



**NEGOTIATED REQUEST FOR PROPOSAL DC-2017-JC-03-DESTINATION CRM SOLUTION
ADDENDUM #1**

DC-2017-JC-03-Destination CRM Solution

Close Date/Time:

30 June 2017
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From: DC Procurement

To: All Vendors

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Below are answers to question(s) submitted in regards to the above noted DC-2017-JC-03-Destination CRM as of 12 June 2017.

Question #	Question/Clarification Sought	NRFP Reference
1	Page 10 indicates Destination Canada ("DC") has a current CRM system. What is the current CRM system in use?	Page 10
	Answer: <i>SAP Business by Design (ByD).</i>	
2	How many user licenses will be required (users are defined as DC / Business Events Canada ("BEC") staff who will be using the CRM solution)?	
	Answer: <i>BEC will require up to 12 users to access and work in the system. 8 of 12 will require full access to perform day-to-day tasks; 4 of 12 users will need limited access to view and download reports.</i>	
3	In what format can the current CRM data be exported (e.g. SQL backup, export to .csv)?	
	Answer: <i>Current data can be exported in .csv format.</i>	
4	What other sources of data will need to be migrated to the new CRM (spreadsheets, etc.)?	
	Answer: <i>Data from MS Outlook and MS Excel spreadsheets.</i>	

5	<p>E-blast campaigns are mentioned several times in the proposal. What is your projected annual email volume (e.g. 12 monthly e-blasts to 20,000 subscribers = 240,000 emails per year volume)?</p> <p>Answer: <i>Estimated number of emails per year is 500,000. The number depends on how DC integrates with its targeting sales database through its strategic partnerships.</i></p>	
6	<p>What limitations or troubles are you having with the current CRM system used by DC?</p> <p>Answer: <i>The CRM does not have all functions that DC requires. Please see list of requirements as per Section C.3 of the NRFP.</i></p>	
7	<p>How many users are actively using the current CRM system? How many full and partial users are there?</p> <p>Answer: <i>10-12, the system is being used as contact database.</i></p>	
8	<p>How much if any of the services work and training would be required on site in Vancouver? On site at other locations?</p> <p>Answer: <i>One on-site training will be required in Vancouver in 2017 and possibly an additional on-site training in 2018. Future webinars may be required.</i></p> <p><i>Please provide pricing of training services.</i></p>	
9	<p>Did DC evaluate solutions that could meet its requirements through vendor demonstrations leading up to the RFP release? If so, what types and names of solutions and vendors were evaluated (hosted and on-premise)?</p> <p>Answer: <i>No, DC did not evaluate solutions that could meet its requirements through vendor demonstration leading up to the RFP release.</i></p>	
10	<p>Did DC use a vendor to help develop the RFP? If so, can DC please share the name of the vendor?</p> <p>Answer: <i>No, DC did not use a vendor to help to develop the RFP.</i></p>	
11	<p>What are the anticipated number of external named users that will require access to the solution? Will these users require authenticated access to the solution?</p> <p>Answer: <i>External partners (hotels and destination marketing organizations) in the tourism and hospitality industry across the country will require access through a Portal or Extranet external. Possibly 200 + partner users.</i></p>	

12	Will DC consider changing the requirement that it will accept an annual external audit SOC reports for the infrastructure that is hosting the SaaS solution rather than for the SaaS solution itself?	As per D.1.6 on page 11.
	Answer: <i>Yes, DC will consider the SOC reports for the hosting and managing infrastructure. The Contractor must provide the reports to DC.</i>	
13	The proponent has interpreted this requirement to be desirable rather than mandatory pass/fail. Can DC please confirm?	As per General Functionality Requirement on page 13, Content stored in Canada (Yes or No. If no, please specify data storage location)
	Answer: <i>DC prefers its data to reside in Canada.</i>	
14	Are bidders allowed to provide any exceptions to the RFP requirements? How are bidders to include these exceptions or assumptions with explanation into their proposals for DC's review and consideration without being non-compliant with the RFP?	
	Answer: <i>No exceptions unless it refers to TABLE E.1.4.1 GENERALFUNCTIONALITY page 13 to 16.</i>	
15	Can DC please specify what version of outlook - is it Office 365 or Outlook on the desktop?	As per Section C.3.d, item vi on page 7.
	Answer: <i>Outlook on the Desktop.</i>	
16	Did DC evaluate solutions that could meet its requirements through vendor demonstrations leading up to the RFP release? If so, what types and names of solutions and vendors were evaluated (hosted and on-premise)?	
	Answer: <i>No.</i>	
17	What is DC's anticipated CRM solution go-live date?	
	Answer: <i>September 2017.</i>	
18	"E-blast campaigns sent directly via the Destination CRM system or integrated with another email system" For the above requirement who are the email campaigns targeted to – your partners or the public or both?	As per Section C.3.i, item viii on page 9.
	Answer: <i>Both.</i>	
19	"ICCA database import tool". For the above requirement is this in a CSV format?	As per Section C.3.g, item vi on page 8.
	Answer: <i>Yes, CSV format.</i>	

