

REQUEST FOR INFORMATION (RFI)

Lottery Sales Force Automation Solution

DATE ISSUED

January 20, 2012

INTRODUCTION

1.1 OVERVIEW

Northstar Lottery Group, LLC (Northstar), entered into a Private Management Agreement (PMA) with the State of Illinois, Department of the Lottery as statutory successor to the Illinois Department of Revenue, Lottery Division (Lottery) to manage the operations of the Illinois Lottery, including without limitation, Lottery Sales Force Automation. Through this Request-for-Information, (RFI), Northstar is seeking information on commercially available products to support the technical and business requirements identified in this RFI. Further, we seek suggestions and/or recommendations of functions and features that are not listed here but would be of benefit to Northstar.

The same information will be gathered from other respondents to help Northstar determine generally what products/services exist in the marketplace. In turn, this will assist Northstar in developing a Request for Proposal (RFP) for a possible future release. Your response to this RFI does not preclude you from responding to an RFP for the same products/services should one be posted.

Response to this RFI is completely voluntary, and this RFI and its responses do not obligate Northstar in any way. Further, a response to this RFI does not provide any advantages to the respondent in potential future RFPs nor do you need to respond to this RFI in order to be eligible to respond to an RFP for the same products/services.

Respondents are responsible for any costs associated with the preparation and submission of responses to this RFI. Northstar may schedule in-person sessions to permit presentations of selected responses. All responses shall become public property and are subject to public disclosure.

1.2 INTENT OF REQUEST FOR INFORMATION

In preparation for an RFP for an automated sales force solution, Northstar is interested in receiving information on commercially available products to support the technical and business requirements identified in this RFI. Further, we seek suggestions and/or recommendations of functions and features that are not listed here but would be of benefit to Northstar.

Northstar seeks the ability to preview a demonstration of currently deployed in market software and hardware solutions including mobile devices if available. In addition, Northstar seeks to understand the estimated development, testing and full rollout timeline to market for solutions once an award is made.

2.0 SCOPE OF SERVICES

2.1 Performance Requirements

2.1.1 Current Environment

Northstar's core sales force consists of one (1) Vice President of Sales, two (2) Director of Sales, one (1) Director of Business Development, eleven (11) Regional Managers, two (2) Sales Program Managers, forty-two (42) Business Development Associates (BDA)/Retail Specialists (RS1), fifty-two (52) lottery sales representatives (LSR). The headquarters is located in Chicago, Illinois and there are five (5) regional offices located in: Chicago, Bolingbrook, Springfield, Fairview Heights and Rockford.

The sales staff uses Blackberry devices giving them access to email, Microsoft Word, and Microsoft Excel documents. They currently access retailer specific data from the limited reports available on the retailer in-store sales terminal. Sales Managers utilize GTECH Enterprise Series gaming system for sales reports and to access retailer, regional and statewide data. This system was introduced during conversion of the central gaming system in August 2011 with specific reporting under continuous development.

Lottery Sales Representatives (LSR) service over 7,800 retailers and are responsible for instant ticket management, online game sales, point-of-sale (POS) placement, promotion implementation, review of specific retailer sales goals, sales achievements and identifying new retailer recruitment leads. Each Lottery Sales Representative currently has a territory consisting of approximately one hundred fifty (150) retailers whom they visit on a bi-weekly or monthly basis. A current stratification of territories is underway that is expected to add approximately thirteen (13) more sales territories. The current organization staff defined above will be temporarily reassigned to cover these routes in the immediate future; hence, head counts will remain relatively consistent.

Each Business Development Associate (BDA) is responsible for recruiting on average 3 new retailer applications a week in their assigned territory.

Retail Specialists (RS1) are responsible for training new retailers, filling temporary LSR roles and piloting retailer optimization projects as assigned.

