

Zanesljivo z vami!



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Pošta Slovenije
Leasing a Headless Content Management System
(CMS)

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1. General

The purpose of leasing a Content Management System (CMS) is to enable **transparent and efficient information management and optimise administration** as a result of an improved user experience, greater employee satisfaction, simplified content management and the centralisation of these factors.

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The tenderer must provide a solution that works under the first-party service principle. The tenderer must describe a technical solution for which it is evident that it operates on the first-party service principle. If the technical solution complies with the first-party service principle it will be appropriate for the preparation of the demo version in Stage 2.

The 'first-party service' principle means that the solution does not rely on so-called third-party provider cookies for the operation of the website, which would mean that the imminent termination of the use of these cookies would cause the tenderer to have a non-functioning website in browsers and devices, as well as analytics.

The basic functionalities of the technical solutions – 6 key functionalities:

1. **'API-first' approach:** The Headless CMS must have a capable and well-documented API, which enables simple integration with various front-end and back-end technologies. This includes support for the RESTful API and ideally also for the GraphQL API, which supports more adaptable queries.
2. **Omnichannel support:** The solution must provide for simple distribution of content on multiple platforms and devices (e.g. websites, mobile apps, IoT devices) without requiring additional content adaptation for each individual platform.
3. **Localisation and internationalisation:** Support for multilingual content The solution must enable simple management of content in multiple languages and support localisation workflows.
4. **Digital asset management (DAM):** The solution must enable efficient management and optimisation of media files and other digital assets, such as automatic image compression, file version management and advanced markup of assets.
5. **Expandability and adaptability:** The solution must support the adaptation and expansion of CMS functionality with plug-ins, add-ins or custom developed solutions as well as adaptation to changing business requirements.
6. **The solution must enable the use of servers in the EU and GDPR compliance.**

2. Current situation

The current solution does not enable simple content management, as considerable knowledge of HTML and CSS is required to design landing pages. Due to the structure of the administration solution, content has to be published at each touchpoint separately (Slovenian page, English page and so forth). This results in the content not being unified and/or some user touchpoints having content that is more developed than others.

3. Desired status

As part of this project we would like to transition to a so-called headless CMS and thus separate the content from the web presentation. This will not only enable unified content on all touchpoints, but also simplify potential future changes in the use of front-end technology.

We would like to integrate the presentation of information on the web page as much as possible with the back-end systems of Pošta Slovenije, which will, foremost, simplify editing tasks and optimise individual processes. We would like to update as much data as possible directly from back-end systems to reduce the possibility of errors and, most importantly, ensure that content is up to date.

4. Elements of the planned website

To simplify tender preparation and identifying the appropriateness of a solution we include a list of objects that must be included on the website.

4.1. Website objects

All of the [objects are defined in the attached Figma exports](#) and assist in the preparation of the tender. The same document also contains drawings of the typical design of content pages.

All characteristics relevant to developers are indicated with blue cards (dev note) in the document. Special warnings are indicated with red cards (triangle icon with an exclamation mark). Individual required element templates are indicated with a dark green card (circle icon with an exclamation mark).

The following are the key objects that make up the primary structure of the website. All objects have a defined display format for desktop computers, tablets and mobile phones.

The objects can be used anywhere on the page (even independently), their content is edited at one point or supplemented as needed.

4.1.1. Hero rows

An object is used on different levels (tiers) of the page and is defined according to its intended use. The layout of text and buttons is always aligned to the left on desktop computers. **All objects are defined in more detail in Figma exports.**

- **Hero Landing** - used only on the landing pages of the three main categories: private, business and about us. It is also possible to use them on landing pages dedicated to advertising campaigns. The height of the object is defined as fixed.

- **Hero Primary** - used on so-called 'first layer' pages. The height of the object depends on the content.
- **Hero Secondary** - used on so-called 'second layer' pages.
- **Hero Tertiary** - used on so-called 'third layer' pages.

4.1.2. Quick link row

An object consists of:

- Four (4) quick links to specific content/applications
- An input field for tracking shipments (using reCaptcha)

Quick links are comprised of icons, names and connections.

4.1.3. Special hero

The object is used within the content and is intended to highlight specific important content. The text with buttons layout allows for left and right alignment.

4.1.4. Advice/insert

The 'advice' object is used to highlight a specific part of the content and is placed in a box with a changed background colour and a textual CTA element. The content within it is always centrally aligned. The object is used as a component of other objects or as a stand-alone object.

4.1.5. Text row

The object is used to display basic content in text form and has the option for left, centre and justified alignment.

