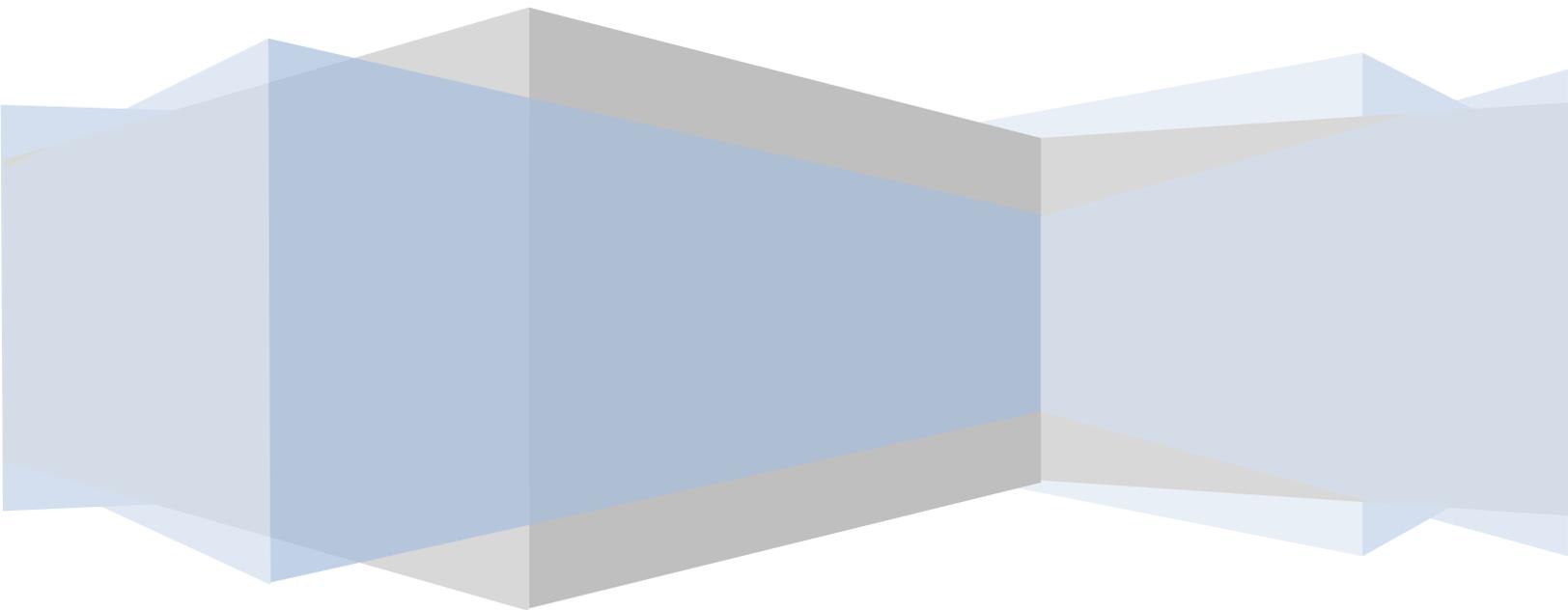




Request for Proposal

Website Redesign and Management





Bermuda Economic Development Corporation

www.bedc.bm

Sofia House, 48 Church Street,
Hamilton HM11, Bermuda

Telephone: (441) 292-5570
Fax: (441) 295-1600

BEDC – RFP 2017/01

9 June 2017

Request for Proposals

BEDC Website Re-design and Management

1. Executive Summary

- 1.1 The Bermuda Economic Development Corporation (BEDC) is seeking to redesign, develop and arrange hosting services for the BEDC web site. The existing BEDC web site was developed in 2015. The website is maintained by in-house resources and on occasion the developer using an open source Content Management System called “Joomla”.
- 1.2 The BEDC has an existing custom Business Register that maintains client information. The BEDC is in the process of identifying an “off the shelf” solution to provide the same and enhanced functions as its existing Business Register. The website will need to interface with the new Business Register. The selected vendor will be advised when a system has been selected to ensure that the website will be able to interface with the Register. See Appendix D for functions of the Register.
- 1.3 The following guidelines outline the process by which BEDC will elicit and evaluate proposals and award a contract.

