



**Seafood Alliance for Legality & Traceability (SALT)
Call for Expression of Interest - Programmer**

SUMMARY

The goal of this Expression of Interest (EOI) is to identify a programmer that can customize Zoho Applications and integrate Zoho data on a webpage utilizing Zoho API. Consultants or firms are invited to participate.

Date of Issuance: December 21, 2018
Questions Due: December 26, 2018 by 5:00 PM PST
EOI Submission Deadline: January 4, 2019 by 5:00 PM PST
Final Deliverable Deadline: January 31, 2019 by 5:00 PM PST

Interested vendors should submit their inquiries and responses by the dates listed above by email. Responses should be directed to Dan Baron, d.baron@fishwise.org with a CC to Kate O'Rourke, k.orourke@fishwise.org.

CONTRACT MECHANISM & TERMS OF PAYMENT

A fixed price deliverables based purchase order (vendor) or service agreement (consultant) will be awarded.

PERIOD OF PERFORMANCE

On/or about January 7 – January 31, 2019

LOCATION OF WORK

Remote

BACKGROUND

FishWise promotes the health and recovery of ocean ecosystems by providing innovative market-based tools to the seafood industry, supporting sustainability through environmentally and socially responsible business practices. The Seafood Alliance for Legality and Traceability (SALT) is a new global alliance for knowledge exchange and action to promote legal and sustainable fisheries through improved transparency in seafood supply chains. SALT brings together the seafood industry, governments and nongovernmental organizations (NGOs) to accelerate learning and support collaboration



on innovative solutions for legal and sustainable seafood, with a particular focus on traceability—the ability to track the movement of seafood through supply chains. SALT is a global alliance with interested participants around the globe. SALT is a public-private partnership between USAID and the Walton Family, Packard and Moore Foundations and is implemented by FishWise, a non-profit sustainable seafood consultancy.

SALT is developing a searchable Contact Directory webpage with data accessed from Zoho CRM (Customer Relationship Management) via Zoho API.

PURPOSE & OBJECTIVES

SALT would like to identify a programmer to utilize the Zoho CRM API to sync contacts to MySQL for display of contacts on a webpage with search functionality. The programmer will provide short-term technical assistance in the following areas:

- Customize Zoho One Applications, including Zoho CRM and Zoho Analytics
- Zoho API web integration for display of Zoho data on a webpage via MySQL live sync.

The following deliverables are to be submitted in electronic form by the consultant or vendor to the designated FishWise contact person by the anticipated due dates. The following deliverables are required:

Deliverables	Due Date
MySQL database syncing data via Zoho API	January 31, 2019
Webpage on development server for preview: Keyword and 3 Search Categories for Contact Listing with Contacts displayed in 2 columns with formatted Contact Cards (formatted boxes for each contact).	January 31, 2019
Git to code and MySQL file	January 31, 2019

SKILLS & EXPERIENCE

Programmer(s) must demonstrate proficiency in:

- Zoho Application Customization
- Zoho API web integration
- MySQL, PHP, CSS

Programmer(s) must also possess:

- Zoho Partner Certification



SUBMISSION REQUIREMENTS

Interested offerors must provide the following to be considered:

1) Capabilities Statement & Budget (Not to exceed three pages)

The capabilities statement should describe the applicants capabilities, as they relate to the work described above, their availability to perform the work during the anticipated period of performance, and their experience with Zoho Application customization and Zoho API coding for the display of Zoho CRM data on a webpage. *The applicant must be a Zoho One Certified Partner.* In addition the applicant must include a budget that states the level of effort and daily fee to complete the scope of work and required deliverables, in the format in Table 1.

Name	Hours Required (LOE)	Hourly Rate	Total
<i>i.e. Programmer 1</i>			
<i>i.e. Programmer 2</i>			

Table 1: Budget Template

2) CV of Programmer(s)

The CV(s) should include at least three references that can verify past work.

3) Biographical data form

Completed and signed biographical data form(s) with previous hourly or daily rates for programmer(s) and any other staff for whom level of effort is requested for this project. See Annex A.

Applicants must provide full, accurate, and complete information as required by this solicitation and its attachments. **Incomplete application packages will not be considered for the consultancy.**

CRITERIA/QUALIFICATION FOR EVALUATION

Submissions will be evaluated and ranked according to the conditions described in the evaluation criteria below, with a total overall maximum point value of 100. The selection will be based on the best value/trade off (weighing price against technical factors) as follows:

<p>Experience and Capabilities (50 Points)</p>	<ul style="list-style-type: none"> • <i>Zoho CRM Customization</i> • <i>Zoho CRM API Integration</i> • <i>Must be a Zoho One Certified Partner</i>
<p>Budget (50 Points)</p>	<ul style="list-style-type: none"> • <i>Based on the daily rate and level of effort provided.</i>

During the evaluation, the bidder may be requested to supply additional information in writing concerning content and/or to clarify points in their responses.

NOTE

- FishWise will not compensate individuals for preparation of their response to this Solicitation.
- Issuing this Solicitation is not a guarantee that FishWise will award a contract.
- FishWise reserves the right to issue a contract based on the initial evaluation of offers without discussion.
- FishWise may choose to award a contract for part of the activities in the Solicitation.
- FishWise may choose to award contracts to more than one offeror for specific parts of the activities in the Solicitation.
- FishWise may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original Solicitation.
- FishWise has the right to rescind the solicitation, or rescind an award prior to the signing of a contract due to any unforeseen changes, be it funding or programmatic.
- FishWise reserves the right to waive any deviations by offerors from the requirements of this solicitation that in FishWise’s opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition.
- Data produced by this belongs to FishWise and USAID. Any distribution of data must first have written authorization from FishWise or its designated representative.