



**SUPPLEMENTAL/BID BULLETIN NO. 2**  
**For LBP-ICTBAC- ITB-GS-20241107-03**

**PROJECT** : LANDBANK Omni-Channel Digital Marketing Platform Inclusive of Three (3) Years Software Subscription, Maintenance Services and Cloud Hosting

**DATE** : 11 December 2024

---

This Supplemental/Bid Bulletin is issued to modify, amend and/or clarify certain items in the Bid Documents. This shall form an integral part of the Bid Documents.

Modifications, amendments and/or clarifications:

1. Response to prospective bidders/clarifications per attached Annexes N-1 to N-4.
2. The bidders are reminded that the deadline of Bid Submission and Opening is on 18 December 2024 at 10:00 AM. **Late bids shall not be accepted.**
3. The bidders are encouraged to use the Bid Securing Declaration as Bid Security.

**SVP MARILOU L. VILAFRANCA**  
Chairperson, ICT-BAC

## RESPONSES TO BIDDER'S QUERIES AND/OR SUGGESTIONS

<b>DATE</b>	December 11, 2024
<b>PROJECT IDENTIFICATION NO.</b>	ITB-GS-20241107-03
<b>PROJECT NAME</b>	LANDBANK Omni-channel Digital Marketing Platform Inclusive of Three (3) Years Software Subscription, Maintenance Services and Cloud Hosting
<b>PROPONENT UNIT/TECHNICAL WORKING GROUP</b>	Francis R. Ribleza, Rombert P. Reyes , Ma. Lilibeth B. Fronda, Roda Harlyn C. Paise, Vashti V. Mabagos

ITEM NO.	PORTION OF BIDDING DOCUMENTS	QUERIES AND/OR SUGGESTIONS	LANDBANK'S RESPONSES
1.	Section V. Special Conditions of Contract – GCC Clause 6	<p>We would like to get your guidance and approval on the below:</p> <p>"The supplier shall not assign this Contract or sub-contract the performance of any portion of it without the LBP's prior written consent. Prior to the assignment and subcontracting and the approval of LBP thereof, the Supplier must disclose to LBP the name of assignee/or subcontractor/s who which should have written agreement/s with the Supplier indicating: (i) the that assignee/s or subcontractor/s is aware of and shall abide with the terms and conditions of this Agreement, as may be applicable;"</p> <p>We would like to get your approval to sub-contract this with our partner, Netcore Cloud. We would like to request your consent on this.</p>	Per item no. 7 of Section II Instructions to Bidder, the Procuring Entity has prescribed that subcontracting is not allowed.
2.	Terms of Reference 1. Qualification and Documentary Requirements a. Technical Requirements B. Personnel Qualifications	<p>Terms of Reference</p> <p>Minimum Required Standards for personnel</p> <p>May we request for reference specs relaxation on: "At least two (2) local cloud implementation": Cloud infrastructure of the SaaS is not locally available, it's outside the country. Can we remove the word local?</p>	This requirement refers to local implementation of an Omni-Channel Digital Marketing Platform.
3.		"At least two (2) local cloud implementation of an Omni[1]Channel Marketing platform in banking or	This requirement ensures the Bank that the bidder has the expertise

Annex N-1

		financial institution": marketing platforms have the same models regardless of FSI or non-FSI implementation. Can we request to remove the statement of banking or financial institutions.	and experience in implementing in banking or financial institution.
4.	Terms of Reference Annex H – Requirements Compliance Form	Business Requirements  NON-FUNCTIONAL:  What/who is your current Security Information and Events Management (SIEM) provider?	SIEM is outsourced to a 3rd party provider with whom we have an NDA.
5.		Do you have a data sovereignty policy regarding the information of your contacts?	Yes, we have policies and procedures in place for data management, handling, security, and privacy.
6.		Will there be a need for integration with your Contact Center system?	The Omni-channel will be interfacing with systems defined in the interface/ usability requirements in the Business Requirements Document.
7.		FUNCTIONAL: How many users will have full access (subject to rights management) to the Omni-Channel system?	Twelve (12) users
8.		Will there be also read-only users for this system? Can you also provide us with the user count?	Twelve (12) users
9.		How many contacts are you currently looking at initial implementation? Would you have a growth projection on the number of contacts stored in the system?	Two (2) million active users with growth projection of 10%
10.		Are the categorization listed below going be presented as a report or as a dashboard layout? (Operational categorization requirement, interim reporting of categories)	Requirements on the categorization of clients must be presented in report format and as a dashboard layout
11.		When pushing contents to social media, will there be a workflow of approval prior to soc-med posting?	<b>There will be no workflow of approval prior posting to social media.</b>  <b>All the marketing materials to be posted were already approved outside the system as part of the business process.</b>
12.		How about the storage retention of the emails/videos sent? Can you provide your plans on the storage for these emails? How much storage are you	<b>Storage retention will be set for 3 years. Also, there should be a facility that the Bank can download assets (e.g., marketing</b>

