



**REQUEST FOR PROPOSAL (RFP):
WEBSITE REVAMPING FOR ISLAMIC FINANCIAL
SERVICES BOARD**

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SECTION 1

QUICK OVERVIEW

RFP Title	Website Revamping for Islamic Financial Services Board (IFSB)
Closing Date for Submission	13 March 2023
Validity of Proposal	60 days from the closing date of submission
Submission	Hardcopy to Islamic Financial Services Board (IFSB), Bank Negara Malaysia, Level 5, Sasana Kijang, 2, Jalan Dato Onn, Kuala Lumpur, 50480 Kuala Lumpur.

The following RFP includes a background of our organisation and describes the purpose of the new website, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon Service Provider recommendation and/ or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

1. The IFSB invites proposals for **“WEBSITE REVAMPING FOR ISLAMIC FINANCIAL SERVICES BOARD”**
2. The content of this RFP enlists the requirements of the IFSB.
3. After the submission of the Proposal according to the instructions provided in the sections below, the Proposal will be evaluated through a two-stage process.
4. The Documents to be submitted:
 - a. Form 1 - Covering Letter
 - b. Form 2 - Relevant Project Experience
 - c. Form 3 - Resource Profiles
 - i. 3.1 Company Profile
 - ii. 3.2 Personnel Profile
 - d. Form 4 – Banking Details
 - e. Annexure 1: Financial Proposal
 - f. Annexure 2: Creative Proposal
 - g. Annexure 3: Timeline Proposal

SECTION 2

PROPOSAL SUMMARY

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2.1 COMPANY BACKGROUND AND INTRODUCTION

The Islamic Financial Services Board (IFSB), which is based in Kuala Lumpur, was officially inaugurated on 3rd November 2002 and started operations on 10th March 2003. It serves as an international standard-setting body of regulatory and supervisory agencies that have vested interest in ensuring the soundness and stability of the Islamic financial services industry, which is defined broadly to include banking, capital market and insurance. In advancing this mission, the IFSB promotes the development of a prudent and transparent Islamic financial services industry through introducing new, or adapting existing international standards consistent with Sharī'ah principles, and recommend them for adoption.

To this end, the work of the IFSB complements that of the Basel Committee on Banking Supervision, International Organisation of Securities Commissions and the International Association of Insurance Supervisors. As at June 2022, the 188 members of the IFSB comprise 81 regulatory and supervisory authorities, 10 international inter-governmental organisations, and 97 market players (financial institutions, professional firms, industry associations and stock exchanges) operating in 57 jurisdictions.

The mission of the IFSB is to promote the stability and resilience of the Islamic financial services industry. The IFSB seeks to achieve its mission through the issuance, and facilitating the implementation, of global and prudential and supervisory standards and other initiatives that foster knowledge sharing and cooperation.

2.2 PROJECT OVERVIEW

Web design has been constantly changing throughout the years leaving those who are inattentive to the progress left behind. Therefore, the IFSB would take the leap forward in order to be updated with the times and even to lead future trends. As to achieve our primary goals of increasing our brand and reputation awareness, the upgrade is needed. A fresh new look that will attract more traffic to our website and in turn give visitors an overview of the services provided by our company. While simultaneously being able to demonstrate our culture, affiliation and brand values related to transparency, good governance, and accountability.

The existing IFSB website (see www.ifsb.org) was designed and produced in 2005 based on navigation and design specifications deemed relevant and up to date at that point in time. Minor modifications and upgrades were made to a few key pages afterwards.

In 2019, the website was given a creative overhaul to reflect the current templates shown on the existing web asset of today. In terms of analytics, we would want a system for which to track and monitor our effectiveness. On the other end, our redesigned website would need to be mobile-friendly and improve upon the overall user experience (UX) to aid our users.

The IFSB is accepting proposals to revamp the website. This will be a concept-to-completion project. The purpose of this RFP is to provide a fair evaluation for all candidates, and to provide the candidates with the evaluation criteria against which they will be judged.

2.3 PROJECT GOALS

The development of the new website for the IFSB is aligned with the goals to:

- a. To enhance IFSB's corporate reputation, strengthen its online presence, build awareness and provide an overview of our services to deliver credibility to our members, users, and prospects as well as serve as an ambassador for the IFSB brand.
- b. To expand the website into a one-stop platform for the latest ideas exchange and information sharing with all our members and the industry.
- c. Showcase the corporate information of IFSB, standards, programmes, publications, PSIFIs, E-learning and digital platform of IFSB.
- d. Engage visitors by presenting attractive visual images, intuitive navigation, and concise messaging, while at the same time increasing functionality and ease of use for existing users, members and secretariat. The tools that are incorporated must allow for the timely delivery of content using basic technical skills and limited personnel.
- e. Strengthen relationships with our members, partners, and site visitors.
- f. Provide a scalable and maintainable solution and document IFSB's rich history in the Islamic financial industry.

