

An aerial photograph of a dense forest with a winding path or stream cutting through it. The path is a light brown color, contrasting with the dark green and brown tones of the forest floor. The path curves from the top right towards the bottom left.

# Procuring a DAM System: An RFP Template

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## RFP Template

# Introduction

Even the largest brands or digital teams may not be familiar with procurement of a digital asset management system, or know where they should begin their process. This RFP Template can be utilized by your company to provide use-cases and important information to vendors and in turn, receive feedback from the vendors to determine which one can best fit your needs.

### Purpose / Mission Statement

Clearly articulate a summary of your use-cases, pain points, narratives and the identification of an ideal state for digital asset management in your organization. An example is provided below:

“The purpose of this digital project is to enable {Company Name} to have a single source of truth for digital assets and to achieve brand consistency, metadata alignment in {Company Name’s} digital ecosystem, and to...”

### Background Information

Introduce your organization to the vendor. What is your business and what are your main objectives? An example is provided below:

“Bynder is award-winning digital asset management software that allows brands to easily create, find and use content, such as documents, graphics and videos. More than 150,000 brand managers, marketers and creatives use Bynder’s brand portals every day to collaborate globally, produce, review and approve new marketing collateral, and circulate company content at the click of a button. Brands using Bynder go to market faster and achieve end-to-end brand consistency across all channels and regions, with simplified collaboration across the organization.

Bynder empowers over 350 companies globally including KLM Royal Dutch Airlines, innocent drinks and PUMA.

Founded in 2013 by CEO Chris Hall, Bynder is established globally with headquarters in Amsterdam and offices across the Netherlands, UK, US, Spain and UAE.”

## Confidentiality Statement

Advise the vendor that information included in this document is confidential and not to be shared with outside parties. An example is provided below:

“This document is confidential and contains proprietary information and intellectual property of {Company Name}. Neither this document nor any of the information contained herein may be reproduced or disclosed under any circumstances without the express written permission of {Company Name}. This RFP in no way constitutes an agreement between {Company Name} and {Vendor Name}.”

## Disclaimer Statement

Advise the vendor that the RFP does not imply any commitment on the part of your organization. An example is provided below:

“This notice does not commit {Company Name} to contract for any supply or service.”

## RFP Template

# Scope of project

This section is comprised of additional Information you provide as the client

## Statement of Work (SOW)

You can outline specific deliverables and requirements for the project to give shape to what you intend to get out of the project and implementation of the product from a high level. The SOW can be added as an attachment to the RFP.

## Executive Summary

The purpose of this executive summary is to clearly articulate the reason for this project and system in one brief sentence.

## Company Overview

Financials	Describe your company's financials for the past three years.
Corporate Structure	What is the corporate structure of your organization? LLC/Partnership/etc?
History	When was the company founded?
Ownership	Who owns the company?

## Company Overview Continued

Main Business Requirements	Business Requirement 1 Business Requirement 2 Business Requirement 3
Nice to Haves	Nice to Have 1 Nice to Have 2 Nice to Have 3
Main Project Deliverables	Main Project Deliverable 1 Main Project Deliverable 2 Main Project Deliverable 3
Business Requirements Document (BRD)	Please outline whether you have completed a business requirements document for the project outlining granular deliverables including things like primary use cases for DAM and what divisions of the company will have access. If so, please indicate where / when the vendor can access this document.
Anticipated Period of Performance	Detail the anticipated period of performance for the system, the number of users, assets, workflows, and desired project timeline for initial project implementation.
Anticipated Integrations	Detail integrations needed with other SaaS based platforms and your use-cases explaining why they are needed.

