

Project development brief

Digital transformation and reader engagement
information technology platform for printed media

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Project strategic framework

Summary

Market situation and project goals

- Press publishers worldwide, including in the Baltic States, face significant challenges due to declining demand and changing media consumption habits.
- Implementing modern IT solutions in the local Latvian market requires significant investment in a short period.
- Three partners (AS "Latvijas Mediji, AS "Cits medijs", and SIA "Žurnāls Santa") have decided to develop a large-scale technological platform to effectively use available investment resources and avoid duplicating costs.
- The project aims to provide Latvia's national press publishers with a competitive digital content IT platform to improve online content distribution, personalize content products, expand services, and attract subscribers more effectively.

Platform benefits and impact

- The platform will introduce innovative solutions that positively impact the media industry and media consumers in Latvia.
- It will integrate IT solutions from the European market and adapt them to the local market.
- The platform will ensure commercial sustainability and competitiveness against global content distribution platforms by offering customization, improved user experience, and efficient commerce solutions.
- It will diversify revenue streams, compensate for declining print sales, and reduce dependence on advertising.
- The platform will make quality local content available to a wide range of customers across various formats and consumption habits.
- Process automation will save costs, increase efficiency, and allow investment in new delivery channels and affordable products.
- The project will integrate horizontal principles, transform media workers' skills, bridge the digital skills gap, and improve media literacy among Latvian users.

Resource optimization and sustainability

- The project will contribute to the green transformation of the media industry by attracting print readers to online content and reducing the consumption of non-renewable resources.
- It will promote the integration of the "Do no significant harm" principle into commercial media practice, enhancing the sustainability and competitiveness of the media industry.
- The project will strengthen the economic sustainability and competitiveness of local and national media companies in the region.
- It will promote media freedom, pluralism, and strategic autonomy for maintaining democracy and European values.
- The development of free products like newsletters and summaries will promote content accessibility through diverse communication and delivery channels.
- The project will strengthen the role and influence of European media compared to global competitors and help reduce disinformation through innovative tools like AI for information verification.

Strategic framework in detail

Market situation, project goals and impact on development Increasingly more press publishers around the world, including in the Baltic States, face significant challenges due to declining demand. Changing media consumption habits are forcing publishers to focus on online content, including multimedia - broadcasts, videos and hybrid content. Compared to Latvia, elsewhere in the world print media have been more successful in reorienting themselves to a digital audience, thanks to more functionally capable content production, distribution and subscription technologies. Such IT solutions in the world have now become more accessible, both in terms of technical execution and financially.

However, their implementation in the local market, given its size and the pace of development of global trends, requires significant investment in a short period of time. Therefore, within the framework of this project, three Partners **AS "Latvijas Mediji, AS "Cits medijs" and SIA "Žurnāls Santa"** have decided to develop and implement a large-scale technological platform.

The goal of such cooperation is to **effectively use the available investment resources**. Funds will be saved by **developing a unified standard platform**, without duplicating costs, as similar problems will be solved by creating analogous IT solutions.

The project will provide Latvia's national press publishers, which together publish more than 30 newspapers and magazines and reach 49% of print media readers in the country, with a competitive digital content IT platform that **would improve the distribution of print media and their generated content online, provide more personalized content products, expand the range of services and use more effective subscriber attraction mechanisms.**

The project plans to introduce innovative solutions that will have a positive long-term impact on both the media industry in Latvia and Latvian residents - media consumers - as a whole. The project envisages the development of the IT platform described below, **adapting and integrating IT solutions already implemented in the European market, as well as innovative and adapted to the local market.** Product customization and user experience improvement in the digital environment, as well as flexible and efficient commerce solutions will ensure the commercial sustainability of companies and competition with global content distribution platforms. **This is an opportunity to diversify companies' forms of revenue, thereby compensating for the rising costs and narrowing of print sales channels, and reducing financial dependence on advertising and print sales revenues.**

The platform's solutions open up the possibility of ensuring the **availability of quality local original content to the widest possible range of customers**, both geographically, socio-economically, and in the context of content consumption habits (print, digital, interactive, text and audio, video, customizable reading format, combined hybrid format, etc.).

Process automation will save costs and increase the efficiency of production processes. Resource savings will allow investment in new and efficient delivery channels and **create products with improved usability and more affordable prices for users.** Thus promoting competitiveness and effective cooperation with global platforms that significantly influence local media, such as Google, Meta, etc.

Taking into account the planned productivity growth and improvement of media workers' competencies, the project also envisages the **integration of horizontal principles.** Along with industry companies, the skills of these companies' employees will also transform regardless of their age or socio-cultural characteristics, bridging the digital skills gap and creating new opportunities (competitiveness) for media professionals in the labor market. In addition, the digital skills and media literacy of Latvian media users will also improve in connection with the availability of new content products tailored to users' needs.

One of the directions of resource optimization is the **green transformation of the media industry**, attracting part of the print content readers to the use of online content, thus reducing the consumption of non-renewable and environmentally unfriendly resources generated by media companies. For example, used printing materials, paper

consumption, delivery and logistics services using fossil resources. During the implementation of the project, the integration of the principle *Do no significant harm* into commercial media practice will be promoted. **In this way, the sustainability of the media industry, the competitiveness and image of media workers will be promoted.**

The project will strengthen the economic sustainability of the media environment, including competitiveness of local and national media companies in the region, promoting an increase in the share of direct digital content sales and subscription revenues, as a result promoting **greater media freedom and pluralism**, as well as strategic autonomy for maintaining democracy and promoting European values.

The project will also implement the development of free products, for example, newsletters and thematic summaries, which will promote content accessibility by diversifying communication and delivery channels. As a result of the project, **the role and influence of European audiovisual and media in comparison with other competitors in the world will be strengthened** directly and indirectly (including the global influence of "Google" and "Meta"). The integration of innovative tools in the content creation process (such as the use of AI for information verification) **will help reduce disinformation**, inform the public about possible risks and manipulations, as well as promote data-driven decision-making among the population.

Platform creation goals and benefits

Within the framework of the project, the partners have agreed to develop a **unified platform from standard modules**, implementing it in each partner's content production, distribution and sales processes.

The developed software solutions in mutual interaction **will significantly improve the work processes of print publishers, reorienting them to work in a digital environment.**

Among the most important functionalities of the platform are the **analysis of users' content consumption habits, the creation and planning of content offers, and the creation, automated management and sale of appropriate paid and free products**. In circumstances where there is a market transformation in user data processing processes in connection with legal requirements and the dominance of global platforms, **it is important to establish independent analysis tools with direct user data processing**, without relying on third-party solutions.

Functional requirements

Overview of functional modules

This section provides a high-level summary of the platform's core functional modules and expected high-level results.