Northstar is open to recommendations on suggested uses of the automated solution but at a minimum will use the new automated sales force solution for:

- Focus sales calls using real time actionable retailer data
- Route Management

- Time Management
- Track Sales Call activities and Follow-up
- Mileage & Expenses
- Email
- Retailer Recruitment
- Retailer Licensing Tracking
- Monitoring territory and retailer sales & sales goals attainment
- Instant Ticket Placement (facings)
- Instant Ticket Returns
- Asset Tracking
- Point of Sale Ordering & Placement
- Winner Awareness
- Surveys

Northstar management staff will use the new automated sales force solution for monitoring regional activity, trouble shooting and support.

Northstar is supported by their technology provider; GTECH Corporation which currently operates two (2) data centers in Springfield, Illinois and Austin, Texas. GTECH maintains the current gaming systems which is the master data for retailer information, online and instant ticket sales and claims and validation processing. It is expected that the automated sales force solution will integrate with the GTECH Enterprise Series (ES) gaming systems to send/receive data as required.

2.1.2 Overview of Requirements

Northstar intends that the solution presented is contained in a dedicated environment that is not shared by other customers.

a) Northstar plans to deploy an automated sales force solution that will allow the gathering and dissemination of the most current retailer actionable sales data available to its sales representatives. The system provided must be user friendly and flexible.

b) The system must provide for future growth in functionality and be able to support added requirements as they are identified.

c) The system must allow the sales staff to access the most current information about their assigned retailers, including but not limited to, demographic information, asset management, instant ticket inventory, level of sales, historical information, special reports, informational messages, winning ticket information, and promotional data. Data must be loaded into the system no later than the prior calendar date.

d) The system must be capable of interfacing with GTECH's Enterprise Series gaming system. To include retailer information, instant and online game data including but not limited to: current jackpot information; winning ticket information; instant ticket graphical illustrations, etc. Additional data sources may be used to provide data to the automated sales forces solution, such as output from a route optimization software program called Roadnet.

e) Northstar will conduct an extensive acceptance test of the final system before each deployment phase. A separate test and development environment must be included in the overall design.

f) Northstar plans a phased-in installation consisting of:

Phase 1 – limited deployment for ten (10) sales representatives (to be determined by Northstar) with iterative changes based on user acceptance and;

Phase 2 – deployment to the full sales force staff.

g) Qualified Respondents must have a similar system currently installed and supported in North America with associated references.

h) The system should provide the ability to upload files containing graphical imagery in standard industry formats such as, but not limited to, jpeg and .pdf files.

2.1.3 General Requirements

a) The proposed solution shall include one hundred and fifty (150) licenses, with the option to purchase additional licenses at the same price for an agreed upon term.

b) Will the respondent provide sufficient resources required to install, customize, test and implement the software solution to meet the initial functionality as defined by Northstar?

c) Following acceptance testing and user training, deployment will take place per Northstar's phase-in schedule to be determined after the initial deployment.

2.1.4. Software Capability Requirements

a) The automated sales force solution must be a web browser based solution with graphical presentations and ease of use.

b) The automated sales force solution must work on a commercially available operating system that is readily available, proven and supported by the contractor.

- c) The automated sales force solution must be capable of being upgraded with all current anti-virus and security patches. These updates will be the responsibility of the contractor.
- d) The automated sales force solution must allow the downloading of the sales representative's daily route list, with the ability to sort on any of the headings. Sorting by street name, in addition to street number, shall be provided. The solution should allow a sales representative or a district manager to move specified retailer(s) from one route to another or one representative to another route.
- e) The automated sales force solution must support GPS mapping.
- f) The automated sales force solution should provide the ability to display the sales representatives' retailer locations in a commonly used graphical mapping format.
- g) The automated sales force solution must provide the ability to create forms, run queries and generate both ad-hoc and canned reports.
- h) The automated sales force solution must provide the ability for management to generate and post an action item list for each retailer.
- i) The automated sales force solution must provide the ability for the sales representative to enter, search and display:
 - Call History Notes
 - Sales History
 - Pending Action Items
- j) The automated sales force solution must provide a screen that has the capability of entering notes/comments for each retailer visit. A predefined menu of standard categories and associated actions that are selectable along with the ability to enter free form text must be provided. Northstar should have the capability of customizing and updating the standard comments without losing any historical data.
- k) The automated sales force solution must provide the ability to enter starting and ending mileage for assigned vehicles. The solution should also support the ability to include normal maintenance activities for the vehicle.
- l) The automated sales force solution must provide the ability to order various point-of-sale items and supplies from a predefined list by entering quantities for the POS items and be able to upload automatically to Northstar when connected for processing.
- m) The automated sales force solution must provide for integrated email, task listing and calendar functionality using Microsoft Outlook to be provided by the Subcontractor.

