

Request for Proposal

Centralized Marketing Broadcast System for Union Bank

Dear Sir / Madame,

Union Bank invites you to participate in the tender process for "Purchase of Centralized Marketing Broadcast System for Union Bank".

The purpose of this Request for Proposal is to accept; evaluate and select the best Proposal that meets the Bank's requirements for this process, according to the requirements listed in this Request for Proposal.

The proposals will be evaluated in accordance with the selection criteria below that will determine the winning bid:

- Technical evaluation of the proposed solutions offered by the company.
- Commercial evaluation based on the best and final price quoted.

Thank you in advance for your participation in this process.

Best regards,

Procurement Unit
Union Bank Sh.A.

Date issued 17 June 2026

1. Introduction

Union Bank (hereinafter “the Bank”, or “UB”) is a financial institution registered as a commercial bank on 9 January 2006. For further information regarding the Bank’s activities, size and financial situation, please visit our website: www.unionbank.al

Union Bank invites proposals from qualified vendors for the supply, implementation, integration, support, and maintenance of a centralized marketing broadcast system for branch display communications.

The Bank seeks a centrally managed solution, preferably cloud-based SaaS, to create, schedule, distribute, monitor, and report on digital marketing and informational content across branch display devices, including:

- Indoor TVs and digital screens
- Indoor LED displays
- Outdoor LED/display devices

The solution shall include the central content management platform, branch-level playback/display capability, communications architecture, installation services where applicable, integration interfaces, monitoring, support, and ongoing maintenance.

2. Objective

The objective of this procurement is to select a vendor capable of delivering a secure, scalable, centrally controlled digital signage and marketing broadcast solution that:

- Enables head-office control of content across all branch locations
- Supports multiple display formats and device types
- Allows zonal, branch-specific, campaign-based, and time-based content scheduling
- Provides reliable connectivity and health monitoring of field devices
- Supports indoor and outdoor deployment scenarios
- Meets the Bank’s security, operational, branding, and audit requirements

3. Scope of Work

The selected vendor shall provide a complete end-to-end solution including, at minimum:

3.1 Central Content Management Platform

- Cloud-based SaaS platform preferred
- Web-based administrative portal
- Role-based user access
- Multi-site, multi-screen centralized control
- Content approval workflow
- Campaign scheduling and publishing
- Emergency/priority broadcast override
- Asset library and content version control
- Playlist and template management
- Proof-of-play / playback confirmation

- Device monitoring dashboard and alerts
- Reporting and export capability

3.2 Display and Playback Environment

Solution must support management and communication to branch display devices including:

- Standard commercial TVs/screens
- Media players where required
- Indoor LED displays
- Outdoor LED/display devices
- Video walls or multi-panel configurations, if applicable

Vendor shall specify:

- Supported display hardware models
- Whether proprietary or third-party media players are required
- Interface standards and protocols
- Network connectivity options
- Environmental specifications for outdoor devices
- Recommended hardware architecture per use case

3.3 Branch Deployment

The solution shall support deployment across multiple branch locations with the ability to:

- Group devices by branch, region, campaign, or device type
- Run centralized campaigns nationally
- Run branch-specific or local content
- Schedule content by date, daypart, event, or trigger
- Operate with temporary connectivity loss and resume automatically
- Provide remote diagnostics and remote configuration

3.4 Content Types

The system should support:

- Images
- Videos
- HTML5/web content
- Scrolling text/tickers
- Dynamic content widgets
- PDFs or rendered slides
- Multiple content zones on a screen
- Scheduled playlists and loops

3.5 Interfaces and Communications

A key requirement of this RFP is that vendors include the **interface and communication architecture** for display devices as part of the proposal.