Module	High-level requirements and expected results
M1	Print Publication Digitization Requirements Solution shall enable automated transfer of content from print publication layouts into e-publication and portal formats. The system shall facilitate transformation of content from its original print layout version through to its final appearance on digital portals. The implementation shall deliver flexible transformation capabilities for converting printed content into various digital product formats. Solution shall achieve measurable reduction in production process costs. The system shall minimize time requirements for specific digitization tasks. Through this automation, Solution shall streamline the transition from print to digital formats while maintaining content quality and reducing resource requirements across the production workflow.
M2	Portal Content Management Requirements The Solution shall implement a modern and industry-appropriate content management system that provides comprehensive content handling capabilities. The system shall deliver a fully integrated content management format ensuring complete content and format availability from print layout through to portal publication. Solution shall support multiple output formats including text, image, synthesized audio, PDF, and user-downloadable ePub formats. Solution shall enable flexible content management functionality that optimizes portal editorial workflows. The system shall support multiple

	parallel workflows to reduce time requirements for routine tasks and processes. The implementation shall incorporate artificial intelligence capabilities for content operations, including content creation, information verification, image library classification, and synthesized audio content generation. Solution shall implement data structures that enable analysis of content consumption and user behavior patterns. The system shall utilize this analysis capability to increase production and product development efficiency. Through these implementations, Solution shall deliver modern and streamlined content production capabilities. The system shall provide comprehensive content demand analysis functionality. Solution shall enable presentation of user-tailored content based on analytical insights.
M3	Portal Interface and Media Display Requirements The Solution shall utilize modern and high-performance interface development frameworks and media server solutions for content delivery. The system shall provide user convenience features and enable segmented content and product sales capabilities. Solution shall implement a flexible environment supporting various forms of content delivery, content demand analysis, and content sales functionalities. The implementation shall deliver a multimedia environment enabling interaction between multiple content formats including text, video, and audio through user-friendly interfaces. Solution shall maintain high-level integration with commercial offers supporting a diverse range of paid products. Through modernization, Solution shall adapt existing user interfaces of project partners' media portals to leverage new technological capabilities. The system shall integrate technical elements into a customized content user interface. Solution shall enhance user experience while maximizing the commercial potential of original created content.

M4	Customer Relationship Management and Sales Requirements The Solution shall implement a feature-rich Customer Relationship Management (CRM) system designed specifically for the digital and print media industry needs and requirements. The system shall provide a unified and functionally comprehensive customer management system. Solution shall enable unified and centralized processing of both print and digital orders through integrated handling mechanisms. The implementation shall maintain continuous data synchronization between all sales and delivery channels. Solution shall support wide variations in product commercialization and creation capabilities. The system shall enable creation of personalized product and price offers tailored to customer segments. Solution shall deliver comprehensive sales process analysis functionality supporting data-driven decision making across all operations. Through these implementations, Solution shall automate processes and increase efficiency in sales and order handling operations. The system shall enhance revenue potential through streamlined customer management and optimized sales processes.
M5	Customer Segmentation and Marketing Automation Requirements The Solution shall implement high-performance capabilities for multidimensional customer segmentation and marketing process automation. The system shall deliver enhanced understanding of user needs and habits through comprehensive analysis and segmentation tools. Solution shall increase sales efficiency by enabling targeted content delivery, offers, communication channels, and formats appropriate to specific customer segments. The implementation shall enhance marketing communication effectiveness and optimize the sales process through automated segmentation capabilities. Solution shall enable efficient allocation and utilization of sales

	resources across all customer segments and marketing channels. The system shall reduce organizational dependence on third-party data and marketing tools through integrated functionality. Through these implementations, Solution shall support revenue stream diversification, minimizing reliance on advertising income. The system shall provide comprehensive tools for targeted marketing and sales optimization while maintaining operational efficiency across all customer segments.
M6	Mobile Application Requirements The Solution shall deliver comprehensive iOS and Android applications enabling seamless access to portal content with personalized navigation and push notifications. Through optimized mobile interfaces, the system shall support full content accessibility while maintaining consistent performance and enabling direct purchase capabilities across all mobile platforms.

Overview of integrations with internal, 3rd party solutions and platforms

This section provides a high-level summary of the essential platform's integrations with 3rd party solutions and expected high-level results.

I1	Integration and Data Exchange Requirements The Solution shall implement data exchange capabilities with VAS "Latvijas Pasts" for subscription and delivery management. The Solution shall implement invoice data exports to ERP systems.
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	Through these implementations, Solution shall maintain data integrity and process automation across all integrated internal and external platforms, ensuring efficient workflow execution and resource optimization.
I2	Payment Integration Requirements The Solution shall implement comprehensive integration capabilities with various payment service providers supporting both open banking initialization services and card payment processing. The system shall enable convenient payment methods across multiple environments and devices through standardized integration protocols. Through these implementations, Solution shall deliver flexible payment format options enhancing user transaction convenience. The system shall optimize purchase processes to promote increased transaction volumes. Solution shall support revenue growth objectives through streamlined payment processing while maintaining security and reliability across all integrated payment services. The implementation shall ensure seamless integration with payment providers while maintaining consistent user experience across all supported payment methods and platforms. Solution shall optimize payment workflows to maximize conversion rates and transaction success.

Overview of implementation work requirements

This section provides a high-level summary of the implementation work requirements and expected high-level results.

W0	Platform Implementation Requirements The Solution shall deliver comprehensive development and implementation infrastructure supporting the complete set of modules and solutions for each project partner. The system shall manage solution testing, data
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	migration, and platform user training through an integrated implementation framework. The implementation shall establish required IT infrastructure including virtual server configurations with appropriate productivity levels aligned to the coordinated overall architecture for each partner. Solution shall maintain implementation support from project initiation through production deployment and operational status achievement. The system shall enable specific data transfer capabilities from legacy IT systems to the new platform for each project partner. Solution shall manage module implementation in the production environment while supporting comprehensive solution testing and content publishing processes. The implementation shall facilitate customer data migration and associated technical processes required for successful deployment. Through these implementations, Solution shall ensure all platform modules and solutions are successfully deployed in production environments with appropriate access enabled for all user groups. The system shall complete data migration processes maintaining business process continuity throughout the transition. Solution shall validate successful implementation through comprehensive testing and verification processes while supporting ongoing operational requirements. The implementation shall coordinate all technical processes required for successful platform deployment while maintaining system integrity and performance standards. Solution shall provide comprehensive training and support resources ensuring effective platform utilization across all user groups.
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Detailed requirements for functional modules, integrations and implementation works

This section contains detailed specifications for the following key areas:

Platform Functional Implementation

The Solution shall provide comprehensive functional modules supporting content digitization, portal management, and customer relationship capabilities. The implementation shall enable automated conversion of print publications to digital formats while maintaining content quality and relationships. The system shall deliver robust content management supporting multiple formats including text, images, synthesized audio, PDF, and ePub.

User Interface and Experience

The Solution shall implement modern interface frameworks supporting diverse content delivery methods across all platforms. The system shall maintain consistent user experience through customized interfaces optimized for content consumption and commercial engagement. The implementation shall support multimedia content interaction while enabling personalized user experiences.

Customer Management and Sales

The Solution shall deliver unified customer relationship management specifically designed for media industry requirements. The system shall enable centralized processing of print and digital orders while maintaining continuous data synchronization. The implementation shall support comprehensive product creation and personalized offer capabilities.

Marketing and Segmentation

The Solution shall provide advanced customer segmentation and marketing automation capabilities. The system shall optimize marketing communications through targeted content delivery and automated campaign management. The implementation shall reduce dependence on third-party tools while supporting revenue diversification strategies.

Mobile Platform Support

The Solution shall maintain dedicated mobile applications for iOS and Android platforms. The system shall enable comprehensive content access and customized navigation capabilities. The implementation shall support push notification systems for enhanced user engagement.

System Integration

The Solution shall implement comprehensive integration capabilities with partner systems including postal services, accounting systems, and payment providers. The system shall enable automated data exchange processes while maintaining data integrity across all integrated platforms. The implementation shall support flexible payment processing across multiple environments.

Infrastructure and Implementation

The Solution shall establish required technical infrastructure including virtual server configurations and deployment architectures. The system shall manage data migration processes while maintaining business continuity. The implementation shall provide comprehensive testing, training, and support services throughout the deployment process.

Through these specifications, the Solution shall deliver a complete platform supporting all required business processes while enabling future scalability and optimization capabilities.

