

Tender Reference: UHS/IT//TENDER/034/2024

24th December 2024

Tender Closing Date: 10th January 2025

Description: DIGITAL SERVICES

Dear Valued Vendors

University Hospital Sharjah. (UHS) Management has decided to invite vendors for a Tender. You, as a vendor are requested to participate in the tender process by submitting your offer to provide the services as described in the attached scope of service document.

The Tenderer should comply with the following terms & conditions:

1. The Specification of the proposed scope of services & should be clear, informative & include Qty, Duration, and Delivery Period.
2. The price quoted shall cover all services as mentioned in the scope of services.
3. The financial offer should be on your company letterhead containing the authorized signatory and must be sent to the attention of the Director of Finance, **University Hospital Sharjah, PO Box 72772, Sharjah in a sealed document.**
4. As a part of the Tender document, the Vendors are requested to provide their valid Trade License, Name, and Designation of the Managing Director/General Manager/Sr. Manager have the authority to bind their company for the business relationship. Also, is required the authorization letter/Agency certificate confirming that the vendor is legalized to supply the items on behalf of the manufacturer/principal company. As well as the following documents:
 - a) Updated company license/ MOA/ POA for the signatory (if any)
 - b) company profile
 - c) Tax registration certificate
 - d) Full company address
 - e) Any other documents/approval required by the government authorities to supply the same equipment
5. Standard payment terms are 90 days from the date of completion of deliverables as agreed in the service contract or as specifically agreed in writing by the Materials Management Department of UHS
6. Any delays or short supply or non-conformance may result in the termination of Purchase contract and/or imposition of penalty for delayed deliverables as per the Agreement terms and conditions.
7. UHS shall be constantly evaluating the compliance of Contracted Terms and consistency of response time and progress of work throughout the duration of the project. Should Vendors not meet the requirements of UHS, therefore UHS reserves the right to terminate the contract if the vendor is not able to rectify during the time allotted by UHS's representative.

8. **Tenders should be submitted in two sealed envelopes and submitted to the Administration Office Finance Department- UHS:**
- a. **The Technical Specification details (PLEASE DO NOT INDICATE ANY FINANCIAL VALUE IN THIS).** If requested for additional clarifications and details these need to be submitted to **(Administration Office Finance Department-UHS).**
 - i. The technical offer should conform to the scope of services as per the attachment.
 - ii. Technical offer (hard copy and soft copy).
 - iii. Reference project where similar work was performed.
 - b. **The Financial Offer** addressed to UHS's Director of Finance and Administration, with **tender reference.**
- All above documents should be submitted before the tender closing date, all documents submitted after the closing date shall not be accepted.
9. UHS reserves the right to accept/reject the tenders without assigning any reason thereof.
- a. The tender will be awarded as a project as per the contract.
10. Quality, Price, and scope of services are combined parameters for tender evaluation.
11. The Vendor, its employees, its subsidiaries, and everyone who has a direct or indirect relationship with implementing and securing the works and purchases included within the scope of this tender, shall be obligated to inform UHS and disclose in writing any case of conflict of interest or any private interest that has arisen, will arise, or may arise. For any transaction related to the activities of UHS, in accordance with UHS policies.
12. The vendor, its employees, and subsidiaries shall be obligated to maintain confidentiality of any data, drawings, documents, or information related to the tender - written or oral. This includes all dealings, affairs, or secrets related to UHS that they may have come across during the tender process. Vendors shall not be allowed to disclose any information related to the tender through any media outlet without obtaining prior written approval from UHS.
13. The copyright of any documents and materials submitted by UHS within this tender is owned by UHS, and accordingly, these documents and materials may not be copied, in whole or in part, or reproduced, distributed, made available to any third party, or used without obtaining prior written approval from UHS. All documents submitted by the UHS in connection with the request for proposals shall be returned upon request, without any copies being retained by the bidder or any other person.

For University Hospital Sharjah

Materials Department

Scope of Service

1. Website Maintenance and changes

The vendor shall perform the following:

- a. Revise or update content on existing pages based on UHS request and specifications.
- b. Add new content and/or pages of content as required by UHS.
- c. Update the database associated with the website as needed.
- d. Shall ensure a backup and maintain a current file library of all assets, graphics, and source code for UHS website.
- e. Liaise with hardware engineers, hosting customer support, and other affiliate service entities when necessary.
- f. Shall ensure adequate Security measures to protect and prevent the UHS's credentials and Access to UHS's Websites being jeopardized and leaked to unscrupulous and hackers, and will take responsibility for the consequences as a result of failure to protect and prevent such eventualities.
- g. Vendor shall be responsible to fix all Functional and technical bugs reported by the customer that includes applying code fixes, configuration update, etc.
- h. The Web Service Hosting will be managed completely by the Vendor that includes and not limited to Instances, Storages, Security measures and install/update all the latest patches required to adhere with Security and domain best standard.
- i. Implement Internal linking strategy the serves the ultimate goals given by the UHS
- j. Optimizing the website loading speed for both desktop and mobile responsiveness version
- k. AWS Maintenance include not limited to:
 - i. AWS EC2 Instances Management
 - ii. Install or update applications.
 - iii. Apply patches
 - iv. Install or update SSM Agent
 - v. AWS RDS Management
 - vi. Managing IP traffic using a security group
 - vii. Auditing the database log files
 - viii. Maintenance and management activities
 - ix. Planning and executing backup and recovery strategies
 - x. User management (Multi factor authentication must be enabled for all users using UHS's AWS instance)
 - xi. Monitoring the database
 - xii. AWS WAF logging, monitoring and mitigation
 - xiii. AWS Cloud Trail
 - xiv. Monitor Data Events
 - xv. API Call Logs
 - xvi. Perform Logs Audit
 - xvii. Provide Summary report to customer
 - xviii. AWS Cloud Watch
 - xix. Assess Metrics and monitor logs and Alerts
 - xx. Provide Summary report to customer
 - xxi. Apache Monitoring