- n) The automated sales force solution must provide the ability to download and upload templates for special documents such as retailer surveys, promotional forms, retailer applications, etc. This information must be able to be exported electronically or printed to a local or networked printer.
- o) The automated sales force solution must provide the capability to capture signatures. In addition the proposed solution should take full advantage of tablet PC digital ink capabilities or equivalent technology.
- p) The automated sales force solution must have the ability for specified users to access administrative functions to update, delete and add lottery specific data elements, e.g., promotional items, etc.
- q) The automated sales force solution should have the ability to display retailer sales and sales comparison data in a graphical format.
- r) The automated sales force solution should have the ability to track and report Northstar specified sales goals by Sales Representative, retailer, trade style, product, region and state.
- s) The automated sales force solution should have the ability to track and report on new retailer recruitment calls, follow-up required and licensing application status including the input of cold calls to retailers on provided on prospect lists.
- t) The automated sales force solution should have the ability to import new retailer recruitment prospect lists sorted by business development associate (BDA) territories.
- u) The automated sales force solution should have the ability to track instant inventory levels by retailer from issued to sold packs and initiate additional instant inventory pack orders to the telemarketing unit.
- v) The automated sales force solution should have the ability to initiate and track the approval, execution and analysis of retailer sales promotions.
- w) The automated sales force solution should have the ability to track point of sale and promotional material inventory levels and disbursement from warehouse to end user (retailer or player).
- x) The automated sales force solution must be able to support approximately one hundred and fifty (150) simultaneous users.

2.1.5 Technical Requirements

- a) The proposed system must be capable of interfacing with Northstar's network, using TCP/IP standard protocol. At Northstar's headquarters, the database of choice is Microsoft's SQL Server 2000 Standard Edition, which is housed on a Hitachi AMS200 SAN. The environment in which the users are running their applications is a Citrix V4.0 environment. The workstations (desktops, laptops and tablets) are running Microsoft Windows XP/ Windows XP Tablet Edition.
- b) The respondent must describe how the system will interface to Northstar's network.
- c) The respondent must describe the recommended server hardware including the database and any associated software products.
- d) The respondent must provide and describe the device by which the Lottery Sales Representatives will use from their respective territories to access the system. At a minimum:
 - 1) Must provide 100 units
 - 2) Must include options such as:
 - (i) Carrying and/or Protective Case
 - (ii) Home charger
 - (iii) Car Charger
 - (iv) If PC based, external mouse
 - (v) If Tablet, stylus
 - (vi) Spare Battery
 - (vii) VPN connectivity
 - (viii) Network connectivity, 3G/4G to be provided by respondent
 - (ix) Barcode reader
 - (x) Printer
- e) The respondent must describe daily, weekly and/or monthly maintenance that will be performed by its staff or by Northstar such as required backups, purging and hardware maintenance. Please identify the item and specify which party would be responsible for said item.
- f) The respondent shall describe in detail their security features for the automated sales force solution.
- g) The respondent must identify all data requirements needed to support or load data into the automated sales force solution at least 45 business days prior to the agreed upon start of the acceptance test phase. These data requirements will be reviewed by Northstar to determine required modifications, if any, to these systems.

- h) Can respondent develop and provide a detailed specification of all applications, integration and network requirements for Northstar's approval prior to work commencing?