2.4 TARGET AUDIENCE

The primary audience for the IFSB website is identified as but not limited to Regulatory and Supervisory Authorities, market players, prospective members, and students.

2.5 WEBSITE VISION

To meet our organisational goals, our new website must serve as an ambassador for the IFSB brand and showcase the corporate information of IFSB, standards, programmes, publications, PSIFIs, E-learning and the digital platform of IFSB.

The IFSB website must strengthen relationships with our members, partners, and improve and engage with the site visitors, while providing a scalable and maintainable solution and document IFSB's rich history in the Islamic financial industry.

In line with this vision, the IFSB website should be able to:

- I. Utilise responsive design with the latest technologies to provide a consistent user interface across all devices
- II. Establish a clear path for visitors to access information relevant to them
- III. Present clear and concise information to end users
- IV. Integrate with IFSB's social media platforms
- V. Provide an easy-to-use fit into the CMS platform
- VI. Conduct thorough market research, competitive analysis and internal/external focus groups.
- VII. Function as the "hub" for other web-based systems such as our Member Events Management System (MEMA), E-learning, and PSIFIs.
- VIII. Leverage limited human resources through improved efficiencies in web management
- IX. Maximise search engine optimisation through strategic mark-up language and content
- X. Provide an archival system for IFSB press releases, photos, and videos and move historical data to a searchable database

2.6 SCOPE OF WORK

The intends to revamp the existing website at <https://www.ifsb.org/index.php/> and develop a new website and its content management system (CMS). The scope of work for this contract generally will cover the following:

- i. Development of the new IFSB website
- ii. Enhancing the effectiveness of the IFSB's website content, optimised for search engines;
- iii. Ensure the security of the new IFSB website's; and
- iv. Perform comprehensive maintenance coverage scheme for the website including its platform.

The breakdown of the said scope of work above being described as below:

2.6.1 General Scope of Work

- i. Study, analyse and propose a new website with suitable CMS that are easy to administer in terms of functionality, usability, integration, managing updates, security, efficiency, and user-friendly workflows, with a powerful content publishing solution.
- ii. Study, and analyse the IFSB website content and proposes content enhancement and optimisation strategies that are search engine friendly. This includes the ability to provide technical advice in producing Search Engine Optimisation (SEO) driven content.
- iii. Study, analyse and propose suitable web security solutions.
- iv. Shall develop and provide system modification, enhancement or change of request on the IFSB website and its applications. The changes shall include technical improvements to support the IFSB's changing business environment and requirements.
- v. Shall ensure that the website as well as web maintenance and security are well complied with the key industry standards.

2.6.2 Content Structure Development and Content Optimisation

- i. The company shall study and analyse the content and structure of the IFSB Website based on the existing web content and site structure.
- ii. The company shall provide technical advice, cooperate and collaborate with the assigned web content team in developing the content.
- iii. Company shall develop a unique format of site structure or site map in the website
- iv. Perform research and propose information to be included or excluded from the website
- v. Formulate and strengthen content ideas in line with project objectives
- vi. Produce the text and infographics to highlight the content. Photos can be supplied by the company and any purchase needs of stockpiles should first get the IFSB's approval.
- vii. Ensure the web content is Search Engine Optimisation (SEO) friendly
- viii. Deliveries shall be based on the project timeline.

2.6.3 Website Design and Development

- i. To revamp and develop a new IFSB website (English version as the main website) in accordance with IFSB's requirements.
- ii. The proposed new web design shall be based on (but not limited to) IFSB's proposed content wireframe.
- iii. To propose a new design of landing page and theme that reflect the IFSB brand and adhere to its branding guidelines.
- iv. To ensure the website design is compatible with other major browsers such as Chrome, Mozilla and Safari.
- v. To ensure the website is developed to support the mobile responsiveness environment without compromising web loading speed.
- vi. To provide share function from the website to other platforms such as social media etc.
- vii. The development shall include technical improvements to support IFSB's changing business environment and requirements.

