



Request for Proposal - ASEAN Exchanges Website Redesign Project

The Stock Exchange of Thailand ("SET"), on behalf of ASEAN Exchanges, is seeking to procure a service provider (the "Offeror") to implement a new ASEAN Exchanges website. The intent of the website is to be a platform to provide information about ASEAN Capital Markets for investors particularly retails and small-mid institution clients. It is also the place to promote ASEAN products and provide access to each Member Exchange.

The Offeror shall propose a total solution which combines both website development and data services. The Offeror is encouraged to work with a data vendor or website developer (as the case may be) in order to integrate data required by SET to offer as a total solution on to the ASEAN Exchanges website. However, the Offeror who may provide both services is also welcome.

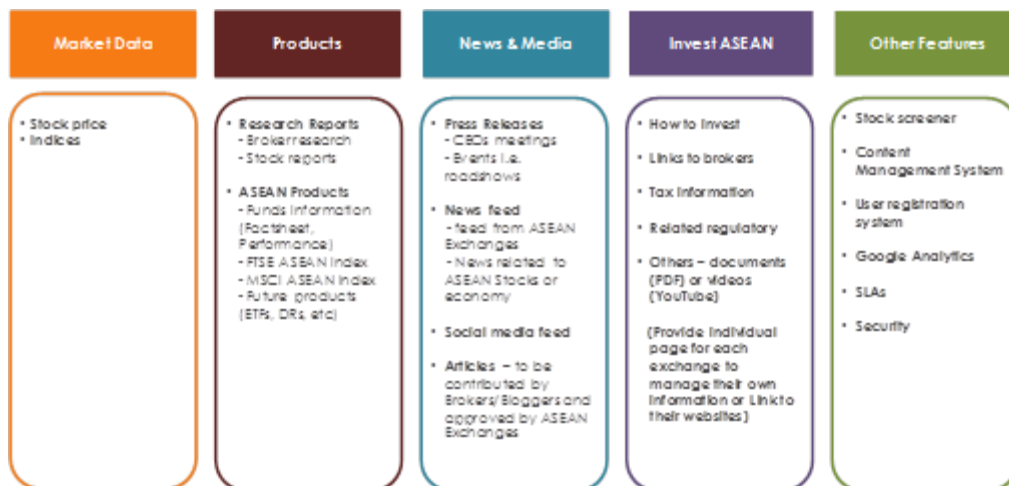
The Offeror should indicate its capabilities and experience by describing how it would provide the development of the new website. SET expects the Offeror to provide at least one (1) reference site from financial industry, preferably stock exchanges.

Scope of Work

The Offeror are required to provide, but not limited to, the following:

1. Website designs
 - 1.1 UX/UI Designs
 - 1.2 Website template designs / Site map / wireframes
2. Development and Features
 - 2.1 Display data by retrieving and processing the data from data vendors or from the websites of member exchanges as specified in items 3 and 9.1. However, for item 9.2, the Offeror shall design and develop templates for displaying the reports as required by any of Member Exchanges, while also providing additional costs incurred if any of the member exchanges later decide to use this service.
 - 2.2 Stock screener: website users are able to select and compare stocks across ASEAN Exchanges over the past 3-year period quarterly based on, but not limit to, the following criteria (in local currencies and USD):
 - Security Exchange , Industry , Sector , Company name , Ticker , Market Cap , Price range , P/E , P/BV , Return on Equity% , DE Ratio (times) , Dividend Yield%