2. Submission Deadline

Vendor proposals must be submitted by **5:00 pm Friday, July 7, 2017**. Proposals received after the deadline will be deemed non-compliant and will not be considered.

3. Proposal Submission

- 3.1 Proposals may be submitted via email to rjones@bedc.bm, with a copy sent to jlodge@bedc.bm. Emails that contain RFP proposal submissions should contain the following information in the subject line: “**BEDC Website RFP – <Company Name>**”.
- 3.2 Proposals may also be mailed or hand delivered to the following address:

**Bermuda Economic Development Corporation
Sofia House
48 Church Street
Hamilton HM 12
Bermuda
Attention: R. Jones**

- 3.3 All proposals and accompanying materials shall become the property of the BEDC upon receipt and will not be returned.
- 3.4 All conditions contained within this RFP shall be considered accepted by vendors that participate in this solicitation.
- 3.5 All information submitted with the RFP will be kept confidential. The BEDC is not obligated to award orders or contracts to vendors that participate in the RFP process.
- 3.6 Provisions of this RFP and the contents of the successful proposal may be included in the final contract.

4. Vendor Response Requirements

- 4.1 A description of BEDC's vision of the website redesign and Business Register project is set forth in the Statement of Requirements included in this RFP. The Project Scope is also included in the RFP. Vendors should contemplate and incorporate the details of both the Project Scope and Statement of Requirements in their proposal submissions.
- 4.2 **Submissions must include the following information:**
 - 4.2.1 **Project Methodology** – A description of the proposed approach for conducting the requirements, website and application development processes and/or phases must be included. The description should set-out the methodology for elicitation, analysis, documentation and validation of project requirements, as well as the processes that will be used to coordinate the design, development, tests and production implementations.
 - 4.2.2 **High Level Project Plan** – This will show how the vendor proposes to approach the project and will comply with the cost schedule referred to in paragraph 4.2.6 below.
 - 4.2.3 **Proposed Subcontracting Plan** – The name, address and payroll tax id number of any proposed subcontractor must be included. Additionally, the proposal must identify specific tasks, if any, that will be assigned to the subcontractor(s). The BEDC reserves the right to evaluate and refuse the use of any subcontractor.
 - 4.2.4 **Proposed Responsibilities of the BEDC** – A list of any proposed tasks/expectations of the BEDC must be included in the proposal.

- 4.2.5 **Technology Questionnaire** – The Technology Questionnaire attached to this RFP as Appendix A must be completed in its entirety. If the use of subcontractors is proposed, each subcontractor must provide responses to the questions included in the questionnaire that related to their proposed project tasks. Proposal submissions that contain incomplete Technology Questionnaires will be considered non-compliant and will not be considered for the contract award.
- 4.2.6 **Cost** – A statement of the total estimated costs for the website redesign and development as well as the Business Register enhancement, support and execution of change requests must be provided. The cost statement should include, but not be limited to, a breakdown of hourly and daily rate(s) billable in Bermuda dollars and an estimated number of hours and days through completion of the project. A cost schedule must be included that contains a breakdown of phases and tasks associated with the time and costs. If the proposal excludes costs related to certain requirements and/or services, a detailed description of said items and an explanation as to why they were omitted must be provided.
- 4.2.7 **Social, Environmental and Economic Factors** – The proposal must include the following information:
- 4.2.7.1 Percentage of workforce that is Bermudian;
 - 4.2.7.2 A statement regarding whether the vendor currently offers or is willing to offer an apprenticeship or other training position;
 - 4.2.7.3 A copy of the vendor’s environmental policy if one exists;
 - 4.2.7.4 A statement regarding whether the vendor has participated in any training or programs related to business skills.
- 4.2.8 **Signature** – The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- 4.2.9 **Confirmation of Non-Collusion** – The proposal must contain a Certification of Confirmation of Non-Collusion signed by a duly authorized officer or agent of the company submitting the proposal.

5. Pre-submission Information

All inquiries regarding this RFP must be made by email with “BEDC Technology RFP Inquiry” in the subject line, by **June 23, 2017**. Please send all inquiries to rjones@bedc.bm with a copy to jlodge@bedc.bm. All vendors will be notified of the inquiries, without identifying the source, along with the response provided by the BEDC.

