



INVITATION FOR REQUEST FOR PROPOSAL FOR
DEVELOPMENT OF NEXTGEN MARKETING TECHNOLOGY PLATFORM
FOR LIFE INSURANCE CORPORATION OF INDIA
(Ref: LIC/CO/IT/DT/2024/RFP/03 Dated: 18.07.2024)

Pre-Bid Query Responses 2

Sr. No.	RFP Document Reference (Section & Page No.)	Clause (in brief) of RFP requiring clarification(s)	Query in reference to the clause	LIC Response / Clarification
1	5.2 Stage 1 – Bidder Eligibility Criteria - page 97-98	Client Reference for Bidder - Bidder must have implemented and managed the MarTech capabilities described in this RFP with at least 1 crore active users.	Request to kindly change to- Bidder must have implemented and managed the MarTech capabilities described in this RFP with at least <u>in the range of 2-4 million</u> users.	Please be guided by the RFP
2	5.2 Stage 1 – Bidder Eligibility Criteria page 97-98	Purchase Order/Work Order/Invoice or letter from the Client on his letterhead, bidder to provide references for implementation of Campaign Management/ Customer Engagement/Marketing Automation. Confirmation of implementation from the Client will also be accepted. Client Reference with contact details (Reference of each of the PO should contain the information like Name, address of the Organization, contact person, mail IDs etc.) The bidder should also submit user acceptance report. Details to be submitted in Form T4 along with the documentary evidence like copy of the purchase order(s), work order or certificate from the customers etc.	Request to kindly allow self declaration letter from the bidders side on the experience asked or email from end customer, this request is for the reason that specific NDAs etc. are signed by the end customer and for the reason the extracts of PO/Wos cannot be shared	The Bidder Name, Client Name, Contract Date and Duration, Scope of Work/Job undertaken should be clear on the Documentary evidence submitted. Other confidential details can be masked. In case overseas clients are not willing to use LIC’s Client Reference format (Form T-4), the bidder may submit client references in the client’s desired format, provided that the following details are clearly mentioned: 1. Date of Purchase Order (PO) 2. Duration of Project 3. Status of Project (Completed/Ongoing) 4. Scope of Work relevant to the RFP requirements.

Sr. No.	RFP Document Reference (Section & Page No.)	Clause (in brief) of RFP requiring clarification(s)	Query in reference to the clause	LIC Response / Clarification
3	Table 2: Technical Evaluation Criteria - Page 100	<p>Bidder's Experience – The bidder should share a production live case study showing in detail relevant project with the proposed tech components utilizing Campaign Management. Marks will be awarded basis the relevance of the scope of work to this RFP and the specificity of the case study on the topics mentioned below.</p> <ol style="list-style-type: none"> 1. Scope of work performed (as defined in the RFP) - 2 marks 2. Robustness & scalability of solution architecture design – 1 mark 3. No. of active users – 3 marks <p>The case study will carry a maximum of 6 marks. The case study should not exceed 10,000 words.</p>	<p>Request to change to: Bidder's Experience – The bidder should share a production live case study showing in detail relevant project with the <u>similar</u> proposed tech components utilizing Campaign Management. Marks will be awarded basis the relevance of the scope of work to this RFP and the specificity of the case study on the topics mentioned below.</p> <ol style="list-style-type: none"> 1. Scope of work performed (as defined in the RFP) - 2 marks 2. Robustness & scalability of solution architecture design – 1 mark 3. No. of active users – 3 marks <p>The case study will carry a maximum of 6 marks. The case study should not exceed 10,000 words.</p>	Please be guided by the RFP
4	Table 2: Technical Evaluation Criteria - Page 100	<p>Bidder's Experience – The bidder should share a production live case study case study showing in detail relevant project with the proposed tech components utilizing AB/MVT. Marks will be awarded basis the relevance of the scope of work to this RFP and the specificity of the case study on the topics mentioned below.</p> <ol style="list-style-type: none"> 1. Scope of work performed (as defined in the RFP) - 0.5 marks 2. Robustness & scalability of solution 	<p>Bidder's Experience – The bidder should share a production live case study case study showing in detail relevant project with the <u>similar</u> proposed tech components utilizing AB/MVT. Marks will be awarded basis the relevance of the scope of work to this RFP and the specificity of the case study on the topics</p>	Please be guided by the RFP