It contains the following elements:

- Address (title)
- Content (body)
- Advice/insert

4.1.6. Bullet points row

The object is used to enumerate individual facts or functionalities.

It contains the following elements:

- Title
- Content (before and after the list)
- Bulleted list
- Advice/insert

Each bullet point list item consists of a title (bold) and content, which can be used together or separately.

4.1.7. Instructions row

The object is used for instructions and listing steps to perform a specific action.

It contains the following elements:

- Title
- Content (before and after the list)
- Bulleted list
- Advice/insert

4.1.8. Icon boxes row

The object is used for listing functionalities and/or advantages of individual services.

It contains the following elements:

- Title
- Content cards

- Advice/insert

A content card has the following elements:

- Icon
- Title
- Contents
- CTA

If any of the elements is not filled in, it will not be displayed, or the layout will be adjusted accordingly.

4.1.9. Advanced icon boxes

The object is used for enumerating functionalities or advantages of individual services and contains a bulleted list in addition to textual content.

It contains the following elements:

- Title
- Content cards
- Advice/insert

A content card has the following elements:

- Icon
- Title
- Content (content and a bulleted list)

4.1.10. Text boxes row

The object is used for enumerating functionalities or advantages of individual services and contains a bulleted list in addition to textual content.

It contains the following elements:

- Title
- Content
- Content cards
- Advice/insert

A content card has the following elements:

- Title (can be numbered or not)
- Contents

4.1.11. Checkmarks row

The object is used to list the functionalities or advantages of individual services and, in addition to textual content, also includes a list element.

It contains the following elements:

- Title
- Content
- Checkbox list (the background alternates in different colours)
- Advice/insert

The checkbox has the following elements:

- Checkbox row (check and content)

4.1.12. FAQ row

The object is used for FAQs (frequently asked questions) and answers. Questions with answers are centrally defined in the CMS and are displayed in the element based on the category. It is also possible to manually edit the display (not the content) of individual questions/answers.

It contains the following elements:

- Title
- Content

- FAQ group container
- Advice/insert

The FAQ group container contains:

- A question – expands like an accordion
- An answer – can be constructed in any way

4.1.13. Text and image row

The object is used for highlighting specific content and contains the following elements:

- Title
- Content
- Text & image container
- Advice/insert

The text & image container contains:

- Title
- Content (can be plain text or a bulleted list)
- Up to two (2) CTA buttons (different stages)

The layout of text and images can be either left-aligned (text on the left, image on the right) or right-aligned (text on the right, image on the left).

4.1.14. Info card row

The object is used to highlight specific content or provide assistance with usage, and includes these elements:

- Picture
- Title
- Contents

Contains up to four (4) individual cards

4.1.15. Quick link card

The object is used to highlight individual content on the website and includes:

- Picture
- Content title
- Short description
- Link to content

4.1.16. Legals row

The object is intended for legal notices or the so-called fine print in individual parts of the content. It can be numbered (reference to part of the text) or not.

4.1.17. Footer

The object is a standard part of the website, which can be disabled on certain landing pages as needed.

It contains the following elements:

- Quick links
- Links to social media
- Buttons to individual content
- Website language selector
- Links to individual content

Quick Links - there are two columns of quick links available, which can dynamically change depending on the section of the website the user is in (private, business and about us).

Buttons to individual content - includes an icon, main and secondary link (if entered).

4.1.18. Tools & Quick links row

The object is designed to display links to specific parts of the PS website or applications.

Each quick link consists of an icon, name and link.

It is possible to use an expanded card (tool card), which consists of an icon, title, text and CTA.

Cards can be displayed in three (3) different variations.

4.1.19. Help row

The object is used for highlighting specific content and contains the following elements:

- Title
- Three (3) Help card objects

Help cards are clickable and contain:

- An icon
- A title
- Text
- A link

4.1.20. Scroll indicator

The object indicates where the user is on the website or how much content is still below their current field of view.

4.1.21. Product catalogue

The object is intended for reviewing products available for sale on the PS website. It allows for hierarchical categorisation and

contains the following elements:

- Info hero (optional)
- Sorter (price, name etc.)
- Category filter
- Year filter
- Product list

The product template contains the following:

- Thumbnail
- Pictures (gallery)
- Title
- SKU
- Short description
- "Advantages" (bullet points)
- "Characteristics" repeater
 - Title
 - Text (length limitation)
- "Accordion" repeater
 - Title
 - Text (no length limitation)
- Availability at locations (post offices)
- Category
- List of similar products

4.1.22. Service catalogue

The object is intended for reviewing the services available for sale by PS. It allows for hierarchical categorisation and

contains the following elements:

- Info hero (optional)
- Sorter (price, name etc.)
- Category filter
- Year filter
- Product list

Service template

- Logo
- Title
- Short description
- "Advantages" bullet points
- "Accordion" repeater
 - Title
 - Text (no length limitation)
- Availability at locations (post offices)
- Category

4.1.23. Post office finder

The objects is defined in more detail in the included Figma exports.