6. Vendor Responsibility

It is the responsibility of the vendor to ensure that it has a thorough understanding of the instructions and requirements set forth in this RFP. If additional information or

clarification is needed, questions should be submitted in writing as described in section 5 above.

7. Amendments

Prior to the submission deadline, the BEDC may modify, amend or revise any guidelines and/or requirements within this RFP. The BEDC will notify all vendors in writing of any change(s) to the RFP, including any change to the submission deadline and/or any subsequent date for new submissions.

8. Evaluation Process

- 8.1 All proposals submitted to the BEDC will be evaluated in a two-stage process. The first stage will result in a short list of prospective vendors. The short listed vendors may be asked to attend an interview and present their proposals before the BEDC RFP scoring committee.
- 8.2 Proposals will be evaluated based on responsiveness to the requirements of this RFP as well as the quality and effectiveness of the proposal.
- 8.3 It is anticipated that the successful vendor will be selected by **July 31, 2017**. All vendors who submitted proposals will be notified of the identity of the successful vendor.

9. Contract

Execution by the successful vendor of a contract that outlines the terms, scope of work and costs will be required. The project will initiate after the contract has been fully executed. The BEDC shall incur no costs or liability to any vendor prior to initiation of the project. All contracts are subject to a final review by the BEDC advisory committee and/or board of directors.

10. Acceptance and Authority to Cancel the RFP

The BEDC will not be obliged to accept the lowest price or any of the proposals submitted during this process. Each vendor acknowledges and agrees that the BEDC will have no liability or obligation to any vendor, except to the vendor awarded a contract, if any. The BEDC reserves the right to cancel this RFP without any obligation or reimbursement for cost, materials or time allocated to vendor response preparation.

11. References and Qualifications

Before awarding a contract, the BEDC reserves the right to require the vendor to submit evidence of qualifications it deems appropriate. This evidence may include references from prior customers, information regarding business ownership and financial soundness and relevant technical experience of the vendor.

12. Delivery

12.1 A public notice will be posted in the paper and on our website. This RFP can be downloaded from our website. The RFP will also be sent out through our Business Register. In addition it will be delivered via email upon request.

13. General

13.1 All proposals will be considered final upon receipt. No additions, deletions, corrections or adjustments will be accepted after submission.

13.2 Proposals received after the submission deadline will be deemed non-compliant and categorized as a “NO BID”. The time stamp for proposals submitted electronically will be that of the BEDC mail server. It is the vendor’s responsibility to allow sufficient time for electronic transmission and/or physical delivery of their proposal.

13.3 Following award and acceptance of the final contract, payments will be made in accordance with the terms and conditions set forth in the final contract.

14. Project Authorities

Executive Sponsor	Erica Smith, Executive Director of BEDC
Contract Authority	Ray Jones, Finance Director
Project Driver	Jamillah Lodge, Information, Education & Communications Officer

15. Summary of Key Dates

Request for Proposals published	June 12, 2017
Deadline for inquiries	June 23, 2017 5:00pm (AST)
Submission Deadline	July 7, 2017 5:00pm (AST)
Vendor selection (this date subject to change and respondents will be notified accordingly)	July 31, 2017

Project Scope

1. Introduction

- 1.1 The BEDC website provides information about the organization's mission, goals and services provided to small and medium-sized businesses in Bermuda. The BEDC is seeking to redesign its web presence to reflect a more comprehensive representation of its current mission and services, as well as to incorporate the latest website technologies. The selected vendor will also need to be able to host and maintain the website.
- 1.2 The successful vendor will develop a response for the proposed project scope outlined below.

2. Project Concept

- 2.1 This project will refresh the appearance, structure, content presentation and underlying web technologies of the BEDC website, as well as provide on-going technical support and maintenance in accordance with negotiated service level agreement(s).

3. Problem/Opportunity

- 3.1 An opportunity exists to redevelop the BEDC website to better reflect the mission of BEDC and its services, as well as to incorporate the latest web technologies.
- 3.2 Upon successful completion of the website redesign, the BEDC will assume responsibility for most of the web site content maintenance. All content, coding and graphics will become the sole property of the BEDC.

