



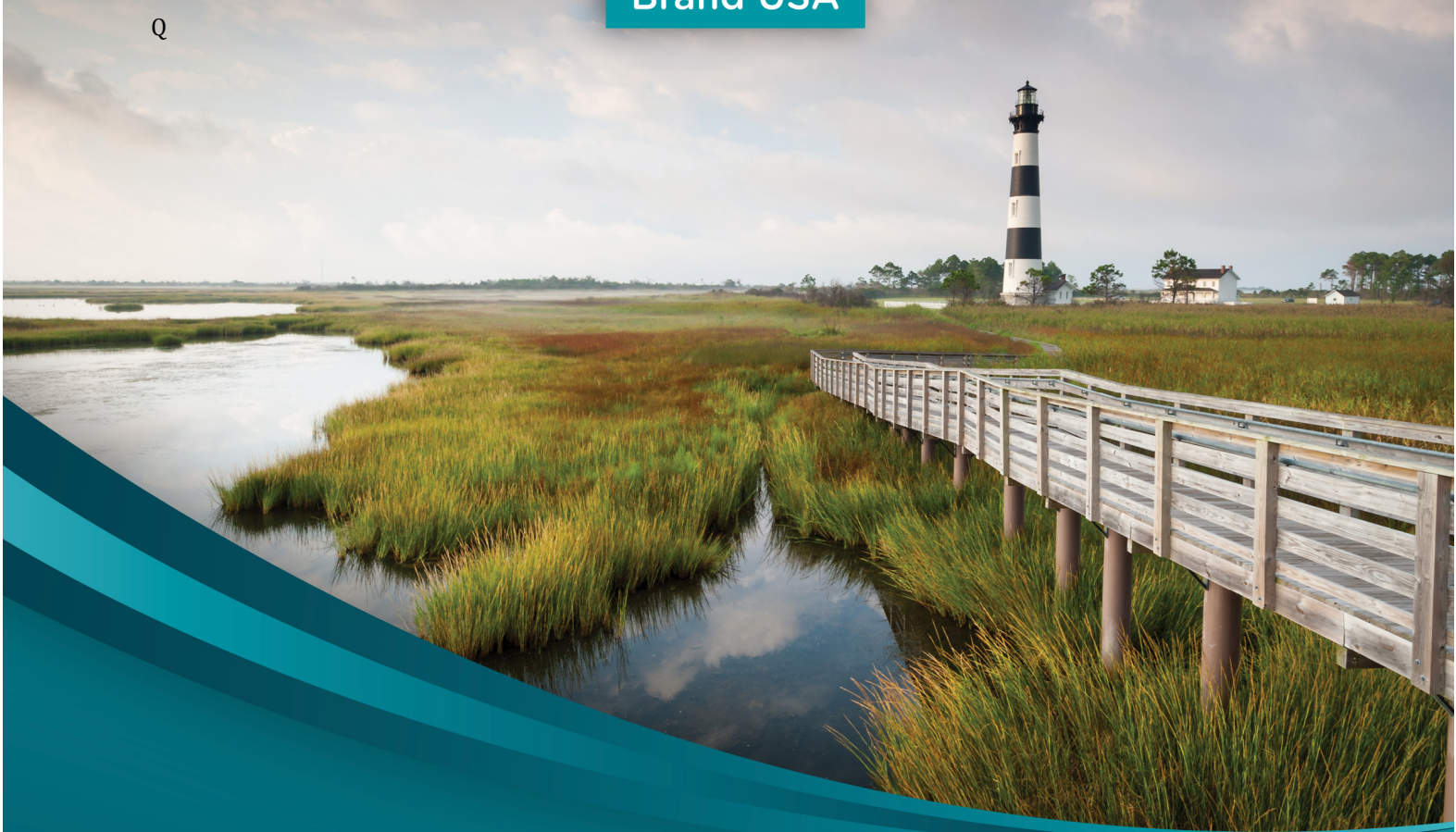
USA

DiscoverAmerica.com

Brand USA



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Request for Information

Content Delivery Network (CDN)

April 12, 2016



Request for Information

INTRODUCTION

Brand USA is a public-private not for profit organization created by the Travel Promotion Act of 2009. The mission of Brand USA is to generate increased international visitation to the United States and to grow its share of the global travel market. Brand USA will accomplish this via marketing campaigns and programs and partnerships with the travel industry. The incremental increase in international visitation will generate billions of dollars of revenue, which will in turn create new American jobs.

While the United States welcomed 60 million visitors in 2010, its share of the international travel market has decreased significantly over the past decade. The U.S. share of long haul international travel fell from 17.2 percent in 2000 to 12.4% percent in 2010. Brand USA, the U.S.'s National Tourism Marketing Organization will reinvigorate the nation's image and recapture its share of the market.

