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Overview

- Background

The Organization of the Petroleum Exporting Countries (OPEC) is a permanent intergovernmental organization based in Vienna, Austria. It was established by five Founding Members (Iran, Iraq, Kuwait, Saudi Arabia and Venezuela). The Organization today comprises 13 Member Countries located in different continents.

The OPEC website is one of the main official channels for external communication for those interested in OPEC and its affairs. Its content varies in nature and it includes texts, pictures, videos and graph.

The website is well visited throughout the year by various user groups from across the globe, including Ministers, Governors, other officials, journalists, analysts, professors, teachers, students, pupils, as well as other individuals who are interested in the Organization and its work.

- Objectives

This document has been developed to serve as terms of reference to guide the revamping project and the operations of the OPEC website (www.opec.org) and the OPEC Seminar website (seminar.opec.org), defining the role and responsibilities of the selected and hired company.

- Scope of work and key responsibilities

  - Revamp the OPEC website, including the design, content management system, functionalities and technical infrastructure.

  - In general, the scope of services to be rendered for both websites include:
    - Project building;
    - Templates development;
    - Plug-in development and integration;
    - Content integration editing;
    - System improvements; and
    - Support and maintenance.
The hired company will be assigned to handle the development, coding, designing, patching, updating and upgrading the websites. Content, including text, pictures, videos and others, will be provided OPEC. Only approved content by OPEC and shared through the appropriate channel can be used and published on the websites.

Maintain homogeneity in term of infrastructure and impression between the OPEC website and the OPEC Seminar website, whereby similar content used in both websites can be updated through a single process.

Ensure both websites are mobile-friendly and responsive to as many devices as possible.

Use Word Press, the content management system of the Seminar website, for the OPEC website, or propose a better alternative for both websites.

Improve the integration possibilities of multimedia into various parts of the website.

Develop backend tools that can be used for various purposes, such as customizable registration service for particular projects to be used when needed with automated reporting, and other internal processes for the Organization; to be agreed on with OPEC.

Develop 10 customized reports to be generated from the database of the websites. The reports can be exported as PDF and Excel on demand. The reports may include graphs and charts.

Provide trainings/demonstrations to selected OPEC staff on the selected content management system, whether Word Press is chosen or another service.

The kick-off meeting will be held within one week of signing the contract.

The hired company shall submit the action plan of the project one week after the kick-off meeting with OPEC, which includes, but not limited to, timeline, required resources, assumptions and risks.

The project duration shall not exceed the period of three months, starting from the approval of the action plan.

The hired company shall apply a complete and effective risk management strategy and constantly ensure that it meets the latest industry standards. The management of risks include: implementation of a risk management process; documentation of risk incidents and identify their causes; immediate provision of extensive reports covering the incidents, impact analysts, and effective, corrective or
preventive, actions; and implementation of threat prevention procedures to minimise the risk of security breaches.

- The hired company shall provide additional 50 hours for possible changes and amendments within one year after completing the project. The additional hours shall be quoted separately from other tasks of the project.

- The hired company shall obtain OPEC’s written approval to begin work on any issue related to the websites, including, but not limited to, any task listed in this document.

- Any introduction of new technologies, programming libraries and external services have to be coordinated with and approved by OPEC.

- The hired company shall render the majority of its services to OPEC during weekdays, except for cases of emergency, urgency and special projects, during which OPEC expects the consultants to carry out the required duties outside the usual business hours if deemed necessary by OPEC.

- Provide services and support per telephone, email and ticket system.

- English shall be the Language of communication between the hired company and OPEC.
General specifications

- **Function specifications**
  - Integrate the possibility of creating; editing of texts, images and videos; dispatching; exporting; and browsing of electronic newsletters, as well as the subscription function.
  - Integrate the possibility of signing up for a mailing list.
  - Integrate a payment gateway directly linked to the Organization’s bank account to be used for all payments related to the OPEC Seminar, e.g. paying delegates, sponsors and exhibitors.
  - Content Management System shall allow OPEC staff to easily set the rate for each service.
  - Integrate the function of creating user accounts with username and password for users other than OPEC staff members.

- **Design specifications**
  - Integrate the necessary technology to conduct simple editing of pictures and videos, including proper resizing, through the content management system.

- **Technical specifications**
  - Ensure both websites are mobile-friendly and responsive to as many devices as possible, including mobile phones, tablets, PCs, etc.
  - Ensure that both websites are hosted on secure, reliable, fast and known cloud services.
  - Ensure domain migration to the selected host by OPEC.
  - Provide technical support to both websites.
  - Provide service, care and support for the OPEC and Seminar websites, its applications and any other microsites that are part or linked to the website.
  - Perform upgrades and updates in continuous manner of the website, its infrastructure and the content management system to ensure that both are up-to-date and using the latest stable versions of the technologies used.
  - For ongoing care, maintenance and update of the systems, maintenance periods may be required. The maintenance periods shall be coordinated with OPEC in advance, in addition to identifying potential issues and
downtime. Depending on its importance, maintenance work will be prioritized and executed.

- Advise OPEC on the latest technologies that suit the website’s environment, as well as propose new technologies that may be useful for the work of OPEC.

- Solve problems, as well as support the solving of problems that may arise in the day-to-day operations.

- Communicate problems which lie in the responsibility of sub-suppliers, e.g. the content management system, monitor their solutions and ensure that they are applied to the OPEC website and its applications.

- Maintain and enhance the possibilities to track the website trends and statistics through tracking services, including suggesting suitable tools.
Specifications related to the OPEC Website

• Function specifications
  ▪ Integrate a news slider into the home page of the website with the possibility of adding a picture, a collage of pictures or a video, as well as caption/short text – OPEC agenda.
  ▪ Develop an advanced and interactive photo gallery, which allows creating albums, building custom structure, adding the OPEC logo automatically, browsing images smoothly, resizing of uploaded images, downloading images in high-quality format with OPEC’s logo.
  ▪ Develop a viable and presentable video gallery based on the embedment of videos available on OPEC’s YouTube account.
  ▪ Develop a viable and presentable photo gallery solution.
  ▪ Integrate the possibility of adding texts over photos and videos as an overlay through the content management system.
  ▪ Develop interactive and advanced feedback form.

• Design specifications
  ▪ Propose at least five suitable templates for the website for the consideration of OPEC; final decision to be made by the Organization.

• Technical specifications
  ▪ Facilitate the migration of current content on the OPEC website to the new one, depending on the approved structure of the new website.
  ▪ Provides more flexibly regarding placement of objects, e.g. documents, images, etc, in any page.
Specifications related to the Seminar Website

- Function specifications
  - Develop a section on the website where all the reports can be accessed with a customizable dashboard that present overview of various figures and statistics.