4. Scope

- 4.1 The overall scope of this project is to access existing website and/or completely redesign the BEDC web site if deemed necessary to achieve the required functionality. Internal BEDC staff will create and deliver the website content to the web development firm.
- 4.2 The detailed scope should include, but is not limited to the following criteria (may change during project life-cycle):
 - 4.2.1 Perform an analysis of the current website and determine whether a more user-friendly alternative exists.
 - 4.2.2 If an alternative exists, the developer will:
 - 4.2.2.1 Implement the new CMS as the standard for the BEDC website content management;
 - 4.2.2.2 Provide the associated software licenses (if applicable);and
 - 4.2.2.3 Provide training and related materials for the CMS.
 - 4.2.3 Develop the project approach methodology (similar to Software Development Life-cycle).
 - 4.2.4 Manage project and develop a Project Plan.

- 4.2.4.1 Create task and/or work break down structure (WBS);
- 4.2.4.2 Estimate task duration; and
- 4.2.4.3 Milestone identification and timeline development.
- 4.2.5 Design, develop, test and implement the new BEDC website.
 - 4.2.5.1 Create a data dictionary of the website. This data dictionary should include fields, data types and sizes, table and column names and relational information (links, triggers, etc.).
 - 4.2.5.2 Collaborate with the BEDC during all phases of the website development life-cycle.
 - 4.2.5.3 Each phase must be approved by the BEDC prior to continuation of the project life-cycle.
- 4.2.6 Design, develop, test and implement a systematic interface with the BEDC Business Register, once it is identified.
- 4.2.7 After re-development of the website, it will be tested by BEDC staff members. All identified defects should be remediated prior to the project being categorized as a success.
- 4.2.8 Upon successful completion of the Website, the BEDC will assume responsibility for maintaining the data within the application. All application code files, databases, scripts and queries are the sole property of the BEDC.

5. Contacts

It is anticipated that the following contacts will need to be consulted during the development of vendor responses:

Jamillah Lodge – Information Education & Communications Officer, BEDC

Ray Jones – Finance Director, BEDC

Statement of Requirements

1. Introduction

This document describes the functional and non-functional requirements of the BEDC website redesign and application maintenance.

2. Business Overview

2.1 *Background*

The Bermuda Economic Development Corporation (BEDC) was established in 1980 as the Bermuda Small Business Development Corporation (BSBDC). This joint venture between Bermuda's banks and the Government was formed to actively assist the development of a strong, well-managed and prosperous small business sector in Bermuda. In 2011, the BSBDC Act was amended to expand its remit. As a result the BSBDC changed its name to BEDC to encompass its expanded legislation. Under the new legislation the Corporation performs the following functions:

- a. the granting of loans or other forms of financial assistance, to assist persons in establishing, carrying on or expanding small businesses, medium-sized businesses and entities within economic empowerment zones;
- b. the provision of technical advice or assistance to persons who are seeking or who are granted financial assistance;
- c. to operate and manage markets;
- d. to oversee and manage the development and implementation of the economic empowerment zones; and
- e. the maintenance of a Register of Small Businesses, Medium-Sized Businesses and Economic Empowerment Zone Business Entities,

Under the BEDC Act 2011, a "Small business" is defined as: Bermudian – owned and managed, operating locally, having an annual gross payroll not exceeding five hundred thousand dollars (\$500,000) and having annual sales revenues of less than one million dollars (\$1,000,000).

Under the BEDC Act 2011, a "medium sized business" is Bermudian owned & owner operated – business enterprise with at least three of the following attributes:

- a. Gross annual revenues between \$1 million and \$5 million
- b. Annual payroll between \$500K and \$2.5 million
- c. A minimum of 11 and a maximum of 50 employees
- d. In operation for a minimum of 10 years
- e. Net Assets of less than \$2.5 million

PRODUCTS AND SERVICES PROVIDED BY THE BEDC

Loan Guarantee Programme: While not a bank, the BEDC will consider acting as a guarantor for a portion of a bank loan for small businesses that appear viable and where the creditworthiness of the borrower is sound. As guarantor of last resort, the BEDC can guarantee up to 50% of the agreed loan amount to a maximum of \$200,000.

Micro Loan Programme: The BEDC will offer a 100% guarantee on up to \$10,000.00 loans to qualified applicants. The Micro Loan is designed to assist start up and businesses with inventory purchases and/or capital items directly related to increasing sales or services.

