

ANNEX A – SPECIFIC TERMS

Public Pricing Tender

Contracting an English teaching service through an online platform for *Jóvenes a Programar*

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1. BACKGROUND:

The module of English for *Jóvenes a Programar* has been carrying out during 2017 and 2018 a pilot of English teaching that allows to attend in the best possible way the audience needs of the program. In this sense, pedagogical and technological tools have been developed to provide the population with training cycles in English teaching for specific purposes with a customized design, oriented to English for technology and programming at two levels: basic and intermediate.

However, in order to meet a greater percentage of young people and achieve greater autonomy for the public of *Jóvenes a Programar*, the present call is opened, to receive proposals for English teaching services through an online platform.

2. CALL AIM:

With this call, online courses are searched through a platform that allows the teaching of English oriented to young adults and adults from Pre-A1 to C1 level of the Common European Framework to be implemented from March 2019.

The responsibility of the student follow-up or support on the platform will be from Centro Ceibal (*Programa Jóvenes a Programar*) and not from the provider, but the provider must provide through the platform sessions of conversation or weekly group oral practices by videoconference as an essential part of the service.

The duration of each level will be subject to the proposal of the bidder and the learning progress of each user, but it is expected that start dates will be available throughout the year.

A demand of approximately 500 to 1200 users per year is expected.

3. MANDATORY REQUIREMENTS:

3.1 Contents

The platform must include attractive, interesting and challenging content for the people from *Jóvenes a Programar* and authentic material (obtained from online news services, open online video chats, etc.), It must have specific contents of working English, soft skills and those related to information technology at the intermediate and advanced levels - B1, B2, C1).

3.2. Learning modules

The platform must provide courses divided into different levels, modules or units, with the possibility of entering the program from a CEFR level pre-A1 to C1 inclusive. These levels, modules or units should offer the possibility of being started at different times during the year.

3.3. Leveling test in passive skills (reading, grammar and vocabulary).

The platform should include an online leveling test of passive skills (reading, grammar and vocabulary), that allows to define and assign each student's level, and intuitively suggest modules or units to study.

3.4. Courses and learning management

The platform must provide specific courses by level with a certain degree of personalization for each user, and also a minimum administration that allows adjusting general objectives for the target audience.

3.5. Certification

- **3.5.1.** It must offer certification for students who complete each module or level by explicit reference to the level of the Common European Framework (CEFR) achieved by the student.
- **3.5.2.** The bidder must offer the possibility of adding Centro Ceibal's logo on the standard certificates of the platform.
- **3.5.3.** The provider must give the option to cancel the issuance of standard certificates provided by the platform to the students of *Jóvenes a Programar* if Ceibal requires so.
- **3.5.4.** Ceibal must be able to use the advance and complete information of students on the platform to send their own certificates to the students in case of non-compliance with the certificate offered by the contracted provider.

3.6. Reports

The provider must provide frequent reports on use, progress and KPIs, both individually and in groups of the program's audience. The platform should provide usage statistics at the user level, in the style of a blog of interactions with the site. As an example, a non-exhaustive list of certain indicators to be measured is listed below:

- Most visited activities
- Fulfillment of tasks
- Topics consulted.
- Resources / content downloaded.
- Online viewing time.
- Comments made and interactions.
- Ratings.
- Users' quantity.
- Attendance to synchronic oral sessions

The platform should allow to download or export the reports in a flat file, example: .CSV.

3.7. White Labeling

The platform should offer the possibility of white labeling, allowing the incorporation of Centro Ceibal's logo on the supplier platform without the need of customized developments. In case there are specific development needs to incorporate the logo, they must be included in the flat rate single license fee.

3.8. Platform usability

It must be an English learning platform that is friendly, intuitive and easily appropriated by the users.

3.9. Oral practice sessions by videoconference

The platform should include *synchronous and group oral practice sessions* through a videoconference tool. The offer of these synchronic oral sessions must be varied, including different days and schedules to achieve in this way a flexible schedule of sessions to which the students can register themselves, according to their convenience. Students can connect to sessions with students not only from Uruguay, nor from Centro Ceibal. A minimum of 45 minutes of oral English practice should be offered per weekly videoconference per student. This practice time can be offered in different amounts of weekly sessions, but no session can have a duration of less than 30 minutes.