## Company Overview Continued

User Stories Summary	Provide a high level one paragraph summary of your main user story categories.
Discovery Sessions Summary	Provide a high level one paragraph summary of your discovery sessions.
MSA (Master Services Agreement) Requirement if applicable	Detail the MSA Process Here if it's applicable to your organization.
NDA Agreement	Detail the NDA Process Here.
KPIs (Key Performance Indicators for Successful Project)	KPI 1 KPI 2 KPI 3

## RFP Template

# Contractor and vendor requirements

This section is comprised of information you ask the vendor to provide.

The vendor needs to fill out and expand upon the following topics and questions with a great level of detail in order to be considered as a finalist in the {Company Name}'s Vendor Selection Process.

## Capabilities

NOTE: For any specific feature capabilities please describe whether it is out of the box functionality or not.

DAM Overview	Briefly describe the primary digital asset management (DAM) features of your system.
Workflow & Creative Project Management Overview	Briefly describe the primary workflow and creative project management (CPM) features of your system.
User Experience	Describe what features or design elements best illustrate a commitment to user experience in your DAM solution?
Project Planning	Describe your project planning methodology for DAM implementations.



## Capabilities Continued

Development Roadmap	Describe your development roadmap for your DAM solution.
Deployment (QA, UAT SDLC)	Please describe your Deployment Process, Testing and QA approach (Both development and portal configuration QA/ UAT).
Customized Look & Feel	Describe to what extent the theme, or look and feel, of your DAM solution is capable of.
Competitor Differences	Describe your unique selling proposition that sets you apart from other DAM solutions.
Organization and Classification	Briefly describe how your solution enables our organization to organize and maintain access to digital assets.
Assets	Describe what types of assets are supported in your DAM solution, including which file previews are supported natively, and any limitations for previewing, viewing, or utilizing files within your DAM system. Also include any file size limitations.
Consulting	Describe what consulting options are available for help with implementation of the DAM solution. Please explain if implementation of your solution requires a third party consultant.

NOTE: For any specific feature capabilities please describe whether it is out of the box functionality or not.

## Capabilities Continued

NOTE: For any specific feature capabilities please describe whether it is out of the box functionality or not.

System Architecture	Provide a system architecture diagram in either link form or as an attachment in the RFP package. Also denote if your solution is cloud or on premise. If cloud, please specify who maintains the servers.
Security	Describe what security protocols your company follows and any certifications if applicable. Also describe data encryption capabilities and service level agreements (SLA).
Integrations	Describe what integrations your DAM solution currently supports and what integrations will be supported in the product roadmap. Which integrations are out of the box and which ones would require additional costs or configuration?
Case Studies	Please include three case studies in your RFP package submission.
Pricing	Provide a summary of one-off costs, and recurring monthly charges and any pricing information on user licenses.
Reporting & Analytics	Describe your reporting and analytics capabilities for your DAM solution.
API Documentation	Include links or attachments to your API documentation for your DAM solution.

## Capabilities Continued

NOTE: For any specific feature capabilities please describe whether it is out of the box functionality or not.

Training	Please list all online help, user guide, knowledge bases, FAQs, Train the Trainer Resources and other Training materials available during and post implementation.
Post Implementation Deployment Plan	Describe your post deployment plan for administration and support that entails complete maintenance of the system.
Technical Support and Response Times	Briefly describe your support capabilities and response times.
Additional Information	Please include any additional information about your solution here.

## RFP Template

# Response instructions and selection process

## Selection Process

The client needs to specify when the RFP is due and where to send it and any other relevant details for how they would like to receive the RFP packages.

## File Format Submission

Only PDF will be accepted.

## Please email all submissions to:

{email@email.com} on or before the RFP Due Date.

RFP Due Date	YYYY/MM/DD
RFP Release Date	YYYY/MM/DD
Last day for Questions & Clarifications	YYYY/MM/DD
Short List Contact Date	YYYY/MM/DD
Onsite Demo Date	YYYY/MM/DD
Award Announcement Date	YYYY/MM/DD

Additional resources can be found at [www.bynder.com](http://www.bynder.com).







[www.bynder.com](https://www.bynder.com)