



# City of Cambridge

## PURCHASING DEPARTMENT

795 Massachusetts Ave. • Cambridge, Massachusetts 02139-3219

Amy L. Witts  
Purchasing Agent

TO: All Bidders

From: City of Cambridge

Date: April 4, 2016

Re: **File No. 7180- Redesign of the Sitecore Website for the IT Department- Addendum No. 1**

Please disregard the "License" section referenced on page 4 of the Invitation for Bid and replace with the following:

### **License**

- Second-party libraries, modules, plugins, etc., may be used pursuant to:
  - The granting of a perpetual license allowing use and modification of the library
  - The source code of the library, module, plugin, etc., is provided to the City in its entirety
  - City makes no claim of ownership to pre-existing libraries used in this project.
- Third-party libraries, modules, plugins, etc., may not be used without prior consent from the City.
- The City of Cambridge will be granted a perpetual license granting unlimited use of all source code and materials created through this engagement with rights including but not limited to: modification of code, use in future projects, and release of source code to the public domain.
  - The successful bidder retains all intellectual property rights to all code created through this engagement. For example, the successful bidder may re-use code created in this engagement in future projects for other customers.

**The following questions were submitted and answered.**

### **Question**

Does City of Cambridge have any specific thoughts or parameters regarding the architecture of their solution? For example, number of servers, type of hosting etc?

### **Answer**

The site currently consist of a set of four servers

1. CM server
2. CD server
3. QA server
4. Database server (SQL Server 2012)

These servers are hosted on-premises in our VM environment. Additional VMs can be provisioned as required for services such as Solr, MongoDB, etc. All servers involved are running Windows Server 2012 R2, and our solution targets .NET Framework 4.6.1.

**Question**

What is the current workflow for creating./editing a news item and publishing to the web?

**Answer**

Departments who publish news stories to the website typically store their news stories as descendants of their departmental homepage item. Content authors create an item from either the News Detail Page or HTML5 News Detail Page templates (identical, just different presentation) underneath their department's top-level News Archive List Page item. The content author enters content into the item, saves it, and executes the Publish Now workflow command (optionally executing the Submit workflow command first to send the item to a review queue) to publish the item to the live site.

**Question**

Is there currently any news item information that is stored in the SQL database that is not also in Sitecore? We are trying to determine if anything will need to be migrated from SQL to Sitecore when the move is made to SQLR.

**Answer**

All content stored in the external SQL database for news stories is pulled from Sitecore.

**Question-**

How many news items currently exist on the site, and what's the typical rate for creating new news items?

**Answer**

There are currently 2,551 items in our database across the two templates, adding on average 18 news items per week.

**Question**

Currently calendar items are interspersed though out the content tree. With the introduction of content buckets, can the event creation workflow be changed so that all events are created in a single location? Does City of Cambridge know of any logic that uses the current location of the event in the content tree?

**Answer**

The event creation workflow can be adjusted such that all events are stored in a single location. The owning department of a calendar event is currently inferred using the item's path, but this could be changed at the same time as the workflow (for example, by adding a droplink field to the event template to indicate the owning department.)

**Question**

Similar to news items, is there any document information stored in SQL that is not also stored in Sitecore?

**Answer**

As with news stories, all content stored in the external database comes from Sitecore.

**Question**

When documents are consolidated to a single location, will City of Cambridge be looking to implement a redirect strategy to maintain old URLs?

**Answer**

Yes, we will want to preserve old URLs for documents, news stories, and calendar events for some time. The solution can be as simple as a one-time generated set of IIS rewrite rules for each content type reorganized.

**Question**

When thinking of the “quick wins” mentioned in the bid, does City of Cambridge have any areas they would like to highlight as high value? Any business goals or KPIs you are looking to achieve via the implementation of 1:1 marketing? Has City of Cambridge conducted any type of research on their audience that might be used in the creation of personas or segmentation?

**Answer**

Our primary goal with our redesigned site is improved efficiency in connecting users to the content or services they’re looking for on our site. To that end, two areas come to mind:

1. The homepage mosaic (top of the attachment homepage-comp.jpg), either through personalized content (for now, only basic properties, such as “Is this a return visitor?”) or A/B testing of different tile designs.
2. The left navigation flyout menus (attachment homepage-comp-with-flyout.jpg), again possibly utilizing A/B testing to determine more efficient methods of item groupings, perhaps personalized content, analytics-based ranking, etc.

**Question**

Can we get some details regarding the current infrastructure? (e.g.) How many CD, CM servers are there for each environment?

**Answer**

Our environment consists of one CD server, one CA/CM server, and one QA server; each of these servers are virtual machines hosted within our VM environment, each host is running Windows Server 2012 R2. On the back end, the CA and CD servers are connected to a production SQL Server (SQL Server 2012) machine, while the QA server is connected to a test SQL Server (SQL Server 2012) machine. For this engagement, we can spin up a second QA server dedicated to the engagement if requested.

**Question**

Is there a source control tool that is currently being used?

**Answer.**

We operate a subversion (svn) server on our network for source control management: the vendor will be granted access to this repository for the duration of the project.

**Question**

Is there a deployment script/process currently being used?

**Answer**

Code deployment to environments is handled through Visual Studio's publishing tools. Hedgehog Development's TDS is used for Sitecore asset deployment, but it is not automated through the deployment process at this time.

**Question**

Is there a continuous integration server?

**Answer**

We do not utilize a continuous integration service.

**Question**

Is there a preapproved budget you are currently working with?

**Answer**

Not to exceed \$100,000.00

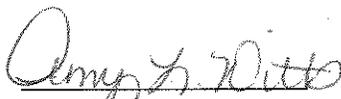
**Question**

To confirm, RFP responses are due next week by EOD 7<sup>th</sup> correct?

**Answer**

All bids must be delivered to the Office of the Purchasing Agent by 11:00 AM on Thursday, April 7, 2016.

**All other details remain the same.**



Amy L. Witts  
Purchasing Agent

**Addendum No.1**