20	<p>The Cloud Service Provider (CSP) offers SaaS/PaaS in a multi-tenant cloud environment and provides multiple major release upgrades annually that do not affect customers' configured solutions on CSP's platform and which customers can typically opt-in to upgraded functionality. CSP has one maintenance and upgrade schedule that supports thousands of customers. Can DC please adjust this requirement accordingly?</p> <p>Answer: <i>No, it has to fit in Section D.1.5. As we are looking for a Destination CRM.</i></p>	As per Section D.1.5 on page 11 - The Destination CRM must align services and upgrades to industry standards such as those set by "Destination Marketing Association International ("DMAI") or similar associations.
21a	<p>Training of DC/BEC super users prior to or the week following the Destination CRM implementation date - Do you have a budget for total cost of solution plus implementation?</p> <p>Answer: <i>NRFP proponents please identify if training and implementation fees are included in your proposed cost.</i></p>	As per Section C.3.b, item ii. on page 6.
21b	<p>How many designated super users will there be for the Destination CRM?</p> <p>Answer: <i>6-10 super users.</i></p>	As per Section C.3.b, item ii. on page 6.
21c	<p>Will specific partners require access to destination CRM?</p> <p>Answer: <i>Yes with limited access.</i></p>	As per Section C.3.b, on page 6.
21d	<p>Can you please provide a breakdown of internal vs partner users?</p> <p>Answer: <i>See answers to question 2 and 11.</i></p>	As per Section C.3.b, on page 6.
22a	<p>Could you clarify what business areas you are referencing?</p> <p>Answer: <i>Sales market segments (BEC, Travel Trade, Sports & Special Events), Travel media, Marketing, Partnerships, Inventory Management.</i></p>	As per Section C.3.c, item x. on page 7.
22b	<p>In terms of modules can you provide examples of what you mean here?</p> <p>Import/Export and merge ability (deduplication) for accounts and contacts in all areas (sales, marketing, partners, etc.)</p> <p>Answer: <i>The ability to manage duplication among user areas/modules (e.g. account name cannot exist twice in one module).</i></p>	As per Section C.3.c, item x. on page 7.
22c	Approximately how many contacts does DC	As per Section C.3.c, item vii.

	currently have in its database that they would like to communicate with?	on page 7.
	Answer: <i>BEC has 6 staff currently using SAP as a database.</i>	
23	Related contacts for automatic updates of contact record - Where would the updates be coming from – specifically what other applications or data sources?	As per Section C.3.e, item vii. on page 7.
	Answer: <i>Updates would be coming from users inputting the updated information in the CRM record.</i>	
24	Familiarization tours (“FAM”) or marketplace tags in Destination CRM - What is the context of Marketplace tags in this context, could you provide some examples of tags you would use?	As per Section - C.3.g, item iv. on page 8
	Answer: <i>Marketplace tags would consist of tradeshow, client events, sponsorships.</i>	
25a	Is DC using an online payment system at this time? If so, what online payment solution do you use today?	As per Section - C.3.h, item v, on page 8.
	Answer: <i>No.</i>	
25b	Do you wish to continue with existing payment solution?	As per Section - C.3.h, item v, on page 8.
	Answer: <i>Please see question #25a: DC doesn't currently have an online payment system.</i>	
26a	Economic impact of sales efforts - What data will be used to determine economic impacts?	As per Section C.3.i, items xiv. and xv. on page 8
	Answer: <i>Confirmed business data in CRM (delegate spending + conference budget).</i>	
26b	Can you provide examples of the types of calculations you want to be able to achieve?	As per Section C.3.i, items xiv. and xv. on page 8
	Answer: <i>Calculation will be based on identified fields in CRM.</i>	
27a	Can you share with us your list of current partners?	As per Section C.3.k, item i. on page 8
	Answer: <i>No. However this refers to Example Marriott hotels and all their linked chains of hotels that are under their umbrella would be linked in the system.</i>	
27b	Do you have channel managers or dedicated teams who manage various partners that will require special access?	As per Section C.3.k, item v. on page 8
	Answer: <i>No. This refers to an account that holds social media fields for their various social channels.</i>	
27c	Is it important for the agency to monitor traveler sentiment, intent, and trends across social media networks, consumer reviews, news media, blogs, and other websites?	As per Section C.3.k, item v. on page 8
	Answer: <i>No.</i>	
27d	How many social media channels does DC	As per Section C.3.k, item v. on