Vendor shall clearly describe:

- Device-to-platform communication model
- Supported protocols
- Player registration and provisioning process
- Secure remote management method
- On-premise vs cloud communication dependencies
- API availability for integration
- Bandwidth requirements
- Firewall/port requirements
- Network segregation recommendations
- Support for VPN/private connectivity if required
- Offline playback capability
- Logging and monitoring architecture

3.6 Installation and Commissioning

Where hardware supply and field deployment are included, vendor shall provide:

- Site survey approach
- Installation methodology
- Cabling and mounting requirements
- Commissioning and testing
- User acceptance support
- Rollout plan by branch
- Training for Bank administrators and branch users

3.7 Support and Maintenance

Vendor shall provide:

- Helpdesk support
- Incident management
- Preventive maintenance approach
- Software updates and patching
- Hardware replacement process
- SLA commitments
- Escalation matrix
- Local or regional support capabilities

4. Preferred Solution Characteristics

Union Bank prefers a solution that is:

- Cloud-native SaaS
- Secure by design
- Scalable across current and future branch network
- Vendor-agnostic or compatible with standard display hardware where possible
- Easy to use by marketing and operations teams
- Centrally governed with local flexibility
- Able to provide analytics, monitoring, and audit trails

5. Functional Requirements

5.1 Content Management

The solution must:

- Allow upload, organize, tag, and archive content
- Support approval workflows before publication
- Support content templates
- Support multilingual content if required
- Support campaign scheduling by branch/group/screen
- Support real-time or urgent message publishing
- Retain audit trail of content publication actions

5.2 Device Management

The solution must:

- Register and manage all field devices centrally
- Show device online/offline status
- Show last heartbeat / last sync
- Push configuration changes remotely
- Support reboot/restart and remote troubleshooting, where possible
- Provide alerting for failed playback, disconnected devices, or abnormal conditions

5.3 Playback

The solution must:

- Support full-screen and multi-zone playback
- Catches locally for continuity during network interruption
- Resume normal operation after reconnection
- Support scheduled updates
- Provide proof-of-play or playback logs

5.4 Reporting

The solution should provide:

- Device inventory reports
- Uptime/availability reports
- Playback confirmation reports
- Campaign distribution reports
- Audit log reports
- Export capability to Excel/PDF/CSV

6. Technical Requirements

6.1 Architecture

Vendor should provide architecture diagrams showing:

- SaaS platform components

- Device/player architecture
- Branch connectivity model
- Security controls
- Monitoring and support architecture
- Integration/API architecture

6.2 Security

Vendor shall describe:

- Authentication methods
- SSO support (if available)
- MFA support
- Role-based access control
- Data encryption in transit and at rest
- Audit logging
- Vulnerability management and patching
- Security certifications or standards
- Tenant isolation model for SaaS
- Backup and disaster recovery approach

6.3 Hosting

For SaaS proposals, vendor shall provide:

- Hosting country/region
- Cloud provider
- High availability design
- RPO/RTO commitments
- Maintenance windows
- Data retention policy
- Service availability SLA

6.4 Network and Communications

Vendor must specify:

- Required outbound/inbound connectivity
- Supported communication protocols
- Bandwidth per device/site
- Offline storage capacity
- Remote management ports and services
- Security hardening options

7. Hardware Requirements

If vendor proposes hardware, vendor shall include:

- Display specifications
- Media player specifications
- LED controller specifications

- Environmental ratings for outdoor units
- Power requirements
- Mounting and enclosure requirements
- Warranty details
- End-of-life and lifecycle roadmap

8. Implementation Requirements

Vendor shall submit:

- Proposed implementation plan
- Project governance model
- Roles and responsibilities matrix
- Sample rollout timeline
- Dependencies from the Bank
- Training plan
- Handover and acceptance criteria

9. Vendor Qualifications

Vendor shall provide:

- Company profile
- Years in operation
- Relevant banking or multi-site retail deployments
- References for similar centralized signage/broadcast systems
- Local or regional implementation/support capacity
- Financial stability statement
- Proposed subcontractors, if any

10. Commercial Proposal

Vendor shall provide separate commercial pricing including:

- SaaS subscription fees
- License fees
- Hardware costs
- Installation costs
- Integration/customization costs
- Training costs
- Support and maintenance fees
- Optional services
- Travel/logistics costs
- Taxes clearly identified
- Pricing assumptions
- Price validity period

11. Service Level Requirements

Vendor shall propose SLA commitments for:

- Platform availability
- Incident response
- Incident resolution
- Hardware replacement
- Escalation
- Planned maintenance notice
- Disaster recovery

12. Compliance and Contractual Requirements

Vendor shall confirm acceptance or note deviations for the following:

- Confidentiality obligations
- Compliance with applicable laws and regulations
- Information security obligations
- Records retention and audit rights
- Intellectual property provisions
- Service levels and remedies
- Termination rights
- Transition/exit assistance
- Payment terms
- Non-disclosure of Bank information
- No public reference to Union Bank without prior written consent

These themes are consistent with recent UFT agreement language on confidentiality, compliance, audit, publicity restrictions, training, payment, and termination.

