



Administered by  
**UNIVERSITY OF MAINE SYSTEM**  
Office of Strategic Procurement

**REQUEST FOR PROPOSALS (RFP)**

**EVENTS MANAGEMENT SOLUTION**  
**University of Southern Maine**

**RFP # 07-14**

ISSUE DATE:  
October 11, 2013

PROPOSALS MUST BE RECEIVED BY:  
Friday, November 8, 2013

DELIVER PROPOSALS TO:

University of Maine System  
Office of Strategic Procurement  
Attn: Hal Wells  
16 Central Street  
Bangor, ME 04401

## SECTION ONE

### 1.0 GENERAL INFORMATION:

- 1.1 Purpose: The University of Maine System, acting on behalf of the University of Southern Maine, is seeking proposals from qualified vendors to provide a system, the minimum requirements of which are described in Section Three, below. By implementing the system, Conference Services (CS) and the National Resource Center (NRC) for Osher Lifelong Learning Institutes aim to increase their customer-base through more targeted marketing initiatives, acquire better data to drive business decisions, improve our customer experience, as well as improve staff efficiency by automating repetitive tasks and providing consistent tools and practices throughout the administrative infrastructure.

This Request for Proposals (RFP) states the instructions for submitting proposals, the procedure and criteria by which a vendor may be selected and the contractual terms by which the University intends to govern the relationship between it and the selected vendor.

- 1.2 Definition of Parties: The University of Maine System will hereinafter be referred to as the "University." Respondents to the RFP shall be referred to as "Bidder(s)" or "bidder(s)". The Bidder to whom the Contract is awarded shall be referred to as the "Contractor."
- 1.3 Background: The University's Conference Services Department (CS) and National Resource Center for Osher Lifelong Learning Institutes (NRC) are part of the Professional and Continuing Education Division. CS manages the Abromson Community Education Center and rents available university space to companies and non-profit organizations. CS provides space, registers participants, collects payments, tracks expenses, and coordinates various service departments providing support for meetings and events on campus. In addition, the NRC programs and manages the Osher Lifelong Learning national and regional conferences, and currently uses Conference Services for registration support.
- 1.4 Scope and Goals: The University seeks to implement a comprehensive Events Management Solution that includes a registration system, Customer Relationship Management tool, and events management capabilities. The new database will replace an outdated custom-built system that no longer provides competitive functionality. CS and the NRC will require a robust system that can effectively manage communication with thousands of individuals and organizations each year. The system must manage incoming registrations and inquiries with a user-friendly and efficient interface; it must be able to accept and process payments; it must also organize and facilitate our outgoing communications and allow us to effectively engage with our diverse audiences on an ongoing basis.

An effective event management system to support CS and the NRC will include the following characteristics/functionality:

- Track basic event information like date, meeting room location, times, and client contact information
- Calendar function to manage (view) events/meetings over a period of time, e.g., week, month, etc.
- Track revenue for meetings by categories, e.g. foodservice, audiovisual equipment, Facilities charges, etc.
- Track expenses for meetings by categories, same as revenue
- Reporting –
  - Profit/loss per event
  - Balance dues/collection reports

- YTD financial outlook
- Usage reports by meeting location and category of client (non-profit, internal, external, etc.)
- Marketing reports
- Track work orders and client communication

The University prefers starting implementation as soon as possible in 2014. The new system needs to be fully implemented no later than April 1, 2014. We expect this to include implementation, configuration, and training.

- 1.5 Evaluation Criteria: Full implementation not later than April 1, 2014 and price are significant factors and this is a competitive process, however, in selecting the Contractor who presents the best value to the University, price will not be the sole determining factor.
- 1.6 Communication with the University: It is the responsibility of the bidder to inquire about any requirement of this RFP that is not understood. Responses to inquiries, if they change or clarify the RFP in a substantial manner, will be forwarded by addenda to all parties that have received a copy of the RFP. Addenda will also be posted on our web site, [www.maine.edu/strategic/upcoming\\_bids.php](http://www.maine.edu/strategic/upcoming_bids.php). It is the responsibility of all bidders to check the web site before submitting a response to ensure that they have all pertinent documents. The University will not be bound by oral responses to inquiries or written responses other than addenda.