2.6.4 Content Management System (CMS) Development)

- i. To study, analyse and propose to IFSB's a suitable CMS that is easy to manage and administer, flexible in terms of its functionality, usability, integration, workflows, updates and versioning
- ii. To provide an easy CMS Administration for:
 - Keeping track of scheduled content (scheduling)
 - Monitoring site and administrators activities (audit trails)
 - Adding functionalities through modules and plugins (highlights etc)
- iii. To provide powerful publishing tools that are adaptable to any type of content to be published. This includes the handling of SEO, content tagging, and adding images and video within the publishing interface.
- iv. To provide built-in SEO tools that are able to automatically create URLs that are search engine friendly. It should consist of Meta descriptions, and page titles and authenticate with Google Webmaster Tools, alt tags for images, comply with accessibility guidelines and avoid duplicate content.
- v. To adapt and easily integrate with social media applications and current technology
- vi. To provide custom and manageable analytics reports that are relevant to business insights for necessary improvements.
- vii. To provide simple workflow and publishing controls, with flexible tiered permission.
- viii. To provide website security for applications and platforms that comply with the existing industry's standards
- ix. To provide comprehensive search functions for the website content
- x. To provide versioning for quick rollback; versioning ensures a backup copy is available to be revert back to if something is published by accident.
- xi. To adapt and flexible to IFSB's business alignment and unique organisational requirements

2.6.5 Content Management System (CMS) Specification

The new CMS shall at least have the following requirements:

- i. To provide the existing available functional features with enhanced quality;
- ii. To support the IFSB's content type and structure;
- iii. To have high performance, accessibility and accuracy;
- iv. To ensure that all pages are easily updated to reflect the use of any new theme;
- v. To reduce duplication of information across business units and platforms. Hence wherever possible, information should only need to be stored once, and be reused multiple times.
- vi. To improve customer experience through enhancing the quality of the site, ease of use, content navigation and user interface
- vii. To support website growth following any strategic needs to substantially increase the amount of information published
- viii. To increase the website's resilience to changes or any modifications
- ix. To provide a better reporting system in order to achieve greater accountability
- x. To provide powerful searching, browsing and filtering systems to allow finding and tracking of key information much faster and easier

2.6.6 CMS User interface Design Requirement

- i. To ensure that the CMS design and interface are able to support the proposed content structure, and layout (website wireframe), as well as standardise all versions
- ii. To ensure that the CMS user interface supports the administration of IFSB's website content

2.6.7 Support and Maintenance

Company shall provide a one-year comprehensive maintenance coverage scheme for CMS. These include, providing preventive and remedial maintenance as well as control and monitoring system.

- i. Provide comprehensive maintenance and support coverage scheme for the developed CMS applications which include ensuring 24/7/365 accessibility and connectivity
- ii. Provide ongoing support as well as on-site support (when necessary) accordingly or upon notification / any bugs reported by performing patches and fixes
- iii. Provide a schedule of maintenance and details of the CMS development to ensure the CMS software is up to the latest, suitable and stable version which allows continued improved performance.
- iv. The company shall prepare the CMS maintenance report on a quarterly basis.

The IFSB will negotiate contract terms upon selection, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

2.6.8 Report and Documentations

- i. Shall provide quarterly maintenance reports according to the format required by the IFSB. The report must include, amongst others a comprehensive web analysis that provides information on both web performance and maintenance activities, such as follows:
 - a. Problem solved/pending log report
 - b. Admin log report
 - c. Web analytics report
 - d. System maintenance information reports consist of detailed logs as follows:
 - Overview (brief report on the maintenance activities)
 - Other related maintenance activities
- ii. Shall provide, prepare or include product/issues' remedial report either independently or inclusively in the maintenance report.
- iii. Shall maintain proper documentation (softcopy and hardcopy) throughout the duration of the contract;

2.6.9 Training

- i. To conduct a minimum of 2-Day training sessions for web administrators with comprehensive instructor lead and hands-on training
- ii. Must be able to provide additional training by request from the IFSB

2.6.10 General Website Features and Functions

The features and functions below are examples of what we believe to be the options required for our website to operate accordingly. The Service Provider may suggest other features outside of what has been listed if deemed necessary for the functionality of the website according to our vision and goals in the “Remarks” column.

No	Features Specifications	Complied	Not Complied	Remarks
1.	The Service Provider is required to plan and strategise for the new website architecture based on the current website content.			
3.	Service Provider has to produce a checklist of needed content for the website as guidance.			
4.	The Service Provider must ensure a homepage interaction that enables visitors to access information easily and need fewer clicks to get the intended information.			
5.	The website must have Subscribe Newsletter features for email marketing integration			

	that will be developed for future usage.			
6.	The website must be strategised to optimise the IFSB digital presence.			
7.	The search mechanism on the website must function in quick mode enabling a Quick and Easy Search Mechanism. It should have a provision for robust search options for visitors.			
10.	Additional features - Photo Gallery, Slideshow, Video, Downloadable, Documents/Files, Internal Search Features, Calendar.			
11.	The website should be able to cater to scheduled postings in different sections of the website like events, programs, news etc.			

