Addendum No. 1 to RFP for E-Commerce Platform Development for Amideast: Responses to Vendor Questions

November 4, 2026

Amideast received questions from multiple interested respondents by the October 29, 2026 deadline. Similar questions have been consolidated and answered once, and respondents are not identified.

Except as stated below, the RFP issued October 22, 2026 is unchanged. If this addendum conflicts with the RFP, this addendum controls. Respondents may address these points in the requirements matrix, Solution Overview and Understanding & Approach. No additional sections are required.

The submission deadline remains 11:59pm ET on Friday, November 13, 2026.

Eligibility and participation

1.1 Q: Are firms based outside the United States eligible to submit proposals, including firms without a U.S. entity or an office in the MENA region?

Yes. Eligibility is not determined by a firm's country of registration or by where its staff are located, and a U.S. entity or a local presence in the countries where Amideast operates is not required. Respondents, and any subcontractors they propose, must comply with applicable U.S. sanctions laws and regulations. Amideast screens the selected respondent against applicable government sanctions and exclusion lists before contracting, and respondents are responsible for confirming their own eligibility on this basis. Amideast does not issue individual eligibility determinations before submission.

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

1.2 Q: Is remote delivery acceptable? Is any on-site presence, local presence or working-hours overlap required?

Remote delivery is acceptable. Section 4 describes a collaborative, iterative working model with regular check-ins, milestone reviews and feedback loops. Respondents should state their proposed working hours and the overlap they will provide with U.S. Eastern time and MENA time zones, and identify any activity for which on-site presence is proposed.

1.3 Q: May respondents propose subcontractors, partners, consortia or offshore delivery teams?

Yes. Respondents may propose subcontractors, partners or a consortium. The submitting respondent is the prime contractor and is responsible for all work and for its subcontractors. Proposals should identify each subcontractor or offshore team that would work on, or access, Amideast systems or data, including its legal name and country, its role, and its safeguards (see Section 2). Subcontractors are subject to the same sanctions requirements as the respondent (see 1.1), and the selected respondent will be required to pass these requirements on in its subcontracts. Amideast may screen proposed subcontractors before contracting. Team and Capacity (Section 7) is evaluated on the specific individuals assigned.

1.4 Q: May independent professionals, sole proprietors or small teams submit proposals, or must the respondent be an incorporated company?

Amideast welcomes proposals from organizations of any size, including independent professionals, provided the respondent can demonstrate the experience, capability and capacity described in Section 7.

1.5 Q: What are the currency, tax and payment arrangements for responding firms based outside the United States, including firms in countries where Amideast is not registered?

All proposal pricing should be stated in U.S. dollars. Respondents should show any applicable taxes (for example VAT, GST, withholding or similar) separately from base pricing.

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

Respondents based in countries where Amideast is not registered should confirm in their proposal how taxes apply to their prices and are responsible for their own local tax compliance. Amideast may request a more detailed cost breakdown from shortlisted respondents.

1.6 Q: Are there minimum requirements for company history, financial standing, insurance, certifications or documentation (for example notarized documents or audited accounts)?

The RFP does not set minimum thresholds for company age, turnover, audited financials, insurance or certifications as a condition of submitting a proposal. Proposals are evaluated against the criteria in Section 7, and Section 8 requires a minimum of two references. Section 9 asks respondents to disclose any existing relationship with Amideast or its staff that could be perceived as a conflict of interest, and to keep pricing and terms valid for at least 90 days after the submission deadline.

1.7 Q: Will Amideast consider a proposal for part of the project only (a workstream or module), a separately awarded discovery or pilot phase, or a paid design milestone?

Amideast is seeking a single respondent responsible for the complete solution described in Section 2, and proposals will be evaluated on that basis so that all respondents are compared on the same scope. A proposal that covers only part of the scope will not be scored.

Respondents may structure their proposal in phases or modules, including a discovery, design or integration-planning phase. Each phase or module should be priced separately in the cost worksheet, with its deliverables and acceptance criteria described in the project plan. Respondents are also invited to identify components that Amideast could deliver itself or source separately and to show the cost, or the credit, of removing each one.

Amideast may adjust the scope, sequence the work in phases, or retain certain components when it negotiates with the selected respondent, and reserves the right to do so. Any such change would be agreed with the selected respondent and priced from the figures in its proposal.

