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July 13, 2023

The following (Additional Q&A) will serve as Amendment #2 to NYSIF's Request for Information (RFP) for Website Design Services, bid number 2023-52-IT. Material in this Amendment supersedes any contradictory material in the RFP.

Please note that the due date for the submission of bids remains the same.

All bids are due 7/20/23, by 2:00 p.m.(eastern).

Sincerely,

A handwritten signature in black ink, appearing to read "V. Ginardi", is written over a faint, light blue circular stamp.

Vincent Ginardi
Supervising Contract Management Specialist

Website Design Services

RFI #2023-52-IT

Amendment 1

Question #	Question	NYSIF Response
1	There are services provided on the https://ww3.nysif.com/ website that require account/login credentials to access them a. Are the pages/sections that require login credentials also part of the redesign b. If Yes – what are the credentials that we need to use to review the same	No
2	Is NYSIF open to moving away from the Sitecore platform	Please refer to Amendment 1 - Q&A Response
3	What are biggest issues or problems you're having with your current website, CMS, or setup that prompted this website design decision?	Our current website is designed to serve our existing customers. We'd like to make it more accessible to prospective customers and businesses/producers looking for coverage.
4	What are your organization's most important broader goals with a new website (not in terms of site features/functionality, but bigger concerns like improving brand image and web presence, increased awareness, better highlight values, vision, and purpose, etc.)?	Improved SEO and search results, improved first impression of company on first visit, clearer explanation on what NYSIF can do for your company. We want visitors to sense NYSIF is the leader in its market and has a deep knowledge and understanding of how to help its policyholders. We want visitors to trust us.
5	Approx. how many pages and posts are there that'd need to be migrated to the new site? Do you have staff to migrate the content or would we have to do it?	approx 200 pages. NYSIF in-house staff would migrate the content.
6	Besides common website features, will there be any custom integrations with third-party services or anything that'd require significant custom coding?	No.
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