

TERMS OF REFERENCE

for contracting services for

the modernization of the current [AMConnected Platform](#) for the affiliate members

1. Introduction: the necessity of an improved AMConnected.

The UNWTO currently provide to its network of around 450 affiliated entities a dedicated platform -called [AMConnected](#) – that allows them to stay connected, communicate, share information and collaborate.

AMConnected has been developed and launched in 2019 and since then it has adequately served its purpose, to offer support to the affiliated entities to communicate and collaborate. However, in

the meantime the demands and expectations of the users have increased and consequently AMConnected no longer meets the requests and needs of UNWTO affiliate members, is becoming obsolete, being therefore essential to carry out a modernization of the current platform, much needed and requested by the affiliate members which are users of the platform.

2. Objective.

The objective is to provide to the Affiliate Members a new AMConnected Platform, consistently modernized compared with the current one, mainly by providing:

- a. **a more friendly interface with the users** (similar with the ones offered by the main social networks with whom the users are accustomed from the daily activity)
- b. **new tools** for easier and more effective communication, networking and collaboration, *and*
- c. versions both for **web browser** and **Mobile App**

Therefore, the new & modernized AMConnected platform shall:

- a. upgrade and **modernize all the current functionalities**.
- b. provide **additional modern tools** for communication and collaboration within the community of the Affiliate Members, which currently are not available.

3. Services to be provided.

In line with the UNWTO requirements, the company will provide the following services:

A. During the initial phase (first 2 months of the contract):

- **Initial analysis** of the UNWTO affiliate members ecosystem and of the current AMConnected capabilities. The outcomes of said analysis will constitute the key reference and basis for the design of the new modernized variant of the platform.
- **Design, development, and implementation of the new AMConnected platform**, which will be available:
 - both in **web variant** (and accessible from all the browsers) and as **Mobile App** (both for Android and iOS), this is **using a responsive web design**
 - both in English and Spanish
 - with license for up to 2,000 users

The new AMConnected must have at least the characteristics and functionalities indicated in **Annex I** of these Terms of Reference

- **Data migration.** Once the new AMConnected is ready for launching, it will be carried out a process of migration all data stored in the current AMConnected platform, that is:
 - The records/profiles of all approximately 450 UNWTO affiliated organizations;
 - The data of all (approximately) 900 users (persons) currently registered in AMConnected;
 - The entire content published by the UNWTO and by the users on the AMConnected platform since its launching in September 2019;
- **Launching** of the new AMConnected.
- Design and development of the graphic/video **materials for the presentation and promotion** of the new AMConnected, that is:
 - a Power Point presentation
 - a promotional video
- **Creation of the User's Guide** (including general guidelines on the use of the Platform and Guidelines on specific topics)
- **Initial training session for AMD staff**

B During the entire period of the contract:

- **Maintenance & back-office service** during the entire duration of the contract, ensuring the correct functioning of the platform, in full accordance with its design, and fixing any possible incorrect and/or anomalous functioning.
- Provide **assistance and guidance for the users** on all the issues related to the use of the platform.
- Provide **training, guidance and specialized support** to the staff of Affiliate Members Department (AMD) in charge with the operation of AMConnected.

- Provide at least two **(2) training sessions for the AMD team**.
- **Monthly statistics** and data on the activity within the AMConnected platform, to support the decision-making process.
- **Improvements and updates of the platform's functionalities** whenever necessary, based on the daily operation of the Platform and on the feedback of the users (customised reports, migration to new versions, etc.).
- **Service of energizing the use of the Platform** and permanent assistance to the user, which must include:
 - **Assignment of a person from the company** responsible for managing the user community and with offering support and guidance to AMConnected users, as well as with the activities and campaigns to encourage the active engagement of the affiliate members on the AMConnected platform.
 - **Preparation of contents on a weekly basis** (posts, promotional campaigns, various calls, invitations to events, etc.) to energize the platform, to stimulate the interest and engagement of users.

The content will be prepared by the person assigned by the company, based on inputs and suggestions from the AMD staff.
 - Layout and publication of OMT content
 - Preparation of User's Guide and organization of training sessions for new users
 - Permanent support and guidance to the users
 - Sharing best practices among the network of affiliate members

4. Contract period

Contract for **1(one) year**, with estimated start date September 1st, 2023

5. Requirements regarding the profile of the company and assigned staff

- **Previous verifiable experience in similar projects of the company.** The offers of those companies that can provide references of participation in projects of similar characteristics constitute an asset and will be positively scored.

In this regard, the bidder must provide very concrete and specific references to the similar project carried out and information on the name of the contracting company, telephone number and contact person, in order to allow UNWTO to check the information provided.
- **Professional/s assigned to the project.** The bidder must include in the offer precise information about the staff that will be assigned to the project, especially regarding the designated account manager and to the professional/s responsible to provide services and assistance for energizing the use of the platform: professional profile and

verifiable experience in similar projects, indicating those aspects that are related to his/her/their direct participation in the project and professional profile & skills.

6. Additional improvements.

All additional improvements, facilities and additional tools to the specifications described in Annex 1 that the bidder includes in his offer will constitute an asset and will be scored positively.

7. Hosting

The company must present a hosting recommendation based on the technical requirements of its proposal and must describe in detail the information related to the support of the platform: bandwidth, RAM, CPU, usable disk space, databases, backup capacity, backup service, follow-up, monitoring and alert, uptime, security and support to be used for the implementation and proper functioning of the Platform.

- Technical requirements:
 - o Data transfer: Minimum bandwidth of 1GB, preferably unlimited.
 - o Disk space: minimum 100 GB
 - o Minimum memory 1 GB, desirable 2 GB
 - o Minimum 1 CPU, desirable 2 CPUs
 - o Both memory and disk space will be considered very positively for the pay-as-you-go option, as well as the flexibility to increase the host on hot load peaks.
 - o It must allow a minimum of 100 simultaneous connections.
 - o High availability disk space
 - o Unlimited monthly traffic
 - o Uptime close to 99.9%
 - o Daily backups

The company must include among its maintenance tasks the performance of a cronjob for the daily backup.

8. UNWTO control over access to the content of the Platform and its content

UNWTO will have all the account information and administrative passwords necessary to be able to migrate the project once the contractual relationship with the provider has ended, if this were their decision or if, for their own or someone else's reason, the contractual relationship between them.

The following will be the property of the UNWTO: the Platform -with its public web components, private network and mobile App- the contents and everything related to the product in question.