



**Invitation to participate in a technical market dialogue
for
Cloud Services (PaaS)**

NRK MA2403/11E

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1. Introduction

Norwegian Broadcasting Corporation Ltd., subsequently named NRK, is the public broadcasting corporation in Norway with main responsibility to produce and distribute radio or television programs for the entire Norwegian population. NRK also delivers a comprehensive portfolio of Internet, mobile and text-TV content. Presently NRK employs approximately 3,500.

NRK has a nationwide activity, including 12 regional offices and is the country's largest media company.

NRK is one of Norway's largest web content providers with services such as nrk.no, yr.no and ut.no with estimated 2.800.000 unique users per week and 850 000 per day.

For more information about the activities please visit www.nrk.no.

We want to engage in dialogue with potential suppliers who can provide the desired services. In order to prepare the final Tender and specifications, and before the announcement of the actual competition, NRK will invite you to participate in a technical market dialogue.

As a governmental body, NRK is subject to comply with the Public Procurement Act and is therefore committed to follow the rules and regulations for public procurement. NRK wants with this Prior Information Notice to initiate a technical market dialogue on the future publication of PaaS Services.

2. Market dialogue purpose

NRK invites you to participate in a technical market dialogue and subsequently qualify for offering framework agreements for delivery for PaaS Services for NRKs web services.

With PaaS Services, NRK hopes to offer our audience a higher quality of experience for consuming web services and multimedia distributed over the open Internet. At the same time NRK needs to produce these services as cost effective and professional as possible in today's market. NRK believes that the best way to obtain this is goal by exploring the typical solutions described as "Platform as a Service". Subsequently this service is named "PaaS".

NRK needs to understand how PaaS partners could help us provide a distribution portfolio which will cover live and on-demand delivery of web services and multimedia content to the end users mainly in Norway. Although NRK believe to understand many of the different aspects regarding such services there is still series of questions to be answered (some listed in section 3.2). Principally NRK staff will be responsible for deployment and change management and will need tools to deploy, tune, monitor and maintain the applications from NRK's site in Oslo.

In an initial phase NRK believes that services like content delivery services such as NRKs web-pages consisting live and on-demand audio and video would best suited.

NRK believes the most important success factors for such a system will relate to the suppliers ability to deliver a "future-proof" and cost effective system with easy adoption to new platforms and devices, new user habits and new ways to present this type of content.

NRK is currently standardizing on the following technologies, Microsoft (dot)NET and SQL, Sun Java and/or PHP. Initially NRK wants to start the process of pushing (dot)NET services into the cloud.

The users on NRK's web services consist of an audience mainly situated in Norway. This traffic increases with a rate of 4 - 7% on a yearly basis. Furthermore NRK is continuously developing

new services which can largely influence the need for more capacity.

The supplier must be able to provide a high level SLA including; technical delivery, customer support, technical insight, network capacity and statistics in addition to the web distribution. Specific details of requirements will be given in the Tender documents to those who qualify for participation.

3. Technical market dialogue

3.1 Purpose

We want to engage in dialogue with potential suppliers who can provide the desired services. Therefore NRK will conduct a technical market dialogue in advance and before preparing the final Tender and specifications, and well before the announcement of the actual competition.

The purpose of such dialogue is to give an overall presentation of NRK's service needs related to the PaaS, and on this basis receive input from the supplier market to facilitate.

Primarily NRK wants to talk with existing suppliers of relevant media services as described in chapter 2, who is willing to share their knowledge and experience on the matter.

3.2 Areas of uncertainty

NRK acknowledge that these types of services are in an early phase and subsequently we do not know to which extent and speed we will take it into use. Never the less, NRK will need to have a framework agreement for such services. These are the main areas of our concern for insufficient information/understanding on the market situation.