For a more fluid communication, it is expected that in each group oral session by videoconference there will be no more than 9 students

3.10. Compatibility with Ceibal devices and mobile application

- **3.10.1.** The platform and its contents must work correctly in Windows 10, in the latest versions of the three most used browsers: Chrome, Firefox and Microsoft Edge.
- **3.10.2.** The platform and its contents must work correctly on Windows 10 devices, delivered by Centro Ceibal for *Jóvenes a Programar*, which include:
 - Positivo-BGH-11Cle2Plus-N3010-500G-8G,
 - Positivo-BGH-11Cle2Plus-CPU_N3150-500GB-8GB,
 - JPCouto-SF20BA-N3160-500GB-4GB-11.6
 - JPCouto-SF40BA-N3160-500GB-4GB-14.1",
 - JPCouto-SF40KB-i3-7100U-128GB-8GB-14.1"
- **3.10.3.** The platform must be mobile-responsive in its main functionalities, or eventually provide an application to access from different mobile devices (Android, iOS), in the case of Android, compatibility with Android 6 (inclusive) will be assessed.

3.11 User profiles

The platform must support the configuration of student and administrator profiles.

3.12. Massive and incremental load - registration

A mechanism and services must be provided to register in the platform in a massive way.

3.13. Service uptime

A minimum uptime of 99%

3.14. Training

Ceibal administrators must be trained to manage the platform, so that they acquire the knowledge required for the operation of the platform. The training can be in person or remotely.

3.15. Inicial Advice

. The Company that is awarded the contract must offer initial advice on the implementation of the service.

3.16. Quality Control by Ceibal

Centro Ceibal should be allowed to perform quality control of the service with observations of the synchronic oral sessions. These observations and evaluations will be agreed upon and shared with the awarded company and will have an impact on the subsequent contracting or extension of the contract, and these evaluations may result in an action plan with aspects of improvement of the service offered by the supplier.

All mandatory requirements must be included in the price of the flat rate per license.

4. OPTIONAL REQUIREMENTS:

The following requirements are optional and will not be taken into account in the technical evaluation. In the event that they have an additional cost to the cost of the license, the offeror must quote them separately, otherwise and if they are offered, they will be included in the price of the license.

4.1. Leveling test - active skills (writing and speaking)

It is desirable that the platform include a leveling test of active skills that allows assigning each student to their level of speaking and writing, and intuitively suggest modules or units to study. It must be specified if it is separated by competence, oral and written, and if the cost is separated by each of them or if they are evaluated together and the cost is unique.

4.2. Progress during the course - active skills (writing and speaking)

It is desirable that the platform includes evaluation of active skills (writing and speaking) to check student progress during the course. It must be specified if there is a single cost for checking progress in writing and speaking, or if there are different costs to check progress in speaking and progress in writing.

4.3 Level completion test - active skills (writing and speaking)

It is desirable that the platform includes level completion test that includes checking of active skills (writing and speaking). It must be specified if it is separated by competence, oral and written, and the cost is separately for each of them, or if they are evaluated together and the cost is unique.

4.4 Certification to the configurable discharge

It is desirable that graduation certification can be obtained via a final test similar to the leveling test, or can be obtained via a combination of platform tasks and final test. In short, ideally the platform should allow to configure how certification is achieved.

4.5. Massive and incremental load - dropouts and modifications

It is desirable to provide a mechanism of user dropouts and modifications in bulk to the platform.

4.6. Export of general system data (Logs)

It is desirable to provide a mechanism to export all the information generated in the system and its data dictionary. For example an API (preferably REST services) or possibility to export to .csv, or another format automatically.

4.7. Reports exports

It is desirable to provide a mechanism to export the reports without the need to access the platform, for example an API (preferably REST services) or the possibility of exporting to .csv, or another format automatically.

4.8. Notification and information of incidents, and maintenance

It is desirable that the provider reports the incidents that occur on the platform, be it security, availability, etc., their action plans to resolve them and their final resolution.

In the case of scheduled inactivity (maintenance), the supplier is expected to notify with certain notice in order to allow Centro Ceibal to notify interested parties and take action to mitigate inconveniences.

For unscheduled downtime, it is convenient for the provider to provide an external status page, which shows the status of its platform and modules.