Inquiries must be made to: Hal Wells  
 Office of Strategic Procurement  
 University of Maine System  
 16 Central Street  
 Bangor, Maine 04401  
 hcwells@maine.edu

The deadline for **written (email is acceptable)** inquiries is **October 28, 2013**. The University will respond to **written** inquiries not later than close of business, **November 1, 2013**.

- 1.7 Award of Proposal: Presentations may be requested of two or more bidders deemed by the University to be the best suited among those submitting proposals on the basis of the selection criteria. After presentations have been conducted, the University may select the bidder which, in its opinion, has made the proposal that is the most responsive and most responsible and may award the Contract to that bidder. The University reserves the right to waive minor irregularities. Scholarships, donations, or gifts to the University, will not be considered in the evaluation of proposals. The University reserves the right to reject any or all proposals, in whole or in part, and is not necessarily bound to accept the lowest cost proposal if that proposal is contrary to the best interests of the University. The University may cancel this Request for Proposals or reject any or all proposals in whole or in part. Should the University determine in its sole discretion that only one bidder is fully qualified, or that one bidder is clearly more qualified than any other under consideration, a contract may be awarded to that bidder without further action.
- 1.8 Award Protest: Bidders may appeal the award decision by submitting a written protest to the University of Maine System's Director of Strategic Procurement within five (5) business days of the date of the award notice, with a copy of the protest to the successful bidder. The protest must contain a statement of the basis for the challenge.
- 1.9 Confidentiality: The information contained in proposals submitted for the University's

consideration will be held in confidence until all evaluations are concluded and a vendor selected (the successful bidder). At that time the University will issue bid award notice letters to all participating bidders and the successful bidder's proposal may be made available to participating bidders upon request. After the protest period has passed and the contract is fully executed, the winning proposal will be available for public inspection. Pricing and other information that is an integral part of the offer cannot be considered confidential after an award has been made. The University will honor requests for confidentiality for information of a proprietary nature to the extent allowed by law. Clearly mark any information considered confidential.

The University must adhere to the provisions of the Maine Freedom of Access Act (FOAA), 1 MRSA §401 et seq. As a condition of accepting a contract under this section, a contractor must accept that, to the extent required by the Maine FOAA, responses to this solicitation, and any ensuing contractual documents, are considered public records and therefore are subject to freedom of access requests.

- 1.10 Costs of Preparation: Bidder assumes all costs of preparation of the proposal and any presentations necessary to the proposal process.
- 1.11 Debarment: Submission of a signed proposal in response to this solicitation is certification that your firm (or any subcontractor) is not currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any State or Federal department or agency. Submission is also agreement that the University will be notified of any change in this status.
- 1.12 Proposal Understanding: By submitting a proposal, the bidder agrees and assures that the specifications are adequate, and the bidder accepts the terms and conditions herein. Any exceptions should be noted in your response.
- 1.13 Proposal Validity: Unless specified otherwise, all proposals shall be valid for ninety (90) days from the due date of the proposal.
- 1.14 Non-Responsive Proposals: The University will not consider non-responsive bids or proposals, i.e., those with material deficiencies, omissions, errors or inconsistencies.
- 1.15 Specification Protest Process and Remedies: If a bidder feels that the specifications are written in a way that limits competition, a specification protest may be sent to the Office of Strategic Procurement. Specification Protests will be responded to within five (5) business days of receipt. Determination of protest validity is at the sole discretion of the University. The due date of the proposal may be changed if necessary to allow consideration of the protest and issuance of any necessary addenda. Specification protests shall be presented to the University in writing as soon as identified, but no less than five (5) business days prior to the bid opening date and time. No protest against the award due to the specifications shall be considered after this deadline. Protests shall include the reason for the protest and any proposed changes to the specifications. Protests should be delivered to the Office of Strategic Procurement in sealed envelopes, clearly marked as follows:

SPECIFICATION PROTEST, RFP # 07-14

- 1.16 Proposal Submission: A SIGNED original and one virus-free electronic copy (e.g., CD, thumb drive) must be submitted to the Office of Strategic Procurement, University of Maine System, 16 Central Street, Bangor, Maine 04401, in a sealed envelope by **Friday, November 8, 2013** to be date stamped by the Office of Strategic Procurement in order to be considered. Normal business hours are 8:00 a.m. to 5:00 p.m., Monday through Friday. Bidders may wish to

check <http://www.maine.edu/alerts/> to determine if University operations have been suspended. Proposals received after the due date will be returned unopened. There will be no public opening of proposals (see Confidentiality clause). In the event of suspended University operations, proposals will be due the next business day. Vendors are strongly encouraged to submit proposals in advance of the due date to avoid the possibility of missing the due date because of unforeseen circumstances. Vendors assume the risk of the methods of dispatch chosen. The University assumes no responsibility for delays caused by any package or mail delivery service. Postmarking by the due date WILL NOT substitute for receipt of proposal. Additional time will not be granted to any single vendor, however additional time may be granted to all vendors when the University determines that circumstances require it. FAXED OR E-MAIL PROPOSALS WILL NOT BE ACCEPTED. The envelope must be clearly identified on the outside as follows:

Name of Bidder  
Address of Bidder  
Due Date November 8, 2013  
RFP # 07-14

- 1.17 Authorization: Any contract or agreement for services that will, or may, result in the expenditure by the University of \$50,000 or more must be approved in writing by the Director of Strategic Procurement and it is not approved, valid or effective until such written approval is granted.

## SECTION TWO

### 2.0 GENERAL TERMS AND CONDITIONS:

- 2.1 **Contract Administration:** The Executive Director of University Outreach at the University of Southern Maine or its designee shall be the University's authorized representative in all matters pertaining to the administration of this Contract.
- 2.2 **Contract Documents:** If a separate contract is not written, the Contract entered into by the parties shall consist of the RFP, the signed proposal submitted by the Contractor, the specifications including all modifications thereof, and a purchase order or letter of agreement requiring signatures of the University and the Contractor, all of which shall be referred to collectively as the Contract Documents.
- 2.3 **Contract Modification and Amendment:** The parties may adjust the specific terms of this Contract (except for pricing and/or commission) where circumstances beyond the control of either party require modification or amendment. Any modification or amendment proposed by the Contractor must be in writing to the Office of Strategic Procurement. Any agreed upon modification or amendment must be in writing and signed by both parties.
- 2.4 **Contract Term:** The Contract term shall be for a period of three (3) years commencing upon the completion of implementation and acceptance by the University. With mutual written agreement of the parties this Contract may be extended for additional one to three year periods. The University will consider other contract terms at its discretion if proposed and in the best interest of the University.
- 2.5 **Contract Data:** The Contractor is required to provide the University with detailed data concerning the Contract at the completion of each contract year or at the request of the University at other times. The University reserves the right to audit the Contractor's records to verify the data.
- 2.6 **Contract Validity:** In the event one or more clauses of the Contract are declared invalid, void, unenforceable or illegal, that shall not affect the validity of the remaining portions of the Contract.
- 2.7 **Non-Waiver of Defaults:** Any failure of the University to enforce or require the strict keeping and performance of any of the terms and conditions of this Contract shall not constitute a waiver of such terms, conditions, or rights.
- 2.8 **Cancellation/Termination:** If the Contractor defaults in its agreement to provide personnel or equipment to the University's satisfaction, or in any other way fails to provide service in accordance with the contract terms, the University shall promptly notify the Contractor of such default and if adequate correction is not made within seventy-two (72) hours, the University may take whatever action it deems necessary to provide alternate services and may, at its option, immediately cancel this Contract with written notice. Except for such cancellation for cause by the University, either the University or the Contractor may terminate this Contract by giving ninety (90) days advance written notice to the other party. Cancellation does not release the Contractor from its obligation to provide goods or services per the terms of the Contract during the notification period.
- 2.9 **Employees:** The Contractor shall employ only competent and satisfactory personnel and shall provide a sufficient number of employees to perform the required services efficiently and in a manner satisfactory to the University. If the Contract Administrator or designee, notifies the

Contractor in writing that any person employed on this Contract is incompetent, disorderly, or otherwise unsatisfactory, such person shall not again be employed in the execution of this Contract without the prior written consent of the Contract Administrator.