M1 — Automation of Print Publication Digitization

Overview of requirements

Module	Summary of requirements
M1	The system shall automate content processing from print publications through three main components: Content Extraction & Processing • The system shall extract and process text/images from PDF sources • The system shall maintain content relationships and structure • The system shall generate ePUB and PDF formats • The system shall ensure content optimization Content Exchange • The system shall provide data transfer between systems via FTP, SFTP or similar • The system shall support multiple content formats (text, images, ePUB, PDF) • The system shall implement industry-standard authorization • The system shall enable integration with content databases Content Access & Management • The system shall enable structured content access • The system shall provide end-user access to multiple content formats • The system shall manage content access through Remote Authority API • The system shall support secure authentication and authorization • The system shall ensure cross-platform compatibility and delivery

Specific requirements

Module	Summary of requirements
M1	M1.1. Raw Content Acquisition form PDF format • System shall accept PDF content via secure upload • System shall support direct content import from Adobe InDesign through automated export M1.2. Content Processing • System shall extract text and images from source content • System shall preserve original layout and structure • System shall maintain content integrity including headings, images, and body text • System shall optimize content for downstream use M1.3. Solution Integration • System shall integrate processed content into the designated platform and allow access of processed content via web interface • System shall prepare content for digital publication • System shall ensure cross-device compatibility M1.4. Content Distribution • System shall support content export to multiple digital endpoints • System shall enable EPUB format conversion for e-readers • System shall support digital archiving • System shall allow flexible content delivery to specified platforms • System shall support single or multiple channel distribution M1.5. System Performance • System shall maintain workflow efficiency throughout content lifecycle • System shall provide scalable content processing • System shall enable flexible content management

- Data exchange solution shall optimize operational processes

M1.6. Remote Authority API System

M1.6.1. Authentication Requirements

- System shall support both OAuth2 and built-in login methods
- System shall validate user credentials securely
- System shall handle single sign-on (SSO) capabilities
- System shall support token-based authentication
- System shall manage refresh tokens for security

M1.6.2. Authorization Requirements

- System shall control access to restricted publications
- System shall validate subscription status
- System shall manage user permissions
- System shall support multiple subscription levels
- System shall handle user product codes

M1.6.3. Integration Requirements

- System shall communicate securely with solution core backend
- System shall maintain API specification compliance
- System shall support configurable endpoint URLs
- System shall handle redirect flows securely
- System shall support web, iOS and Android platforms

M1.6.4. User Data Management

- System shall support user metadata synchronization
- System shall manage favorite titles functionality
- System shall handle bi-directional data sync for user's meta-data

	• System shall maintain unique user IDs • System shall support customer number associations M1.6.5. Security Requirements • System shall protect all endpoints from direct user access • System shall handle authentication tokens securely • System shall support secure password validation • System shall manage session security • System shall validate all API responses M1.6.6. Implementation Requirements • System shall follow specified API variants • System shall support configurable implementation options • System shall provide validation capabilities • System shall handle error conditions appropriately
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M2 — Portal Content Management

Overview of requirements

Module	Summary of requirements
M2	Content Management System Requirements The Solution shall implement a comprehensive content management system that enables extensive functionality across content creation, site

management, and system administration while optimizing editorial workflows and routine task execution.

Core Requirements

Solution shall provide integrated news management capabilities with advanced filtering, classification, and publishing controls. The system shall enable streamlined content workflows through customizable planning tools and validation mechanisms. The implementation shall support multi-format content handling including text, images, audio, and downloadable formats while maintaining content relationships and quality standards.

Site Structure and Optimization Requirements

Solution shall deliver robust site building functionality including page management, SEO optimization, and meta data controls. The system shall enhance content visibility across search engines and social networks through comprehensive Open Graph implementation. Solution shall support third-party code integration through simplified management interfaces while maintaining portal performance standards.

Multimedia Processing Requirements

Solution shall implement comprehensive multimedia management supporting image processing, gallery creation, and audio file handling including text-to-speech capabilities. The system shall maintain dedicated media storage while enabling content reuse across multiple locations. Solution shall preserve relationships between multimedia elements and associated content through integrated management tools.

Classification and Organization Requirements

Solution shall provide extensive content classification options including authors, licenses, tags, collections, themes, and contexts. The system shall support flexible content organization through customizable categorization tools while maintaining efficient content discovery and management capabilities.

	System Administration and Compliance Requirements Solution shall deliver comprehensive user management including access control, consent management, and activity logging. The implementation shall ensure GDPR compliance through integrated consent handling while maintaining system security standards. Solution shall provide detailed system logs supporting operational oversight and optimization. Workflow Optimization Requirements Solution shall enable efficient editorial workflows through automated task management and process optimization. The system shall reduce time requirements for routine operations while maintaining content quality and organizational standards. Solution shall support parallel workflow execution enabling efficient content production and management across all formats. Through these implementations, Solution shall deliver a flexible and comprehensive content management platform supporting efficient content operations while maintaining system scalability and process optimization capabilities.
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Specific requirements

Module	Requirements in detail
M2	M2.1. Detailed Content Management System Requirements M2.1.1. Core Content Management • Solution shall implement comprehensive article management including: ○ Advanced filtering and search functionality ○ Multiple Article Types: ■ Standard Article Type

	■ Recipe Article Type with Schema.org Implementation (using structured data markup according to schema.org/Recipe format) ■ HTML Article Type with abilities to use embedded HTML/CSS/JS or IFRAME contents ■ Multipart/Segmented Article with the following capabilities: ● Each article segment shall have: ○ Unique URL/permalink ○ Individual access controls ○ Independent content management capabilities ● System shall implement navigation controls including: ○ Previous/Next section navigation ○ Overview/Table of contents view ○ Section position indicators ■ Solution shall maintain content relationships and hierarchy across all article segments while enabling independent segment management ○ Multiple quiz types and formats including: ■ Text-based questions and answers ■ Image-based questions and answers ■ Multiple-choice responses ■ Free-form text responses ■ Flexible results calculation methods including: ● Popular answer aggregation
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	• Weighted scoring systems • Cumulative point totals ■ Quiz configuration and customization options ○ Photo contest functionality: ■ User photo submissions through secure upload mechanisms ■ Voting functionality for submitted content ■ Vote tracking and tabulation ■ Configurable voter authentication options: • Required user registration/login for voting • Optional anonymous voting capability ○ Multi-level content classification (categories, topics, tags) ○ Integrated editing and publishing tools ○ Customizable planning interface with content validation ○ Workflow management solution for content creators ○ Organization of Categories ○ Organization of Themes ○ Organization of Tags ○ Content previews on site UI M2.1.2. Site Structure and SEO • Solution shall provide site building capabilities including: ○ Portal structure management tools ○ Page settings configuration ○ SEO and meta data optimization
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- Open Graph implementation
- Search engine visibility enhancement
- Social network optimization
- Third-party code integration interface

M2.1.3. Multimedia Management

- Solution shall deliver comprehensive media handling:
 - Integrated image processing and editing
 - Gallery creation and management
 - Dedicated media server storage
 - Content relationship preservation
 - Audio file management
 - Video file management
 - Ability to process text to audio (T2S capability)
 - Gallery reuse functionality
 - Multi-format content support
 - Media categorization tools

M2.1.4. Content Classification

- Solution shall enable content organization through:
 - Author management
 - License tracking
 - Tag implementation
 - Collection creation
 - Media categorization
 - Theme organization

- Context management
- Edition (Newspaper/Journal)
 - Issue
- Flexible taxonomy structure

M2.1.5. Content Syndication Widget Development Requirements

The system shall implement Content Syndication Widgets:

- Vertical and horizontal layouts
- Customizable layout and display options
- Responsive design integration
- Cross-platform compatibility