Letter of Credit: BEDC has partnered with HM Customs and has allocated \$200,000 in funds annually to be used to facilitate lines of credit in amounts up to a maximum of \$10,000 to assist businesses in importing goods for retail sale in Bermuda. The BEDC will offer a 100% guarantee letter of credit to assist qualified applicants in securing a HM Customs Line of Credit to defer payment of duty

Management of established Economic Empowerment Zones and related products (Payroll Tax, Customs Duty Deferral)

Technical advice: Our officers are experienced professionals who can provide business management advice on a variety of issues, including:

- a. Developing a business plan
- b. Bookkeeping/accounting
- c. Managing cash flow
- d. Inventory and stock controls
- e. Expense and overhead controls
- f. Developing marketing and communication strategies
- g. Relevant taxes and Government regulations
- h. Lease arrangements
- i. Insurance requirements
- j. Staffing issues/policies

Resource Library: the BEDC's library contains tapes, videos, CD ROMs, books and periodicals, all focused on small business management issues such as business planning tutorials, strategic planning advice, customer service training and more.

Relationships: the BEDC has direct access to many organizations, professional groups and Government departments, which enables it to ensure that the advice provided is accurate and up-to-date. No question is considered unimportant and we are committed to assisting all entrepreneurs who seek guidance.

2.2 Business Benefits

Website Redesign

The primary objective of the website redesign is to continue to build brand identity, awareness, and interest in the organization and the services it provides.

Our Vision

- a. Maximize web-based technologies
- b. Build member loyalty and enhance customer relationships
- c. Improve program delivery and service
- d. Provide focused web-based solutions
- e. Leverage human capital
- f. Increase market share

Benefits of Website

- a. Increase awareness of the BEDC mission and promote involvement through programs
- b. Retain current members and program participants and gain new ones

- c. Strengthen relationships with community partners, donors, members, program participants and staff
- d. Improve external business efficiencies
- e. Present comprehensive information and resources in an easy to use format (documents and video)
- f. Increase site promotion activities
- g. Integrate brand messaging
- h. Deliver a consistent image
- i. Deliver a scalable, maintainable foundation

3. Vision of the Project

3.1 Vision Statement

The BEDC envisions user-friendly online service that provides comprehensive information on the BEDC’s mission and services and incorporates new features that make the management of business and client data more efficient. This project will create a systemic interface between the BEDC website and its Business Register (once selected) that will enable visitors to self-register businesses and/or express an interest in the services provided by the organization. Ultimately, these enhancements should decrease the level of effort BEDC officers spend on client data management and allow them to direct more of their efforts to organizational goals.

3.2 Audience

The redesigned website will be accessible to the general public, but the target audiences are individuals with the desire to operate a business in Bermuda. Most of these individuals are local; however some individuals are based abroad.

The following is a list of the project stakeholders:

- a. Current members
- b. Prospective members
- c. Government entities
- d. Small business owners
- e. Medium sized business owners
- f. Sponsors
- g. Volunteers
- h. Community members
- i. Employees

3.3 BEDC Website Functional Requirements

Reference Number	Description	Proposed Definitions
3.3.1	Website Content Maintenance - Non-Technical Staff	Perform analysis on current Content Management System (CMS) and determine whether a more user-friendly (i.e. non-technical) alternative exists. If so, implement, document and train in-house staff on the new CMS.