2.6.11 Technical Requirement

Service Provider may suggest other features outside of what have been listed if deemed necessary for the functionality of the website according to our vision and goals in the “Remarks” column.

No	Technical Requirements	Complied	Not Complied	Remarks
1.	The service provider shall be responsible for end-to-end digitalization, operations, its			

	associated processes, as well as information relevant to accredited conformity assessment. The service provider shall carry out User Requirement Study.			
2.	The service provider shall be responsible for end-to-end development of the planning, design, UI/UX and development and testing.			
3.	<p>Service Provider should share their hosting specification and server specifications during the submission of RFP complying to the below;</p> <ol style="list-style-type: none"> 1. The end product should be fully responsive, ie. acceptable on Safari, Chrome, Microsoft Edge, and Firefox on most popular desktop resolutions, as well as mobile phones and tablets. 2. All navigation on the website should work smoothly. 3. The total site load time should not be more than 5 seconds. 			
4.	SSL to be set up from the beginning of the website, enabling HTTPS for data collection from applicants.			

6.	Technical levers to achieve that like Image caching and compression, and CSS optimisation to be employed.			
9.	Special emphasis on the latest UI with a sustainably long design life with all the information required for the target audience available on the main page and with easy and effective UX, fast speed site-load and minimum possible click searches.			
10.	The website must be extensible for future requirements			
11.	The Service Provider is required to perform website maintenance for 12 months post Go-Live, in addition to knowledge training & hosting. Service Provider must specify the scope of work during maintenance.			

The website designed by the successful candidate must meet the following criteria:

- I. Include templates that incorporate into the content management system that will permit both technical and non-technical IFSB secretariats to update website content on specific pages.
- II. Once the site has been completed and accepted by IFSB, the site will be maintained centrally by IFSB's team as well as updated information from IFSB's members from various backgrounds. This should be kept in mind when selecting the tools that are included.
- III. Convert and revamp substantial amounts of existing content to the new website.

- IV. The site must seamlessly integrate with IFSB's existing systems including our E-Learning platform, PSIFIs, digital platform and Members and Event Management Application (MEMA). It is essential that data be captured and securely transmitted to the MEMA while providing the capability to retrieve information such as course schedules, calendar items, and personnel contact information from the MEMA. In addition, the user interface from the website to all the systems should transition smoothly.
- V. The site must be clean and attractive, with a mix of text and graphics. Visually, the site should be modern, distinctive, memorable, and engaging. It should fit as close to a single displayed page on a typical-size monitor as possible.
- VI. The use of photography and fonts should be consistent with IFSB branding throughout the site.
- VII. The site should be easy to navigate, where information is grouped and presented in a logical manner with a minimal number of levels needed for the user to find the desired information. The navigation design should complement the capabilities of touch-enabled, mobile devices.
- VIII. Development of templates that adhere to the proposed navigation scheme enabling non-technical users to easily add new sections/pages.
- IX. Provide search capabilities using keywords or phrasing that will identify content throughout the site and optimise Google Rankings.
- X. Build connections to externally hosted library resources.
- XI. An assigned project manager will be made available to present information and coordinate with IFSB Secretariats, including a reasonable number of meetings (either in person or via videoconference) to present design and development solutions.
- XII. Once the website has been completed and accepted by the IFSB, the website design and all of its contents, software and architecture become the property of the IFSB.

2.7 DELIVERABLES

2.7.1 Timeline

The timeline that will be provided during the submission of this RFP should include but not limited to the followings;

1. Planning Phase
2. Designing Phase
3. Development Phase
4. Pre-Launch Phase
5. Launch (Go-Live) and Post Launch Phase

2.7.2 Progress Report

A bi-weekly status progress update report of work is required to be sent to the IFSB in a mutually agreed format.

Service provider is required to prepare the following documents and documents are required to be signed off by the IFSB:

1. Project Kick-off
2. User Requirement Study
3. Project Organisation Chart
4. Project Timeline
5. Communication Channels
6. Test Plan & Test Scripts (User Acceptance Test & Final Acceptance Test)
7. Training Plan
8. User Manuals

2.8 Payment

Service Provider shall include any requirements or preferences regarding invoicing and payment. The IFSB will negotiate contract terms upon selection, and a project will be awarded upon signing of an agreement or contract.