4.9. Autonomy for management

It is desirable that the service offers - through a control panel or similar - ease and independence so that Ceibal administers and manages the platform for its student group / target population.

4.10. Technical specifications

It is desirable that the platform does not have modules or parts based on Flash in any of its versions.

4.11. Offline Work

Ideally, the platform should offer the possibility of working offline and reconnecting to the Internet, synchronize the tasks performed, student progress, etc. with the platform in order to continue working online, and so that the data and reports are updated consistently.

4.12. External identifications of students

It is desirable that the platform foresees assigning external identifiers to the students so that the data and reports can be sorted, and also filtered by said identifiers.

4.13. Authentication and authorization

It is desirable to have authentication and authorization protocols. Specify the supported ones (Google, Clever, LDAP, CAS, etc.).

4.14. Mobile application - distribution and software images

It is desirable that the supplier allows Ceibal to distribute the application through its repository of applications and include it in the software images developed for its devices.

4.15. Visibility to Ceibal's Privacy Policy

It is desirable that the provider can include in its initial communication with each student (for example, in the registration email) the Ceibal's privacy policy.

4.16. Writing tasks with manual correction

It is desirable that the platform offers certain writing tasks for each student at different levels, with not only automatic corrections, but also manual ones and that the responsible for that correction service is the provider.

4.17 Access to any type of interaction between the person responsible for oral sessions and the users

It is desirable that in certain specific cases Centro Ceibal can request information (any type of interaction) generated by the platform related to the link between the person responsible for the oral session and the users, as long as the platform allows it (e.g. providing recordings of said sessions).

4.18 Academic and technical support throughout the project

It will be valued that there is *academic and technical support* for the project management team of Centro Ceibal throughout the duration of the licenses acquired. In particular, it is desirable that there be *follow-up of the indicators of key performance and collaboration in the general evaluation of the program*.

5. DOCUMENTATION:

5.1. Technical requirements

The offer must specify the technical requirements necessary for the correct functioning of the online platform at hardware and network level, including the requirements of the videoconference platform used for oral practice sessions.

In case of providing apps (Android, IOs), it should be described the minimum requirements for their correct functioning in mobile devices.

5.2. SLA – Service Level Agreement

The offer must include a description of the proposed service level, including:

- A description of the service that is being provided (which areas are included in the service and which are the responsibility of Ceibal)
- Problem notification procedure: who can be contacted, how the problems will be reported, the procedure to scale and what other measures are taken to solve the problem efficiently.
- Response time to incidents: average time of response, resolution and recovery before failures; distinguishing different levels of criticality
- Monitoring and reporting - who monitors performance, what data is collected and how often and how does Ceibal access performance statistics.

Ceibal may negotiate with the awardee the characteristics of this agreement, including penalties for non-compliance.

It is also requested to describe the work methodology to inform and validate the management of changes (functional and technical) in the platform that may have an impact on the operations of Ceibal, for example at the level of compatibility with the devices.

5.3. Confidentiality and data protection

The Company that is awarded, expressly agrees to keep in the strictest confidentiality all information processed or used during the relationship with Centro Ceibal. The Confidential Information includes, among others and by way of example, the following information: any strategy, business plan and procedure, proprietary information, software, tool, process, images, personal data, methodology, information and trade secret, and other information and material of Ceibal, as well as of the students, beneficiaries, teachers, study centers, that could be obtained by the Company from any source or could be developed as a consequence of this contract.

The Company undertakes to process the personal data to which it has access under this contract, in accordance with Law No. 18,331, of August 11, 2008 and Decree No. 414/2009, of August 31, 2009, solely for the benefit and in the framework of the contracted service, not being able to use them for another purpose, neither for their own benefit, free or onerous, nor to assign them, communicate them or transfer them to third parties, except with prior authorization from Centro Ceibal.

Centro Ceibal will be responsible for the data base and its process, being the awarded company and its contracted companies, in charge of process, in accordance with the provisions of literals H) and K) of article 4 of Law No. 18,331. Therefore, in no case may access to personal data be understood as assignment, communication or permission for its free use by the Company, its employees and subcontracted companies. In this context, the awarded company must sign the process manager contract, which will be considered an accessory and annexed to the main contract signed by the parties.