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

1.8 Q: Who is the contact for clarifications, have any addenda been issued, and will further questions be accepted?

Questions and proposals should be directed to Amideast's Deputy Vice President of Operations at cbiliyar@amideast.org. The question period closed on October 29, 2026 (Section 5). This document can be considered Addendum No. 1; as stated in Section 9, answers are shared with all respondents and written addenda become part of the RFP.

Scope, approach and platform

2.1 Q: Does Amideast prefer to replace the existing eShop or extend it, and how will the decision be made?

Amideast has not made this decision. This request is part of Amideast's evaluation of whether to replace or substantially extend the existing eShop (Section 3). Respondents may assess both options and recommend the one they consider most suitable, explaining their reasoning in Understanding & Approach (Section 8). Proposals will be scored on the criteria and weights in Section 7, and final platform selection will be made by Amideast's Senior Leadership Team on the evaluation committee's recommendation. As stated in Section 4, Amideast is concurrently assessing an internal development option against the same requirements.

2.2 Q: Is there a preferred or mandated e-commerce platform or technology stack? May respondents propose open-source, licensed SaaS, hybrid or custom-built approaches?

No platform or technology stack is mandated. Amideast has a general preference for configuration-based implementations using proven, well-supported components over extensive custom development, to be weighed against completeness, timeline and total cost of ownership (Section 2). Respondents may propose open-source, commercially licensed, SaaS, hybrid or custom approaches and should explain their reasoning and how the proposal meets the requirements, including the integrations described in Sections 2 and 3. For any custom-built components, Amideast would prefer a stack its IT team can support

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

in house (Microsoft-based technologies). This is a preference only. Respondents proposing a different stack should explain their choice and how Amideast IT could maintain it after launch.

2.3 Q: Must the e-commerce platform run within the new WordPress website, or may it be a separate application or subdomain? Is a shared login or shared administration required?

The new WordPress website is being developed separately, with an estimated launch of December 2026 (Section 3). Amideast has not mandated a particular architecture. The solution must provide a customer experience consistent with the primary website in brand, navigation and UX, and continuity of the customer journey (Section 2, Customer Experience).

2.4 Q: Who is the web design agency, and when and in what format will the design system be available? Who owns design decisions for transactional pages?

Respondents should plan to align with the design system of Amideast's web design agency, coordinated by the Director of Strategic Communications (Section 4).

2.5 Q: Does Amideast prefer SaaS, vendor-managed or self-hosted deployment? Does IT have a preferred cloud provider, technology stack or technical standards?

Respondents may propose SaaS, vendor-managed or Amideast-hosted solutions and should recommend the hosting and technical architecture best suited to the requirements, with their reasoning (Section 2). For solutions that are not SaaS, Amideast's IT team will be responsible for hosting, ongoing maintenance, basic troubleshooting and system administration after launch (Section 4).

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

2.6 Q: What security, data residency, certification, penetration-testing, availability and disaster-recovery requirements apply? Are gateway-hosted payment pages acceptable?

Security and data protection requirements are listed in Section 2 and include GDPR and PCI DSS compliance, TLS 1.2 or higher in transit and AES-256 at rest, role-based access control, audit logging, a secure SDLC, session management, vulnerability testing and remediation, data masking, and SSO integration with O365 through SAML 2.0, together with industry-standard security practices generally. For SaaS solutions, Amideast expects data to be hosted in the United States (East Coast preferred), with backups taken at least daily and the ability to restore individual records when needed. Respondents should describe in the Solution Overview (Section 8) their approach to security, reliability and data handling, including where data would be hosted and backed up, proposed independent security testing, and proposed availability, performance, backup and disaster-recovery targets. Gateway-hosted payment pages may be proposed, with an explanation of how they meet PCI DSS.

2.7 Q: Which requirements are mandatory for the MVP, and may respondents propose a phased or modular approach?

Section 2 organizes requirements by priority (Critical Technical Requirements, Security and Data Protection, High Priority and Nice-to-Have). Some are essential for the MVP launch, while others are enhancements that may be included based on feasibility, timeline and cost. Respondents should clearly distinguish MVP deliverables from recommended Phase 2 enhancements (Section 8) and may recommend revising, adding or removing requirements, with reasoning.

