



Request for Proposals on Revamp of HKDNR Website

Version 1.3.4

Date: 13 January 2016

Hong Kong Domain Name Registration Company Limited

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Table of Contents

- 1. Summary1
- 2. Definitions2
- 3. About HKDNR.....3
- 4. The Required System Services.....4
 - 4.1. Introduction4
 - 4.1.1 Current Environment.....4
 - 4.2. Project Objective4
 - 4.3. General Requirement.....5
 - 4.4. Scope of work.....5
 - 4.5. Design and Functional Requirement7
 - 4.6. Other Consideration8
 - 4.7. Professional Service9
 - 4.8. Service Location.....9
 - 4.9. System Maintenance Consideration9
- 5. Information Security11
- 6. Project Acceptance11
- 7. Anti-collusion.....12
- 8. Offering Advantages.....12
- 9. Ethical Commitment13
 - 9.1. Prevention of bribery.....13
 - 9.2. Declaration of Interest.....13
 - 9.3. Handling of confidential information.....14
 - 9.4. Declaration of ethical commitment15
- 10. Schedule16
- 11. Payment Schedule17
- 12. Elements of a Strong Proposal17
- 13. Service Agreement Negotiation and Signature17
- 14. HKDNR Contacts.....18
- Appendix A – HKDNR Information Security Policy and Guidelines: An Extract Relevant to Outsourcing19
- Appendix B – Warranty.....23
- Appendix C – Declaration Form by Contractor on their compliance with the ethical commitment requirements.....25
- Appendix D – HKDNR Proposal Requirements.....27
 - 1.2 Proposal Content28
 - 1.3 Cover Page29

1.4 Executive Summary30

1.5 Conflict of Interest Declaration30

1.6 Company Background30

1.7 Methodology30

1.8 Project Management Methodology30

1.9 Understanding of our requirements30

1.10 Knowledge and Advices on Projects/Services30

1.11 Deliverable and Services level31

1.12 Proposed Costs of Service and Payment Schedule31

1.13 Implementation Time Table.....31

1.14 Commercial and Payment Terms31

1.15 Checklist of deliverables31

Appendix E – RFP response checklist template32

Appendix F – Site Content Items33

1. Summary

HKDNR currently provides domain name registration services for both .hk and .香港 domain. As the current design of website has been set up long time ago and become old-fashioned, the company is seeking a vendor to revamp the website so that it has a more contemporary and compelling look-and-feel and streamlined navigation leading to better user experience.

HKDNR is looking for a solution vendor(s) (“the Contractor”) to design, develop and implement the above solution.

The system requirement and scope of service is detailed in section 4 of this document.

Parties interested in providing this service shall submit **Expression of Interest (EOI) by 25 Jan, 2016**. For those who have submitted EOI, they should **submit proposal** (see Appendix D) to the Group **no later than 5:30pm on 29 Jan. 2016**.

The Contractor should submit Expression of Interest by email to HKDNR contacts (refer to Appendix D - HKDNR Proposal Requirements, electronic copy). The Contractor must provide their information as required in the proposal cover page (Appendix D, 1.3 Cover Page).

2. Definitions

The following terms are defined as in this section unless otherwise specified.

“The Contractor” means the company who will provide the Services after award of contract.

“HKIRC” means Hong Kong Internet Registration Corporation Limited.

“HKDNR” means Hong Kong Domain Name Registration Company Limited, a wholly-owned subsidiary of HKDNR, the company requesting the proposal for “the Services”.

“ISMS” means Information Security Management System. It consists of an information security organization and a set of policies, guidelines and procedures concerned with information security management.

“The Services” means the Website Revamp Service with requirements stipulated in Section 4 of this document.

“RFP” means this Request for Proposal

“Tenderer” means the company who will submit proposal to provide the Services

3. About HKDNR

Hong Kong Domain Name Registration Company Limited (HKDNR) is a wholly owned subsidiary of HKIRC, the registry designated by the HKSARG to administer the .hk and .香港 country-code top level domains. HKDNR is one of the accredited registrars providing registration services to customers using Internet domain names ending with .com.hk, .org.hk, .gov.hk, .edu.hk, .net.hk, .idv.hk, 公司.香港, .組織.香港, .政府.香港, .教育.香港, .網絡.香港, .個人.香港, .hk and .香港.

More information about HKIRC and HKDNR can be found at <http://www.hkirc.hk> and <http://www.hkdnr.hk>.

All statements mentioned below apply equally for both companies.

HKDNR and HKDNR are listed as public bodies under the Prevention of Bribery Ordinance (Cap 201).

4. The Required System Services

4.1. Introduction

HKDNR is currently providing country level Domain Name Resolution service for the .hk and .香港 domains. HKDNR is also providing whois service as well as online Domain Name Registration service.

4.1.1 Current Environment

Currently the website of HKDNR provides a platform for the public including its customer and partners to obtain the company information and event updates. Customer can register the domain and maintain their domains such as renew, transfer and modification of domain information. Since the site has been developed long time ago and management decides to revitalize the site to improve company image so as to drum up the domain registration.