3.3.2	Conversion of Original Website Content.	The existing website content (www.bedc.bm) should be converted into the new website format, (if applicable – as identified by the BEDC).
3.3.3	Maintain Ecommerce Capabilities.	The website must maintain the ability to process online registration and payments for events and seminars sponsored by BEDC.
3.3.4	User Friendly Design – Easy to Navigate.	The homepage should provide links to core content by 1 click and should provide access to all information within no more than 3 clicks.
3.3.5	Robust Search Capabilities	The website should contain search capabilities that enable users to easily locate desired content by executing queries (keywords and/or phrases).
3.3.6	Office Locator	The website should provide a mechanism that grants users the ability execute a query to locate BEDC offices.
3.3.7	Universal Browser Compatibility	The website must be compatible with all major browsers. This includes, but is not limited to: <ul style="list-style-type: none"> a. Internet Explorer b. Chrome c. Firefox d. Safari e. Opera f. Mobile
3.3.8	All Pages and/or Content Must Load Efficiently	All website content and functional pages must be designed to load within 6 seconds or less. (Please assume 1.0 Mbit download and 384 Kbit upload is the user's available bandwidth when performing website optimization).
3.3.9	Meet Functional Requirements by Using Server-side Technologies	All website behavioural / functional requirements in this document, as well as those developed during the requirements elicitation process, should be designed using server-side technologies. Subsequently, web-browser add-ons and/or plug-ins should not be used to satisfy any requirements.
3.3.10	Ability to Capture Unique Visitor Information	The website must provide a simple web application that can capture the information for potential clients interested in BEDC services and store the subsequent data in Business Register database. The following data should be captured and stored: <ul style="list-style-type: none"> a. Name b. E-mail Address c. Areas of Interest d. Demographic Profile (criteria to be determined during requirements development)
3.3.11	Provide the Ability for Users to Self-Register Business	The website must provide a simple business registration web application that enables users to register their businesses via a form. It should capture and store the subsequent data in the Business Register database. The detailed workflow of the registration process will be determined during the requirements definition process. The

		<p>form fields should capture the following information:</p> <ol style="list-style-type: none"> Business Owner Business Address Business Phone Numbers(s) Business Type – Validated field (via drop-down) Business Status Year Started
3.3.12	Website Must Interface with Business Register	The website must have the capability to create records in the Business Register’s database with the data captured in requirements 3.3.10 and 3.3.11.
3.3.13	Website Must Provide Sitemap	The website homepage must contain a link to a sitemap that will assist with page references and locating specific website content.
3.3.14	Provide Advanced On-site Web Analytics Tool	<p>Provide a mechanism for the measurement, collection, analysis and reporting of BEDC website traffic. This mechanism should include but not be limited to:</p> <ol style="list-style-type: none"> Overall Traffic Analysis Session Statistics Bounce Rate Unique Visitor Repeat Visitor Click Path Analysis Visitor Analysis Page Views Entry Pages Top Pages Exit Rate / % Exit Length of Stay on Pages Technical Analysis

3.4 BEDC Website Non-Functional Requirements

Reference Number	Description	Proposed Definitions
3.4.1	Website Design should be Visually Appealing	The look and feel of the website must be attractive.
3.4.2	Site will Retain Current URL	The redesigned website will be accessible at www.bedc.bm .
3.4.3	Provide Robust Security for Sensitive Information	The developer will provide the BEDC with recommendations for securing the sensitive information that will reside in the new website (i.e. client contact information, tax id numbers).

		Recommendations should include secure authentication methodologies and encrypted file transfer protocols that could be used for interfaces.
3.4.4	Develop Effective Page Headers	The developer will work with the BEDC to develop website headers that maximize search engine optimization (keywords, phrases, etc.).
3.4.5	Website Style and Content Layout	The developer will recommend the website layout and design for site navigation, content and sitemap. This should include colour and preformatted style sheets or templates. These recommendations will be refined and vetted by the BEDC. The design, layout and styles that will be included in the initial release should be prototyped and presented to BEDC for final approval.
3.4.6	Content Creation and Finalization	The bulk of the content will be converted from the existing website, but the BEDC will produce any edits, additions and omissions. The developer will recommend refinements to the website content that leverage the website design requirement in 3.3.1.
3.4.7	Website Availability Monitoring	The developer will recommend a mechanism for monitoring website availability (status: up or down) and notifications in the event of catastrophic failures (website goes down and is not available).
3.4.8	Disaster Recovery	The developer must develop a disaster recovery plan that includes periodic back-ups which could be used, in case of a failure, to restore the website and business registration application.
3.4.8	Website Documentation	The developer must provide detailed documentation of the methods used to build the website. Documentation describing how to access and edit the web application responsible for capturing client information must be provided to the BEDC.
3.4.9	Support and Documentation	The developer will provide a cost estimate and sample service level agreement for supporting the website during the first 2 years after the initial release. This should include the drafting of technical documentation that enables the BEDC to perform routine maintenance, monitor availability and

		in the event of a catastrophic failure, execute a complete restore. Note: The service level agreement will be entered into as a separate agreement/contract.
3.4.10	Training	The developer must provide training to the BEDC staff responsible for maintaining the website.