2.8 Q: Which countries must be live at the MVP, and is a phased country rollout acceptable?

Amideast has offices in 11 countries across the Middle East and North Africa: Morocco, Tunisia, Egypt, Lebanon, Palestinian territories, Jordan, Iraq, Saudi Arabia, Kuwait, UAE, and Yemen. Respondents may propose a phased country rollout, provided that active, revenue-generating country configurations and in-progress registrations on the current eShop are

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

preserved without service interruption (Section 2, migration and cutover). Respondents should state their recommended sequence and rationale; Amideast does not currently have a fixed list of which countries must be live at MVP. Section 1 also states the goal of reaching new markets without a physical presence.

2.9 Q: Which product categories and types must be supported at launch, and which countries currently sell non-testing products?

Section 1 describes the products to be sold: courses and other learning products, standardized tests, and advising or mentorship sessions, delivered online, in hybrid formats and in person. As noted in Section 3, the eShop was built mainly for testing registration and payment, and some country offices have begun using it for other products, in limited numbers. Respondents should not infer current non-testing volumes from the eShop alone (see also 3.2 on volumes). Respondents should plan for the platform to support all of the product types in Section 1 and may describe how they would phase them within their proposal (see 2.7).

2.10 Q: What are the project milestones and dependencies, and is the timeline flexible?

Project kickoff is expected on or around January 11, 2027 (to be confirmed), with an MVP launch targeted 6 to 9 months after kickoff (Section 5). Respondents should propose a realistic timeline and milestones based on their approach (Section 1) and identify dependencies, such as the WordPress website launch and Creatio CRM readiness, together with mitigation strategies (Section 4). Respondents may propose phased delivery within or around this range and should explain the effect on scope. Amideast expects to notify respondents of its decision in December 2026 (Section 9). Acceptance dates will be agreed with the selected vendor.

2.11 Q: Does the platform need to deliver course content, live classes or advising sessions, or include a native mobile app?

No. Moodle remains Amideast's LMS for online live instructor-led courses (Section 3). The platform's role is the customer journey from browsing through checkout and payment to LMS enrollment, together with the other requirements in Section 2. A responsive, mobile-

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

friendly web experience is required (Section 2); a native mobile application is not a stated requirement.

2.12 Q: What is meant by "multiple locations and rooms under a single client," and how should country-specific client and location setup work?

Amideast delivers testing and training in client facilities as well as in its own offices and online. Respondents should explain how their platform would let administrators set up locations (such as centers, buildings or campuses) and rooms, and associate them with a client where desired, including clients with more than one location. Amideast expects rooms to have a capacity that limits the services available in a session held there, and registration size limits to be configurable. Section 2 requires products, classes, tests and services to be configurable independently by country or combination of countries, with country-specific confirmation letters, terms and conditions and custom fields. Because data collection needs vary widely across tests, products and classes, respondents should describe how many custom fields their platform supports per test, product or class type; Amideast anticipates needing roughly 10 to 15. Respondents should also explain how all of this is configured by country.

2.13 Q: Does "configure which fields appear in reports" require user-configurable reports, and which bulk operations through file import are required?

Section 2 requires the ability to configure which fields appear in reports, to support multiple tiers of admin access and permissions, and to perform bulk operations through file import. Amideast expects bulk registration of participants through file import to be supported. Respondents should list any other bulk operations they support as standard (for example, products, prices or codes), describe whether administrators can choose report fields themselves or only through standard templates, and identify anything that would require configuration or custom work, with that work priced separately.

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

2.14 Q: How extensive is the data masking requirement: field-level masking of sensitive data, or is role-based access control sufficient?

Role-based access, with permissions that can be limited by country or office, is required (Section 2). Data masking for sensitive data is also a security requirement. This includes government identification numbers (such as national ID numbers), which must be masked, and payment card information, which must be masked following standard practices for payment screens (for example, masking the card security code during entry). Respondents should describe the masking and field-level access controls their platform offers, where they apply (screens, exports, logs) and what is configurable.

The existing eShop and migration

3.1 Q: Can respondents receive technical information about the current eShop (technology stack, architecture, APIs, source code, data model)?

The current eShop is an in-house-built platform developed primarily to serve testing registration and payment, which several country offices have also begun using for other products (Section 3). Where relevant, Amideast may share information about the eShop technology stack with the selected respondent. Source code and the data model will not be shared as part of this RFP process, and production credentials and live data will not be shared before award. Any further technical information needed for implementation, including for data migration, will be addressed with the selected respondent after award.

