already a trusted partner to numerous organizations delivering the services in scope. The provision of website design and application development is an essential service we provide for our clients which include other Fortune 500 companies.

Project Scope

RRD will support the entire scope of the project to redesign and develop a professional, secure, responsive and scalable website that provides exceptional user experience to all the stakeholders. The WordPress website will effectively communicate the organization’s branding and objectives. The target audiences for the website includes W3C members/groups, business development teams and C – level decision makers. This proposed website redesign will improve storytelling capabilities by using the latest design trends and market best practices.

The incremental approach for website revamp includes multiple phases. The scope of phase I is given below:

Phases	Requirements
Phase I	<ul style="list-style-type: none"> • Identify the target audience and understand the changes required to the site architecture • Information Architecture and Content Strategy • Choose a design that is scalable in order maintain uniform consistency through the website • Revamp of Website homepage, Primary navigation target like ‘Standards’, ‘Participate’, ‘Membership’, ‘About’, Consortium page, W3C blog, Industries landing pages, Public work group pages, TR homepage & Account pages(request, my profile &/ edit pages)

**Note: The RFP response is constructed based on our understanding of Phase I requirements. However, our architecture, design and strategy will be robust and scalable to support Phase II requirements as well.*

KEY FEATURES

- An user-friendly website with upgraded UI/UX design to clearly communicate objectives, programs, improve ease of navigation and motivate members to participate
- Organize and rethink existing content to address the needs of target audience and improve engagement
- Content modeling in-line with the architecture and content strategy facilitating content portability and focused messaging
- A CMS interface that helps in website administration by providing access to multiple users/admins who can readily update and control the content of the website depending on business needs

- Integration with W3C maintained databases
- The site to be built on HTML 5 and be compliant with W3C URI Persistence Policy, WCAG 2.1, Level AAA.

OUR SERVICES

- Website Design & Development
- User Research & Interview
- Site architecture revamp, as required
- Content Strategy including content audit, content gap analysis, content creation plan, etc.
- User Security
- UI/UX Design
- Quality Assurance Testing (Includes Browser & Device Testing, Usability Testing)
- Consultation on CMS, analytics tools, Migration Strategy, Accessibility, MFA (webauthn) infrastructure for members & public users and Privacy Policy
- UAT Support
- SEO & Search Strategy
- Performance Improvement
- Multilingual Support
- Integration with W3C maintained databases
- Project Management
- Data Migration
- Google Analytics Implementation
- Production Rollout Support
- Technical Design Documents & Training materials
- Application Maintenance and Support

IMPLEMENTATION APPROACH

The Project implementation phases include:

- Project Scoping
- Content Strategy and Architecture
- Wireframes and Site Architecture
- Visual Design
- Site Development

- Quality Assurance Testing
- User Interface Testing - During this phase, W3C can test the website and provide feedback.
- Production (Go Live)
- Maintenance and Production Support activities

Also, we would recommend a bi-weekly status call with appropriate stakeholders as part of project management and would suggest following agile methodology as part of SDLC.

The project management goes through 5 phases:

- Initiation
- Planning
- Execution
- Monitor
- Closure

We use Microsoft VSTS and Microsoft TFS for project management.

QA STRATEGY

RRD Testing center of excellence has a defined strategy and metrics to ensure that the quality of the website is exceeding customer's expectations.

Our comprehensive test approach includes:

- Functional testing to ensure 100% test scenarios coverage
- Automation testing - We use an in house tool which helps in automating functional test cases
- Regression & Integration testing
- Load & Performance testing
- Sanity/Smoke testing
- Security & Penetration Testing
- Mobile Testing - Our approach includes testing the website on various internet bandwidth

Our Metrics

- Less 5% defect leakage
- 99% Test efficiency
- 100% on RTM coverage

Organizational Experience

Bidders will be evaluated on their experience as it pertains to the scope of this project.