4.1.24. Content search engine

The object is used for searching the content of the website and includes:

- Entry field
- Search button
- Search results
 - Search result title
 - Link (max 1 row)
 - Description (max 2 rows)
 - Content type (Post type)

4.1.25. Web forms row

The object is used to highlight the completion of online assistance forms and contains:

- Title
- Text
- Help card
 - Icon
 - Title
 - Text
 - CTA

4.1.26. Question category cards

The object is used to assist users, providing quicker access to the category of questions/help and contains:

- An icon
- Title
- Subcategories

4.1.27. Postal services overview

The object enables a review of postal services by category.

It consists of:

- Title

- Filter (based on service features and characteristics)
- Services cards (point 4.1.28.)
- "Switcher" for priority/non-priority display of prices

4.1.28. Services cards

The object is used to display postal services (parcels, letters, etc.) where the content is retrieved from the PS database (CRS).

The object contains:

- Designation - Option for online service delivery
- Service name
- Delivery deadline
- Min and max price
- Short description
- Characteristics
- Properties (enabled and non-enabled)
- Supplementary charges (additional services) acquired from CRS
- Primary CTA
- Secondary CTA

4.1.29. Estimates of delivery times for postal services

The object is used to display delivery times for various groups of PS services to foreign countries.

The object contains:

- Title
- Content (text and bullet points)
- Accordion with country scope (first letter of the name, e.g. "A-C countries and regions")
 - Country table
 - The content is obtained from a central point.

4.1.30. Delivery time disruptions and service interruptions

The object is used to inform users about current individual limitations in certain countries. Limitations can be time-limited (appear/disappear on a specific date) and are grouped by region (Africa, Asia, Europe, etc.) using an accordion.

The object contains:

- Title
- Text
- Accordion with limitations

4.1.31. Job openings

The object is used to review open job positions at PS and includes the following:

- Hero
- List of job openings (option for multiple pages of results)
- Employment type filter (full-time, student work, contractor, etc.)
- Area of employment filter (field work, warehousing and so forth)
- Employment regions filter (regions of Slovenia)

The job opening template contains the following:

- Job opening name
- Place of employment/description of employment type (e.g., field work)/type of employment (full time/temporary)
- Publication date
- Deadline for submission of applications
- Link to application form

- Job description
- "About You" section (bulleted list) - various options are preset in administration
- "Benefits that we provide" section (bulleted list) - various options are preset in administration
- Contact
 - Title
 - Description
 - Name
 - Email
 - Telephone
- Options for sharing the job listing: listing link, Facebook, LinkedIn, Twitter

4.2. Website administrative processes

4.2.1. Country list – reception suspension

A country code table is defined to determine acceptance/suspension to each country for:

- Letter
 - Priority
 - Surface
- Parcel
 - Priority
 - Surface

Depending on the selected option, a preset notification is created in object 4.1.30. The editor has the option to add additional text. If traffic to a specific country is re-enabled, a preset notification appears in object 4.1.30.

With each change of this list a PDF list is automatically created and e-mailed to a preset group of recipients. The recipient list can be edited.

4.2.2. List of countries - exchange of postal shipments

A list of countries with which postal shipments are exchanged is defined:

- Country
- English title:
- Traffic suspension (actively populated from point 4.2.1.)
- Surface mail transfer deadline
- Priority letters
 - Parcels and services
 - Delivery deadline
 - Declared value
- Option of tracked letter (true/false)
- Note (note populated from point 4.2.1.)

Option to populate the list from CRX (internal database)

With each change of this list a PDF list is automatically created and e-mailed to a preset group of recipients. The recipient list can be edited.

4.2.3. List of countries - exchange of parcels

A list of countries with which parcels are exchanged is defined:

- Country
- ISO country code
- Surface parcels

- Weight and size
 - Parcels and services
 - Delivery deadline
 - Declared value
- Priority parcels
 - Weight and size
 - Parcels and services
 - Delivery deadline
 - Declared value
- Priority parcels
 - Weight and size
 - Parcels and services
 - Delivery deadline
 - Declared value
 - Note

Option to populate the list from CRX (internal database)

With each change of this list a PDF list is automatically created and e-mailed to a preset group of recipients. The recipient list can be edited.

