



## **Request for Information #2397 Data Visualization (BI) Software for Website Integration and Display**

### **1. Introduction**

#### **1.1 General Information**

The Office of General Services, on behalf of Digital and Media Services, is requesting information on the range and availability of business intelligence technology solutions that enable storytelling with data. OGS seeks to seamlessly integrate and publish customized data visualizations within our websites. In using graphical and pictorial components, we want to present data insights and trends to our end users in a way that's creative, compelling, accessible, and easy to understand.

#### **1.2 Project Background/Current Condition**

The OGS website is built on a CMS Drupal platform. There is currently no way to integrate or automate interactive data visualization displays through the website. Current data visualization options include:

- Uploading pictures of data visualizations that are exported through various programs
- I-Frame embed code in a WYSIWYG, pulling data from an external source
- Uploading PDF documents or Excel spreadsheets
- Links to external dashboards

Data is currently managed by agency programs via various methods, including Tableau, Excel, and other applications designed to store data. These methods do not enable direct publishing to the website platform.

#### **1.3 Brief Project Outline/Vision**

OGS does not intend to replace existing tools to manage agency data or intend to take over the management of program data; rather we need a tool to serve as an extension of website functionality insofar as it allows us to take any set of raw data, build a display, and publish the display on our websites.

For the end user, data visualizations on our website should be:

- Simple and easy to understand
- Interactive – can be multi-layered with options to switch views or alter data selections
- Accessible – compliant with Section 508
- Responsive to mobile devices

- Current – displays the most recent set of data
- Seamless – integrated within the CMS so the user does not have to leave the website
- Available across all website browsers
- Attractive – aligned with website style guide
- Exportable – able to download raw data

For the administrative user:

- Allow the administrator to upload a set of data, convert the data into a visualization, and enable immediate publication to a website
- Feature out-of-the box tools for common data visualization templates
- Advanced customization tools to build multi-faceted visualizations
- Easy to update data sets via automatic refresh and instant publication
- Scalable – can handle heavy website traffic
- Customizable style templates to align with overall website branding and NYS style guide
- Publish to one or more website within the agency’s domain
- Create views to integrate with or export for social media and email applications
- Provide analytics for tracking usage

The following examples represent the types of data visualization OGS is hoping to achieve for the end user:

- <https://solarmeansbusiness.com/>
- <https://autofuture.org/#main-map>
- <https://www.washingtonpost.com/graphics/2019/investigations/dea-pain-pill-database/>
- <https://www.economist.com/graphic-detail/2020/07/15/tracking-covid-19-excess-deaths-across-countries>
- <https://graphics.reuters.com/ENVIRONMENT-PLASTIC/0100B275155/index.html>
- <https://graphics.reuters.com/HEALTH-CORONAVIRUS/USA-TRENDS/dgkvlqkrkpb/index.html>

## 2. Desired Knowledge

OGS seeks to gain a comprehensive understanding of the technology, software and necessary skills to enable data visualizations, specifically:

- Exploring and understanding the tools, in general, to evaluate and recommend a solution that meets the end user goal
- Understand the range of skills and abilities necessary to hit our end-goal: Can this be accomplished with out-of-the-box features? Is the tool simple enough for a content editor to build; or do we need specialized programmers to build and customize displays? What staff should we consider hiring?

- What is the recommended title/experience/education of staff to set-up and manage this work?
- What is the recommended model that enables direct publishing to our website?
- What is the recommended dev ops (infrastructure) to handle heavy traffic hitting data sets on our website?
- Is your solution on-prem or cloud-subscription based?
- What security model should we consider for the protection of our data?

### 3. Content of Response

OGS requests that vendors include the following information in their written responses:

- **Company Background** – Provide general background information regarding your company, including a summary of previous experience in similar types of projects.
- **Contract Information** – Include your NYS Contract Number (PTXXXXX), if applicable. Indicate what products and services may be available under the contract as well as what products and services may not be available under the contract.
- **Potential Solutions** – Provide examples of potential strategic and/or tactical approaches that will result in an online data visualization tool for OGS websites, including the necessary skills and experience for staff to build and manage this tool.
- **Product Background** – Provide information regarding products and/or technology that you envision could be implemented for this scope, including any applicable names, manufacturers, specifications and relevant information, such as products used in similar situations.
- **Proposed Work Plan** – Provide a general approach to accomplishing data visualizations for OGS websites, including, equipment/technology expectations, milestones and a project plan and/or timeline.
- **Issues and Concerns** – Provide information regarding any potential issues or concerns that should be considered. Responses may include strength and weakness comparisons of known potential solutions from the vendor's point of view.
- Indicate if the vendor is agreeable to providing a demonstration for NYS.
- **Additional Information** – Provide any additional information and/or any other parameters that should be considered or required for bidders to respond to a formal solicitation.

Please respond to the information above and provide the name of your company, its location, a contact person, phone number, and email address when replying to this RFI. A response does not bind or obligate the vendor to any agreement of provision or procurement of services referenced.

Since this RFI is designed as a tool to collect information and shall not result in a procurement contract, it does not fall under the requirements of State Finance Law §§139-j and 139-k (the Procurement Lobbying Law) and there is no restricted period. We ask that you direct your

questions and responses in writing to the OGS point of contact listed below. Questions must be submitted by **October 6, 2020**.

Provide electronic responses by **October 20, 2020** to:

**Primary Contact**

Alicia Flint, Contract Management Specialist 1  
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**Secondary Contact**

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