With over 22 years of operational experience, RRD offers comprehensive premium Design & Development Services to its clients across varied domains. Our solution will encompass best-in-class people, building custom web applications & content management systems, redesigning sites by leveraging our UI/UX services, ensure product quality with the help of our Testing practice.

Using the agile approach, we have had an excellent success rate on all project implementations. At RRD, we believe in providing unique customer experience and hence our solutions are custom made to meet our client's objectives. We have used this methodology for several projects including (but not limited to), developing a Workflow tool, Human Resource Management Portal, Recruitment Portal, Marketing Website development, Mobile Application development, and an Annotation tool.

RRD has a well-established, mature, and comprehensive information security program. Our IT governance team conducts a diverse security and performance checks/audits to ensure the confidentiality, security, and availability of our assets to deliver a robust product.

PREVIOUS WORK SAMPLES

Bidders must provide examples of their work, notably; bidders must have a demonstrable ability to produce accessible websites.

EXAMPLE 1:

CLIENT: A global leader in providing marketing and business communications, commercial printing, and related services

WEBSITE LIVE URL: <https://www.motif.com>

CLIENT CHALLENGES:

- Develop a robust marketing website to highlight the product features, Photo Books, Calendars, Cards, and create a CMS Portal to update the frequent content changes.
- Develop a customer self-service portal along with CMS support to log in, view order history, track orders, view/edit profile information
- Integrate with an analytics tool to understand the website performance and SEO implementation to create better website ratings/rankings and increase the traffic of target audiences.

RRD APPROACH:

- RRD GO commenced operations with a dedicated team of 10 FTEs to initiate website creation
- The team analyzed industry best practices and underwent technology training that helped to quickly onboard new touch points, enable new business models, and deliver unified experiences on a single platform.
- We offered various services such as web design & development, video embedding, creative design, performance improvement, Geo location-based routing.

EXAMPLE 2:

CLIENT: A leading developer, manufacturer, and seller of networking hardware, telecommunications equipment, and other high-technology services and products.

WEBSITE LIVE URL: https://www.cisco.com/c/m/en_us/about/careers/leadership/executive-leadership.html

CLIENT CHALLENGES:

- To migrate all of Cisco's content and digital assets from WEM (Web Experience Manager) to AEM platform. This migration activity entailed publishing of data assets to the cloud and building interactive microsites using their AEM platform.
- The expected delivery timeframe for this exercise was three months.

RRD APPROACH:

- A dedicated 10-member team to deliver E2E content migration delivery across front-end development, email campaign creative build, UI/UX, QA Testing, and Project Management was set up. The team included Web professionals, Front-end Developers, UI/UX Designers, and Technical Producers.
- The team analyzed the client requirements and delivered a world-class website. The services included were web design & development, creative design and performance improvement.

EXAMPLE 3:

CLIENT: A global leader in electronic commerce and payment processing solutions for merchants, financial institutions, and card issuers.

WEBSITE LIVE URL: https://www.firstdata.com/en_us/insights/payment-methods-101.html

CLIENT CHALLENGES:

- The requirements included the content authoring on the AEM platform and digitize the 'Payment 101' publication - a first-of-its-kind educational resource for the payments industry.
- Create a web/mobile version of the consolidated brand guidelines for First Data and its sub-brands and to support the creation of ad campaigns using Adobe Target

RRD APPROACH:

- Performed a detailed market study and in-depth understanding of the business process to identify and understand the workflow
- Set up a dedicated team of front-end developers, UI/UX designers, and QA testers to support this requirement.

ADDITIONAL INFORMATION

Corporate Profile

RRD is an American Fortune 500 integrated communications company that enables organizations to create and optimize their multichannel marketing and business communications. RRD has been in business for over 155 years and as of Dec 31, 2018, RRD's total headcount was 39,500, with revenues of \$6.8 billion.

