



REPUBLIC OF THE PHILIPPINES
PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE
Tanggapang Pampanguluhan sa Operasyong Komunikasyon
Ermita, City of Manila

SUPPLEMENTAL BID BULLETIN NO. 1
30 May 2022

Supply and Delivery of ICT Equipment and Software Applications - Lot 2:
Social Media Listening Tool (Round 3)
(Procurement/Contract No. 2022-PCOO-I-029B)

Anent the Pre-Bid Conference held on 23 May 2022 for the above-cited procurement, and the queries received by the Bids and Awards Committee, please be informed of the following clarifications made:

COMMENTS/ CLARIFICATION	ANSWERS/RESPONSE
Clarified the payment of PhP5,000.00 for the bidding documents.	The PHP5,000.00 fee is a standard rate based on the Approved Budget for the Contract of the project, and as provided for in the Guidelines on the Sale of Bidding Documents. ¹
Clarification on the Technical Specifications: <i>Must support unlimited searches and results from news sources and social media platforms (broadcast, print, radio, and social media, blogs, and other websites) in English and Filipino language (inclusion of other local Filipino dialects are optional)</i> Aside from Social Media Listening, does this cover traditional news monitoring? Kindly specify the social media platforms.	It must be able to cover all news available online. At least: Facebook, Instagram, Youtube, Twitter, Reddit, and Tiktok.
Clarification on the Technical Specifications: <i>Must support Research & Monitoring of Consumer Sentiment</i> Tonality of voice/words used.	The tonality of the voice/word used is the basis of whether the post by a user is positive/negative without necessarily determining its impact.

¹ Section 5.0, Appendix 8, 2016 RIRR of R.A. No. 9184 – Standard Rates – The cost of bidding documents shall correspond to the ABC range as indicated in the table below xxx ABC: More than 1 Million up to 5 Million – PHP5,000.00

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<p>Clarification on the Technical Specifications:</p> <p><i>Must support Data Export (e.g. PDF, HTML)</i></p> <p>What kind of data are we going to support in HTML?</p>	<p>Basically, what it means is that the data can be opened in any browser as an alternative to any pdf viewing software.</p>
<p>Clarification on the Technical Specifications:</p> <p><i>Must support Consumer Segmentation for Market Research</i></p> <p>What would Research & Monitoring of Consumer Sentiment entail – What wider business objective is the PCOO trying to achieve, and would the team require reporting from an agency to help conduct analysis?</p>	<p>The software must be able to identify various consumer segments (such as geographic, demographic, psychographic, and behavioral) to help PCOO learn more about its followers/target audience, allowing it to tweak its communications campaigns and improve its audience targeting.</p> <p>The search results and analysis should be crafted by PCOO only, based on metrics generated by the software, given the sensitivity of information being monitored. No third-party agency reports shall arise, as the scope of the project being procured is the software only, not the service.</p>
<p>On Consumer Segmentation for Market Research - what would be some of the business execution by identifying these audience segments? (e.g. marketing activities like content creation, social marketing etc.)</p>	<p>Audience identification should be generated automatically through the software's AI. Marketing activities should not be a prerequisite to consumer segmentation.</p>
<p>Whether the Data exported require API integration to be pulled into a dashboard like Tableau/ PowerBI?</p>	<p>No, as it is not part of the scope.</p>
<p>Duration of the Software/License.</p>	<p>One year contract reckoned from the installation/activation of the software.</p>
<p>Whether the goods sought to be procured is an ERP software, a business intelligence software, or a license.</p>	<p>It is not a business intelligence software. What we need is a software for media monitoring and social listening which a business intelligence can use as a tool.</p>

Pursuant to Section 22.5 of the 2016 Revised Implementing Rules and Regulations of Republic Act No. 9184, this Supplemental/Bid Bulletin is issued for the information and guidance of all prospective bidders and shall form an integral part of the Bidding Documents issued for said the project.

Should you have further concerns, you may contact the BAC Secretariat through the details below:

Atty. MARK WAYNE E. EUBANK
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For information and guidance.

Original Signed
Usec. OMAR V. ROMERO
Chairperson, Bids and Awards Committee

CERTIFICATION

The answers provided on the matters raised on the Technical Specifications is based on the requirements of the End-User Unit representative:	
Original Signed DOPHINE MICHELLE V. BRITANICO <i>End-user Unit representative</i> noted by: EJCT	
Prepared by: Original Signed JOY MARIE P. PALOMA BAC Secretariat SAO, Procurement Division	Approved for release by: Original Signed ATTY. MARK WAYNE E. EUBANK Head, BAC Secretariat Director III, Procurement Division