M2.1.6. System Administration

- Solution shall provide administrative controls including:
 - User data management
 - Group access control
 - Permission configuration
 - System settings management
 - Activity logging
 - Performance monitoring
 - Security implementation
 - GDPR compliance tools

M2.1.7. Integration and Workflow

- Solution shall support operational efficiency through:
 - External content syndication

	○ Analytics integration ○ Workflow automation ○ Process optimization ○ Multi-format publication support ○ Content distribution control ○ Quality assurance tools ○ Performance optimization M2.1.8. Compliance and Security ● Solution shall maintain regulatory compliance through: ○ User consent management ○ Consent placement management ○ Data protection measures ○ Access control implementation ○ Audit logging M2.1.9. Performance Requirements The system shall maintain specified performance standards: ● Support for concurrent user access ● Real-time content update capability ● Optimized content delivery ● Mobile platform optimization ● Cross-browser compatibility M2.1.10. CMS internal reporting ● CMS shall track performance metrics by Article creators/editors
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M2.2. Additional / Optional Content Management System Requirements

M2.2.1. Editorial Workflow Requirements

The system shall provide automated tag management:

- Automatic tag generation and suggestions
- Tag selection from predefined lists

The system shall implement task management features:

- Color-coded status indicators for content state
- Date-based article search functionality
- Publication timestamp display in all content views

The system shall support content duplication:

- Article cloning with metadata preservation
- Format retention in duplicated content

The system shall support third-party media integration:

- Direct access to external media banks
- Streamlined media import process

M2.2.2. AI (LLM) Integration Requirements

The system shall implement AI-powered content enhancement:

- Automatic article summary generation
- Integrated translation functionality
- Grammar and style verification
- Fact-checking assistance

	The system shall provide content optimization: • SEO recommendations • Content quality analysis M2.2.3 Social Media Integration Requirements The system shall enable direct social media management: • Post creation and scheduling capability • Multi-platform content distribution • Social media analytics integration The system shall provide social media monitoring: • Engagement tracking functionality • Performance metrics analysis M2.2.4. Article Comment Management The Solution shall provide comprehensive comment management functionality with the following capabilities: Administrative Controls • System shall enable: ○ Per-article comment functionality toggle ○ Global comment moderation capabilities ○ Comment administration interface with: ■ Chronological comment display ■ Comment deletion functionality ■ User commenting privilege management User Comment Management
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	• Solution shall provide: ◦ Comment creation and editing functionality ◦ Comment reporting mechanism for inappropriate content ◦ Email subscription options for discussion threads Moderation Features • System shall implement: ◦ Comment moderation queue ◦ Abuse reporting workflow ◦ Automated notification system for moderators ◦ Comment history tracking Comment Notification System • Solution shall support: ◦ Email notification opt-in for discussion threads ◦ Notification preference management ◦ Subscription cancellation capability
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M3 — Portal Interfaces and Media Format Display

Overview of requirements

Module	Summary of requirements
M3	The Solution shall establish a comprehensive digital media delivery system utilizing modern interface development tools and high-performance media server technologies. The implementation shall provide sophisticated content

	presentation capabilities while maintaining efficient processing and display of diverse media formats, including images, video, and audio content. The system shall incorporate responsive design principles ensuring optimal user experiences across all devices. Solution shall deliver extensive customization options enabling precise alignment with publisher requirements and brand identities through configurable interface elements and layout controls. Solution shall extend functionality beyond basic content delivery through integrated publishing operation components. The system shall implement advanced search engine optimization capabilities, e-commerce integration supporting diverse product offerings, and sophisticated search functionality enabling efficient content discovery. Solution shall maintain consistent performance and visual appeal while adapting to various screen resolutions and user preferences. The implementation shall provide flexible layout management and customization capabilities supporting diverse publishing requirements. Solution shall ensure comprehensive platform functionality meeting current digital publishing demands while maintaining adaptability for future content delivery requirements and user engagement capabilities across broad audience segments. Through these implementations, Solution shall deliver a robust platform architecture supporting all essential publishing operations while maintaining system performance and user experience standards across all supported devices and content formats.
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Specific requirements

Module	Requirements in detail
M3	These requirements specify the mandatory capabilities for the portal interface and media format display system, ensuring delivery of a comprehensive digital media platform that meets both operational and user experience objectives.

M3.1. Interface Development Requirements

- The solution shall include a comprehensive portal interface and media content display system, leveraging modern and high-performance interface development tools and media server solutions.
- The implementation shall deliver both visual appeal and functional efficiency in handling various media formats including images, video, and audio content.

M3.2. Media Content Delivery Requirements

- The interface solution shall be specifically engineered for online media operations, ensuring rapid and high-quality media content delivery to serve a broad audience base. The system must optimize content delivery mechanisms to maintain performance at scale with the following minimum performance requirements system shall handle (per portal):
 - Monthly Performance Requirements:
 - 650,000 unique users per month
 - 15 million page views per month
 - Daily Performance Requirements
 - 150,000 concurrent users per day
 - Peak load of 2,5 million page views per day
 - Peak Performance Requirements (30-minute peak periods):
 - 10,000 - 15,000 concurrent users
 - 35,000 page views
 - The system shall maintain adequate response times and no degradation of core functionality under maximum concurrent user load.

M3.3. Device Compatibility Requirements

- The solution shall implement modern technologies to ensure compatibility across diverse devices and screen resolutions. The system must deliver optimal user experience across both desktop and mobile platforms, with consistent performance across all supported devices.

M3.4. Customization Requirements

- The solution shall provide extensive customization capabilities for interface and media display configurations. These customizations must align with specific operational needs and brand identity requirements of the implementation.

M3.5. Responsive Design Requirements

- The system shall implement adaptive interface layouts to optimize display across different screen sizes. Interface elements must automatically adjust to various screen resolutions, ensuring consistent user experience across desktop, tablet, and smartphone displays.

M3.6. Search Engine Optimization Requirements

- The implementation shall incorporate industry-standard search engine optimization capabilities within both CMS and interface functionality components.
- The system shall provide automated generation of site maps compatible with Google Sitemap and Google News (Sitemap) formats.

M3.7. Commercial Integration Requirements

- The system shall provide high-level integration with commercial offerings to support diverse paid product offerings.
- The implementation must enable:
 - Purchase functionality for various product types and formats

- Multiple payment processing methods
- Flexible registration levels with varying convenience options
- Comprehensive user profile management for data, transactions, and products

M3.8. Search Functionality Requirements

- The solution shall implement a powerful search engine enabling rapid and precise information retrieval from large data volumes. The search functionality must enhance user experience by providing efficient access to articles, news, videos, and other content types.

M3.9. Requirements for Implementation of Ad Serving Solutions

- The solution shall ensure implementation of existing ad serving and management solutions already used by project partners.
- The solution shall ensure implementation (and transfer) of Ad Targeting:
 - Placement-Level Targeting
 - Specific targeting rules per ad placement
 - Multiple targeting criteria combination
 - Targeting rule priority management
 - Placement-specific delivery control
 - Page-Level Targeting
 - Article identifiers
 - Content themes
 - Section categorization
 - Content tags
 - Ad Position Management

- Sequential position numbering (1,2,3...n) within placements
- Position-based delivery rules
- Multiple ad unit management per placement
- Position rotation controls
- Position priority settings

M3.10. Paywall Management

- Solution shall provide comprehensive paywall control capabilities:
 - Access Management
 - Solution shall enable smart dynamic paywall that adjusts content access based on:
 - User behavior
 - Engagement level
 - Subscription status
 - Solution shall support personalized paywall rules allowing differentiated access based on:
 - Audience segments
 - Referral sources
 - Consumption patterns
 - Analytics Integration
 - Solution shall integrate with data and analytics tools to:
 - Optimize paywall performance
 - Track conversion rates
 - Monetization Features

- Solution shall allow flexible monetization models including:

- Metered access
- Freemium content
- Time-limited access
- Exclusive subscriber-only content

- Optimization and Sharing

- Solution shall support A/B testing of paywall configurations
- Solution shall enable link-based access to paywalled content

- Solution shall integrate with:

- Payment processing
- User authentication systems

M3.11. Author Profile Requirements

The system shall implement a dedicated author profile section.