- xxii. IAM Policies Review and Optimization: Regularly review and enforce least privilege access for all AWS Identity and Access Management (IAM) roles and users.
- xxiii. Threat Detection with GuardDuty: Enable and manage AWS GuardDuty to detect and respond to unauthorized access, anomalies, and malicious activities

2. SEO Services (Search Engine Optimization Services)

Services shall include (but are not limited to):

- a. To provide the UHS with increased exposure in general public search engines.
- b. To drive organic online traffic to the mentioned site.
- c. Research keywords and phrases to select appropriate, relevant search terms (up to 180 phrases or keywords).
- d. Obtaining “back links” from other related websites and directories in order to generate link popularity and traffic.
- e. Editing and/or optimization of text for various html tags, META data, page titles, and page text as necessary (up to 15 pages).
- f. Analysis and recommendations on optimal website structure, navigation, code, etc. for best SEO purposes.
- g. Recommend, as required, additional web pages or content for the purpose of “catching” keyword/phrase searches.
- h. Hand-submit your pages to the major search engines and directories.
- i. Create traffic and ranking reports for uhs.ae and any associated pages showing rankings in the major search engines.
- j. A clean and optimized URL will be undertaken for a successful SEO campaign.
- k. Informing search engines how to interact when indexing UHS’s website. The SEO team will optimize these documents using best SEO practices.
- l. Providing a CUSTOM MONTHLY PERFORMANCE REPORT. Each month the report will review with reference to the previous month performance, and discuss ways to improve.
- m. Data & Analytics goals will be provided to measure campaign activities and track results, and more data driven with visualization data in dashboards
- n. Keyword research to help the customers of the UHS to search for key business strengths of the UHS. It provides the basis for creating the campaigns, ad groups and ad copy for UHS’s advertising activities.
- o. Create Traffic and ranking report for UHS website associated with pages via different tools including google search console.
- p. External linking strategy to direct visitors on the internet to UHS’s website pages
- q. Managing H1 and H2 heading with best and latest SEO Standards
- r. Remove any website duplicated content if any
- s. Review existing Sitemap and suggest and implement improvements.

3. SEM services (Search Engine Marketing Services)

Google Ads Campaign Management & Analytics Support:

The PPC and Analytics engagement includes ongoing bid management, ad copy and delivery optimization, as well as goal set-up and retargeting support.

It includes the following:

- Researching keywords for Adwords campaigns.
- Creating campaigns and Ad Groups
- Creating Google Adwords Account
- Create Google Search Engine Marketing Campaigns with specific client needs (includes Location, Network, Devices, CPC, CPM, CPA, Bidding Option, Ad Extension – Location Extension, Phone Extension, Site links)

Why it's important:

Pay Per Click / SEM advertising on Google allows clients to show up for keywords groups that currently have low visibility. It also allows them to better inform SEO strategy via keyword alignment and insights.

Always on campaigns can be incorporated when promoting new products and services however we recommend campaign should be continually turned on for the following reasons.

- Optimize performance over time to increase engagement
- Protect Brand name
- Acquire market share from competition
- Improve remarketing list

Input required from UHS (if applicable)

- Access to client's Analytics,
- Access to client's Google Tag Manager (if available)
- Implement Tags to track Conversion (instruction supplied by us)
- Microsites for better customer usability
- Creatives for display ads. (Specs supplied by us)
- Access to Google adWords account (if existing)
- Previous campaign activity (if applicable).

Output from contractor:

- AdWords Campaigns with Ad Groups targeting the various audience targeting within our research
- Ad copy related to the ads created within each ad group.
- Analyze the industry, understand the end user needs and create an effective audience group.
- Update bids at targeting and Ad Groups level based on the performance of the Ads
- Audience targeting
- Improve CTR
- Improve audience reach
- Building Remarketing groups
- Implement accurate tracking
- Set up Campaign Experiments

Monthly

- New Campaigns Set-up
- Mobile Devices Report.
- In-Page Analytics Report.
- Site Search Terms Report
- Browser Report