4.2. Project Objective

The HKDNR website revamp objectives shall include but not limited to:

- By reference to website of other branded domain name registration operator, the overall design of HKDNR's website should have compelling look-and-feel and competitive edge.
- Provide the content management system that can facilitate internal user to manage the web content and therefore to speed up the web content delivery time.
- Improve user experience of two commonly used functions "Domain name registration" and "Domain renewal"
- Provide guidance on industry best practices for content management

4.3. General Requirement

- a) Tenderer should provide software licenses and professional services as a total solution. Partial solution offer will NOT be accepted.
- b) All proposed features of software or solution must be demonstrable during tender evaluation.

4.4. Scope of work

The scope of work details the design requirement including the content, functional and technical design. The selected vendor will be expected to provide the recommendation for the design of those areas to satisfy the project objectives. If the responding vendors follow methodologies and process which includes additional steps or deliverables, please include that in the proposal.

There are three main categories needed to redesign

- 1. Home page design
- 2. Overall design of webpage including static pages and dynamic pages
- 3. Two main functions – domain name registration and renewal

For accurate estimation of project scope, here list out the number of pages in overall and pages need to be redesigned from user perspectives. Vendor can have their recommendation in the proposal.

Categories of site pages:

Content Type	No. of page
Static pages	30
Dynamic web pages	16
Functions	9
Banners/Images	5
Total	60

The site currently supports multilingual version for English and Chinese (Traditional and Simplified version).

Static page: A plain HTML page without dynamic content generation.

Dynamic web page: The content can be generated based on the dynamic data and logic.

Function page: The page can allow the interactive interface with user to perform information retrieval or transaction execution.

For the details of the site content items, please refer to Appendix F.

Two key functions page flow:

A. Domain name registration function

(URL: <https://www.hkdnr.hk/content.jsp?id=131>)

This function is for our customer to register the domain name through the step-by-step guide. Customer can select domain, input required contact, confirm the details and make payment to complete the registration. Here are the overall steps.

Steps	Description
1	Input domain
2	Select contract terms with price
3	Input contact person information
4	Confirm contact info with CAPTCHA
5	Confirm order and proceed to online payment
6	Display order information for online payment
7	Show Invoice number, and confirm payment
8	Payment details (credit card) input in payment gateway
9	Confirm in payment gateway
10	Display registration completed

B. Domain name renewal function

(URL: <https://www.hkdnr.hk/content.jsp?id=149>)

Steps	Description
1	Input domain
2	Select renewal contract terms with price
3	Confirm renewal order and proceed to online payment
4	Choose payment type - Credit Card, PPS
5	Confirm invoice order and proceed to payment gateway
6	Input the credit card/PPS details in payment gateway site

7	Result confirm page in payment gateway site
8	Result confirm page in domain name system

- The vendor should demonstrate the new design of the flow to have adequate simplicity and clarity but is understandable by general user.
- The vendor shall cooperate with HKDNR IT team to ensure the new design can be compatible with our domain name system.
- In this stage, it prefers to avoid the change that has much impact in the system. Therefore, the suggestion should be feasible technically.

4.5. Design and Functional Requirement

Content design:

- The bidders should base on user experience to create user-centered design which aims to make user's interaction as simple and efficient as possible, in terms of accomplishing user goals in particular of the domain registration and renewal stages.
- Overall, the enhanced website should give audiences great experience, for example using fresh, energetic and modern “look-and-feel” to make the website competitive and standing out from the crowd. The bidder(s) should take a holistic approach and suggest the overall color tone for our future webpage design and layout adaptation.
- As a result, the revamped website should be able to enhance users satisfaction by enhancing its usability, accessibility and enjoyment of registration/ interaction process.
- Redesign the content navigation flow and its structure with clarity and simplicity.
- Selecting a color scheme that can give user new impression and is appropriate to company branding strategy and image.
- Suggest the point size and style of the font for different level of heading, titles, content and standardize them throughout the site.
- Support web accessibility scheme proposed by HK government (OGCIO) and support W3C compliance requirement.

Functional design:

- The site can support the web analytic tools in the market like google analytic to measure the traffic of main functions or pages and embedded robot for traffic measurement should be allowed.
- Support the integration of popular social media platform to support company marketing needs

- The site should be mobile responsive. The content of site should scale for different devices like mobile and tablet.
- Provide a complete site map to overall content items.
- Suggest the way to improve the site search engine optimization in popular search engine and help to implement it.
- Provide a user-centric and easily-updateable interface for internal user to deliver and manage the web content with sufficient security control.
- The tool should allow user to approve the content before delivery

Technical design:

- Loading time of the each page of website should meet the target of company key performance indicator. i.e. Less than 4 seconds
- The tools and programming language used in the project can integrate seamlessly with current domain name system.
- The new design should not induce security vulnerability or risk.