Appendix A Technical Questionnaire



BEDC RFP
Technology Questionnaire

Appendix B

CERTIFICATE OF CONFIRMATION OF NON-COLLUSION

Notes for the tenderer/bidder

The essence of Open Tendering is that the Government of Bermuda shall receive bona fide competitive Tenders from all persons Tendering. In recognition of this principle, all companies submitting a tender will be required, by way of the signature of the Company Principle, state their agreement to the statements below, which indicates that the tender has been submitted without any form of collusion.

The Certificate of Confirmation of Non-Collusion is a mandatory requirement from all bidders. Any bids submitted which do not include a signed copy of the Certificate will be wholly rejected and will not be included in the evaluation process.

If it is later found that the undertakings made below have been breached at any stage of the process, the bidder will be expelled from the process immediately. In the event that this is discovered after a contract award, legal action may be taken against the bidder and/or any party involved in the matter.

False submissions may also exclude the bidder, and any other person or company involved in collusion, from bidding for future contracts tendered by the Government of Bermuda.

Confirmation of non-collusion

I/We certify that this is a bona fide Tender, intended to be competitive and that I/We have not fixed or adjusted the amount of the Tender or the rates and prices quoted by or under or in accordance with any agreement or arrangement with any other person.

I/We confirm that we have not received any additional information, other than that contained within the tender pack, or supplementary information provided to all bidders.

I/We also certify that I/We have not done and undertake that I/We will not do at any time any of the following acts:

- (a) communicating to a person other than the tender administrator the amount or approximate amount of my/our proposed Tender (other than in confidence in order to obtain quotations necessary for the preparation of the Tender for insurance) or
- (b) entering into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any Tender to be submitted; or
- (c) offering or agreeing to pay or give or paying any sum of money, inducement, gift /hospitality or valuable consideration directly or indirectly to any person in relation to this tender.

Signed

Date _____

Printed Name and Title

_____ Company Name

Date _____

Printed Name and Title

_____ Company Name

Appendix C

Existing BEDC Website

The screenshot displays the BEDC website interface. At the top, there is a browser window with the URL <https://www.bedc.bm>. The website header includes the BEDC logo (BERMUDA Economic Development Corporation), a search bar, and social media icons for Facebook and Twitter. A navigation menu lists: HOME, ABOUT US, SERVICES, RESOURCES, EVENTS, MEMBERSHIP, MEDIA, CONTACT US.

The main content area features a large image of Bermuda dollar bills. To the right of the image are three promotional cards:

- FREE Advice:** Get access to thousands of dollars in advice for your business **FREE!** [Read More](#)
- Guarantee:** Receive up to \$200,000 in collateral to finance your business **NOW!** [Read More](#)
- Seminars:** Offering various business seminars. [Read More](#)

Below the main content is a secondary navigation menu: HOME, ABOUT US, SERVICES, RESOURCES, EVENTS, MEMBERSHIP, MEDIA, CONTACT US.

The footer section is divided into several columns:

- UPCOMING EVENTS:** (Empty)
- HIGHLIGHTED CLIENTS:** Features a photo of children and a text block for "First Fruits Day Care is a Christian based full service Daycare with qualified, fun, loving teachers with CPR and First Aid training. Operating in two Sandys locations at 81 Main Road and 63 Scott's Hill Road, we are open from 7:15 am until 6:15 pm and offer our services to children between 3 months to 4 years of age." [Read More](#)
- BEDC IN THE NEWS:** Features a headline "Crowds enjoy East End Extravaganza" and a "Read More" button.
- BUSINESS PARTNERS:** Features the "W&W SOLUTIONS" logo and text: "W&W Solutions is a Technology Consulting Company providing software development solutions, project management and marketing services to our clients. W&W Solutions partnership with BEDC allows paid members the ability to utilize the following savings: 1. 20% of all off website development projects" [Read More](#)
- GLOBAL ENTREPRENEURSHIP WEEK (GEW):** Features a circular graphic and text: "Global Entrepreneurship Week in the world's celebration of the Innovators and Job creators, who launch start-ups that bring ideas to life, drive economic growth and expand human welfare. During one week each November, GEW inspires people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. These activities, from large-scale competitions and events to intimate network gatherings, connect participants to potential collaborators, mentors and even-investors- introducing them to new possibilities and exciting opportunities. The initiative launched in 2008 and has since grown to 150 countries- with 32,008 partner organizations planning 54,846 activities that directly engage millions of participants every year." [Read More](#)

At the bottom right, there is a "TOP" button and a "GEW CALENDAR OF EVENTS" link.