13. Proposal Submission Instructions

Vendor proposals shall include:

1. Executive summary
2. Functional response
3. Technical response
4. Device/interface/communication response
5. Implementation approach
6. Support and SLA response
7. Commercial proposal
8. Assumptions and exclusions
9. Deviations from RFP
10. Completed vendor response template

14. Evaluation Criteria

Union Bank reserves the right to evaluate proposals using criteria such as:

- Functional fit
- Technical architecture
- Security and compliance
- Device/interface suitability

- Implementation capability
- Support model and SLA
- Banking/branch deployment experience
- Total cost of ownership
- Vendor references
- Commercial flexibility

15. Bank Rights

Union Bank reserves the right to:

- Accept or reject any proposal
- Request clarifications or presentations
- Conduct demonstrations or proof of concept
- Negotiate scope, commercials, and terms
- Cancel or amend the RFP at any stage without award

16. Request for Proposal Timeline

Date	Event
17 June 2026	RFP Issued
25 June 2026	Deadline for submitting questions, clarifications
30 June 2026	Deadline for the Bank to submit the answers
8 July 2026	Deadline for bidders to submit proposals
31 August 2026	Deadline for the Bank to Notify selections
30 September 2026	Contract sign off

17. Project Organization & Governance

Bank will contribute to project quality assurance during implementation, provide required information for the assessment, internal coordination, and other requirements defined during the procurement and project kick off phases.

18. Other information

Partial bidding is not allowed in this RFP, and such offers will NOT be accepted.

Subcontracting will NOT be allowed during the realization of the contract, except with prior Bank approval. In case verified, it will lead to immediate interruption of the Contract.

**** Note:** Declaration for supporting the Bank on procedures for avoidance of double taxation.

For the interested companies that are non-resident in Albania, to calculate properly the taxes that the Bank will pay to local tax authorities, we are asking you to confirm if your company is going to support or not the Bank on the procedures for the avoidance of the double taxation procedure. By this, we can declare to the local tax authorities that the procedure will be followed in case your proposal will be selected as Winner of

this process. If you'll support us in this process, we'll need a scanned copy of the certificate of residence and the original hard copy version to be provided later.

With the winner will be stated in the Agreement that will be signed that will support on this procedure.

The Bank reserves the right to continue the process with the Bidder that will better match the bank's expectations in terms of both technical and financial parameters.

To ensure same level of information for all participants, whatever answer, or additional clarification that the Bank will give to one of the interested companies, will be shared with the rest of the participants in this process.

The form of communication for any questions regarding the subject of this Request for Proposal will be made only through the e-mail address: procurement@unionbank.al

The required Technical and Financial Documentation must be submitted in a sealed envelope by **July 8th 2026**, to the following address:

Departamenti i Administrates

Union Bank SHA

Bulevardi Zogu I, Sheshi Ferenc Nopçka, Nd. 5, H. 3, Njësia Bashkiake Nr. 9, Kodi Postar 1016, Tiranë, Shqipëri

With reference **“Centralized Marketing Broadcast System for Union Bank”**

or via e-mail to the e-mail address: procurement@unionbank.al



Vendor Response Template – Centralized Marketing Broadcast System

A. Vendor Information

Vendor legal name:

Registered address:

Contact person:

Title:

Email:

Phone:

Website:

Year established:

Countries of operation:

Local office/support presence:

B. Executive Summary

Provide a concise summary of your proposed solution, differentiators, and suitability for Union Bank.

C. Solution Overview

1. Describe the overall proposed solution.
2. Confirm whether the solution is:
 - o SaaS
 - o Hosted/private cloud
 - o On premises
 - o Hybrid
3. Describe how the solution supports centralized content management for multiple branch locations.
4. Describe how the solution supports indoor and outdoor display environments.