4.6. Other Consideration

- Considering the time constrain of the project, it expects the look-and-feel of the site should be the first priority (Phase I) and should be considered to launch as soon as possible.
- In this regard, it needs to put the CMS or other backend functions and features in the later stage (Phase II) if it has much impact in the project schedule but it is given that it will not have much redundant work thereafter.
- Training should be provided to our end user but need to have separate quotation if needed.
- Knowledge transfer should be performed after nursing period.
- In order that review and finalisation of content will not become a bottleneck for this project, users will be engaged in the web content review soonest. Vendor should plan and undertake the communication and cooperation with users and therefore take it into account in the project schedule.
- Nursing period should last for at least 2 months
- Intellectual Property rights of the deliverables including design, multimedia content in the project should be owned by HKDNR
- Tenderer should provide any license/rights-to-use required for the contents and media used in the project as a total solution.

SERVICE LEVELS

- Provide SLA in ongoing maintenance if any.
- Any provision services and responsive time on an emergency basis?

TRANSITION

- Describe your overall transition approach and methodology.
- Describe the implementation plan you propose to transition the services.
- Outline the milestones and a schedule for the transition of services.

PRICING

- Please explain your pricing model.

4.7. Professional Service

Tenderers should be responsible for installation, configuration, and performance tuning of the software or solution if required. The services provided should be able to fulfil all the specifications and requirements in Section 4.3 to 4.6.

- One project kick-off meeting should be held before project starts for technical requirement collection. Implementation plan and project schedule should be provided.
- Provide pre-installed software checklist, technical advices and assistance in site preparation services.
- Rack-mount installation of appliances, if required. Connect the appliances to network.
- Hardware for required software and software configuration if required..
- Carry out functional and user acceptance test to assure the products are installed properly according to the requirements.
- Carry out system tuning based on HKDNR's network infrastructure and equipment.
- Production rollout and monitoring.

4.8. Service Location

The Services shall be provided in Hong Kong. The deliverables shall be delivered to the HKDNR's Primary and Secondary facilities.

4.9. System Maintenance Consideration

The project should be one-off exercise and the quotation shall cover the cost of analysis, design

Hong Kong Domain Name Registration Company Ltd
and development, deployment and nursing period.

For the maintenance and support, please provide the SLA and corresponding maintenance cost per annum separately in the quotation for consideration.

5. Information Security

The company submitting the proposal (“the company”) shall acknowledge and agree that, if the company is selected as the Contractor, it shall be bounded by our Non-Disclosure Agreement (NDA) and Information Security Policy (highlights of the policies are illustrated in Appendix A). The company shall also comply with the obligations under the Personal Data (Privacy) Ordinance and any other obligations in relation to personal data.

The company shall be provided with a set of NDA and Information Security Compliance Statement after HKDNR received the company’s Expression-of-Interest before the stipulated time. The NDA and the Information Security Compliance Statement shall be signed and returned to HKDNR attached with documents required by the Compliance Statement before the scheduled deadline. **HKDNR will only consider proposals from companies which have signed both the NDA and the Information Security Compliance Statement.**

The proposal should be marked “RESTRICTED” at the centre-top of each page in black color. It must be encrypted if transmitted electronically.

Each proposal will be reviewed under the terms of non-disclosure by the HKDNR’s staff and Board of Directors of HKDNR.

6. Project Acceptance

The overall project acceptance can be broken down into acceptances at various levels:-

1. Delivery, setup and integration of all systems
2. Functionality of individual products
3. Detection and mitigation tune for HKDNR’s environment
4. Process and procedures in place and integrated with HKDNR’s IT Support Infrastructure
5. System stability observed during the nursing period

7. Anti-collusion

(1) The Tenderer shall not communicate to any person other than HKDNR the amount of any tender, adjust the amount of any tender by arrangement with any other person, make any arrangement with any other person about whether or not he or that other person should or should not tender or otherwise collude with any other person in any manner whatsoever in the tendering process. Any breach of or non-compliance with this sub-clause by the Tenderer shall, without affecting the Tenderer's liability for such breach rules and laws or non-compliance, invalidate his tender.

(2) Sub-clause (1) of this Clause shall have no application to the Tenderer's communications in strict confidence with his own insurers or brokers to obtain an insurance quotation for computation of tender price and communications in strict confidence with his consultants/sub-contractors to solicit their assistance in preparation of tender submission.

(3) The Tenderer shall submit to the HKDNR a duly signed warranty in the form set out in Appendix B to the effect that he understands and will abide by these clauses. The warranty shall be signed by a person authorized to sign the contract on the Tenderer's behalf.

(4) Any breach of any of the representations and/or warranties by the Tenderer may prejudice the Tenderer's future standing as a HKDNR's contractor.

8. Offering Advantages

(1) The Tenderer shall not, and shall procure that his employees, agents and sub-contractors shall not, offer an advantage as defined in the Prevention of Bribery Ordinance, (Cap 201) in connection with the tendering and execution of this contract.