The author profile section shall include:

- Author photo and brief description
- Social media links (predefined set of social media links, like: Facebook, Twitter, LinkedIn)
- Filterable list of author's published articles by date and topic

M3.12. Weather Module Requirements

The system shall implement an interactive weather display module.

The weather module shall display:

- Weather condition icons representing current conditions
- Current temperature, wind speed, and humidity data
- Extended multi-day forecast view.

The weather module shall support location management:

- Automatic detection of user location
- Manual city input capability
- Storage of up to 5 favorite locations

The weather module shall provide real-time data updates

M3.13. Additional / Optional Requirements

M3.13.1. Article Enhancement Requirements

The system shall implement article status labels:

- "Updated" label for post-publication edits
- "Exclusive" and "Only on Media" designation options

The system shall provide visual enhancement features:

- Display of status labels in article titles and content lists
- Color-coded identification system for different article types

The system shall implement infinite scroll functionality:

- Continuous content loading in article view
- Optimization for engagement metrics

M3.13.2. Article Display Requirements

The system shall implement a dual headline system:

	• Primary headline as main article title • Secondary headline The system shall provide display customization: • Dark mode support • Device-specific display optimization • Adjustable text size for mobile devices The system shall enhance audio playback functionality: • Improved text-to-speech processing • Multiple narrator voice options • Enhanced grammar and text processing M3.13.3. Supplementary Component Requirements The system shall implement an interactive name day calendar: • Highlighted display of current day's names • Expandable calendar view with search capability The system shall provide top content navigation: • Swipeable interface for top 10 lists • Support for advertisement placement between sections The system shall implement a popular articles section: • Responsive design across devices • Real-time content popularity updates
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M4 — Customer Relationship Management and Product/Service Sales Requirements

Overview of requirements

Module	Requirements in detail
M4	Core CRM Requirements The Solution (System / Platform) shall provide a comprehensive customer management system. The Solution shall consolidate all specific customer data in a single view, including personal details, subscription details, payment details, customer communications, notes, and login history. The platform users shall have access to both historical and current customer data views. Platform users shall be able to manage individual customer products and settings. The system shall enable users to perform the following actions: customer creation, group assignment, personal details management (email, name, surname), account activation, password reset, multi-device logout, suspicious activity flagging, account deactivation, and customer anonymization. Users shall have the capability to manage mailing list assignments, invoice and delivery address creation/updates, subscription management with custom lengths, and payment processing for specific customers. The system shall support batch subscription assignment functionality. In compliance with GDPR law, users shall be able to download customer information. Customers shall have self-service capabilities to manage their personal details, activate accounts, manage passwords, integrate social sign-in options (Google, Facebook, Apple ID), perform multi-device logout, delete accounts, and exercise their right to be forgotten under GDPR law.

Additionally, customers shall be able to manage mailing list preferences, maintain invoice and delivery addresses, control subscription status, and access subscription invoices.

Subscription Management Requirements

The Solution shall support multiple subscription creation functionality. The system shall accommodate both digital and print subscriptions with bundling capabilities.

The system shall enable configuration of subscription attributes including: specific naming, pricing, automatic follow-up subscription settings, trial period management, multi-component pricing with different VAT rates, variable subscription lengths, grace period settings, specific start/end dates, content access levels, purchase limits, and visibility controls.

Users shall have the capability to create landing pages featuring multiple subscription offers. The system shall support offer visibility restrictions, availability settings, and maximum purchase limits both per offer and per customer.

Payment Transaction Requirements

The Solution shall support multiple payment options for customers. The system shall log and display all transaction attempts, including payment gateway details, unique identifiers, variable symbols, payment items, and notes. Users shall have the capability to process refund payments within the system.

The system shall support multiple payment gateway implementations with configuration options for repeated payment attempts on failed recurring transactions. For recurring subscriptions, the system shall allow advance payment scheduling configuration.

The system shall provide payment data export functionality compatible with standard accounting software requirements.

	Data Analytics Requirements The Solution shall gather and maintain customer, subscription, and payment data. The system shall present data aggregations at various time periods and granularity levels for user validation and analysis. The system shall provide three levels of statistical overview: 1. Detailed view 2. Aggregated view 3. Global overview The global overview shall display customer, subscription, and payment metrics across different time periods, including total figures, daily totals, monthly totals, and period-over-period comparisons. The aggregated overview shall include metrics for: expiring subscriptions, payment gateway performance, revenue received, refund totals, ARPU statistics, subscription variations, subscription type analysis, customer recurrence patterns, subscription duration analysis, and content access level distribution. The system shall provide renewal period analysis for subscription types and support custom condition-based customer group analysis.
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Specific requirements

Module	Summary of requirements
M4	M4.1 Customer Data Management • Solution shall provide unified customer profile view • Solution shall track customer history and current status • Solution shall support personal details management • Solution shall enable customer grouping • Solution shall handle account status changes

- Solution shall support GDPR compliance through data management
 - Anonymization of the stored data on request by reader
 - Download if the stored reader data on request by reader
 - Anonymization of the stored reader data by administrator
 - Data handling audit logging and reporting
- Solution shall track all customer communications
- Solution shall support adding custom fields for customer and purchase segmentation

M4.2 Customer Self-Service

- Solution shall allow personal details management
- Solution shall support social login integration
- Solution shall enable subscription management
- Solution shall provide invoice access
- Solution shall support GDPR rights
- Solution shall handle mailing list preferences

M4.3 Subscription Management

- System shall enable separate management of payer and recipient data as distinct delivery and billing address management
- System shall handle transfer of subscription ownership (amend recipient data) when required
- Solution shall support multiple subscription types
- Solution shall handle digital/print formats
- Solution shall enable subscription bundling
- Solution shall support trial periods

- Solution shall support gift cards
- Solution shall manage subscription features
- Solution shall enable bulk price adjustments for active subscribers
- Solution shall control subscription visibility
- Solution shall handle subscription capacity limits
- Solution shall support manual subscription creation with:
 - Subscription Data
 - System shall enable entry of:
 - Subscription type and duration
 - Start and end dates
 - Product, pricing and discount information
 - Customer information
- Solution shall enable e-invoice functionality:
 - E-invoice Generation
 - System shall support preparation and distribution of e-invoices in PEPPOL BIS Billing 3.0 format

M4.4 Sales Management

- Solution shall support landing page creation
- Solution shall enable offer management
- Solution shall control offer visibility
- Solution shall track purchase limits
- Solution shall handle customer targeting

- Solution shall enable customer selection based on parameters and the creation of separate lists for delivery, marketing, and telemarketing purposes
- Solution shall enable the issuance of bulk invoices
- Solution shall support editing of billing address and invoice items
- Solution shall support delivery for invoice via email and the invoice should be downloadable via user account

M4.5 Payments and Payment Processing

- Solution shall support multiple payment gateways
- Solution shall log all transaction attempts
- Solution shall handle refunds
- Solution shall manage recurring payments
- Solution shall track payment details
- Solution shall support automated payment recognition and integration with the banks
 - Solution shall support semi-automated payment recognition through:
 - Bank Report Import and processing
 - System shall support automated processing of:
 - FiDAVISTA format bank statements
 - ISO 20022 format
 - Solution shall support payment matching
 - Automated payment recognition
 - Reference number matching
 - Invoice number matching