3.2 Q: What are the current and expected volumes (orders, sales value, products, sessions, customers, peak demand, administrators)?

Amideast currently has at least 1,200 testing transactions per month. This figure covers testing only and should be treated as a minimum, not a total. Not all countries use the eShop for testing yet, and volumes are expected to increase. Sales are made in multiple currencies, so a single sales value cannot yet be provided. Amideast cannot yet share complete figures for current and expected volumes (orders, products, customers, sessions,

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

peak demand and administrators). Respondents should state their sizing assumptions and may propose pricing tiers or usage-based estimates.

3.3 Q: What data must be migrated from the eShop, and how much history must be retained?

Section 2 requires a migration and cutover plan that preserves active, revenue-generating country configurations and in-progress registrations without service interruption. Amideast expects the following to be migrated: existing structures, configurations and catalogs; upcoming offerings with their client registrations; and customer and client records for those who have made a purchase. Amideast may also seek migration of products (not time-bound) with their full history. Historical sessions and their past registrations are not expected to be migrated, as that data will remain available in Amideast's own database. Respondents should state their migration assumptions and may price historical-data migration as a separately identified item.

3.4 Q: What cutover approach, downtime tolerance, parallel running and rollback expectations apply?

Amideast expects a single, clean cutover for each country. Because the platform is used daily, downtime must be minimized, and active country configurations and in-progress registrations must be preserved without service interruption (Section 2). Amideast does not expect parallel operation within a country, or moving some products to the new system while others remain on the existing one. Respondents should propose their cutover approach, including country sequencing, maintenance windows and a rollback plan, in Project Plan & Delivery (Section 8). Detailed cutover criteria, freeze windows and go/no-go authority will be agreed with the selected vendor during discovery.

3.5 Q: Can existing eShop integrations (for example Moodle enrollment or payment gateway connections) be reused?

Yes, in part. Amideast has created integrations through API calls (for example, for Moodle enrollment), and the new platform should be configured to use these APIs where they apply. Reuse of existing payment gateway connections is not assumed (see 4.1 for gateways by country). Respondents should state their assumptions about reuse in their proposal,

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

including any work needed to connect to the existing APIs. Further integration details will be provided as described in 5.1.

Payments, tax and currency

4.1 Q: Which payment gateways, payment methods, currencies and merchant accounts are used in each country? Will API documentation and sandbox access be provided?

Section 2 refers to existing local gateway relationships (for example Kashier, PayTabs, MyFatoorah, CMI) and to global options such as PayPal in chosen locations. API documentation for each provider is available on the provider's own website. Availability of test (sandbox) environments is controlled by the gateway providers. Respondents should state their assumptions about gateways, currencies and merchant accounts in their proposal.

4.2 Q: Must all existing gateways be retained, or may providers be consolidated? May a global gateway (for example Stripe or PayPal) be proposed?

Section 2 requires migration or replication of existing local gateway relationships without disruption to active country configurations, and invites respondents to recommend additional compliant and compatible payment options to expand support for local cards and payment methods. Global options (for example Stripe or PayPal) may be proposed.

4.3 Q: Do any countries require integration with government e-invoicing or e-receipt systems (for example in Egypt, Saudi Arabia, Jordan or Tunisia), or is a compliant invoice document sufficient?

Section 2 requires calculation and application of applicable GST, VAT and other transaction taxes, and generation of compliant invoices including required tax IDs and tax breakdowns. Requirements vary by country and may change. Some countries in which Amideast operates may require integration with a government e-invoicing or e-receipt system, such as the UAE,

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

and Amideast has not yet confirmed the requirements for each country. Respondents should state how they would support any such requirement, including their experience with the relevant systems, and show its cost separately.

4.4 Q: Who provides country-specific tax rules, rates, invoice templates, tax IDs and seller-entity information?

Amideast Finance team members will review and approve the configured tax rules and invoice formats before launch. Respondents should state in their proposal what they will research and validate themselves and what they assume Amideast will supply.

4.5 Q: Which currencies are required, and how should exchange rates be maintained?

Section 2 requires the ability to display and process prices in local currency or USD as configured per market, including geolocation-based defaults, manual currency selection where enabled, and configurable exchange rates. Amideast currently transacts in the local currency of each country where it operates, and in USD. The specific currencies needed at launch will depend on the countries included in the MVP (see 2.8). Respondents should describe how exchange rates are configured, maintained and updated.