(2) Failure to so procure or any act of offering advantage referred to in (1) above committed by the Tenderer or by an employee, agent or sub-contractor of the Tenderer shall, without affecting the Tenderer's liability for such failure and act, result in his tender being invalidated.

9. Ethical Commitment

9.1. *Prevention of bribery*

- (a) The Contractor shall not, and shall procure that his directors, employees, agents and sub-contractors who are involved in this Contract shall not, except with permission of Hong Kong Domain Name Registration Company Limited (hereafter referred to as the Organisation) solicit or accept any advantage as defined in the Prevention of Bribery Ordinance (Cap 201) in relation to the business of the Organisation. The Contractor shall also caution his directors, employees, agents and sub-contractors against soliciting or accepting any excessive hospitality, entertainment or inducements which would impair their impartiality in relation to the business of the Organisation. The Contractor shall take all necessary measures (including by way of internal guidelines or contractual provisions where appropriate) to ensure that his directors, employees, agents and sub-contractors are aware of the aforesaid prohibition and will not, except with permission of the Organisation, solicit or accept any advantage, excessive hospitality, etc. in relation to the business of the Organisation.
- (b) The Contractor shall not, and shall procure that his directors, employees, agents and sub-contractors who are involved in this Contract shall not, offer any advantage to any Board member or staff in relation to the business of the Organisation.

9.2. *Declaration of Interest*

- (c) The Contractor shall require his directors and employees to declare in writing to the Organisation any conflict or potential conflict between their personal/financial interests and their duties in connection with this Contract. In the event that such conflict or potential conflict is disclosed in a declaration, the Contractor shall forthwith take such reasonable measures as are necessary to mitigate as far as possible or remove the conflict or potential conflict so disclosed. The Contractor shall require his agents and sub-contractors to impose similar restriction on their directors and employees by way of a contractual provision.
- (d) The Contractor shall prohibit his directors and employees who are involved in this Contract from engaging in any work or employment other than in the performance of this Contract, with or without remuneration, which could create or potentially give rise to a conflict between their personal/financial interests and their duties in connection with this Contract. The Contractor shall require his agents and sub-contractors to impose similar

restriction on their directors and employees by way of a contractual provision.

- (e) The Contractor shall take all necessary measures (including by way of internal guidelines or contractual provisions where appropriate) to ensure that his directors, employees, agents and sub-contractors who are involved in this Contract are aware of the provisions under the aforesaid sub-clauses (C) and (D).

9.3. *Handling of confidential information*

- (f) The Contractor shall not use or divulge, except for the purpose of this Contract, any information provided by the Organisation in the Contract or in any subsequent correspondence or documentation, or any information obtained when conducting business under this Contract. Any disclosure to any person or agent or sub-contractor for the purpose of the Contract shall be in strict confidence and shall be on a “need to know” basis and extend only so far as may be necessary for the purpose of this Contract. The Contractor shall take all necessary measures (by way of internal guidelines or contractual provisions where appropriate) to ensure that information is not divulged for purposes other than that of this Contract by such person, agent or sub-contractor. The Contractor shall indemnify and keep indemnified the Organisation against all loss, liabilities, damages, costs, legal costs, professional and other expenses of any nature whatsoever the Organisation may suffer, sustain or incur, whether direct or consequential, arising out of or in connection with any breach of the aforesaid non-disclosure provision by the Contractor or his directors, employees, agents or sub-contractors.

9.4. Declaration of ethical commitment

- (g) The Contractor shall submit a signed declaration in a form (see Appendix C) prescribed or approved by the Organisation to confirm compliance with the provisions in aforesaid sub-clauses (A) (B), (C), (D), (E) and (F) on prevention of bribery, declaration of interest and confidentiality. If the Contractor fails to submit the declaration as required, the Organisation shall be entitled to withhold payment until such declaration is submitted and the Contractor shall not be entitled to interest in that period. To demonstrate compliance with the aforesaid sub-clauses (A), (B), (C), (D), (E) and (F) on prevention of bribery, declaration of interest and handling of confidential information, the Contractor and the sub-contractors employed for the performance of duties under this Contract are required to deposit with the Organisation a copy of the internal guidelines issued to their staff.

10. Schedule

	<i>Project schedule Tasks</i>	<i>To be Completed by</i>	<i>Remark</i>
1	Publish of RFP	20/Jan/2016	
2	Expression of interest	25/Jan/2016	
3	Sign NDA and InfoSec Compliance Statement with all interested vendors	29/Jan/2016	
4	Deadline for vendors to submit proposal and quotation with Warranty Letter	29/Jan/2016, 5:30pm	
5	Selection of vendor by panel	19/Feb/2016	
6	Conclude final decision and appoint the vendor	19/Feb/2016	
7	Prepare contract and service agreement	22/Feb/2016	
8	Sign contract and service agreement with the appointed vendor	26/Feb/2016	
9	Service Provision & Delivery (Phase I)	18/Mar/2016	
10	Service Provision & Delivery (Phase II)	15/Apr/2016	
11	Nursing period	15/Jun/2016	
14	Project complete with deliverables	17/Jun/2016	

11. Payment Schedule

Interested vendors shall provide the breakdown of the cost, in Hong Kong Dollars, of the whole service specified in the proposal.