Annex N-2

		looking at when large file formats, like videos?	<b>emails, images, videos) at any time.</b>
13.	Terms of Reference Annex H – Requirements Compliance Form	Will the workflows (journeys) be changing frequently? How frequent will adjustments be made on the workflows of a particular campaign?	No, please refer to the requirements wherein the Bank can create, edit and manage workflows and campaigns as needed.
14.		What recommendations are needed or provided by the AI? e.g. website of LANDBANK	Refer to AI/Machine Learning for Predictive Modeling requirement nos. OMNI-062 to 071
15.		What data warehouse is being used by LBP? How will we put the data to SF? Push to SF or SF pulls from the warehouse? What is the frequency of updated to or from the DW?	<b>Details regarding Data warehouse will be disclosed upon award of contract.</b>  <b>Data from the Data Warehouse will be imported to the Omni-channel Digital Marketing Platform via API.</b>  <b>Frequency of importing of data will be scheduled (e.g., daily, weekly) or as needed.</b>
16.		Will the users who create, edit, delete contact module have the same profiles? Where are we getting this data? Can you provide data characteristics or data values, if there are any.	Details regarding Data Refer to requirement no. OMNI-087 for the interface to Data Warehouse requirement.
17.		When you describe a shorten URL, do you refer to services like TinyURL, Bitty?	Yes, should be a licensed URL shortener.
18.		Who will access this in mobile, the client or users? Do we need to connect to LANDBANK app?	Omni-channel platform user will be the one to create in-app/push messages/notifications applicable to Android and iOS.  Interface/connection to LBP app is required for the clients to be able to receive in-app/push messages/notifications.
19.		If the nudges are real time, what are the conditions for these nudges? If we have this implemented in LANDBANK app, there would be a need for tracking facility via API. Will the nudges be done from LANDBANK App or Marketing Cloud to LANDBANK?	Conditions for nudges include presenting/highlighting the features of the application with information or instruction that helps the user to navigate the application; alerts, reminders or announcements.  Yes, there will be a tracking of nudge performance.  Nudges will be created in the Omni-channel marketing platform to be deployed to LBP application.
20.		What kind of activities and behavior which need to be tracked? e.g email or sms	Behavior refers to the users activity such as open rate, disregarding of messages

Annex N-3

21.		Who will access this in mobile, the client or users? Do we need to connect to LANDBANK app? Where can we get the data and do you track in website or app?	Omni-channel platform user will be the one to create in-app/push messages/notifications applicable to Android and iOS.  Since the requirements are under AI/ML, we want a platform that will be able to track or provide insights based on the campaigns sent to clients.
22.		What are the channels use for marketing of LANDBANK? APIs? What type and products use for cross selling? How can we determine the customer under CLTV?	Currently, the Bank is using social media, branch merchandising, out of home advertising, traditional advertising (e.g., print, radio, TV).  No APIs being used for marketing. The Bank uses digital products, consumer loans, deposit products for cross selling.  Based on the requirement, AI/ML should recommend/create predictive model for CLTV.
23.	Section II. Instructions to Bidder 5. Eligible Bidders – 5.3	For the Single Largest Contract: Will LANDBANK be open and to allow us to submit any Application Development Projects?	<b>No, we require that the SLCC must be an Omni-channel Digital Marketing Platform. This requirement has to be satisfied for us to assess the capacity of the bidder to perform/deliver contractual obligations. And, to ensure that the bidder has the experience and expertise, and provide the Bank the security in fulfilling the contract requirements.</b>
24.		The Qualification and Documentary Requirements: Technical Requirement: Will LANDBANK be open and to allow us to submit any Application Development Projects for items: 1,2,3	
25.		In this case, we would like to bid through our local partner SageSoft as they have the Platinum registration. We would like to check if we can either submit what Benson has mentioned about the Application Development projects and also we can top it up with MoEngage customer references.	

  
**ROMBERT P. REYES**  
 Project Manager, Technical Working Group Member

  
**FRANCIS R. RIBLEZA**  
 Team Lead, Business/Technical Working Group