Brand USA delivers a dynamic marketing program that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selected its marketing tools and target audience after vigorous analysis of existing and original market research.

Brand USA is governed by an 11-member Board of Directors. Each director is appointed by the U.S. Secretary of Commerce. Each director represents a sector of the travel and tourism industry as identified by the Travel Promotion Act. The executive leadership team possesses strong expertise and experience in the travel, tourism, and advertising industries.

Brand USA is committed to including diverse firms as an important part of its sourcing and procurement activities. In furtherance and support of this goal, we encourage minority, women and locally-owned firms to pursue business opportunities with us. Minority and women-owned firms who otherwise meet the minimum requirements set forth in this Request for Proposal are encouraged to submit a Notice of Intent to Bid. In addition, Brand USA also seeks to do business with firms that also recognize the value of diversity and inclusion in the composition of their workforce and in their own contracting, subcontracting or teaming activities. We encourage such firms who meet the minimum bidding requirements (regardless of size or ownership) to also submit a Notice of Intent to Bid. Brand USA reserves the right to give weight or allocate bidding credit to diverse firms or those with a demonstrated commitment to inclusion as part of its evaluation process.



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WHY DOES A COUNTRY AS POPULAR AS THE USA NEED A MARKETING PROGRAM?

Although the United States remains one of the world's most popular travel destinations, during the first decade of this century, while the global travel market was booming, the USA's share of international travelers declined 37 percent—from 17.2 percent in 2000 to 12.4 percent in 2010. The resulting impact on the U.S. economy was an annual loss of 467,000 jobs and \$606 billion in lost revenue. In addition to being seen as unwelcoming (resulting from increased security measures that came following 9/11) and too familiar, the United States was also one of the world's only industrialized nations without a national tourism board to attract international travelers to its shores in order to fuel the nation's economy by inspiring the world to visit the U.S.A.—to see it again, or for the first time.

With the strength of a national marketing effort from Brand USA now in place, the United States is working to regain its share of the global travel market. By welcoming more international visitors to the USA, Brand USA is supporting U.S. economic growth, helping to spur job creation, and creating a more positive impression of the United States around the world.

WHY IS INTERNATIONAL VISITATION SO IMPORTANT TO THE NATION'S ECONOMY?

International visitation helps local communities.

On average, overseas visitors spend nearly \$4,500 per trip and generate tax revenue in communities across the USA without burdening local services, such as public schools and fire departments. When international travelers spend this kind of money in our communities, it lessens the tax burden on U.S. citizens.

International visitation supports American jobs and economic growth.

When international visitors come to the U.S.A., the money they spend directly supports more than 1 million American jobs and added \$181 billion to the U.S. economy. (Source: US Travel Association and NTTO 2013 Data)

International visitation enhances the image of the United States worldwide.

Surveys show that international visitors to the United States are 74 percent more likely to have a favorable view of America and 61 percent more likely to support U.S. policies.



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Who Pays for It?

International visitors and private contributions fund the work of Brand USA—with half of Brand USA's budget generated by contributions from the private sector and matching funds provided by a \$10 fee paid by travelers from markets that are not required to have a visa to enter the United States. These markets are designated as visa-waiver countries. As a result, U.S. taxpayers contribute \$0 toward Brand USA's marketing efforts.

BRAND USA IS BUILDING ON SUCCESS

Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selects its marketing tools and target markets and travelers after vigorous analysis of existing and original market research.

In 2013, we were fully deployed (consumer, co-op, and trade marketing) in eight markets (Australia, Brazil, Canada, Germany, Mexico, Japan, South Korea, and the United Kingdom)—and delivered a 47:1 return on marketing investment, 1.1 million incremental visitors, \$3.4 billion in direct travel spending, and \$7.4 billion total spending—which supported 53,000 new jobs. In 2014, Brand USA expanded the consumer campaign to China and Taiwan, and in 2015 will be fully deployed in 14 international markets (Australia, Brazil, Canada, Chile, China, France, Germany, India, Japan, South Korea, Mexico, New Zealand, Taiwan, and the United Kingdom). Every 1 percent increase in travel from these markets fuels the nation's economy by generating 500,000 additional visitors and \$1 billion in international visitor spend a year.



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PURPOSE

Brand USA seeks a content delivery network (CDN) to provide our users with a fast, reliable, protected, geo-targeted connection to our international consumer desktop/mobile websites and our corporate site.

The selected CDN will service seventeen top-level domains for VisitTheUSA and one for TheBrandUSA.com.