The Contractors should make certain that prices quote are accurate before submitting their proposal. Under no circumstances will the HKDNR accept any request for adjustment on the grounds that a mistake has been made in the proposed prices.

The following payment schedule is recommended but interested vendors may propose their own in their proposals.

Milestone/Acceptance	Payment
Upon confirmation order	20%
User acceptance test	50%
System deployment and after nursing period	30%

12. Elements of a Strong Proposal

All submitted proposal must following the format as stated in Appendix D - HKDNR Proposal Requirements

13. Service Agreement Negotiation and Signature

The service agreement will be drawn up between the selected vendor and HKDNR, the wholly-owned subsidiary of HKDNR. HKDNR welcomes the vendor’s proposal on a suitable service agreement for the project/service.

The service agreement must be signed by both parties within one week from the project/service award date. If the agreement is not signed within the said period, HKDNR will start the negotiation with the next qualified vendor on the selection list.

14. HKDNR Contacts

HKDNR Contacts information

Contacts

**Hong Kong Domain Name Registration
Company Limited**

Unit 2002-2005,
20/F FWD Financial Centre,
308 Des Voeux Road Central,
Sheung Wan,
Hong Kong

+852 23192303 – telephone

+852 23192626 – fax

<http://www.hkdnr.hk>

*If you are not sure about the appropriate
person to call, the receptionist can help you.*

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Appendix A – HKDNR Information Security Policy and Guidelines: An Extract Relevant to Outsourcing

This document provides an extract of the HKDNR Information Security Policy and Guidelines with the purposes of (a) introducing various measures and controls to be executed by HKDNR regarding outsourcing and (b) setting the expectation of any potential contractors that their participation and conformance in these measures and controls are essential contractual obligations.

The original Policy and Guidelines applies to HKDNR’s employees, contractors and third party users. However, a potential contractor may interpret the clauses up to their roles and responsibilities only. Nonetheless, the keyword “**contractors**” hereby refers to all relevant staff members of the contractor and those of any other subcontractors under the contractor’s purview.

Herein, HKDNR would also set the expectation of any potential contractors that upon their expression-of-interest to the project/service, they shall be required in the subsequent stages (a) to sign off a non-disclosure agreement (NDA) on all information to be provided and (b) to sign off a Compliance Statement where compliance requirements are specified in more details.

(A) Extract from the HKDNR Information Security Policy

In the following, “the organization” means Hong Kong Domain Name Registration Company Limited, the company requesting the proposal for “the Project.”

8. Human resources security

8.1 Security objective: To ensure that employees, contractors and third party users understand their responsibilities, and are suitable for the roles they are considered for, and to reduce the risk of theft, fraud or misuse of facilities.

8.1.1 Security roles and responsibilities of employees, contractors and third party users shall be defined and documented in accordance with the organization’s information security policy.

8.1.2 Background verification checks on all candidates for employment, contractors, and third party users shall be carried out in accordance with relevant laws, regulations and ethics, and

proportional to the business requirements, the classification of the information to be accessed, and the perceived risks.

8.1.3 As part of their contractual obligations, employees, contractors and third party users shall agree and sign the terms and conditions of their employment contract, which shall state their and the organization's responsibilities for information security.

8.2 During employment

Security objective: To ensure that all employees, contractors and third party users are aware of information security threats and concerns, their responsibilities and liabilities, and are equipped to support organizational security policy in the course of their normal work, and to reduce the risk of human error.

8.2.1 Management shall require employees, contractors and third party users to apply security measures in accordance with established policies and procedures of the organization.

8.2.2 All employees of the organization and, where relevant, contractors and third party users shall receive appropriate awareness training and regular updates on organizational policies and procedures, as relevant to their job functions.

8.3 Termination or change of employment

Security objective: To ensure that employees, contractors and third party users exit an organization or change employment in an orderly manner.

8.3.2 All employees, contractors and third party users shall return all of the organization's assets in their possession upon termination of their employment, contract or agreement.

8.3.3 The access rights of all employees, contractors and third party users to information and information processing facilities shall either be removed upon termination of their employment, contract or agreement, or adjusted upon change.

12. Information systems acquisition, development and maintenance

12.5.5 Outsourced software development shall be supervised and monitored by the organization

13. Information security incident management

13.1 Reporting information security events and weaknesses

Security objective: To ensure information security events and weaknesses associated with information systems are communicated in a manner allowing timely corrective action.

13.1.2 All employees, contractors and third party users of information systems and services shall be required to note and report any observed or suspected security weaknesses in systems or services.