	• Amount-based reconciliation • Partial payment handling ■ Manual payment recognition ○ Solution shall support audit trail of all matching operations • Solution shall provide coupon functionality with: ○ Code generation and validation ○ Multiple discount types (percentage, fixed amount) ○ Usage limits per code/user ○ Valid date ranges ○ Usage allowance/limitations vs products or product combinations ○ Operations support ■ Real-time validation ■ Usage tracking ■ Prevention of duplicate use ○ Reporting ■ Usage statistics • Solution shall support accounting exports M4.6 Communication Channel Requirements • Solution shall implement integrated communication functionality via: ○ Email Channel ■ System shall support: • Transactional emails (order confirmations, receipts) • Subscription status notifications
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- Renewal reminders
- Payment confirmations
- Account updates
- Password reset communications
- Service announcements
- Welcome messages
- Survey invitations
- Communication preference management

M4.7 Analytics

- Solution shall provide customer statistics
- Solution shall track subscription metrics
- Solution shall monitor payment data
- Solution shall support period comparisons
- Solution shall track renewal rates
- Solution shall calculate business metrics as Average Revenue Per User (ARPU) taking into account:
 - Subscription revenue
 - One-time purchases
 - Any additional revenue from the same customer
 - Time periods (week, month, custom)
- Solution shall enable customer segmentation analytics
- Solution shall enable Revenue Analytics as revenue reporting functionality with
 - Period Analysis
 - Weekly breakdowns

- Week-over-week comparisons
- Historical trend analysis
- Weekly performance metrics
- Revenue Categorization
 - Subscription types
 - One-time purchases
 - Payment methods
 - Product categories
 - Customer segments
- Report Features
 - Report generation
 - Export capabilities
 - Visual data representation

M4.8 Additional / Optional Requirements

M4.8.1. Customer feedback management via Surveys, supporting:

- Delivery
- Survey administration
- Integrations with existing customer and sales data

M4.8.2. Reporting features

- Solution shall enable custom reporting
- Data comparison with targets

M5 — High-Performance Solutions for Multi-Dimensional Customer Segmentation and Marketing Automation Requirements

Overview of requirements

Module	Requirements in detail
M5	Segmentation System Requirements The Solution shall implement an integrated segmentation system enabling multi-dimensional customer categorization, behavior tracking, and revenue analysis. The platform shall support custom segment creation while monitoring content consumption patterns, user interactions, and conversion metrics. Event Tracking Requirements The Solution shall provide comprehensive event monitoring through JavaScript and API integration, tracking performance across content types (paid/unpaid), authors, sections, and tags. The system shall deliver consolidated statistical analysis of content consumption and visitor behavior. Advertisement Management Requirements The Solution shall deliver tools for banner advertisement management with granular control over appearance, placement, targeting, and A/B testing capabilities. The system shall support internal product promotion through comprehensive display management features. Email Marketing Requirements The Solution shall enable template creation, multi-system distribution, and subscription management with integrated A/B testing and analytics. The platform shall support both internal and external delivery systems while maintaining comprehensive performance tracking.

	Campaign Management Requirements The Solution shall support cross-channel campaign execution with integrated optimization tools and performance monitoring. The system shall enable personalized content delivery and targeted marketing through consolidated campaign management capabilities. Analytics and Reporting Requirements The Solution shall provide unified analytics across marketing functions, tracking campaign effectiveness, user engagement, and conversion metrics. The system shall maintain comprehensive integration with marketing automation components while delivering detailed ROI measurements.
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Specific requirements

Module	Summary of requirements
M5	M5.1. Segmentation System • Solution shall implement multi-dimensional customer segmentation • Solution shall support custom segment creation • Solution shall enable behavior-based segmentation • Solution shall track content consumption patterns • Solution shall monitor user interactions • Solution shall analyze conversion metrics • Solution shall integrate revenue tracking M5.2. Event Tracking • Solution shall provide comprehensive event monitoring • Solution shall support JavaScript tracking implementation

- Solution shall enable API-based tracking integration
- Solution shall maintain performance monitoring
- Solution shall track metrics by:
 - Articles
 - Authors
 - Sections
 - Tags

M5.3. Internal Advertisement Management

- Solution shall support banner creation tools
- Solution shall enable display management
- Solution shall provide configuration controls for:
 - Appearance
 - Placement
 - Content
 - Audience targeting
- Solution shall support A/B testing functionality

M5.4. Email Marketing

- Solution shall provide template creation tools
- Solution shall support multiple delivery systems
- Solution shall manage subscription preferences
- Solution shall implement queue-based distribution
- Solution shall enable A/B testing
- Solution shall deliver performance analytics

- Solution shall handle external delivery for marketing/bulk emails

M5.5. Campaign Management

- Solution shall enable integrated campaign execution
- Solution shall maintain performance visibility
- Solution shall provide optimization tools
- Solution shall support cross-channel campaigns
- Solution shall track campaign effectiveness
- Solution shall enable personalized content delivery
- Solution shall support targeted marketing offers

M5.6. Analytics and Reporting

- Solution shall provide consolidated analytics
- Solution shall track marketing performance
- Solution shall measure campaign effectiveness
- Solution shall monitor delivery metrics
- Solution shall analyze user engagement
- Solution shall report conversion data

M5.7. Additional / Optional Requirements

M5.7.1. Re-targeting

- Solution shall enable retargeting functionality, including abandoned cart reminders and personalized re-engagement campaigns

	M5.7.2.Segmentation system and user re-engagement mechanisms ○ Solution shall support adaptive content feeds and notifications based on user engagement patterns ○ Solution shall enable automated re-engagement mechanisms to encourage readers to return to abandoned articles through personalized reminders, push notifications, and email follow-ups. ○ Solution shall provide intelligent content recommendations, suggesting related articles and multimedia to encourage deeper user engagement.
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M6 — Mobile Applications for Portals Requirements

Overview of requirements

Module	Summary of requirements
M6	Mobile Application Requirements The Solution shall provide mobile applications for both iOS and Android operating systems enabling access to portal content. The system shall support comprehensive content delivery including news, articles, photo galleries, video and audio content through the mobile interface. The implementation shall deliver customizable application navigation. Solution shall enable personalized push notification functionality to inform users about current information and offers. Through these implementations, Solution shall deliver mobile applications that enhance user convenience and content customization options. The

	system shall increase content consumption metrics and enable direct purchase capabilities through mobile devices. Solution shall maintain consistent user experience and performance across all supported mobile platforms while optimizing engagement through personalized content delivery and notification systems.
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Specific requirements

Module	Requirements in detail
M6	M6.1. Core Mobile Application Requirements The Solution shall implement mobile applications for both iOS and Android operating systems to deliver a personalized and accessible content experience. The system shall provide comprehensive portal content access including news articles, photo galleries, video embeds, and audio content. The implementation shall maintain consistent content delivery regardless of user location or access time while leveraging device capabilities to enhance user experience. M6.2. Push Notification System Requirements The Solution shall provide a sophisticated push notification system enabling immediate user communication for critical updates, breaking news, and special offers. The implementation shall establish robust backend infrastructure supporting targeted message delivery based on user preferences and engagement patterns. The system shall incorporate comprehensive notification customization capabilities allowing users to configure preferences according to their interests. Solution shall enable user control over notification frequency and content categories. The implementation shall integrate these personalization features seamlessly with core application functionality while maintaining efficient message delivery and system performance. Through these implementations, Solution shall ensure notification effectiveness during application inactivity while preserving device performance standards. The system shall maintain consistent user

	engagement without compromising application responsiveness or overall user experience.
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I1 — Integration and Automation with Partner Systems