2.1.6 Training Requirements

- a) Can the respondent provide initial hands-on, on-site training at Northstar office locations, as specified by Northstar for its sales and management staff in addition to select GTECH personnel?
- b) Can each initial training session consist of up to three (3) day sessions? Will it be included in the price of the software, and be inclusive of all expenses?
- c) Northstar shall be responsible for allocating training facilities. Can respondent provide written training manuals in electronic and written format for each user?
- d) Does respondent expect Northstar IT staff to take on any responsibilities? If so, required training for up to 10 people at a mutually agreed location must be included in the price.
- e) Can respondent provide training to Northstar for the duration of the contract, including subsequent renewal periods? Please specify the frequency by which subsequent training will be provided.
- f) Can respondent provide a dedicated project manager for the lifecycle of the project?

2.1.7 Warranty Requirements

- a) Can respondent warrant that the software shall be free of defects in materials and workmanship for a period of at least one hundred eighty (180) days from the date of software acceptance?
- b) Does respondent agree that if design or malfunction deficiencies cause the software to be inoperable or to fail to operate to its design specifications, the respondent shall repair or replace the software as necessary? Can respondent repair or replacement be performed at no charge to Northstar for all such costs related to the repair or replacement such as labor, shipping and installation?
- c) Will upgrades and/or enhancements to the software be provided during the initial term of the contract at no additional cost to Northstar?
- d) Will the respondent be responsible for the warranted repair or replacement of hardware for at least (3) years?
- e) Can respondent refresh or upgrade all hardware after three (3) years?

2.1.8 Support and Software Maintenance and Updates Requirements

- a) Can respondent provide toll-free telephone support, which may include, but not be limited to, answering help questions or provide a solution to malfunctioning software? If so, will the
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telephone center be available to Northstar at a minimum from 8:00 a.m. to 5:30 p.m. Central Standard Time? In the event of software malfunction, can respondent provide a resolution to the problem by the next business day?

b) Can respondent provide immediate support if the nightly load process has issue(s)? Respondent must describe in detail how this will be accomplished.

c) Does respondent have information about any third party software with known incompatibilities to its software product? Respondent should provide specific details about such incompatibilities.

e) Will respondent provide contact information for its software engineers to answer questions and resolve problems arising during the software deployment? Said information shall include mailing addresses, telephone numbers, cell phone numbers, pager numbers and e-mail addresses.

f) Will respondent inform Northstar of any software patches or hot fixes available and to provide them to Northstar at no additional charge?

2.1.8 General Requirements

a) The proposed solution shall include one hundred and fifty (150) licenses, with the option to purchase additional licenses at the same price for one year.

b) Will the respondent provide sufficient resources required to install, customize, test and implement the software solution to meet the initial functionality as defined by Northstar?

c) Following acceptance testing and user training, deployment will take place per Northstar's phase-in schedule to be determined after the initial deployment.

3.0 COSTS

PLEASE DO NOT submit any specific pricing information. Rather, please provide a range for the cost of the solution.

4.0 PROCESS AND TIMETABLE

The following dates are set forth for informational and planning purposes. As used in this Section, the term "COB" means 5:00 PM Central Standard Time. Northstar reserves the right to change any of the dates. If any changes are made, Northstar will post announcements to www.northstarlottery.net.

Schedule	Date
RFI Release Date	JANUARY 20, 2012

Schedule	Date
RFI Questions Due From Respondents by 5:00PM CST	JANUARY 26, 2012
RFI Responses Due by 5:00 PM CST	FEBRUARY 10, 2012
RFI RESPONDENT PRESENTATIONS, IF NECESSARY*	FEBRUARY 20-24, 2012

***Northstar will send invitations for the presentations to select Respondents ONLY.**

5.0 CONTACT INFORMATION

The following designated contact should be used for all queries relating to the RFI.

RFI POINT OF CONTACT	
Name	Trish Harris
Title	Compliance Coordinator
Department	Procurement
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E-mail Address	procurements@northstarlottery.net

All correspondence must be in writing and submitted via e-mail to procurements@northstarlottery.net.