(B) Extract from the HKDNR Information Security Guidelines

6. ORGANIZING INFORMATION SECURITY

6.2 EXTERNAL PARTIES

6.2.1 Identification of Risks Related to External Parties

The risks to the organization's information and information processing facilities from business processes involving external parties should be identified and appropriate controls implemented before granting the access.

6.2.3 Addressing Security in Third Party Agreements

Agreements with third parties involving accessing, processing, communicating or managing the organization's information or information processing facilities, or adding products or services to information processing facilities should cover all relevant security requirements.

7. ASSET MANAGEMENT

7.1.3 Acceptable Use of Assets

Rules for the acceptable use of information and assets associated with information processing facilities shall be identified, documented, and implemented.

8. HUMAN RESOURCE SECURITY

8.1.1 Roles and Responsibilities

Security roles and responsibilities of employees, contractors and third party users shall be defined and documented in accordance with the organization's information security policy.

8.1.2 Screening

Background verification checks on all candidates for employment, contractors, and third party users shall be conducted in accordance with relevant laws, regulations and ethics, and proportional to the business requirements, the classification of the information to be accessed, and the perceived risks.

8.1.3 Terms and Conditions of Employment

As part of their contractual obligation, employees, contractors and third party users shall agree and sign the terms and conditions of their employment contract, which shall state their and the

organization's responsibilities for information security.

8.2.1 Management Responsibilities

Management shall require employees, contractors and third party users to apply security measures in accordance with established policies and procedures of the organization.

12. Information systems acquisition, development and maintenance

12.5.5 Outsourced Software Development

Outsourced software development shall be supervised and monitored by the organization.

Appendix B – Warranty

To: Hong Kong Domain Name Registration Company Limited (HKDNR)

Dear Sir/Madam,

Warranty

(1) By submitting a tender, the Tenderer represents and warrants that in relation to the tender of Network DDoS Mitigation Service:

- (i) it has not communicated and will not communicate to any person other than the HKDNR the amount of any tender price;
- (ii) it has not fixed and will not fix the amount of any tender price by arrangement with any person;
- (iii) it has not made and will not make any arrangement with any person as to whether it or that other person will or will not submit a tender; and
- (iv) it has not otherwise colluded and will not otherwise collude with any person in any manner whatsoever in the tendering process.

(2) In the event that the Tenderer is in breach of any of the representations and/or warranties in Clause (1) above, the HKDNR shall be entitled to, without compensation to any person or liability on the part of the HKDNR :

- (i) reject the tender;
- (ii) if the HKDNR has accepted the tender, withdraw its acceptance of the tender; and
- (iii) if the HKDNR has entered into the contract with the Tenderer, terminate the contract.

(3) The Tenderer shall indemnify and keep indemnified the HKDNR against all losses, damages, costs or expenses arising out of or in relation to any breach of any of the representations and/or warranties in Clause (1) above.

(4) Clause (1) shall have no application to the Tenderer's communications in strict confidence with its own insurers or brokers to obtain an insurance quotation for computation of the tender price, or with its professional advisers, and consultants or sub-contractors to solicit their assistance in preparation of tender submission. For the avoidance of doubt, the making of a bid by a bidder to the HKDNR in public during an auction will not by itself be regarded as a breach of the representation and warranty in Clause (1)(i) above.

(5) The rights of HKDNR under Clauses (2) to (4) above are in addition to and without prejudice to any other rights or remedies available to it against the Tenderer.

Authorized Signature & Company Chop :

Name of Person Authorized to Sign (in Block Letters) :

Name of Tenderer in English (in Block Letters) :

Date :

Appendix C – Declaration Form by Contractor on their compliance with the ethical commitment requirements

To: Hong Kong Domain Name Registration Company Limited (HKDNR)

Contract No.:

Title:

In accordance with the Ethical Commitment clauses in the Contract:

- 1) We confirm that we have complied with the following provisions and have ensured that our directors, employees, agents and sub-contractors are aware of the following provisions:
 - a) prohibiting our directors, employees, agents and sub-contractors who are involved in this Contract from offering, soliciting or accepting any advantage as defined in section 2 of the Prevention of Bribery Ordinance (Cap 201) in relation to the business of HKDNR except with the permission of HKDNR;
 - b) requiring our directors, employees, agents and sub-contractors who are involved in this Contract to declare in writing to their respective company management any conflict or potential conflict between their personal/financial interests and their duties in connection with this Contract, and in the event that a conflict or potential conflict is disclosed, take such reasonable measures as are necessary to mitigate as far as possible or remove the conflict or potential conflict so disclosed;
 - c) prohibiting our directors and employees who are involved in this Contract from engaging in any work or employment (other than in the performance of this Contract), with or without remuneration, which could create or potentially give rise to a conflict between their personal/financial interests and their duties in connection with this Contract and requiring our agents and sub-contractors to do the same; and
 - d) taking all measures as necessary to protect any confidential/privileged information or data entrusted to us by or on behalf of HKDNR from being divulged to a third party other than those allowed in this Contract.