Sr. No.	RFP Document Reference (Section & Page No.)	Clause (in brief) of RFP requiring clarification(s)	Query in reference to the clause	LIC Response / Clarification
		architecture design – 0.5 marks 3. No. of active users – 2 marks The case study will carry a maximum of 3 marks. The case study should not exceed 10,000 words.	mentioned below. 1. Scope of work performed (as defined in the RFP) - 0.5 marks 2. Robustness & scalability of solution architecture design – 0.5 marks 3. No. of active users – 2 marks The case study will carry a maximum of 3 marks. The case study should not exceed 10,000 words.	
5	Table 2: Technical Evaluation Criteria - Page 100	Bidder's Experience – The bidder should share a production live case study case study showing in detail relevant project with the proposed tech components utilizing Audience Management. Marks will be awarded basis the relevance of the scope of work to this RFP and the specificity of the case study on the topics mentioned below. 1. Scope of work performed (as defined in the RFP) - 0.5 marks 2. Robustness & scalability of solution architecture design – 0.5 marks 3. No. of active users – 2 marks The case study will carry a maximum of 3 marks. The case study should not exceed 10,000 words.	Bidder's Experience – The bidder should share a production live case study case study showing in detail relevant project with the <u>similar</u> proposed tech components utilizing Audience Management. Marks will be awarded basis the relevance of the scope of work to this RFP and the specificity of the case study on the topics mentioned below. 1. Scope of work performed (as defined in the RFP) - 0.5 marks 2. Robustness & scalability of solution architecture design – 0.5 marks 3. No. of active users – 2 marks The case study will carry a maximum of 3 marks. The case study should not exceed 10,000	Please be guided by the RFP

Sr. No.	RFP Document Reference (Section & Page No.)	Clause (in brief) of RFP requiring clarification(s)	Query in reference to the clause	LIC Response / Clarification
			words.	
6	Table 2: Technical Evaluation Criteria - Page 101	Bidder will be evaluated based on coverage of features by OEM Tools 1. Campaign Management System: Functional requirements - 7 marks 2. Audience Management System: Functional requirements - 4 marks 3. AB/MVT Tool: Functional requirements - 4 marks 4. Non-functional requirements (across Campaign Management, Audience Management & AB/MVT tools) - 6 marks	Request to allow to bring in coverage of features of similar OEM tools	Bidder will be evaluated basis the features of the OEM tool they propose as part of the bid submission
7	Table 2: Technical Evaluation Criteria - Page 101	OEM Capability – 1. Experience with other clients - Implementation of campaign management/customer engagement/marketing automation for other clients in last 3 years, since Jan-21 - 10 marks 2. Experience with implementing campaign management/customer engagement/marketing automation for a large active user base - 8 marks	Request to allow to bring in similar OEM capabilities	Bidder will be evaluated basis the features of the OEM tool they propose as part of the bid submission
8	Table 2: Technical Evaluation Criteria - Page 101	Robustness of the proposed solution architecture & project planning 1. Overall solution design, set-up & Integration/interoperability across other tech solutions - 4 marks 2. Project planning, milestones and delivery management plan and backlog management and development methodology - 10 marks	Request to change to: Robustness of the <u>similar</u> proposed solution architecture & project planning 1. Overall solution design, set-up & Integration/interoperability across other tech solutions - 4 marks	Bidder will be evaluated basis the solution architecture & project planning approach they propose as part of the bid submission

Sr. No.	RFP Document Reference (Section & Page No.)	Clause (in brief) of RFP requiring clarification(s)	Query in reference to the clause	LIC Response / Clarification
			2. Project planning, milestones and delivery management plan and backlog management and development methodology - 10 marks	
9	Table 2: Technical Evaluation Criteria - Page 101	<p>Bidder will be evaluated based on their proposed Managed Services and Maintenance plan for the marketing automation platform.</p> <ol style="list-style-type: none"> 1. Planning and refinement of overall marketing activities/campaigns strategy 2 marks 2. Setup and deployment (incl. configuration, customization, and integrations) of campaigns/activities within respective tech platforms - 2 marks 3. Monitoring, reporting, and optimization of marketing activities/campaigns 1 mark 	<p>Request to change to: Bidder will be evaluated based on their <u>similar</u> proposed Managed Services and Maintenance plan for the marketing automation platform.</p> <ol style="list-style-type: none"> 1. Planning and refinement of overall marketing activities/campaigns strategy 2 marks 2. Setup and deployment (incl. configuration, customization, and integrations) of campaigns/activities within respective tech platforms - 2 marks 3. Monitoring, reporting, and optimization of marketing activities/campaigns 1 mark 	<p>Bidder will be evaluated basis the managed services & maintenance plan they propose as part of the bid submission</p>
10	T4	Documentary Evidence submitted for client reference should reflect the contract start date during last 3 years	We request LIC team to allow all on-going/concluded projects/Engagements in the last 3 years.	Please refer to the corrigendum
11	Critical dates	Submission dates	Current Bid submission date is 30th August 2024, we request an extension of 3 weeks to 20th	Please refer to the corrigendum

Sr. No.	RFP Document Reference (Section & Page No.)	Clause (in brief) of RFP requiring clarification(s)	Query in reference to the clause	LIC Response / Clarification
			September 2024. This is needed to get best in class solution for LIC	

Note: All other terms and conditions, forms of the RFP document remain unchanged. In case of any ambiguity, the RFP document will stand.

Date: 23rd August 2024
Place: Mumbai

Executive Director
(IT & Digital Transformation)