- 2.10 Clarification of Responsibilities: If the Contractor needs clarification of or deviation from the terms of the Contract, it is the Contractor's responsibility to obtain written clarification or approval from the Contract Administrator.
- 2.11 Litigation: This Contract and the rights and obligations of the parties hereunder shall be governed by and construed in accordance with the laws of the State of Maine without reference to its conflicts of laws principles. The Contractor agrees that any litigation, action or proceeding arising out of this Contract, shall be instituted in a state court located in the State of Maine.
- 2.12 Assignment: Neither party of the Contract shall assign the Contract without the prior written consent of the other, nor shall the Contractor assign any money due or to become due without the prior written consent of the University.
- 2.13 Equal Opportunity: In the execution of the Contract, the Contractor and all subcontractors agree, consistent with University policy, not to discriminate on the grounds of race, color, religion, sex, sexual orientation, including transgender status or gender expression, national origin or citizenship status, age, disability, genetic information, or veteran's status and to provide reasonable accommodations to qualified individuals with disabilities upon request. The University encourages the employment of individuals with disabilities.
- 2.14 Independent Contractor: Whether the Contractor is a corporation, partnership, other legal entity, or an individual, the Contractor is an independent contractor. If the Contractor is an individual, the Contractor's duties will be performed with the understanding that the Contractor is a self-employed person, has special expertise as to the services which the Contractor is to perform and is customarily engaged in the independent performance of the same or similar services for others. The manner in which the services are performed shall be controlled by the Contractor; however, the nature of the services and the results to be achieved shall be specified by the University. The Contractor is not to be deemed an employee or agent of the University and has no authority to make any binding commitments or obligations on behalf of the University except as expressly provided herein. The University has prepared specific guidelines to be used for contractual agreements with individuals (not corporations or partnerships) who are not considered employees of the University.
- 2.15 Sexual Harassment: The University is committed to providing a positive environment for all students and staff. Sexual harassment, whether intentional or not, undermines the quality of this educational and working climate. The University thus has a legal and ethical responsibility to ensure that all students and employees can learn and work in an environment free of sexual harassment. Consistent with the state and federal law, this right to freedom from sexual harassment was defined as University policy by the Board of Trustees. Failure to comply with this policy could result in termination of this Contract without advanced notice. Further information regarding this policy is available from the Office of Community Standards, 125 Upton Hall, (207) 780-5242.
- 2.16 Indemnification: The Contractor agrees to be responsible for, and to protect, save harmless, and indemnify the University and its employees from and against all loss, damage, cost and expense (including attorney's fees) suffered or sustained by the University or for which the University may be held or become liable by reason of injury (including death) to persons or property or other causes whatsoever, in connection with the operations of the Contractor or any subcontractor under this agreement.

2.17 Contractor's Liability Insurance: During the term of this agreement, the Contractor shall maintain the following insurance:

<u>Insurance Type</u>	<u>Coverage Limit</u>
1. Commercial General Liability (Written on an Occurrence-based form)	\$1,000,000 per occurrence or more (Bodily Injury and Property Damage)
2. Vehicle Liability (Including Hired & Non-Owned)	\$1,000,000 per occurrence or more (Bodily Injury and Property Damage)
3. Workers Compensation (In Compliance with Applicable State Law)	Required for all personnel

The University of Maine System shall be named as Additional Insured on the Commercial General Liability insurance.

Certificates of Insurance for all of the above insurance shall be filed with:

Risk Manager  
University of Southern Maine  
96 Falmouth St, P.O. Box 9300  
Portland, Maine 04104-9300

Certificates shall be filed prior to the date of performance under this Agreement. Said certificates, in addition to proof of coverage, shall contain the standard statement pertaining to written notification in the event of cancellation, with a thirty (30) day notification period.

As additional insured and certificate holder, the University should be included as follows:

University of Maine System  
16 Central Street  
Bangor, Maine 04401

2.18 The University of Southern Maine is a tobacco-free campus. This policy applies to faculty, staff, students, contractors, vendors and visitors. The use of tobacco and all smoking products is not permitted on any university-owned property, which includes but is not limited to, buildings, university grounds, parking areas, campus walkways, recreational and sporting facilities, and university or personally-owned, rented or leased vehicles.