Signature

(Name of the Contractor)

(Name of the Signatory)

(Position of the Signatory)

(Date)

Appendix D – HKDNR Proposal Requirements

<i>Proposal requirements</i>	
Submission deadline	<p>Please refer to Section 10 - Schedule, item no. 4 for the proposal submission deadline.</p> <p>If tropical cyclone warning signal No.8 or above or the black rainstorm warning is hoisted on the deadline date, the deadline will be postponed to the next working day without advance notice.</p>
Delivery address	<p>Hong Kong Domain Name Registration Company Limited Unit 2002-2005, 20/F FWD Financial Centre, 308 Des Voeux Road Central, Sheung Wan, Hong Kong</p>
Hard copies	<p>2 copies of the full proposal are required. The proposal shall be to the attention of Elisa Chung (Finance Officer) or Bonnie Chun (Operation Manager)</p>
Electronic copy	<p>Electronic copy is required, on disk or by email to elisa.chung@hkdnr.hk and bonnie.chun@hkdnr.hk; also cc nelson.lo@hkdnr.hk and ben.lee@hkdnr.hk. This is not a substitute for the physical copies mentioned above.</p>
Proposal format	<p>Specified in this document</p>
Page count	<p>30 pages or fewer. Stapled. Do not bind.</p>
Font	<p>Electronically published or typed. Times New Roman 12 point font.</p>

Successful vendor is the one who submitted a clearly worded proposal that demonstrates the following attributes:

- a persuasive section on the company background
- international recognize certification for quality assurance
- a strong and flexible service and tools meeting HKDNR requirements with minimum customization
- high level of interaction between HKDNR and the vendor
- excellent fit with the capabilities and facilities of HKDNR
- strong company and project management team

1.2 Proposal Content

The proposal should contain the following:

- Cover Page
- Executive Summary
- Conflict of Interest Declaration
- Company Background
 - Financial Situation
 - Track Records
 - Organization and management team
 - Project team with credentials
 - Company credentials
 - Staff credentials
- Methodology
- Project management methodology
- Understanding of our requirements
- Knowledge and Advices on Projects/Services
- Deliverable and Services level
- Proposed Cost of Services and Payment Schedule
- Implementation Time Table
- Commercial and Payment Terms. e.g. Compensation for delay.

1.3 Cover Page

Prepare a non-confidential cover page with the following information in the order given.

Cover Page	
Project Title	
Web Revamp on HKDNR site	
Project Manager	Name:
	Title:
	Mailing address:
	Phone:
	Fax:
	Email:
Company	Contact person:
	Title:
	Company name:
	Mailing address:
	Phone:
	Fax:
	Email:
	Website:

1.4 Executive Summary

The executive summary provides a brief synopsis of the commercial and technical solution the vendor proposed for the project/service. This summary must be non-confidential. It should fit on a single page.

The executive summary should be constructed to reflect the merits of the proposal and its feasibility. It should also clearly specify the project/service's goals and resource requirements. It should include:

- Rationale for pursuing the project or service, the methodology/technology needed and the present state of the relevant methodology/technology.
- Brief description of the vendor's financial situation.
- Brief description of the vendor's facilities and experience on similar projects or services

1.5 Conflict of Interest Declaration

Declare any conflict of interest in relation to the project and the '.hk' ccTLD registry HKIRC.

1.6 Company Background

The vendor must describe its company background. Major activities, financial situation, organizational structure, management team and achievements in similar projects/services or service outsourcing of the company should be elaborated. Track records are preferred.

List the key technical and management personnel in the proposal. Provide a summary of the qualifications and role of each key member.

1.7 Methodology

The vendor must describe the methods to be used, and briefly explains its advantage and disadvantage. Track records are preferred.

1.8 Project Management Methodology

The vendor must describe the methods to be used, and briefly explains its advantage and disadvantage. Track records are preferred.

1.9 Understanding of our requirements

The vendor shall describe their understanding of our requirements. With the use of a table, the vendor should clearly state their compliance on the requirements listed in the scope of service section; and briefly explain how they are achieved.

1.10 Knowledge and Advices on Projects/Services

The vendor should describe their knowledge and advices to ensure the success of this

project/service or projects/services with similar nature.

1.11 Deliverable and Services level

The vendor should detail the project/service deliverables, and the services level of the proposed services. Tables of content of all reports included in the deliverables should be provided in the proposal.

1.12 Proposed Costs of Service and Payment Schedule

The vendor should provide the breakdown of the cost of the whole project/service. The cost shall be broken down by milestone/phases. The payment shall be scheduled based on the milestones and/or deliverables.

Such costs should include, if applicable:

- Fixed setup cost
- Labour unit costs for additional services or requirements. They are typically quoted in unit man day. Quoted in normal working hour, non-working hour and in emergency.
- Software that is permanently installed or purchased for HKDNR to complete the project or service, if any.
- Subsequent support, maintenance or consultation service.
- Other direct costs including services, materials, supplies, postage, traveling, pocket money, etc.