4.2.4. Quality standards

Content administration is defined (for each level of users) on the website - [Quality Standards](#):

- Quality of letter delivery
- Quality of parcel delivery
- Handling of complaints and claims
- The quality of carriage of postal shipments in international traffic

4.2.5. Public contracts

Content administration is defined (for each level of users) on the website - [Public tenders](#) and [Other postings](#):

- Title of posting
- Date of posting (the content is posted appropriately)
- Deadline for proposal submission
- Posting category (preset code table)
- Posting validity (when contents are no longer visible)
- Contact person
- Included documents (doc, docx, xls, xlsx, pdf, zip...)

4.3. Non-functional requirements

4.3.1. General

All documents and texts of the implemented solution's user interfaces must be available in Slovenian and English and allow for alignment with the client's corporate identity.

The standard solution must allow for future upgrades according to the client's needs.

4.3.2. Internal document flow

- Use of the same versions of electronic documents - avoiding duplications.
- Automatic generation of new documents following the sequence of the business process, based on previously created documents in the business process.
- Definition of the hierarchy of access to documents (creation, editing, deletion, queries, printing) based on authentication.

- Document routing occurs automatically, based on predefined authorization and a defined process - workflow.

4.3.3. Rights and hierarchy of users in using the application

- User rights based on specific roles:
 - at the level of the lowest level of functions,
 - at the mask level,
 - at the field/data level.
- Multiple users for the same role.
- Rights determined based on CRUD principles (Create, Read, Update, Delete).
- Rights are inherited hierarchically upwards (forming hierarchically organized groups where higher classes automatically include the rights of lower ones).
- The linking of roles to actual users can be managed by administrators.

4.3.4. Localisation

- The user interface and system must be available in Slovenian and English, with the possibility of customization according to the client's CGP.
- Data in a database (column names, codes, default data etc.) – for those sections of the database or metadata database that are available to users for configuring or for ad hoc reports and similar.
- Data in a database (column names, codes, default data etc.) – for those sections of the database or metadata database that are available to users for configuring or for ad hoc reports and similar.
- The localization must be transferable to future product versions.
- Compliance with Slovenian law must be ensured.

4.3.5. Other requirements

- The contractor, together with the client, defines different views based on the level or group of users.
- The contractor must ensure the definition of any actions triggered by user-defined conditions (e.g. creating a PDF list and sending it to defined recipients when data changes).
- The contractor must provide support in establishing the concept of workflows, enabling the definition of the sequence of execution activities, performers and controls.

4.3.6. Technical requirements

The implemented solution must meet the technological factors of the infrastructure level, which are:

- The solution connects with other systems through appropriate interfaces.
 - The interfaces enabling connectivity via web services are thoroughly documented and clearly specify the set of input parameters (messages) and return values. Input and output messages are defined using schemas.
 - The connectivity via APIs (application programming interfaces) must be documented using SDK (software development kit) tools.
 - All interfaces used must be thoroughly documented, clearly specifying the set of input parameters (messages) and the return values.
- Data transfer between systems is performed in the following ways:
 - Directly based on a specific event (e.g. entering new data),
 - On demand,
 - At predetermined time intervals.
- The solution must enable working with special characters and the Slovenian alphabet.

- It should allow integration with the electronic archive, documentation system, e-delivery and other client systems.
- The solution must be established in both production and test environments.
- The provider must provide for the expansion of the solution in accordance with the client's requirements for data exchange or collection.

5. Content of the application/proposal

In the decision-making process, we will require the following set of information from the providers. The proposal must include content management for:

- www.posta.si/si
- www.posta.si/en
- iOS and Android mobile application

5.1. Company presentation

- Detailed description of your company, including history, experience and references in the field of headless CMS solutions.
- Summary of the key experiences of your company in implementing and maintaining headless CMS solutions.

5.2. Content editing and authoring

- In what way is the content original? Describe the content creation process.
- How does the CMS enable browsing of reusable content in the content repository?
- How does the CMS support structured content editing?
- How does the CMS support multilingual content editing?
- How does the CMS ensure a complete revision history of executed changes, including who made them, and enable restoration?
- How does the CMS support editing of metadata by content authors, including structured information?
- How does the CMS enable setting content validity periods? By this, we mean both text and documents (PDFs, Excel and similar).
- How does the CMS manage versioning? Is it possible to restore previous versions?

5.3. Formatting and templates

- How does the CMS facilitate page building and layout options so that users can select or drag and drop from a set of page elements (or modules) to change the layout?
- How can design changes be easily applied to existing pages throughout the entire website?
- Which page elements can be designed/edited across the entire website through the CMS?