Overview of requirements

Module	Summary of requirements
I1	The system must enable three critical workflows: • Subscription data export from the CRM to Latvijas Pasts (Latvian Post) • Import of subscription data from Latvijas Pasts back to the CRM • Export of invoice and subscriber information to each publisher's ERP system. These processes shall maintain data integrity while ensuring accurate subscription management and financial record-keeping across all participating organizations,

Specific requirements

Module	Requirements in detail
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I1	I1.1. Critical Workflow Requirements The Solution shall support three essential data exchange workflows critical for business operations: • The first workflow shall enable subscription data export from the Solution's CRM system to Latvijas Pasts (Latvian Post), ensuring accurate delivery information transmission for print subscriptions. • The second workflow shall support subscription data import from Latvijas Pasts back to the Solution's CRM system, maintaining synchronized subscriber records and delivery status tracking. • The third workflow shall provide automated invoice and subscriber information export to publisher-specific ERP systems, supporting accurate financial record-keeping and business operations, including but not limited to revenue attribution by subscriptions sold. The Solution shall maintain data integrity and accuracy across all these workflows while providing necessary validation and error handling capabilities. The specific technical implementation details, including data formats, transmission protocols, and integration methods, shall be subject to detailed research and analysis during the project implementation phase for each project partner separately. This approach ensures optimal alignment with individual partner systems and requirements while maintaining consistent data exchange capabilities across the platform.
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I2 — Additional Integrations

Overview of requirements

Module	Summary of requirements
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I2	Payment System Integration Requirements The Solution shall implement a comprehensive multi-provider payment system enabling diverse payment methods through established financial institutions. The implementation shall integrate with SEB (Everyday), Swedbank, and Stripe to support both Open Banking and card processing capabilities, while maintaining invoice payment functionality. The system shall ensure each project partner maintains access to a minimum range of one to three payment methods through at least two distinct payment providers. Solution shall support partner-specific customization requirements while maintaining consistent payment processing standards across the platform. Through these implementations, Solution shall deliver reliable payment processing capabilities adapted to individual partner needs while ensuring system security and transaction integrity. The specific configuration and integration requirements shall be determined during implementation planning with each project partner to optimize payment method availability and processing efficiency.
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Specific requirements

Module	Requirements in detail
I2	I2.1. Payment System Requirements The Solution shall implement a comprehensive multi-provider payment system supporting customized configurations for each project partner. The implementation shall establish integrated payment infrastructure enabling multiple payment service provider connections while maintaining flexibility for partner-specific requirements. I2.2. Payment Methods The Solution shall support invoice-based pre-payment capabilities through integrated invoice generation and payment tracking functionality. The system shall implement SEB (Everyday) integration supporting both Open

	Banking payment initiation (MIP) and credit/debit card processing. The implementation shall enable Swedbank Payment Portal integration for Open Banking payment initiation (MIP) and card payment processing. Solution shall provide Stripe integration supporting credit/debit card processing functionality. 12.3. Configuration Requirements The Solution shall implement a minimum of one to three payment methods for each project partner through at least two distinct payment providers. The system shall maintain architectural flexibility enabling method and provider adjustments during project development while ensuring consistent payment processing capabilities. Through these implementations, Solution shall deliver reliable payment processing adapted to individual partner requirements while maintaining system security and transaction integrity standards. The specific payment method configuration and provider integration details shall be determined during implementation planning with each project partner to optimize payment processing efficiency and method availability. Solution shall ensure seamless integration across all implemented payment methods while supporting future payment system expansion capabilities.
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W0 — Platform Implementation and Migration Process Requirements

Overview of requirements

Module	Summary of requirements
W0	The Solution shall require comprehensive deployment processes encompassing infrastructure setup, data migration, and user onboarding across partner organizations. Each partner shall manage their IT infrastructure, including configured virtual servers within an optimized architecture.

	The implementation shall enable data migration from legacy systems while maintaining business continuity through structured deployment phases, including testing, module implementation, and user training to ensure effective platform adoption across all partner organizations.
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Specific requirements

Module	Requirements in detail
W0	W0.1 Data Migration Requirements The Solution shall implement data migration supporting comprehensive transfer of partner-specific information from legacy systems. The system shall ensure data integrity throughout migration processes while maintaining operational continuity. Solution shall support structured migration approaches including but not limited to: • Comprehensive customer data migration with: ○ Account Information ■ Customer profiles ■ Contact information ■ User groups/segment ■ Account statuses ○ Subscription Data ■ Active subscriptions ■ Subscription history ■ Payment records

	■ Delivery related data ■ Product access ○ Recurring payment setups ○ Subscription modifications ● Customer data migration shall preserve (where necessary): ○ Payment history ○ Invoice records ○ Refund information ○ Payment method details ○ Transaction records ○ Customer Engagement Data ■ Content preferences ● In data migration process solution shall maintain Privacy and Compliance ○ GDPR compliance ○ Consent records ○ Privacy preferences ● In data migration process solution shall provide: ○ Data cleaning capabilities ○ Duplicate detection ○ Data validation tools ○ Error reporting ○ Rollback procedures
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	● Continuity of existing recurring payment subscriptions ○ Data Integration ■ Solution shall preserve existing recurring payment relationships in between subscriptions and client data ■ Solution shall maintain existing payment schedules and cycle ■ Solution shall support ongoing recurring transactions without interruption ○ Migration Process ■ Solution shall support existing recurring payment configurations ■ Solution shall maintain payment provider-specific identifiers ■ Solution shall preserve customer payment relationships in between subscriptions and client data ■ Solution shall ensure uninterrupted subscription billing ○ Operational Requirements ■ Solution shall provide audit trail of migrated subscriptions ● Content migration ○ Solution shall ensure comprehensive content migration with: ■ Content Transfer ● Articles and other content types ● Media assets (images, videos) ● Document attachments ● Metadata (if presented)
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	■ Content Integrity ● Content relationships ● Publication dates ○ Date created ○ Date published from ○ Date published till (if presented) ● Author information and all related data ● Content categories, themes and tags ■ SEO metadata ■ URL Management ● 301 redirects for all URLs ● URL structure preservation where possible ● Redirect mapping documentation ■ Media Handling ● Image quality preservation ● Video content transfer (as files and embedded data) ● Media metadata preservation ● File organization structure ● Media asset deduplication ○ Migration Process shall support: ■ Phased migration approach ■ Rollback capabilities ■ Parallel content operation
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- Historical data preservation
- System configuration migration
- User access transition
- Integration endpoint updates

W0.2. Infrastructure Deployment Requirements

The Solution shall establish comprehensive infrastructure foundations through properly configured virtual servers within an optimized architecture for each partner organization.

The implementation shall maintain partner control over server management and associated costs while ensuring performance optimization across all system components.

Solution shall enable infrastructure deployment from project initiation through production implementation and operational handover, maintaining system stability throughout the transition process.

W0.3. Training and Adoption Requirements

The Solution shall deliver structured training programs supporting effective platform adoption across partner organizations.

- The training programs shall be available in Latvian or English languages.