4.6 Q: What does 'subscriptions' mean, and which products and markets require it at MVP?

In this context, “subscriptions” means recurring payments for ongoing access to a product or service. Section 2 lists subscriptions among the flexible pricing options the platform should support. Amideast does not currently offer subscription-based products, and no specific products or markets have been identified for subscriptions at launch. Respondents should describe how their platform supports subscriptions and note whether this is standard functionality or would require additional configuration or cost.

4.7 Q: How should in-person and offline payments, vouchers, refunds, cancellations and registration transfers be handled?

Section 2 requires an admin bypass and voucher system enabling offline payments, manual staff registration, voucher or coupon-based enrollment and use of vouchers as a form of

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

payment; product-specific codes distributed upon purchase; and transfer of registrations to other dates or registration types. Amideast does not want parallel systems for online and offline sales. All registrations, whether made online or in person, and paid by card, voucher, cash or bank transfer, should be captured in one place so that seat availability can be tracked in real time. Refunds are currently generally made to the original form of payment. Respondents should describe how their architecture would handle these cases, including refunds, cancellations and transfers. Detailed rules will be confirmed with the selected vendor during discovery.

4.8 Q: Are corporate and institutional purchasing features (purchase orders, invoicing on credit terms, company accounts) required?

Section 2 requires the ability for an account holder to register multiple participants with individual details and supports bulk purchases, and Section 8 refers to a corporate or institutional customer purchasing or registering multiple participants. Purchase orders, invoicing on credit terms and company accounts are not specified requirements, but country offices have requested such features for large testing purchases. Respondents should describe whether and how their platform supports these features and show any related cost separately.

4.9 Q: What is meant by a "compliant invoice," and must invoices include company details, tax registration numbers or other business-to-business fields?

A compliant invoice is one that meets the tax and invoicing rules of the country where the sale is made (Section 2). At a minimum it shows the items purchased, prices, applicable tax shown separately, any discounts and the total paid, together with the seller entity details and identifiers that country requires, such as the seller's tax registration number. The platform should also be able to capture a buyer's company name, address and tax ID where a customer asks for a business invoice or local rules require it. Invoice content should be configurable by country rather than fixed to a single format. Respondents should state what is standard and show any country-specific invoice work separately.

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

Integrations and systems

5.1 Q: What integration documentation, sandbox or test environments and technical contacts will be available, and when?

Amideast's IT team will provide technical input and support throughout the project, including supporting integration discussions (Section 4). Following contract award, Amideast will provide the documentation and support reasonably needed to deliver the requested integrations. Where sandbox or test environments are available, the selected vendor will work through the IT team to connect them to the proposed solution for testing. Respondents should state any dependencies on Amideast in their proposal.

5.2 Q: Moodle: which version and hosting model are in use, are web services enabled, and how are purchases mapped to courses and enrollments?

Amideast uses Moodle to deliver online live instructor-led courses (not self-paced or on-demand courses). For applicable products (online trainings offered in Moodle), once a registration is confirmed and paid for, the relevant client and registration information should be added to Moodle automatically, so that users who purchase courses through the platform are enrolled and granted access with minimal delay and friction (Section 3). Respondents should propose in Understanding & Approach how enrollment is triggered and how failed enrollments, cancellations, transfers and full classes are handled; detailed rules will be confirmed during discovery. Technical details of the Moodle environment will be provided as described in 5.1.

5.3 Q: Creatio CRM: when will it go live, what API documentation and test environment will be available, and which system is the system of record?

Amideast is implementing Creatio as its CRM; the system is currently being rolled out (Section 3). The platform should support the capture and synchronization of customer and transaction data to maintain a unified customer record. Creatio is expected to be the

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

system of record for client data. Data is expected to flow from the platform to Creatio, not the reverse, and customers will access their profiles only in the e-commerce platform. API documentation and a test environment will be made available to the selected vendor. Respondents should describe how they would stage the integration if the wider Creatio rollout is not complete when the MVP is built, for example by building the integration layer first and enabling live synchronization once Creatio is ready.