5.4. Workflows and management

- How does the CMS enable the definition of (customisable) workflows through a user-friendly visual administration interface?
- How does the CMS provide a preview function so that users can see the content of a page before it is approved or published?
- Does it have a staging environment for this on every device and channel? Present the process of transitioning between environments.

5.5. Roles and users

- a) How are users managed and how is user authentication handled?
- b) Are there any limitations on the number of users that can be added as collaborators?
- c) Can you create a custom workflow environment and link users to roles? Describe the process.

5.6. Integration

- a) How is integration with our back-end systems or third-party systems facilitated?
- b) What are the options for integrating with CRM solutions (e.g. SAP, Salesforce, MS Dynamics)?
- c) How does the CMS enable integration with digital screens or other types of devices or channels to facilitate customer journeys?
- d) Does the system support the 'Jamstack' approach?

5.7. Extensions

- a) What options for extensions or functionality beyond the scope of CMS does the solution offer?

5.8. User interface

- a) Summary of the user interface of the headless CMS solution, including functionality, clarity and intuitiveness.
- b) Options for customizing the user interface of our organization.

5.9. Execution and/or implementation

- a) What knowledge is required to modify the functionality of the website?
- b) Describe the upgrade procedure for the CMS.
- c) How frequent are the releases of new editions or versions? How many releases per year include new features compared to patch updates?
- d) How does the content migration or transfer process run?
- e) What is the average implementation time for the solution?

5.10. Security

- a) What methods or processes do you have to support federated identity management and single sign-on?
- b) Describe the forms of authentication for internal users that you enable (AD, user/pass...)?
- c) How do you have policies, procedures and systems implemented to prevent data loss, mitigate the effects of data loss, and ensure the privacy and integrity of sensitive information?

5.11. Technology

- a) Which front-end technologies are supported?
- b) Please describe your back-end solution.
- c) What kind of API infrastructure do you have, and does the CMS support event triggers for external APIs as well as synchronous and asynchronous transactions?
- d) Is it possible to use servers in Europe? Present the options.
- e) Please describe the support for different environments (e.g. development, staging, production).

- f) How does your CMS handle accessibility and permissions (e.g. restricting access to only authorised networks or devices)?
- g) What are your security certifications and compliance initiatives?
- h) How easily do users find content in your CMS?
- i) When it comes to scaling, how does your CMS support growth?
- j) How does the CMS handle backups?

5.12. Marketing and SEO

- a) What kind of capability does the CMS provide for marketers to create and track SEO-friendly URLs?
- b) How does the CMS support the addition of data important for SEO?
- c) How does the CMS ensure immediate (out-of-the-box) integration with analytical platforms?
- d) What communication channels does the solution support (email, push notifications and similar)?
- e) Does the solution allow the use of overlays or modal windows? Present the options.
- f) Describe OpenGraph support.
- g) How does the CMS interact with social media platforms (Facebook, Instagram, LinkedIn, YouTube, TikTok, etc.)?

5.13. Development plan

- a) Could you provide your technological roadmap for the next few years?
- b) How does scaling align with your expectations?
- c) How much effort is put into implementing a release upgrade?
- d) Describe your service offering for implementation and a typical implementation plan.

5.14. EXECUTION OF DEMONSTRATIONS/SCENARIOS (will be considered in the evaluation - II. additional functionalities - 6th point)

As part of the review process, we will invite vendors to perform a presentation of specific functionalities based on a predefined scenario. To facilitate analysis, we will be recording these demonstrations.

The tasks that the presentation must cover:

- a) Setting up a landing page based on [Figma exports](#) (indicated with a white circle and arrow - 'Shipping in Slovenia', page 'Shipping Goods and Items').
- b) Example of establishing a standardized data model for postal services (letter, parcel, merchandise letter), which can then be used on various touchpoints. Content sample:
 - i. Service name
 - ii. Delivery deadline
 - iii. Maximum dimension
 - iv. Maximum weight
 - v. Option for additional payments
 - vi. Price (obtained from database)
 - vii. Service description
- c) How would you establish a catalogue of real estate properties intended for sale or rent? An example of a dataset could be a [catalogue of real estate properties on an existing website](#).
 - i. Property name
 - ii. Property address
 - iii. Property size
 - iv. Property price

- v. Contact person
- vi. Contact information (telephone, mobile no. and email)
- vii. Property code
- viii. Type of property
- ix. Region
- x. Town/city
- xi. Energy class
- xii. Date of construction
- xiii. Last renovation date
- xiv. Heating type
- xv. Land register

You are also required to demonstrate the ease of adding/responding to metadata.