	currently own? Do they require integration with all social media channels?	page 8
	Answer: <i>No, not at this time.</i>	
28a	What is the source or sources' of traveler information anticipated to be?	As per Section C.3.I, item i. on page 9
	Answer: <i>Email address through web forms or if requests are sent in via email direct.</i>	
28b	Is the intent to continue with the existing content management system (CMS)?	As per Section C.3.I, item ii. on page 9
	Answer: <i>Yes, The Destination CRM solution needs to work with DC's existing website provider to power the website.</i>	
28c	What is the source of this data?	As per Section C.3.I, item vi. on page 9
	Answer: <i>Data is pulled from partner record on DC's website.</i>	
28d	Can you describe what your vision of integration into website might look like?	As per Section C.3.I, item v. on page 9
	Answer: <i>This would be the marketing description specific to the partner and their amenities (e.g. for hotels: square footage of meeting space and number of rooms)</i>	
28e	How many websites is the agency seeking to integrate?	As per Section C.3.I, item iii. on page 9
	Answer: <i>One – DC.</i>	
28f	In reference to integrating forms that will push information from and to website; can you expand on the types of forms or types of content?	As per Section C.3.I, item iv. on page 9
	Answer: <i>Examples: request for publications, request for proposals.</i>	
28g	In reference to partner data information integrated into website; where is the partner data information stored now?	As per Section C.3.I, item v. on page 9
	Answer: <i>DC does not have partner data stored beyond the content that is in development of the new BEC website.</i>	
28h	Is DC/BEC and the partners using the same (CMS)?	As per Section C.3.I, item vi. on page 9
	Answer: <i>No.</i>	
28i	Where is the partner data information stored now? What is the source of this data?	As per Section C.3.I, item v. on page 9
	Answer: <i>duplicate question, please see answer to questions 28g.</i>	

29a	<p>Inventory Management: Could you briefly describe how are materials and publications managed today?</p> <p>Answer: <i>We do not produce physical collateral and publications today in large quantities. We have some brochures stored in our office. BEC has promotional materials (giveaways, banners, etc.) stored at HQ and quantities are currently being managed through an excel spreadsheet.</i></p>	As per Section C.3.n, item ii. on page 9
29b	<p>How do you currently deliver media kits? How would you like to deliver media kits?</p> <p>Answer: <i>We do not deliver media kits today, but we may produce materials and send by email.</i></p>	As per Section C.3.n, item i. on page 9
29c	<p>Are these media kits mainly digital? Or is there billboards/posters/hard paper content that needs to be delivered as well?</p> <p>Answer: <i>As per response above we don't deliver media kits today. We don't anticipate sending out hard paper content.</i></p>	As per Section C.3.n, on page 9
29d	<p>How are things distributed today? Is there an online portal and/or shared folder?</p> <p>Answer: <i>If we do share digital content with partners, it is done so through a website like Hightail or our Corporate Website, destinationcanada.com.</i></p>	As per Section C.3.n, on page 9
30	<p>To confirm, we have 100 words PER line item, not for the entire "Category" e.g. General Functionality section, Cloud/web-based system - 100 words, Software as a Service (SaaS) – 100 words, etc?</p> <p>Answer: <i>Yes, per line item.</i></p>	As per E.1.4. on page 13