



NATIONAL LIBRARY OF SOUTH AFRICA

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TERMS OF REFERENCE FOR THE SUBSCRIPTION OF A CLOUD-BASED MARKETING COMMUNICATION SOFTWARE AND AN ONLINE SURVEY BUILDER WITH WORKFLOW AUTOMATION (LICENCED FOR 12 MONTHS EACH).

CLOSING DATE: 31 JULY 2026

TIME: 11:00

NB: All proposal/quotation must be submitted to Quotations@nlsa.ac.za, kindly note that failure to submit via this email address will result in your proposal /quotation being rejected and disqualified.

1. BACKGROUND

The National Library of South Africa (NLSA) is a premier African institution tasked with the collection, preservation, and dissemination of South Africa's national documentary heritage. As a custodian of this heritage, NLSA promotes awareness, appreciation, and access to published works both nationally and internationally, contributing significantly to the country's cultural development and prosperity. The NLSA operates from its campuses located in Pretoria and Cape Town.

The NLSA seeks to appoint a company for subscription services of a cloud-based marketing communication software and an online survey builder with workflow automation (licensed for 12 months each).

2. SCOPE OF WORK

2.1 A 12-month subscription for cloud-based marketing communication software suite with email marketing, transactional email, marketing automation, and customer-relationship management.

The suite should be able to provide the following:

2.1.1 Campaigns

- Email campaigns
- Drag and drop editor

- Email template gallery
- SMS marketing
- Email & SMS personalization
- Advanced templating language
- Landing page builder
- A/B Testing
- Predictive sending AI

2.1.2 Automation

- Workflow editor
- Page tracking
- Marketing automation

2.1.3 Contact management

Up to 500 000 contacts

2.1.4 Reporting

- Geography and device reporting
- Advanced open & click stats

2.1.5 Meetings

- Customized booking pages
- Calendar synchronization
- Meeting reminders

2.1.6 Integrations and support

- Website & CMS integrations
- Plugins
- Zapier connector
- APIs
- Outbound webhooks

2.2. A 12-month subscription for an online survey platform. The application must allow one to build and publish online forms and conduct online surveys.

- The form platform should be able to provide the following:
- Design and develop the survey questionnaire.
- Configure survey settings, including anonymity, response limits, branching logic, and data validation where applicable.

- Test the survey to ensure functionality and user accessibility across devices.
- Distribute the survey to the identified target audience through approved communication channels.
- Monitor response rates and provide periodic updates on participation levels.
- Collect and manage survey data in accordance with applicable privacy and data protection requirements.
- Analyse survey responses and generate statistical summaries, charts, and key findings.
- Prepare a final report highlighting trends, insights, recommendations, and conclusions based on the survey results.
- Export and archive survey data for future reference where required
- 50,000 responses per year
- Unlimited collectors
- 500+ expert templates
- Pre-written questions
- Required questions and answer validation
- 57 languages supported
- Build with AI
- Quiz scoring and results page
- Custom quiz feedback (Quizzes Pro)

Collect responses

- Send surveys via web link and social media
- Access to SurveyMonkey Audience global panel**
- View, allow, or block IP addresses
- Password-protected surveys
- Embed or trigger surveys on your website
- Targeting for popup surveys
- Kiosk mode, with inactivity timer and passcode lock
- QR codes
- Email invitations
- Schedule reminders by email
- Track email open rates, click-throughs, and response rates
- Confirmation email to respondents
- Recurring surveys
- Response quotas
- Send multilingual surveys

3 NLSA'S RIGHTS

The NLSA is entitled to amend any Bid condition, Bid validity period, Bid terms of reference, or extend the Bid's closing date, all before the tender closing date. All Bidders, to whom the Bid documents have been issued and where the NLSA have record of such Bidders, may be advised in writing of such amendments in good time and any such changes will also be posted on the NLSA's website under the relevant Bid information. All prospective Bidders must, therefore, ensure that they visit the website regularly and before they submit their Bid response to ensure that they are kept updated on any amendments in this regard.

4 DURATION OF THE PROJECT

4.1 The appointed service provider shall make an undertaking that the delivery shall be concluded within 30 days after issuing the Purchase Order.

5 CONDITIONS OF RFQ

5.1 The NLSA reserves the right not to accept the lowest proposal.

5.2 The NLSA reserves the right to appoint one or more Bidders.

5.3 The NLSA reserves the right not to award the contract.

5.4 The NLSA reserves the right to have any documentation, submitted by the successful Bidder checked or inspected by any other person or organisation.

5.5 The NLSA will not be held responsible for any costs incurred by the Bidder in the preparation and submission of the RFQ.

5.6 No upfront Payment will be done by NLSA.

5.7 The quotation is valid for a period of 30 days and may be extended at the discretion of the NLSA.

6 EVALUATION CRITERIA

6.1 Pre evaluation (standard bid documents)

6.1.1 Fully completed, SBD 4, SBD 6.1, forms.

6.1.2 The bidder must be registered on the Central Supplier Database (CSD).

6.1.3 Detailed quotation confirming that the technical specification as per the scope of work will be met.

6.2 Evaluation stage one (1): Technical Evaluation

N/A

Only those service providers/contractors who responded exactly as per the scope of work and to the satisfaction of the NLSA shall be considered.

6.3 Preference Point System

6.3.1 In terms of Regulation 5 of the Preferential Procurement Regulations of 2022/23, Gazette Number 47452 dated 4 November 2022 pertaining to the Preferential Procurement Policy Framework Act, 2000 (Act 5 of 2000), responsive bids will be adjudicated by the State on the 80/20-preference point in terms of which points are awarded to bidders based on:

- The bid price (maximum 80 points)
- Specific Goals (maximum of 20 points)

The following formula will be used to calculate the points out of 80 for price in respect of an invitation for a tender, inclusive of all applicable taxes.

$$P_s = 80 \left(1 - \frac{P_t - P_{min}}{P_{min}} \right)$$

Where-

P_s = Points scored for price of tender under consideration;

P_t = Price of tender under consideration; and

P_{min} = Price of lowest acceptable tender.

- **Specific Goals (maximum of 20 points)**

Based in Gauteng = 20 points

Based outside of Gauteng = 10 points

Please note that CSD registration will be used to verify locality.

7 ENQUIRIES

All enquiries regarding this RFQ must be directed to the SCM Office:

For any RFQ related enquiries please email RFQ related enquiries, quoting the RFQ reference number and Bid description, to Judy.Moshige@nlsa.ac.za and quotations@nlsa.ac.za or call (012) 401 9766 during office hours.