The implementation shall include:

- Role-based training modules
- Administrative system guidance
- Content management workflows
- Integration operation procedures
- Performance monitoring protocols
- Troubleshooting procedures

	W0.4. Operational Transition Requirements The Solution shall ensure smooth operational handover through systematic deployment planning and execution. The implementation shall maintain business continuity while enabling effective transition to new platform capabilities. Solution shall provide documentation and support resources ensuring sustainable platform operation. W0.5. Quality Assurance Requirements The Solution shall implement rigorous testing protocols across all platform components. The implementation shall verify: • System performance metrics • Integration functionality • Data accuracy • User access controls • Security protocols • Backup procedures • Recovery capabilities Through these detailed implementation requirements, Solution shall establish robust platform operations while ensuring effective adoption across all partner organizations.
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Other Requirements

Overview of requirements

Module	Summary of requirements
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O1	The Solution supplier shall provide comprehensive documentation and implementation strategies across several critical areas. At the infrastructure level, this includes detailed system architecture specifications, security frameworks, and performance requirements that ensure scalability and protection of data. The technical implementation must address both immediate functional needs and future expandability. For quality assurance and deployment, the supplier shall outline testing strategies, release management procedures, and monitoring frameworks that maintain system stability and performance. This includes specific approaches to deployment automation and cross-partner coordination. Regarding operational support, the supplier shall detail their documentation approach, training methodologies, and warranty terms. This encompasses technical documentation, knowledge transfer plans, and specific procedures for issue resolution. The implementation framework must also address risk management, compliance requirements, and long-term maintenance needs. The supplier shall specify their approaches to risk mitigation, regulatory compliance, and ongoing system support, ensuring continued effectiveness and adherence to relevant standards. Through this comprehensive framework, the supplier shall demonstrate their capability to deliver and maintain a robust, secure, and scalable solution that meets both current requirements and future needs across all partner organizations.
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Specific requirements

Module	Summary of requirements
O1	O1.1. System Architecture and Technical Infrastructure The Solution supplier shall provide a comprehensive description of the proposed system architecture, including detailed documentation of all components, interfaces, and infrastructure requirements.

	This shall include specifications for server configurations, network requirements, database architecture, and integration frameworks. The supplier shall outline how the architecture supports scalability, resilience, and performance objectives while maintaining security and data protection standards. The documentation shall detail how the infrastructure supports all required functionality while enabling future expandability. O1.2. Security and Data Protection Framework The Solution supplier shall describe their comprehensive security and data protection approach, including detailed implementation plans for access control, data encryption, audit logging, and threat prevention. The framework shall address both infrastructure and application-level security, including authentication mechanisms, authorization protocols, and data protection measures. The supplier shall outline compliance with relevant security standards and detail their approach to ongoing security maintenance and incident response. O1.3. Performance and Scalability Requirements The Solution supplier shall specify how their implementation will meet performance targets and support scalability needs. This shall include detailed performance metrics for all critical operations, capacity planning guidelines, and scalability frameworks. The supplier shall describe their approach to performance optimization, load balancing, and resource management, including specific measures for handling peak loads and ensuring consistent response times. O1.4. Testing and Quality Assurance Strategy The Solution supplier shall provide a comprehensive testing and quality assurance strategy covering all aspects of the implementation. This shall include detailed test plans for functional testing, integration testing, performance testing, and security testing.
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	The strategy shall outline test environments, test data management, automated testing approaches, and quality metrics. The supplier shall describe their approach to defect management and resolution processes. O1.5. Deployment and Release Management The Solution supplier shall detail their approach to deployment and release management, including implementation phases, rollback procedures, and version control strategies. This shall include specifications for environment management, deployment automation, and release coordination across multiple partner organizations. The supplier shall outline their approach to managing dependencies and ensuring minimal disruption during updates. O1.6. Monitoring and Support Requirements The Solution supplier shall describe their comprehensive monitoring and support framework, including tools, processes, and service level agreements. This shall include specifications for system monitoring, performance tracking, incident management, and problem resolution. The supplier shall detail their support structure, response procedures, and escalation protocols. O1.7. Documentation Requirements The Solution supplier shall outline their approach to comprehensive documentation covering system architecture, implementation details, operational procedures, and user guides. This shall include specifications for technical documentation, API documentation, user manuals, and training materials. The supplier shall describe their documentation maintenance and update procedures.
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O1.8. Training and Knowledge Transfer

The Solution supplier shall provide a detailed training and knowledge transfer plan, including methodologies, materials, and delivery approaches.

This shall include specifications for different user roles, training environments, and evaluation methods.

The supplier shall outline their approach to ensuring effective knowledge transfer and ongoing skill development.

O1.9. Functional Warranty Requirements

The Solution supplier shall specify their warranty terms, including coverage scope, duration, and response commitments.

This shall include detailed procedures for warranty claims, issue resolution, and system corrections.

The supplier shall outline their approach to maintaining system functionality and addressing defects during the warranty period.

O1.10. Risk Management and Mitigation

The Solution supplier shall provide a comprehensive risk management strategy, including risk identification, assessment, and mitigation approaches.

This shall include detailed plans for addressing technical, operational, and business risks.

The supplier shall outline their risk monitoring and response procedures.

O1.11. Compliance and Regulatory Requirements

The Solution supplier shall detail their approach to ensuring compliance with all relevant regulations and standards, including data protection laws, industry standards, and local requirements.

This shall include specifications for compliance monitoring, reporting, and update procedures.

The supplier shall outline their approach to maintaining ongoing compliance.

01.12. Long-term Support and Maintenance Requirements

The Solution supplier shall describe their long-term support and maintenance framework, including service levels, costs, update procedures, and enhancement processes.

01.13. Service Level Financial Proposal Requirements

The Supplier shall provide service packages with fixed work hour allocations and pricing as follows:

1. Each service package shall specify:
 - Fixed number of work hours allocated per month or quarter
 - Hourly rate for work exceeding the allocated hours
 - Process for tracking and reporting hours usage
 - Advance notification and approval schema when 75% of allocated hours are used
2. Pricing shall be presented in a table format showing for each package:
 - Monthly or quarterly hour allocation
 - Monthly or quarterly fixed price across three years
 - Types of work covered within allocated hours

The Supplier may propose alternative package structures, provided they maintain transparency in hour allocation and pricing across the three-year period.

Additionally the Supplier shall provide a detailed pricing structure for a **three-year period** following system handover that includes:

1. Annual pricing for each service package

2. Clear explanation of any year-over-year price changes, including percentage and fixed amount of annual increases or decreases

The pricing structure shall be presented in a table format showing:

- Base year (first year after handover) pricing
- Second year pricing adjustments
- Third year pricing adjustments

Any factors affecting price changes shall be clearly documented, including but not limited to:

- Inflation adjustments
- Service level modifications
- Scope changes
- Volume-based pricing modifications

The pricing documentation shall specify:

- When price changes take effect
- How changes will be communicated to the Client
- Any minimum notification periods for price changes

O1.14. Service Level Categorisation and Response Times Requirements:

The Supplier shall propose error classification and resolution scheme, provided it is clearly documented and aligns with the requirements outlined below:

Expected Error Categories and Response Times:

O1.14.1. Critical (A-Level) Incidents

Definition: Complete system outages or critical business function failures

	• Expected Response: Next business day initiation • Resolution Approach: Best effort, immediate priority • Notification Channel: Email or phone or issue tracking software 01.14.2. Major (B-Level) Incidents Definition: Non-critical function failures or significant impairments • Expected Response: Within 3 business days • Resolution Approach: Best effort after critical incidents • Notification Channel: Email or issue tracking software 01.14.3. Minor (C-Level) Incidents or Feature Requests Definition: Minor functional issues, non-critical impairments or New Feature Requests • Expected Response: Within 5 business days • Resolution Approach: Scheduled resolution with agreed timeline • Notification Channel: Email Alternative Schema Proposal Requirements: If proposing an alternative error classification and resolution scheme, the Supplier shall provide: • Clear categorization criteria for each error level • Defined response times for each category • Resolution approach and escalation procedures • Communication channels • Service level targets for each category
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	The alternative schema must demonstrate how it maintains or improves upon the response times and service levels outlined in the expected framework above.
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