The Company is obliged to adopt the necessary security measures to guarantee the security and confidentiality of personal data and to prevent its adulteration, loss, consultation or unauthorized use, as well as to detect deviations of information.

In the event that the personal data is hosted, even temporarily, outside the national territory, the Company is obliged that the importer is in countries considered to have adequate levels to the European data protection standards, in accordance with the General Data Protection Regulation (EU) 2016/679, of the European Parliament and of the Council, amending, concordant and complementary.

Otherwise, the Company undertakes to have the consent of the owner of the data for the transfer to an unsuitable territory, or for the importer to adhere to the Privacy Shield framework, to subscribe standard

contractual clauses with the exporter or to have a Code of registered Conduct, with the consequent authorization of international transfer of data processed before the Unit for the Regulation and Control of Personal Data (URCDP), in the last two cases.

The company must inform in the proposal the territory where it will lodge the data, and the subcontracts to which it adheres for the process of the same.

Upon termination of this agreement, the Company undertakes to return or delete from all its physical and logical systems and files, whether owned or contracted to third parties, the personal data accessed, obtained or processed under this contract, as well as the associated metadata, in case of corresponding and without prejudice to the particularities of each service, which will be considered by Centro Ceibal in the specific case to consider this obligation fulfilled.

For the purposes of this agreement, personal information is considered information of any type referring to individuals or legal entities determined or determinable, by way of example, any numerical, alphabetical, graphic, photographic, voice and image registration, acoustic or any other information that refers to them directly or indirectly, in accordance with the provisions of article 4 of Law No. 18,331 and articles 1 and 4 of Decree No. 414/009.

5.4. Security of the information:

The offer must include information security, according to the following detail:

- Specify where the data will be hosted and present the privacy policy and terms of use of the tool, as well as subcontracting companies if they exist
- Specify if there are processes and certifications of information security management. E.g.: ISO 27001/272002
- Specify if there are documented protocols for managing information access permissions. Include documentation detailing the roles and responsibilities of the staff providing the service, including third-party management.
- If it corresponds, specify the access protocols for domain information directories with which the product allows integration. E.g.: Google, Active Directory, LDAP
- Protocols used for data protection:
 - Detail the service architecture
 - Specify data encryption method (In transit and at rest)
 - Specify data transfer protocols
- Application security: Detail the tools / processes used to manage and prevent vulnerabilities and threats in the application.
- IT infrastructure security:
 - Detail the Network Security protocol
 - Detail backup protocols, including contingency plans and information and service recovery tests.
 - Description of the log record
 - Specify defined monitoring and alarms
 - Specify physical security protocols

5.5. Documentation manuals, guides, dictionaries:

The offer must include all the necessary information and minimum documentation, to prove compliance with the mandatory and optional requirements, and facilitate the understanding and analysis by Ceibal, without prejudice to the latter being able to request clarifications when it deems necessary.

5.6. Additional documentation to be submitted along with the offer:

- Description and background of the offeror
- Description of the profile of the teachers who will be in charge of the synchronic oral sessions and the professional background of the management team in charge of the project.
- Description of participation in projects related to teaching English with other public or private institutions (mention a minimum of two and a maximum of five projects developed in the last five years with similar characteristics).
- Demonstration of the materials to be used and example of possible progress reports.
- Complete description of the proposal (duration of each module, hourly load for students, frequency of synchronic meetings, content, etc.).
- Examples of frequent reports on use, progress and KPIs of the program's public, either individually or as a group

6. EVALUATION:

6.1 Test users

Test users are required with the profiles that Centro Ceibal understands necessary to evaluate the tool, verify its benefits and compliance with the requested requirements, prior to the award.

Centro Ceibal may request from the bidder (at its expense) technical assistance during this process, which includes access to the platform for a maximum of 5 synchronic oral sessions during a period of no more than 3 weeks at different levels (CEFR A1, A2, B1, B2 and C1), with the aim of evaluating and collecting feedback from end users. For this instance, the provider must parameterize the platform so that the user can make use of the functionalities that Centro Ceibal needs to evaluate. This adjustment may be requested and must be attended by the offeror during the service trial period.

6.2. Demo

Centro Ceibal may request a demo of the solution, in person or remotely, after the opening of bids and coordinate with the bidder. In the demo it will be evaluated, among other aspects, all the features of the platform and user experience in the Ceibal devices.