3. Contents for the website: please refer to the chart below



4. User Management: website users are divided into 3 roles
 - Website admin – manage contents, assign/change/delete exchange admin accounts, retrieve information from Google Analytics and visitors' database
 - Exchange admin – manage content of their own Exchanges under "Invest ASEAN" section
 - Website visitors – browse, register, login, and access to the information provided on the website. Besides email registration, website visitors can also use their Facebook or Google accounts to connect with the registration system.
 - The Content Management System should be user-friendly, flexible and support a distributed approach by several users.
5. Web Security
 - The website must be hosted in the data center with ISO27001 certified or relating standards.
 - The Offeror is responsible for updating patches to prevent any incidents as well as collecting logs to comply with the Computer-related Crime Act.
 - The website development must be complied with the IT security standards such as Account management, Complex password, Session management, Permissions, Web security protection (May refer to OWASP Top 10).
 - SET reserves the right to process the security check of the website.
6. Ongoing support: maintain and hosting website (www.aseanexchanges.org and www.aseanexchanges.com or any other domain name determined by ASEAN Exchanges) with the following Service Level Agreements
 - 99.9% uptime, 24x7 service time; and
 - Telephone and Email support: 8.00 AM to 6:00 PM Monday – Friday Bangkok Time.
7. Technical details:
 - Responsive design;
 - Support at least 250 users concurrently at acceptable response time (Please specify the response time in the proposal); and
 - Support different browsers including Chrome, Safari, and IE11.
8. Data protection: the process of acquiring, storing and disclosing to ASEAN Exchanges of the website users' information, which may be including their personal data, shall be complied with the General Data Protection Regulation (GDPR) and personal data protection laws applied to each Member Exchange if required. In this regard, the Offeror shall provide the system that support the process of, and the content used for, obtaining the consent from data subject required by ASEAN Exchanges such as tick-box etc. Moreover, the Offeror shall not at any time use and/or disclose the personal data for any purpose other than performing the services and its obligation under the Contractual Agreement resulting from this RFP.

9. Market Data and Research Reports

9.1 The Offeror shall cover the following data of all ASEAN Exchanges:

- Market data including market indices, stock prices, and listed companies' news with 15-minute delay;
- End of day data and historical performance of ASEAN related index from major index providers such as FTSE and MSCI;
- Provide products or funds information in ASEAN such as CIMB FTSE ASEAN, One Stoxx ASEAN Select Dividend ETF (End of day);
- Brokers' research reports from the respective countries of at least 100 reports/month. It is expected that the Offeror should have analysis team to cover all ASEAN stock market data and recommend the selection of research reports of ASEAN thematically and publish those research reports on the website.
- In case of consents are required by research houses for ASEAN Exchanges to publish such research reports on the website, the Offeror is preferred to work with research houses to obtain permission on behalf of Member Exchanges.
- Social media feed from member exchanges such as official twitter accounts.

9.2 The Offeror proposal shall respond to the following requirements, however, ASEAN Exchanges reserve the right that only some or none of the ASEAN Exchanges may choose to use this service. The service comparable to these requirements can also be proposed.

- Stock reports are automatic generated research reports providing information such as ratings, company's performance, consensus estimates and peer analysis data of stocks in the countries of Member Exchanges.
- The reports can be displayed in HTML format or printed in PDF format.
- For any Member Exchange requesting for this service, the minimum number of stock reports provided is 100 stocks per respective country per month.
- The selection of stock reports shall be recommended by the Offeror with monthly theme.
- These selected reports shall be automatically updated at least bi-weekly.

10. Cost of Service: The Offeror shall provide the cost of service after the project launched on an annual basis and recurring over the same calendar period. For any additional change requests from ASEAN Exchanges, the may-day cost and travel expenses shall be provided. Please refer to Clause 3, Section 8 and Appendix C.

11. Miscellaneous

11.1 The website will be developed in English language only.

11.2 In the case of termination, all design, artworks, codes for the website are subjected to be delivered to the ASEAN Exchanges.

11.3 The ASEAN Exchanges domains are belong to ASEAN Exchanges at all time. However, during the term of the Contractual Agreement, the Offeror shall be responsible for:

- managing and registering the domain name of the ASEAN Exchanges' website, URL: www.aseanexchanges.org and www.aseanexchanges.com, and
- as soon as practicable upon receiving written notice from SET and/or ASEAN Exchanges, pass on the management and domain name of the ASEAN Exchanges' website to the vendor informed by ASEAN Exchanges or to the ASEAN Exchanges, at ASEAN Exchanges' option.

Please find more details in the attachment (Request for Proposal))

RFP & Project Timelines

RFP Release	14 January 2019
Open for questions from potential Offerors (email only)	15 – 31 January 2019
SET Presentation to prospective Offerors (Presentation only, no Q&A)	24 January 2019 (venue & time to be informed)
SET responds to the questions via email	5 February 2019
Prospective Offerors Presentation	12-13 February 2019
Proposal Due Date (electronic submission)	15 February 2019
Proposal Due Date (paper submission)	18 February 2019
Winner selection & contacted	12 March 2019
Project kick-off	15 March 2019
New website launch target date	30 August 2019

Announced on 14 January, 2019

Contact for more information via Email: itprocurementunit@set.or.th

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