D. Functional Response Matrix

Requirement	Vendor Response	Compliance (Fully/Partially/No)	Comments/Exceptions
Central web-based content management			
SaaS deployment available			
Role-based access control			
Approval workflow for content			
Scheduling by branch/group/device			
Emergency broadcast override			
Asset library and template management			

Requirement	Vendor Response	Compliance (Fully/Partially/No)	Comments/Exceptions
Multi-zone screen layouts			
Proof-of-play reporting			
Device health monitoring			
Offline playback support			
Audit logs			
Support for video/image/HTML/PDF			
Branch-specific content targeting			
Reporting/export capability			

E. Device, Interface, and Communication Response

This section is mandatory.

E1. Supported Devices

List all supported device categories and models.

Device Type	Supported Models/Standards	Vendor-Supplied or Third-Party	Notes
Indoor TV/screens			
Indoor LED displays			
Outdoor LED/display units			
Media players			
LED controllers			

E2. Device Communication Architecture

1. Describe how field devices communicate with the central platform.
2. Describe registration/provisioning process for a new device.
3. Describe remote configuration and command capabilities.
4. Confirm whether the device can continue playback during WAN/network outage.
5. State the heartbeat / status reporting mechanism.
6. State how content is cached locally.
7. State security controls for device communication.

E3. Protocols and Network Requirements

Item	Vendor Response
Communication protocols used	
Required ports/services	
Outbound connectivity required	
Inbound connectivity required	
VPN/private connectivity supported	
Firewall requirements	
Average bandwidth per device	
Peak bandwidth per device	
Local storage requirement	
Remote management method	

E4. API / Integration

Requirement	Response
API available	
API type (REST, SOAP, other)	
Authentication method	
Webhooks/events support	
Documentation available	
Integration use cases supported	

F. Technical Architecture

Attach architecture diagram and describe:

- SaaS platform architecture
- Branch connectivity model
- Player/device architecture
- Monitoring architecture
- High availability and DR
- Security architecture

G. Security and Compliance

Requirement	Response
Encryption in transit	
Encryption at rest	
RBAC	
SSO	
MFA	
Audit logging	
Backup and restore	
DR capability	
Data retention	
Security certifications	
Vulnerability management	
Patch management	
Tenant isolation	

Provide supporting documents where available.

H. Implementation Approach

1. Proposed project methodology
2. Indicative timeline
3. Key milestones
4. Dependencies on Union Bank
5. Training approach
6. UAT approach
7. Rollout strategy
8. Risk and mitigation plan

I. Support and SLA

Service Item	Proposed Commitment
Platform availability SLA	
Helpdesk hours	
P1 response time	
P1 resolution target	

Service Item	Proposed Commitment
P2 response time	
P2 resolution target	
Hardware replacement SLA	
Escalation process	
Planned maintenance notice	

J. Vendor Experience and References

Provide at least 3 relevant references, preferably in banking, retail, or distributed multi-site environments.

Client	Country	Scope	Year	Contact Reference

K. Commercial Response

Provide detailed pricing.

K1. Recurring Pricing

Item	Unit	Qty	Unit Price	Annual Price	Notes
SaaS subscription					
Support & maintenance					

K2. One-Time Pricing

Item	Unit	Qty	Unit Price	Total	Notes
Media players					
Displays					
LED controllers					
Installation					
Configuration					
Integration					
Training					

K3. Optional Items

Optional Service/Item	Price	Notes

K4. Commercial Assumptions

List all assumptions, exclusions, dependencies, taxes, and price validity.

Other technical documents

- Key profiles of the company and detailed CV-s of the resources that will be engaged the bank’s project.
- Project management approach (Including key project risk monitoring Procedure).
- Proposed Timeline of the project.
- Draft Contract template: A draft contract template for the requested solution must be provided together with the other required documentation.
- Implementation and Support: A clear implementation plan, timeline, and details on ongoing support.

L. Deviations and Exceptions

Vendor must clearly state any deviations from the RFP requirements.

Section	Requirement	Deviation/Exception	Proposed Alternative

M. Declarations

We confirm that:

- The information submitted is accurate
- Pricing is valid for [x] days
- We have disclosed all material assumptions and exceptions
- We accept / do not accept the RFP requirements subject to noted deviations

Authorized signatory:

Title:

Date:

Signature: