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Request for Proposal

Badminton Europe Digital Platform



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1. Introduction

Badminton Europe Confederation (BEC) was founded on 24th September 1967 and is the governing body of badminton in Europe. At the end of 2017 BEC had 52 Member Associations. The Confederation's current headquarter is in Brøndby, Denmark. The mission of BEC is to promote and develop the game of badminton in Europe.

BEC is governed by a Board of Directors which consist of 14 elected Directors and is administered by an office with 16 staff.

This Request for Proposal (RFP) details:

- Badminton Europe's current digital footprint
- Goals and ambitions
- Description of the new digital platform
- Scope of work
- Application format
- Time frame and process

Terms and conditions of this RFP are subject to further dialogue and conditions may be amended depending on the nature of proposals received.



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2. Badminton Europe's current digital footprint

The website of BEC can be found here: <http://badmintoneurope.com/Cms/>

The website is managed via a custom-made CMS system which is not open source. The website is not mobile friendly.

The website has close to 400.000 users and just above 2 million pageviews on an annual basis.

Next to the website BEC is active on the following social media:

Facebook: 125.000 likes

Instagram: 32.000 followers

Twitter: 22.000 followers

Youtube: 48.000 subscribers

Badmintonlive app: 15.000 users

Online magazine: 6 editions per year with 12.000 readers

We are streaming approximately 80 days per year live on our youtube channel.

We have set up a central base and we are keen to attract and convert users from our social media platforms to our database and to get more qualitative data on our users.



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3. Goals and ambitions

The digital vision of BEC is to:

"Leverage the opportunities of digital to grow, maintain and increase the fans loyalty to the sport and capitalise on this engagement to drive digital revenue for further development of the sport."

We wish to set up a state of the art, white label, platform which will allow us to pursue the ambition of being the best badminton news site in the world.

We would like to have the ability to offer our 52 Member Associations to use the same website setup to allow synergies and crossovers between our platform and the platforms of the Member Associations.

We would like to integrate elements into the website such as streaming, auctions, tickets sales, player registration, tournament approvals and tournament entries.

The new platform must be mobile-friendly, and SEO optimized.

4. Description of the new digital platform/scope of work

Below we are describing the thoughts around functional and non-functional requirements of the digital platform. The functional requirements being the features that the end-user actually can interact with, while the non-functional requirements being all the enabling requirements that needs to be in place for to enable a user to do certain things. The end goal of the digital platform is to have a state-of-the-art news outlet for badminton as well as well developed subsites for our major events and other projects.

4.1 Functional requirements

Front Page

- Be able to have different components that can align a different width of one, two or three columns
- Option to go to sub-pages in the top of the page – not being drop-down
- News/Photo/Video/Advert, with option to share directly to social media
 - Option to have 1, 2 or 3 articles/boxes next to each other:
 - One main article
 - Two articles half the size of main article
 - Three articles 1/3 of the size of main article
 - Can link to specific articles
 - Can link to subpages
 - Have the option to view video through a video player
 - Video symbols on video content in boxes
- Option on “hide/show” boxes
- Option to “group” the articles/boxes with 3-4 articles/boxes
- Option on posting boxes with/without pictures
- Option on posting boxes with coloured background
- “Box pictures” to zoom when pointed at
- Breaking News option
- Livestream window/box
- Live score window/box
- Calendar for more than one calendar in same box
- “Latest news”/Chosen news box
- A ranking module with the option to search for individual players
- Ads that can be inserted
- Top banner with a picture carousel option
- Advert option “around” the website on top, on the right and left side
- Option to “categorise” content – make themes with one or multiple

boxes.

- Timeline tool
- Countdown ticker
- Login/register – facebook, google, e-mail – also to allow to see features with limited access – shall have the option to login/register directly on these features as well – login/register to link to central database
- Search function
- Social media thumbnails with links

Event Page

- Top banner with a picture carousel option
- Option to go to sub-pages in the top of the page – not being drop-down
- One-two columns depending on what we need 2-5 picture/text boxes, with option to share directly to social media
- Same features as described under front page

Sub Page

- Top banner
- Option to go to sub-pages in the top of the page – not being drop-down
- 2-5 picture/text boxes, with option to share directly to social media
Same features as described under front page
- Downloads via dropdown menu
- E-mail thumbnails with links to preferred e-mail system

Article / Text Page

- Top banner
- Option to go to sub-pages in the top of the page – not being drop-down
- Text page view with tools and demands from event page and sub page

- Same features as described under front page

Article Layout

- A video player in the top of the article shall be an option and the video shall “follow” and continue playing, if the user scrolls down
- Link in article is needed and we need an easy way to search for articles in back-end
- Option to integrate video in the articles without using html encoding
- Related/Latest news box in one of the sides
- Related news in the bottom
- Tool box integration

Tool box for articles

We want a “tool box” with tools that we can use for articles. Tools shall be accessible also after used the first time. As minimum the tool box shall include:

- “Livechat” tool for live coverage in articles
- Voting graphic (2-X options) tool in articles
- Timeline tool for article use and also for specific sites
- Timeline for e.g. player achievements in articles
- “European Map” tool for articles and for specific sites
- Ranking tool to integrate ranking in articles
- Top 5-10 tool
- Video “gallery” tool
- Photo gallery tool
- Social Media integration tool
- Calendar tool for e.g. tv guide, tournament deadlines, etc.
- Quotes “highlighting” tool
- Before and after”-picture tool
- “CV” tool for profiles

- News carousel tool
- Photo mosaic tool
- Click-on-the-picture-and-read-text tool/Small portrait
- So-me post button in backend
- Option to publish news in the app from backend
- Fact box fold out option

Category Tagging

- Article tagging for one or multiple categories is needed
- All European Championships to have own category
- Tagging for other sub-categories
- Player tagging
- Photo tagging
- Video tagging

4.2 Non-functional requirements

Think 'Mobile First'

- Responsive website (to accommodate Google's mobile-first indexing)
- Serve articles/news using AMP

Transfer data from current website to new digital platform

- Transfer all relevant data from current website to new digital platform

API/data warehouse

- Tournament/player data to be imported from API/data warehouse as appropriate

Search Engine Optimization (SEO)

- Ensure the website has a proper index that allows search engine web-crawlers to 'understand' the structure of the website
- Enforce a logical URL scheme for articles and search results, as well as

for the location of content (images/audio/video)

- Proper tagging of meta-data for images/audio/video
- Add social buttons to every article

Optimize for Speed

- Optimise the file size of images/audio/video to ensure swift delivery to the end user.
- Ensure that navigation is intuitive and swift and allows the user to navigate to their intended content with a minimum of effort

Templates

- All page templates should have the compatibility to insert different types of components (the functional requirements), so they are adjustable and changeable
- All boxes for news, videos, adverts and photos shall be moveable, adjustable in term of size and it shall also be an option to change video to advert, advert to news, etc.- Drag-and-drop in the backend

Analytics

- Proper analytics setup i.e. makes it possible to check the users' navigation flow using Google Analytics
- Compatibility, Accessibility, and Internationalization
- Ensure compatibility with the latest versions of most popular browsers
- Ensure accessibility, e.g. make it work with screen readers, and make sure the contrast of colours is suited for people with bad sight
- Ensure that the website can easily be translated and provided in languages other than the default
- Ensure that it supports Right-to-Left (RTL) languages and utf8 (needs to be supported in the CMS as well)

Compliance

- The website needs to comply with current laws (cookies, GDPR, etc.)

Security

- The website needs to offer an encrypted connection by having an SSL certificate implemented from one of the major certificate providers

Integrations

- The website should be integrated (or developed on the same platform) as the ticket platform, so the user be kept logged in between the different platforms
- The website should be integrated with (or developed on the same platform) the webshop, so the user is kept logged in between the different platforms

4.3 White label website

With regards to a white label website solution the following should be considered:

Frontend

- Should work independently of BEC's website, with each instance having its own subdomain, to which custom domains can be bought and setup be forwarded to those subdomains

CMS

- Each instance of the white-label CMS should work completely separately from BEC's CMS
- It should be possible to enable/disable different component types from the individual country website

Backend

- Each instance should be based on the same codebase as BEC's website, the main website, to ensure easy updates and bug fixes across all instances

User rights

- It should be possible to setup individual rights pr. country/user, so an admin only has access to their own country

4.4 Tournament related components

BEC wishes to set up systems that connects tournaments with players through an entry module. The tournaments shall be currently not internationally sanctioned tournaments within our Member Associations (MA) which do have international participation. We wish is to have a BEC player registration system which can be adopted by our MA's for their player registration. We wish to explore community opportunities within this system but with the backbone being tournament entries.

Central Player Registration System (CPRS)

- In addition to the CPRS there needs to be a MA element. MA Player Registration System (MAPRS)
- If a MA has no MAPRS they shall be convinced to adopt the new system
- If a MA has a MAPRS it needs to be able to communicate with the CPRS.
- Data to be entered by the individual players via:
 - Web portal
 - App
- Data policy in place to ensure GDPR compliance
- Unique Universal ID to link with the BEC central database
- Unique Universal ID to link with the MA database
- The players that have a BWF ID will have to enter this manually as this will not serve as the Unique Universal ID
- Ideally our system can also communicate with the BWF Player database to avoid duplicates
- There shall be an annual fee to have a player profile

Tournament sanction system (TSS)

- We shall be targeting tournaments which are not sanctioned by the BWF
- We shall be targeting tournaments which have international entries

- Tournaments organized by MA's without international entries may use the TSS as well
- MA's wishing to make use of the TSS shall be provided the TSS free of charge
- It will be the responsibility of the MA's to encourage tournament organisers to use the TSS
- Tournament organisers apply through a web portal and set their own terms including entry fee

Player Entry System (PES)

- Players who are registered in the CPRS can make individual entries into tournaments in the TSS
- The PES shall work both via web portal and app solutions
- The PES shall be multi lingual and very user friendly
- There should be a tournament near you function
- It should be possible to search on tournaments via defined criteria's
- Entry fee to be paid directly with registration to BEC, including a transaction fee
- BEC sends collected entry fees to tournament organizer

4.5 Online ticket/Payment Sales/Auction Sales -Platform

BEC wishes to have an Online Ticket Sales Platform implemented - either by developing it or by finding a vendor that offers an out-of-the-box solution (to be integrated into the website) with a revenue share model. Several criteria are important in the selection of a vendor - especially: development/license cost, ownership of data (users/transactions) and how it could be integrated with the sign-in solution Badminton Europe already developed. The following functionality is important aspects of the solution:

Payment

- All payments should follow secure standards for payment (i.e. PCI DSS)
- The payment platform should at least follow the payment schemes of Visa & MasterCard. I.e. could there also be implemented an Asian payment scheme to the solution for support of the Asian/Pacific market potential



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- It should be possible to differentiate the pricing of the event based on region and ticket types
- It should be possible to use the platform for payment for other services than tickets - i.e. OTT streaming or other kinds of gated content etc.
- It should be possible to build different payment types - i.e. pay-per-view, full tournament payment or monthly/quarterly/yearly subscription

Website functionality & integration

- The platform should be possible to make SEO friendly by entering keywords etc
- The platform should be responsive, so the design adjusts to the layout of the given device that visits it (at least with some remodelling of the templates at a fixed size for: mobile, tablet and desktop)
- It should be possible to integrate the online ticket sales platform with Badminton Europe's website
- It should be possible to integrate the solution with Badminton Europe's login solution (SSO - Single Sign On).

Analytics

- It should be possible to derive performance metrics as paying users, avg. views/view time per user, website visits, conversion rate trial to paid etc. into an analytics solution as Google Analytics, Mixpanel etc.

Tickets

- Be able to deliver digital tickets and send them directly to the user
- Seat selection if there are numbered tickets for sale

Customer Service

- A customer service chat would be nice to have (at least for the out-of-the-box solution)

5. Application format

An application shall include the following:

- a. Credentials
- b. Detailed proposition how the digital platform would be delivered against the scope of work
- c. Description of the process which is foreseen in delivering the project
- d. Examples of designs for the digital platform
- e. Examples of best cases delivered by the company and examples of experiences with similar projects
- f. Financial proposal from the bidder, which may be split into the different elements of the scope of work
- g. Please clearly specify assumptions of requirements for the submitted proposal. Especially assumptions which are different or not specified in this tender document
- h. Please clarify the time estimates and delivery times on the different elements

The final decision on the company that will be tasked with the BEC Digital Platform will be based on design, process, technical delivery and financial factors.

6. Time frame and process

The following time frame and process will apply for the selection of the successful company.

1 March 2019	Tender document sent to potential companies and published on website.
1 March – 15 March	Discussion with companies to clarify any questions with interested parties.



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29 March	Deadline to submit proposal.
8-12 April	Shortlisted companies invited to present their proposal
29 April	Badminton Europe Board of Directors will make decision on company.
1 June	Expected finalisation of contract and start of cooperation between Badminton Europe and successful company

Time frames for the final decision may change depending on format of proposals.

7. Contact

Confidential enquiries can be made to Badminton Europe, General Secretary, Brian Agerbak.

Proposals shall be sent per e-mail to brian.agerbak@badmintoneurope.com