QUALIFICATIONS

The selected vendor will provide:

- Globally distributed data centers/points of presence (POPs) close to end-users in Brand USA target markets.
- Optimization of content types depending on device and speed.
- Protection against DDoS attacks, preventing damage to origin and cost overruns.
- Simple integration with Drupal sites.
- Specific country geo-targeting as needed.
- A minimum of two years of successfully providing enterprise level service to major global companies.
- Ability to meet technical specifications with the flexibility to tailor the product to meet our needs.
- Significant project management experience.
- Excellent support system with fast response times.

QUESTIONS – Please address:

- How do you measure performance and what consistent page load times can we expect?
- What is your response time to support issues and where is your support team physically located?
- Where are your PoPs / servers located geographically?
- Do users view cache if the origin goes down? If so, how recent is the cached material?
- In the event of CDN failure, how long does it take for us to receive a notification?
- What does it cost to add domains as needed?
- Does your offering include cloud file storage, DDoS Mitigation, WAF, SSL, Origin Cloaking, DNS, PCI compliance?
- Do you offer the ability to create custom caching rules or use ESI?



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- How do you protect against volumetric and application attacks?
- How much of our content is cached globally?
- What happens to our pricing structure in the event of DDoS attack?
- We will need to test the consumer websites on the CDN beginning 6/1/16. The business-to-business site will be in full use upon contract execution. Can you offer a lower rate during the test period for the consumer sites, when those sites are not yet live for the consumer?
- Is your platform origin - pull or push?
- What are the reporting capabilities of your platform?

SPECIAL NOTES

- The consumer sites will launch the last week of September 2016 for Australia; Brazil; Canada – one in French, one in English; Chile; France; Germany; India; Japan; South Korea, Mexico, the United Kingdom, Sweden and potentially other markets as identified. The new corporate site will already be live when this contract is executed.
- Assume 7 TB, per month usage.
- Video is hosted on YouTube and embed codes are utilized on our websites, so the CDN will not be utilized to stream.
- Initial contract term: 1 year.
- The complete list of our consumer sites is on www.visittheusa.com. Our corporate website, www.thebrandusa.com will also utilize the CDN. Our websites hosted in China, www.gousa.cn and www.gousa.tw will not utilize this CDN.

PROPOSAL FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

- Case study (minimum of one) with demonstrated results relevant to Brand USA (scale similarity).
- What is your employee retention rate?
- Company history and background.
- Illustration of how we will interact for execution and optimization.



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- Unique selling proposition over competitors.
- Superior references from large consumer brands currently utilizing your CDN.
- Experience working in a multi-agency, fast-paced environment.
- Proposal shall not exceed 15 pages.

BUDGET

Based on the RFI requirements, the proposer must submit a detailed, realistic pricing matrix.

MINIMUM REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in achieving these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFI must submit questions in writing to Brand USA, no later than April 18 2016 (due by 5:00 pm, EDT), and sent by email to rfpadmin@thebrandusa.com. Responses will be posted to Brand USA's Corporate website – www.thebrandusa.com - within three days.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. Notice of Intent to Bid (Attachment 1) must be received by April 26th, 2016 (due by 5:00 p.m. EDT). The notice shall be sent by email to rfpadmin@thebrandusa.com at the Brand USA office. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.
2. RFI Responses must contain the following information:
 - a. Executive Summary.
 - b. Services and Activities: Provide description of the nature of the organization's services and activities. Note when the business was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed and serviced.
 - c. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
 - d. Contract Manager/Team: Identify one individual on the proposer's account team who will



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- manage the contract work. Identify the role of each member who will service the account.
- e. Current resumes must be attached for each person who would in any way be associated with this account.
 3. References: Provide at least two references.
 4. Pricing Matrix
 5. Timeline and/or Project Plan
 6. Certification Form (Attachment 2) must be signed and accompany all RFP Response submission.

DELIVERY OF PROPOSAL

Proposal to be delivered to:

RFPAdmin@thebrandusa.com and send three printed copies to:

Brand USA

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

DUE no later than May 6th, 5pm EDT.

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Information in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



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ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: April 26th, 2016 5pm EDT

SEND TO:

Brand USA Headquarters
C/O RFP Administrator
1725 Eye Street NW, Suite 800
Washington, D.C. 20006
ATTN: RFP – Content Delivery Network
Phone: 202.536.2060
Email: rfpadmin@thebrandusa.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



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ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

- He/she has read and understands all commitments and terms of this Proposal.
- The information contained in this Proposal is accurate.
- Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
- Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



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ATTACHMENT 3

FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
1. Demonstrated international success	35	
2. Ability to meet specifications	35	
3. Cost effectiveness	30	
TOTAL POINTS	100	