Appendix D

BEDC Register Functionality Requirements

1. BEDC Business Register Functionality

The BEDC requires that the Business Register provide the Staff and Executive Director with the following requirements listed below

Data Capture and Presentation

- a. The system is user-friendly.
- b. The system captures information for businesses (clients), such as:
 - 1) Contact Information
 - 2) Business Type
 - 3) BEDC Representative
 - 4) Economic activity based on BCEA codes (as used by the Government of Bermuda for classification of all economic activity)
 - 5) All Client information, such as:
 - Last Name
 - First Name
 - Business Name
 - Business Status (open, closed)
 - Contact Information
 - Phone numbers (Work, Cellular, Home)
 - Email Address
 - Parish
 - House Name
 - Number
 - Street Address
 - Postal Code
 - Payroll
 - Sales Revenue
- c. The system has the ability to assign a unique integer string to each client.
- d. The system recognizes duplicate entries and notifies end users of the event with an error message.
- e. The system has the capability to execute real-time search queries that return results as a user inputs terms into the “Search” field.
- f. The system has the capability to record and store information about individuals seeking business advice.
- g. The system maintains a comprehensive set of records of existing small and medium-sized businesses.
- h. The system is able to record the quantity of visits to the BEDC offices per month.

- i. The system is able to categorize businesses participating in BEDC initiatives/products.
- j. The system can be easily modified to include new products and initiatives as they become available.
- k. BEDC employees must be able to filter records by clicking on any column heading.
- l. The system has the ability to integrate with constant contact and other open source software and/or apps
- m. Automate the application receipt and approval process for all products (Anyone should be able to apply for any of our products online if they want, be able to load up supporting documents, and receive approval online. Our register should be able to populate the fields this way (as opposed to manual inputs).
- n. Automate advisory and programme client data and tracking (Once an application is in the system, we should be able to automate standard processing and call up timelines that we have established as opposed to us having to manually do it – e.g. 3 day approval timelines for vendor licenses – if they submit the application online, the system should have a check if all required information has been submitted, it should also have a flag if the 3rd business day has passed and it hasn't been approved. Same for let's say loan guarantee application – if they make the application online, the system captures the information automatically. We should be able to approve online, then track the loan funds monthly online, the satisfied date online, if the guarantee hasn't been returned a flag comes up, follow up meetings should happen automatically every 3 months from the approval date and the system flags to the officer and the applicant that a meeting has been missed or the next one coming up. If loan balances are in the system, there should be no need to manually create the Summary of Guarantees, etc.)
- o. Automatically track and convert qualitative data to quantitative data
- p. Link business address to GIS software to track business location formation and clustering (We have GIS software in the office already. I use it and I pay a yearly maintenance fee. We could connect the 2 systems together. An example is the Department of Planning site, www.planning.gov.bm. Look at the mapping.)
- q. Query and report data for internal and external purposes
- r. Prepare for eventual required annual registration and renewal of sole proprietors with the option to voluntarily register LLCs
- s. Be ready and accessible by partner agencies with login credentials at their levels – i.e. Banks for Deposit Insurance, Statistics.
- t. Provide drop down criteria to identify businesses as small or medium
- u. Provide easy drop down criteria to identify business industry
- v. Amortise business loans and other products and calculate interest and maturity

- w. Assist officers in producing monthly reports and Director's monthly reports
- x. Assist officers in producing recommendation reports on products for electronic approval (i.e. LGs including standard conditions)
- y. Assist officers in producing loan agreements and loan approvals standard letters
- z. Filing storage to move away from hard files

Application Access and Security Roles

- a. The system has the ability to create multiple user roles, each of which can only access specific application permissions.
- b. The system has the ability to present an externally facing user interface (for public access).

Reports

- a. The system has the ability create ad-hoc reports on all data within the Business Register.
- b. This functionality must be flexible enough to be modified/expanded as deemed necessary.
- c. The application has the ability to export reports to PDF and Excel formats.
- d. The application has the ability to print all reports.