5.4 Q: TOEIC Link: what must the integration do, and what API or documentation exists?

Section 2 requires integration with the TOEIC Link system. Relevant registrations must be added to TOEIC Link once a registration is completed and paid for in the e-commerce platform. API documentation is available and will be shared with the selected vendor.

5.5 Q: Costpoint: what export format and code structure are required?

Amideast uses Costpoint for financial management. For the MVP, financial data (transactions, invoices and similar records) must be exportable in a structured format such as CSV or Excel, with user-selectable fields, for manual import into Costpoint (Sections 2 and 3). Each purchase should carry accounting codes, at a minimum an item number, project number, account number and organization number, which can be configured at the product and location levels. The specific codes and export layout will be provided to the selected vendor. Automated integration is not required for the MVP.

5.6 Q: Single sign-on: does the SAML 2.0 requirement cover staff only, or customers and learners as well?

Section 2 lists SSO integration with O365 through SAML 2.0 under Security and Data Protection Requirements. This requirement applies to staff only. For customers and learners, login with an email address is expected, and Amideast would prefer to also offer login with Microsoft, Google and Facebook accounts. Where the proposed solution requires configuration for these options, it can be done through Amideast's tenants.

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

5.7 Q: Are other systems or reporting tools required at MVP, and what reporting is expected?

Section 2 requires the ability to integrate with other platforms, enterprise systems and identity providers through publicly documented RESTful APIs, and lists reporting dashboards (sales, enrollments, regional performance) as High Priority.

5.8 Q: Which system is the system of record for customer data, and how should duplicate records across systems be prevented?

Creatio is expected to be the system of record for client data (see 5.3). Data specific to the product being sold, such as custom fields collected at registration, is expected to be held in the e-commerce platform. Respondents should propose in Understanding & Approach how a unified customer record is maintained across the platform, Moodle and Creatio (Section 3), including how duplicate records are prevented.

5.9 Q: What is the expected scope of the Moodle and Creatio integrations: which modules, which data, one-way or two-way, what triggers, and real-time or scheduled?

Section 2 requires integration with Moodle (including auto-enrollment) and with Creatio CRM, which is still being rolled out (see 5.2 and 5.3). Both integrations are expected to be one-way, from the platform to the other system. For applicable products offered in Moodle, a confirmed and paid registration should automatically add the client and registration information to Moodle. In Creatio, each completed purchase or registration should create a new contact (if none exists) or update the existing one, and add a client activity record for the purchase. Customers will have their own login to the e-commerce platform to see their transaction history and profile. Respondents should state their approach and assumptions, including whether updates are real-time or scheduled, and show any assumed integration effort separately.

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

Products, operations and customer experience

6.1 Q: How independently should countries manage products, pricing, schedules, terms and confirmation templates?

Section 2 requires the ability to configure products, classes, tests and services independently by country or combination of countries, including country-specific confirmation letters, terms and conditions, custom fields, and client and location setup (multiple locations and rooms under a single client). Prices, schedules and even product names can vary by country and within a country, so the platform must support this level of configuration. Amideast expects countries to manage the products and services sold only in their own country. For products offered across several countries, management may be centralized, while local elements such as payment terms and conditions vary by country. Respondents should describe how their platform supports these arrangements through role-based permissions, including restricting which users can change which settings.

6.2 Q: Are capacity limits, seat holds, waitlists and room management required in the platform?

Yes. Section 2 requires configuration of class and test scheduling, including fixed, variable and open dates and meeting days and times, display of session times in the relevant time zone, and multiple locations and rooms under a single client. The platform should support capacity limits, seat holds, waitlists and room management, so that registrations cannot exceed the capacity of a session or room. Respondents should describe how their platform supports each of these and identify any that would require configuration or custom work.

6.3 Q: What product-listing approval workflow and administrator roles are required?

Section 2 requires a built-in workflow for designated staff to review and approve new product or content listings before they go live, and multiple tiers of admin access and permissions. Administrator roles should be assignable at a granular level based on each

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

USA | Egypt | Iraq | Jordan | Kuwait | Lebanon | Morocco | Saudi Arabia | Tunisia | United Arab Emirates | West Bank | Yemen

user's responsibilities. For example, some users may handle only client registrations and not be able to set up products, tests or locations. Respondents should describe the roles and permission levels their platform supports and how they are configured.