- **Technical**
 - Deployment management – Automatic deployment
 - Capacity management - scalability during planned and unplanned peaks
 - Application lifecycle management – security, maintenance, NRK's ability to influence
 - Compatibility issues with existing CDN provider
 - Locations
 - Technologies supported
 - Type of support – Service desk and response levels offered
- **Commercial**
 - Price models – What structure and variations can NRK expect?
 - Commitments and minimum obligations
 - Scalability and price consequences
- **Legal**
 - Type of contracts acceptable to the suppliers
 - Suppliers Compliance with Norwegian laws and regulations

3.3 Scope and theme

It is our intention that the technical market dialogue will provide NRK with information about how the need for how PaaS services can best be used based on the technological solutions that are established in the market and developments in the near future.

The dialogue will not include discussion of eligibility requirements, selection criteria and award criteria nor will we include discussions of factors that may distort or otherwise affect competition for deliveries.

Accordingly, the dialogue will not include discussions of detailed / specific price, beyond general conditions such as to identify cost-driving elements.

3.4 Execution of the dialogue

NRK will carry out technical market dialogue as follows:

1. NRK will set up a public information meeting with the registered suppliers.
In this meeting we will present our needs and **the suppliers are expected to give a short presentation of their existing offerings and typical solutions / technologies that will be relevant.** Subsequent dialogue / Q & A session.
2. Individual meetings with the suppliers who request it, with the possibility of deepening and further clarification of both NRK's needs and suppliers' suggestions for possible solutions. **NRK will use their own discretion in limiting the number of suppliers for such meetings in order to give us increased knowledge.**

With the implementation of this technical market dialogue, NRK will strive to fulfil basic requirements of equal treatment set out in the rules and regulations of public procurement, so that it sought not to give any supplier a competitive advantage by:

- Influenced the design of requirements specification
- Influenced the design of the tender documents
- Achieve greater insight about the actual conditions
- Achieve a greater understanding of the client's wishes

Summing up, NRK will not seek to provide information or use the information received in a manner that provides a competitive advantage. Information advantages can be offset by giving the same information to other suppliers and give them sufficient time to submit a tender based on the information.

Suppliers should therefore be able to participate in this market dialogue in assurance that the principle of equal treatment will apply and that they, by participating in this dialogue, should not be prevented from participating in the following competition due to information received by or communicated to NRK.

4. Administrative provisions

Bellow you will find the administrative provisions for the suppliers.

4.1 Announcement

This prior announcement has been published **9. January 2012** at www.mercell.no (reference NRK-MA2403/11E) and at www.doffin.no as well as at TED (www.ted.publications.eu.int/official)

The Tender announcement will be conducted separately when it is defined after the completion of technical marketing dialogue in the spring of 2012.

4.2 Time plan

The dialogue is scheduled to be completed after the tentative and overall milestone schedule as given in the table below.

Activity	Date
Announcement of Prior notice	9. January 2012
Public information meeting with the registered suppliers (ref. section 3.4)	7. February 2012 10:00 am CET
Possible bi-lateral meeting with selected relevant potential suppliers	7. and 8. of Feb.2012
Scheduled announcement of Tender notice	Q1-Q2 2012

Explicit time schedules for the acquisition would be announced in the qualification-/Tender documents.

4.3 Communication regarding the dialogue

NRK manages its procurement processes and market dialogues in Mercell Pro Portal (www.mercell.no).

This will include the announcement, which this document is attached, the suppliers' registration to participate in the dialogue, following the dispatch of information and documentation, and submission of any documentation from the suppliers.

For questions about the use of the Mercell portal, please referred to Mercell Support on telephone +47 21 01 88 61 / +47 21 01 88 00 or e-mail: pro.norge@mercell.com .

4.4 Your required response to the RFI

Suppliers are asked to confirm the download of the invitation, and inform whether they intend to participate. This is communicated through the procurement portal www.mercell.no by using the button "I want to respond" preferably in less than 10 days after reading this.

You are also required to use the communication module to send us a message with names and position of the persons attending. Please observe that NRK would like to have the discretion of limiting the number of persons attending form each supplier.

Explicitly; you are not required to upload any documents in this stage of the process, even if the portal may generally indicate such.

4.5 Cost of participation

Suppliers participate and prepare presentations at their own expense and risk. NRK thus assumes no financial responsibility for the invested effort or other costs in connection with the preparation of an application for participation or the participation in the competition as such.