In the event that the offeror fails to comply with the provisions of points 6.1 and 6.2 above, and the proposal cannot be evaluated, it may be rejected.

6.3. Offer evaluation

An evaluation method based on quality and costs will be used, in which only offers that comply with the mandatory requirements established in point (3) Mandatory requirements (score greater than 2 in all criteria) will be examined. The following is the rubric to be used in the evaluation process of the proposals received.

The following percentages will be taken into account for the evaluation of the offer: *50% Technical Evaluation (considering only the mandatory requirements - point 3); and 50% Economic Evaluation (considering license flat rate- point 7.1)*. The final score of each offer, considering both the Technical Evaluation and the Economic Evaluation, will be given by the following formula: $(POME / PO) * 50 + (PTO$

/ PTOMC) * 50. In this evaluation scheme "POME" is the price of the most economical offer, "PO" is the price of the offer that is being evaluated, "PTO" is the technical score of the offer being evaluated and "PTOMC" is the technical score of the best qualified offer.

Centro Ceibal may deny the purchase of the optional requirements offered with the bidder that is selected.

Technical Evaluation

The technical evaluation will be based on the following criteria, weights and scores, and will have a maximum total score of 240 points. The compliance table will have a space of observations for each mandatory requirement evaluated.

3.1	<i>Contents</i>	4
3.2	<i>Learning modules</i>	2
3.3	<i>Leveling test in passive skills (reading, grammar and vocabulary),</i>	2
3.4	<i>Learning platform</i>	4
3.5	<i>Certification</i>	3
3.6	<i>Reports</i>	3
3.7	<i>White Labeling</i>	2
3.8	<i>Usability of the platform</i>	4
3.9	<i>Oral practice sessions by videoconference</i>	4
3.10	<i>Compatibility with Ceibal devices and mobile application</i>	2
3.11	<i>User profiles</i>	4
3.12	<i>Massive and incremental load - user registration</i>	2
3.13	<i>Service Uptime</i>	3
3.14	<i>Training</i>	4
3.15	<i>Initial advice</i>	3
3.16	<i>Quality Control by Ceibal</i>	2

(*) The weight of each area of the previous table has been established according to the following:
2 = required, 3 = important, 4 = essential

During the evaluation each aspect will be evaluated according to the following criteria

- 1 = does not meet any requirement
- 2 = meets only part of the requirements and fails to satisfy
- 3 = generally complies with the minimum requirements necessary for the service
- 4 = satisfies all requirements satisfactorily
- 5 = meets all requirements and exceeds expectations

7. PRICE QUOTE:

7.1. License flat rate price per range:

A fixed license price per student per year (annual flat rate) must be quoted, according to the table below. This price must include everything indicated in point 3. Mandatory Requirements. Also, the price should include hosting and backup services, update services, maintenance and support.

	Between 1 and 500 licenses	Between 501 and 1000 licenses	Between 1001 and 1500 licenses
License cost per student per year (*)			

(*) the price should include hosting, backup, update, maintenance and support.

Centro Ceibal will buy up to a certain maximum volume of active, generic licenses, which will have a life cycle of one year from the purchase. In the event that the licenses are not used within the first year of contracting the service, it is desirable that they can be used the year after they were purchased. The generic licenses acquired will be transferable to different users in an unlimited way during the life of the license (established in 1 year, from the purchase, with the possibility of transferring it to the following year). This means that if a license begins to be used by a student who then abandons the course, or the program decides to take away the benefit of a student, the license may be transferred to another student, thus not affecting a new generic license within the year of the original license. This will be agreed with the provider on a monthly basis which users must unsubscribe and which new users must register and join the generic active licenses that have been discontinued. Here is an example:

In March 2019, Ceibal buys 800 active generic licenses.

In April 2019, Ceibal cancels 200 users, and therefore gives the provider a list of users to unsubscribe and disassociate from the generic licenses used. In this way, Ceibal will have available 600 active generic licenses in use, and 200 active generic licenses without use.

In May 2019, Ceibal delivers to the supplier a list of 100 new users to register and associate 100 of the 200 generic de-allocated licenses in April. At that time Ceibal again uses about 100 additional generic licenses, that is, in the end 700 of the generic licenses of the 800 acquired, and there are 100 active generic licenses left unassigned or free to reuse.