6.4 Q: Who will perform initial catalog setup, content entry, data cleansing and translation?

Section 2 requires that adding and editing products and inventory can be done in-house, and Section 6 asks respondents to specify their assumptions about initial product and catalog setup and content entry. Amideast expects existing eShop products and catalogs to be carried over rather than re-created (see 3.3), and initial setup is expected to be done through data import. Respondents should state their assumptions about data import, data cleansing, translation and any content entry they expect Amideast to perform.

6.5 Q: Where is prerequisite data (such as placement test results) held, and can it be checked at checkout?

Section 2 lists the ability to enforce prerequisites for certain purchases, for example requiring a valid placement test result before a person can purchase an English class. Prerequisite data may be held in different places. Where placement tests are delivered through TOEIC Link, Amideast expects to load the results into the platform, for example by upload. Other prerequisites may rely on information the customer provides, such as an employee ID collected as a custom field for a particular training or test. Respondents should describe how their platform checks prerequisites at checkout using both types of data.

6.6 Q: Which languages are required at MVP, and who provides translations?

Multi-language support, especially Arabic (including right-to-left layouts) and French, is a High Priority requirement (Section 2).

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

USA | Egypt | Iraq | Jordan | Kuwait | Lebanon | Morocco | Saudi Arabia | Tunisia | United Arab Emirates | West Bank | Yemen

6.7 Q: Is a third-party accessibility audit required, and how will WCAG 2.2 AA compliance be verified?

Customer-facing pages and transactional experiences must meet WCAG 2.2 Level AA. Respondents should describe their accessibility testing approach (navigation, forms, checkout, error handling, mobile, and multilingual and Arabic RTL experiences), and identified issues must be remediated before launch (Section 2).

Proposal, pricing and contracting

7.1 Q: What post-launch support, stabilization, training and service levels are expected?

Respondents should outline options for short-term post-launch stabilization support and any optional longer-term support or maintenance arrangements, and provide documentation and knowledge transfer to enable Amideast's IT team to manage the system after launch (Section 4).

7.2 Q: Is there an indicative budget range or ceiling?

The RFP does not set a budget range or ceiling. Section 6 asks respondents to propose a budget that reflects the technical needs in this RFP, and Section 7 evaluates total cost of ownership over three years following MVP launch. Respondents are encouraged to distinguish MVP deliverables from recommended Phase 2 enhancements so that scope can be compared at different price points.

7.3 Q: How should the three-year total cost of ownership be structured?

Pricing is evaluated on total cost of ownership over a three-year period following MVP launch (Section 7). Respondents should structure cost categories in the way that best reflects the proposed solution, state the assumptions behind each estimate (for example support hours per week and renewal terms), and include hosting, licenses, third-party services, maintenance and support as applicable. Payment gateway transaction fees are excluded. Amideast may request a more detailed cost breakdown from shortlisted respondents.

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

7.4 Q: Which pricing models are acceptable, and may respondents submit alternatives or separately priced options?

Respondents may propose the pricing structure that best fits their solution (for example fixed price, milestone-based, or time and materials) and should state their assumptions. Respondents should distinguish MVP deliverables from recommended Phase 2 enhancements (Section 8) and price Phase 2 items separately from the three-year total.

7.5 Q: Who will own custom code, integrations and documentation, and who will hold software licenses?

Amideast expects to own deliverables created specifically for it. Ownership and licensing terms will be set out in the contract. Respondents should state any assumptions about their pre-existing or proprietary components.

7.6 Q: Will a standard contract, statement of work or data processing agreement be available, and what are the contract term and payment milestones?

Amideast expects to enter into a contract with the selected respondent that includes a statement of work defining the scope, deliverables and timeline, together with appropriate data protection terms, in addition to the general terms in Section 9. Payment milestones and the final contract form, including any data processing terms, will be agreed with the selected respondent during contract negotiation. Respondents should identify in their proposal any contract terms they expect to negotiate.

7.7 Q: How should proposals be formatted? Do the requirements matrix, cost worksheet and CVs count toward the page limit, and will a matrix template be provided?

Proposals should be submitted in PDF or PowerPoint format. The guideline of 15 to 20 pages (or equivalent slides) excludes appendices (Section 8). The requirements matrix, cost worksheet, team CVs and technical schedules may be submitted as appendices. Respondents may use their own format for the requirements matrix, provided it lists each

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

Section 2 requirement and uses the four response categories (Fully Meets, Partially Meets, Does Not Meet, Requires Custom Development). Proposals should be submitted no later than 11:59 p.m. ET on Friday, November 13, 2026, to cbiliyar@amideast.org, with the subject line "Amideast E-Commerce RFP: [Company Name]."

