

Date Notice Posted October 12, 2016

(OPRPM use only)

UNIVERSITY OF HAWAI'I NOTICE OF SOLE SOURCE

Item(s) to be purchased: Computer Software Licensing and Custom Services

Description and quantity of item(s):

<u>Qty.</u>	<u>Description</u>
2	Annual terms (24 months) of a Custom Creative Network Service (CCNS) through Adobe's Behance Curated Gallery. Purchase of CCN includes annual licensing of Behance, an Adobe product, which is the leading online platform to showcase and discover creative work. The Custom Creative Network Service (CCNS) enables Customers to leverage the Behance Network for Customer members to display their work, sign up, and manage their Behance portfolio within a fully branded gallery environment on Customers' URL!website. Customer members will be able to upload and manage their multimedia projects within the Gallery Site environment. Gallery Site presents these projects with various filters, search capability, and "featured" sections. The projects and portfolios of Customer's members are viewable within Customer's fully-branded Gallery site.

See attached for additional description of required services.

Party to be awarded: Adobe Systems Incorporated

Address: 345 Park Avenue

City: San Jose State: California Zip Code: 95110

Date Contract to be issued: October 19, 2016

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Procurement Specialist: Karlee Hisashima

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ANY PERSON WISHING TO FILE WRITTEN OBJECTIONS TO THE ISSUANCE OF THE CONTRACT SHALL FILE THEIR OBJECTIONS WITH THE UNIVERSITY OF HAWAI'I, OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT, 1400 LOWER CAMPUS ROAD, ROOM 15, HONOLULU, HAWAII 96822, WITHIN SEVEN (7) CALENDAR DAYS FROM THE DATE THIS NOTICE WAS POSTED.

In addition, the Customer controls the ad units in the Gallery Site. Main components of CCNS include the following deliverables and requirements by vendor:

1. Gallery Site (Logged out/Public experience): A filterable and searchable Gallery that is fully branded for Customer, points to a sub-domain for Customer, but resides on Adobe's servers. The Gallery Site contains the projects and portfolios of the Behance members who join the Customer's Gallery Site.
2. Gallery Site (Logged in/Backend experience): Users will be able to create, edit, and manage their portfolios and individual projects via a Customer-branded process. The advertising/sponsor zones in the Gallery Site may be controlled by Customer if they choose to implement their own ad server.
3. Upon sign-up, members will be asked to accept the Terms of Service related to Behance Network. These terms are required for Adobe to be able to host the content on Adobe's servers and protect Adobe as well as Users will also be asked to accept Customer's Terms of Service.
4. When creating an account, members will be prompted to create a Profile that can include custom fields for information specific to Customer.
5. After creating a profile, members can explore the projects posted within the gallery, make comments related to other people's projects, and start creating their own projects.
6. Upon publishing the project, the member will be able to specify privacy settings (project can be viewable by everyone on the Behance Network, just Customer's community, or by specific circles/people). Members can specify their copyright settings, provide additional tags for their projects, and specify whether they want to accept comments on their project, and share their work across other social media networks.
7. Comments on projects from Customer's members and other Behance Network members are displayed beneath every project. All members will have the ability to delete comments about their projects or turn them off completely.
8. Members will have the option to leave the network and remove their projects at any time by visiting their "Account Settings".
9. As projects are created, depending on their privacy settings, they are showcased in Customer's Gallery Site under the "Most Recent" filter. The default filter is "Featured," showing the top projects as selected by Customer. Other filters in the gallery include "Most Appreciated," "Most Recent," and "Most Discussed." There is a primary filter between "Projects" (default) and "People & Teams" so that visitors can sort by work or people.
10. A special login page will be developed for select people at Customer to "feature" certain projects on Customer's gallery page. This "queue" system will help you keep the featured content fresh and of a high -quality.