7.2. Price quote of the optional requirements:

The bidder must specify in its offer what optional requirements it offers, and quote them separately. Otherwise, if they are offered and not quoted, they will be included in the price of the license (point 7.1).

It is requested to quote them separately and whenever possible at the license level, that is, indicate the incremental cost per license per year for the corresponding optional requirement, and in the ranges of volumes established in point 7.1. In particular, it is requested to quote, as long as the offeror can, the optionals 4.1, 4.2, 4.11, 4.12, 4.16 and 4.18.

7.3. Contract term:

Ceibal will be able to make successive purchases depending on the success of each stage. The final price at which the licenses will be paid will be the price corresponding to the accumulated licenses acquired within a period of 12 months from the first purchase, and within the ranges of volumes quoted here. point 7.1.

8. INTELLECTUAL PROPERTY:

The Company that is awarded is obliged to confer to Centro Ceibal a use authorization, non-territorial, non-exclusive, and for the duration of the contract, for access to the platform, developments, materials, etc., in the terms provided in point 7.1.

The contractor assures Centro Ceibal that the platform, developments, materials, etc. acquired will be original and do not infringe any right of Intellectual or Industrial Property of third parties, including, but not limited to, copyrights, trademarks and other distinctive signs, invention patents, utility models, industrial designs, trade names, names of domain on the Internet, trade secret, or undisclosed information, image rights or similar legal rights, and that are not taxed, subject to inhibition or affected in any way that affects their free availability by Centro Ceibal. Likewise, the Company assumes full responsibility for legal actions and / or claims of any nature - including, but not limited to, extrajudicial, judicial, civil, criminal or administrative claims - that may arise from the use of the software offered, and will respond of the damages, fines, penalties, costs, attorney's fees, expenses, and any other losses that could be brought to Centro Ceibal for that reason.

9. ANNEX I, COMPLIANCE TABLE:

The bidder must complete the compliance table for all requested requirements, whether mandatory or optional. For the reference of the evaluation team, it must also indicate in which part of the submitted offer the information corresponding to the requirement is.

The **COMPLIANCE** column in the Mandatory Requirements table will be completed with the **Yes / No** options.

Mandatory Requirements		Reference on offer	Compliance	Observations
3.1	Contents			
3.2	Learning modules			
3.3	Leveling test in passive skills (reading, grammar and vocabulary),			
3.4	Learning platform			
3.5	Certification			
3.6	3.5.1 Certification by module with reference to the Common European Framework			
3.7	3.5.2 Add Ceibal logo in standard certificates			
3.8	3.5.3 Cancel issuance of standard certificates			
3.9	3.5.4 Use progress and completeness information of the student so that Ceibal can send Ceibal's own certificates			
3.10	Reports			
3.11	White Labeling			
3.12	Platform usability			
3.13	Oral practice sessions by videoconference			
3.14	Compatibility with Ceibal devices and mobile application			

3.15	User profiles			
3.16	Massive and incremental load - user registration			

The column **COMPLIANCE** in the table of Optional Requirements will be completed with the options **Yes / No / Partial**. If the compliance is partial, it will be clarified in the **OBSERVATIONS** column.

Optional requirements		Reference on offer	Compliance	Observations and incremental cost per license if any (in the ranges specified in 7.1)
4.1	Leveling test - active skills (writing and speaking)			
4.2	Progress and level completion test - active skills (writing and speaking)			
4.3	Level completion test - active skills (writing and speaking)			
4.4	Certification to the configurable discharge			
4.5	Massive and incremental load - dropouts and modifications			
4.6	Export of general system data (Logs)			
4.7	Reports Exports			
4.8	Notification and information of incidents, and maintenance			
4.9	Autonomy for management			
4.10	Technical specifications			
4.11	Offline work			

4.12	External identifications of students			
4.13	Authentication and authorization			
4.14	Mobile application - distribution and software images			
4.15	Visibility to Ceibal's Privacy Policy			
4.16	Writing tasks with manual correction			
4.17	Access to any type of interaction between the person responsible for oral sessions and the users			
4.18	Academic and technical support throughout the project			