Our Global Outsourcing Group (RRD GO) is the division of RRD that is responsible for service delivery specific to this RFP. RRD GO provides customized creative communications outsourcing solutions and innovation and automation solutions for clients around the world mainly from its footprint in India, the Philippines, and Sri Lanka. With a legacy of managing Client processes for companies across industries and geographies, RRD brings a wealth of experience and is trusted as a reliable partner helping companies succeed by coordinating and implementing comprehensive and integrated solutions for all their internal and external Communications initiatives and strategies. Services include (but not limited to) the following services:

IT Services

- Application Development; Testing Services; Application Maintenance; IT Service Management; Infrastructure; Mobility Solutions; Data Sciences

Design – Print & Web

- Responsive Web Designs; UI/UX Designs; Web Banners; Page Layouts; Logo Designs; Collateral Design – Menu, Business Card, Poster, Banner, Invitation, Postcard, Resume, etc.; Reports & Memorandum; Newsletter Designs; Photo Retouching, Restoration, and Manipulation

Documentation

- Presentations – MS PowerPoint & Keynote; Word Documentation; eBooks; Documentation using InDesign; Digital Publishing

Premium Design Solutions

- Branding; High-end Collateral; Campaign Management; Packaging Designs; Interactive Infographics; Storyboarding; Instructional Design

3D & Motion Graphics

- 3D Modeling and Simulation; Whiteboard Animation; Show reels; Video Post-production & Special Effects

Interactive Omni-Channel Solutions

- Touch Screen Solutions; In-store Experiences; Interactive Flash; Augmented Reality; Multi-channel Marketing – eDetailing, Email Marketing, and Google Ad Banner

RRD has a trained group of Web Developers, Coders, Web Designers, and Web Specialists who support a number of clients with any coding requirements.

RRD also offers a full range of integrated services to complement our design services to help the client communicate with and support their target market, customers, and stakeholders.

Content distribution and customer care solutions

- Direct Mail; Print Management; Chat Services; Inbound and Outbound Call Management; Marketing Surveys and Research

Content creation

- Creative Copywriting; Blogs; Technical Writing; Content Structuring

Insight gathering solutions

- Business Information Services; Strategic Market Research; Competitive Intelligence; Product Research

Quick facts

- RRD delivers 27 print and digital assets every minute – 14 million assets every year
- RRD has a network of over 1,000 creative employees who are experts in web design, print design and production, interactive programming, application development, smart device app development and augmented reality
- We manage 25+ on-site creative operations in almost every vertical, including Pharmaceutical, Retail, Finance, and Telecommunications

At RRD, we strive to align our strategic initiatives with that of our clients. All agreements are constructed to allow for flexibility and adapt to our clients' priorities and requirements. We also assimilate and integrate into our client engagements many of our clients' internal initiatives as required including quality management, certification, secure working environments, etc. This allows for a seamless operational model to grow and mature.

Local and Global Communication and Leadership: With over 302 locations around the world, RRD brings the perfect combination of local and global leadership. Our presence in the US and at our client locations helps ensure complete alignment at the leadership as well as the operational level. RRD recognizes that effective and consistent communication is crucial to any onshore - offshore relationship. Our leadership, account management and implementation models ensure that communications and goals are aligned with our clients and those cultural nuances and protocols do not impact service delivery.

Security and Robust Platform: Our security and compliance processes, which have been developed in partnership with our clients over many years, adhere to the industry's highest standards and will provide the highest level of confidentiality and compliance in this industry.

RRD Information Security Program

- AT101 controls assessment based on AICPA trust principles, as well as, HITRUST control framework
- IEC / ISO 27001 standard as the framework for InfoSec program
- Alignment with COBIT, NIST, and HITRUST CMS security controls

Information Security Controls are Customized Based on the Specific Needs of Our Clients

- RRD serves highly regulated industries with varying needs
- Specifications agreed upon in MSA and SOW, including data retention and destruction
- Operational environments custom built to meet specific client controls
- Retention policies / Data destruction

Active Program of Risk Management and Risk Assessment

- Ongoing and iterative process involving the entire organization
- Tied to overall vulnerability management, patch management and AT101 assessment
- Rigorous employee background check process