1.13 Implementation Time Table

The vendor should present in this section the implementation schedule of the project/service. The schedule should be realistic and achievable by the vendor.

1.14 Commercial and Payment Terms

The vendor should describe the commercial and payment terms of the services e.g. compensation for the delay of the project/service.

1.15 Checklist of deliverables

The vendor should fill in the RFP response checklist template in appendix E that lists out all the expected requirements and deliverables that the vendor can offer for our proposal selection.

Appendix E – RFP response checklist template

Requirement list	Specification (You can specify more than one item)	Remarks
<u>A. Software/hardware checklist</u>		
Support content management system (CMS)	e.g. WordPress	
Programming language used	e.g. PHP, java, ASP	
Web/Application server	e.g. apache ? Tomcat ? Etc.	
Database support	e.g. MySQL/SQLite/Oracle/SQL server	
Minimum hardware requirement	e.g. Disk size, Memory, CPU	
<u>B. Design/Functional requirement checklist</u>		
Have the proposal mentioned below items that include in the scope of design?		
Homepage design	Yes/No	
Overall design of webpage including static pages and dynamic pages	Yes/No	
Two main functions – domain name registration and renewal	Yes/No	
Specify the color scheme/font/style used?	Yes/No	
Web accessibility scheme and W3C compliance?	Yes/No	
Support web analytic tools?	Yes/No	
Support the integration of social media platform?	Yes/No	
Support mobile responsive?	Yes/No	
Include site map?	Yes/No	
Support search engine optimization?	Yes/No	
Have approval process in CMS?	Yes/No	
Have security control in CMS?	Yes/No	
Ensure the web page loading performance satisfy our KPI if taking out the network issue?	Yes/No	
Ensure the development support our domain name system?	Yes/No	

<u>C. Other criteria checklist</u>		
Can schedule support phase I and II arrangement?	Yes/No	
How long does it take for system nursing period?	e.g. 2 months	
Have mentioned data conversion and system migration procedure?	Yes/No	
Documentation provided?	Yes/No	
Training provided?	Yes/No	
Have demonstration and prototyping during requirement analysis?	Yes/No	
Ensure no security risk and vulnerability if up-to-date patching?	Yes/No	
Payment schedule mentioned?	Yes/No	
Implementation timeline mentioned?	Yes/No	
Warranty and on-going support mentioned?	Yes/No	
SLA mentioned?	Yes/No	
Labour unit costs for additional services or requirements	e.g. Man-days rate, hourly rate	

Appendix F – Site Content Items

	2nd layer	Content Type
Home	(grids)	Dynamic web page with banner and image
Register		
	Register Domain Name	Function
	How to Register	Image
	Eligibility & Required Documents	Static web page
	Online Payment	Function
	Fee Schedule and Payment Method	Static web page
	Domain Name Reserved List	Dynamic web

		page
	Document Submission	Function
Change		
	Modify Name Server	Static web page
	Modify Contact Information	Static web page
	Transfer of Holding Rights	Function
	Change of Service Partner	Function
	- Forgot Domain Authorization Code (links only)	
	Online Payment	Function
	Fee Schedule and Payment Method	Static web page
	Application Form	Static web page with PDF link
Renew		
	Renew Domain	Function
	Fee Schedule and Payment Method	Static web page
Other services		
	Minisites	Static web page with banner
	.HK lock	Static web page with banner
	Create your QR code	Function
	.HK Watch	Static web page with banner
WHOIS		

	Enquire .hk info (WHOIS)	Function
Service Partner		
	Join Service Partner Program	Static web page
	Our Service Partners	Dynamic web page
Dispute		
	How to raise a dispute	Static web page
	Domain Name Dispute Resolution Policies	Static web page
	Rules of Procedure	Static web page
	HKIAC Supplemental Rules	PDF
Rules		
	Registration Agreement	PDF
	Code of Conduct for Registrars and Resellers	Static web page
	Customer Charter	Static web page
	Service Partner Program Terms and Conditions	PDF
HKDNR		
	About HKDNR	Static web page
	Public Relations	
	- Press Release	Dynamic web page
	- Events / Promotions	Dynamic web page
	CSR	Static web page
	Technology Corner	
	- Technology FAQ	Static web

		page
	- Tools and Download	Static web page
	- Articles and Papers	Static web page
	Tender & RFP	Static web page
	Job Vacancies	Static web page
	Statistics	
	- Registration Statistics	Dynamic web page
	- I.T. Statistics	Dynamic web page
	- Customer Satisfaction Survey Statistics	Static web page with PDF
	Useful Link	Static web page
Footer	FAQ	
	- Register FAQ	Static web page
	- Service Partner FAQ	Static web page
	- Technology FAQ	Static web page
	- Other service FAQ	
	Contact Us	Dynamic web page
	Privacy Policy	Static web page
	Terms of Use	Static web page
	Facebook	Link
	Disclaimer	Static web page

Page after login		> 20 Functions