7.8 Q: What kind of references are acceptable?

Section 8 requires a minimum of two references. References should be from comparable projects, such as e-commerce or custom platform implementations with payment and system integrations. Education-sector experience is valued (Section 7, Experience and Institutional Understanding) but not required, and references may be from outside the United States.

7.9 Q: When and how will shortlist demonstrations take place?

Shortlisted respondents will be asked to demonstrate representative customer and administrative journeys (Section 8): an individual learner discovering and purchasing a course; a regional office creating and managing a product; a staff member manually registering a participant or processing an offline payment; and a corporate or institutional customer purchasing or registering multiple participants.

7.10 Q: How will configurable commercial solutions and custom-built alternatives be compared?

All proposals are evaluated by a committee on the same criteria: Approach (20%), Experience and Institutional Understanding (15%), Technical Solution (20%), Customer Experience, UX, Brand and Accessibility (15%), Pricing / total cost of ownership (20%), and Team and Capacity (10%) (Section 7). Configuration-based and custom approaches are assessed on the same criteria, weighing completeness, timeline and total cost of ownership as described in Section 2. Final selection is made by Amideast's Senior Leadership Team.

Questions Amideast is Not Addressing in Q&A

N1 Detailed business rules and workflow design

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

Covers: Detailed rules for items such as voucher expiry and partial redemption, rounding, chargebacks and payment retries, duplicate-record handling, notification routing, waitlists, enrollment-time targets, cancellation and refund edge cases, template formats, incremental data exports, maintenance windows and go/no-go decision-making.

Response: Amideast is not answering these at this stage. They concern detailed design rather than the scope and price of a proposal, and are best settled with the selected vendor during discovery, together with the teams that will use the platform. Where a topic affects scope or price, a high-level answer appears above. Respondents should state their assumptions in their proposal.

N2 Confirmation of respondents' own assumptions

Covers: Lists of assumptions submitted with a request that Amideast confirm each one before proposals are submitted (for example choice of hosting provider, payment gateway arrangements, certifications, support hours, delivery location).

Response: Amideast cannot confirm individual assumptions before proposals are submitted, because doing so for one respondent would require doing so for all. Respondents should state their assumptions in Pricing & Assumptions (Section 8). Where an assumption concerns a topic addressed above, please refer to that response. Assumptions that conflict with the RFP or with these responses may affect evaluation.

N3 Credentials, source code and confidential technical or security material before award

Covers: Requests for source code, database schemas, production or sandbox credentials, merchant account details, sample production data, chart of accounts, and internal security policies.

Response: These will not be provided before award, for security and confidentiality reasons. See responses 3.1 and 5.1 for the information that will be provided and when. Respondents should state any dependencies in their proposal.

N4 Amideast program delivery and course operations

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org

Covers: Questions about how Amideast designs and delivers its courses, tests and advising services: course content formats, instructors and advisors, access to live classes, advisor listings and pricing, authoring support, AI-assisted content, physical inventory and shipping.

Response: These are outside the scope of this RFP. The platform covers the customer purchase journey and enrollment (see 2.11). Amideast's program design and delivery methods are not part of the requirements.

N5 Internal deliberations and evaluation flexibility

Covers: Questions about the circumstances in which Amideast would consider a higher investment than indicated, and open-ended requests for any other considerations respondents should account for.

Response: Amideast cannot discuss internal evaluation considerations. The evaluation criteria and weights are in Section 7, and responses 7.2 and 7.3 address budget and cost structure.

N6 Individual calls, meetings or pre-submission discussion of proposals

Covers: Requests to arrange calls or meetings before the deadline, and unsolicited offers of services or alternative engagements.

Response: To ensure all respondents receive the same information, communications about this RFP are handled in writing and answered for all respondents at the same time. Amideast is not scheduling individual calls or meetings before the submission deadline.

Headquarters
Amideast
1828 L Street, NW Suite # 1150
Washington, DC 20036
Telephone: (202) 776-9600
Fax: (202) 776-7000
E-mail: inquiries@amideast.org
Website: www.amideast.org