Tobacco use by definition includes the possession of any lighted tobacco products, or the use of any type of smokeless tobacco, including but not limited to chew, snuff, snus, electronic cigarettes, and all other nicotine delivery devices that are non-FDA approved as cessation products.

2.19 Gramm Leach Bliley (GLB) Act (Confidentiality of Information): The Contractor shall comply with all aspects of the GLB Act regarding safeguarding confidential information.

2.20 Payments: Payment will be upon submittal of an invoice to the address shown on the purchase order by the Contractor on a Net 30 basis unless discount terms are offered. Invoices must include a purchase order number. The University is using several, preferred methods of payment: Bank of America's ePayables and PayMode electronic payment systems. Please indicate your ability to accept payment via any or all of these methods.



## SECTION THREE

### 3.0 REQUIREMENTS AND RESPONSES:

Bidders shall respond to each specification/question in this Section. Bidders shall ensure that all information required herein is submitted with the proposal. All information provided should be verifiable by documentation requested by the University. Failure to provide all information, inaccuracy or misstatement may be sufficient cause for rejection of the proposal or rescission of an award. Bidders are encouraged to provide any additional information describing operational abilities. Responses to each requirement below should be in order and clearly marked with the section number to which they respond.

All responses to the requirements should reflect delivered, or out-of-the-box, functionality. Bidders MUST indicate if system modification, additional products or vendors, costs or if any other accommodation would be necessary to meet a requirement. The University prefers starting implementation as soon as possible in 2014. The new system shall be fully implemented no later than April 1, 2014. Bidders shall address their ability to meet the implementation and startup date requirements.

#### 3.1 General Product Functionality

- 3.1.1 Is the product user friendly for staff, registrants, and customers? Cite examples.
- 3.1.2 Does your product allow for customization of the event registration form? Describe.
- 3.1.3 Does this product contain a tool for submission of session or workshop proposals? Call for papers? If yes, how does this tool work?
- 3.1.4 How many session (workshop) offerings is this product able to handle?
- 3.1.5 Describe how the product allows for registrant, company, vendor and staff profile customization?
- 3.1.6 Does the solution allow registrants to self-register and manage registration details, and contact information securely online?
- 3.1.7 Does this product send automatic email confirmations? Registration confirmation? Waiting list status? Registration confirmation? Other?
- 3.1.8 Does this product include email address collection? If yes, is this product able to email information? Can email addresses be made mandatory?
- 3.1.9 Explain the experience between when registrant has accessed the registration form until the transaction is completed? Is the process intuitive? How many screens will the registrant navigate through?
- 3.1.10 Describe how registrants register more than one person with one transaction?
- 3.1.11 Can you create a parent/child relationship with profiles for parents to manage their children's registrations?
- 3.1.12 How does your system handle international registrations?

- 3.1.13 What is the limit to the number of fields in a profile?
  - 3.1.14 What kind of preventive functions exist to prevent duplicate profiles in the system?
  - 3.1.15 Does this product run in real-time? If not explain.
  - 3.1.16 How many records is this product able to handle?
  - 3.1.17 Does your product generate customizable conference name tags? Describe.
  - 3.1.18 Can this product generate rosters or sign in sheets?
  - 3.1.19 How long does this program keep records in the system?
  - 3.1.20 Describe the search capabilities of the product offered?
  - 3.1.21 Summarize the CRM and/or marketing functionality in the product.
  - 3.1.22 Can this product keep historical data for a conference from one year to the next?
- 3.2 Event Contract Functionality
- 3.2.1 Does the proposed system allow for company profiles?
  - 3.2.2 Can the proposed system manage a client relationship from proposal to signed contract? If so, explain.
  - 3.2.3 Can the proposed system manage a vendor relationship from proposal to signed contract? If so, explain
  - 3.2.4 Does the solution allow for custom document creation for a variety of company documents such as a proposal, contract or invoice?
  - 3.2.5 Is there a way to log correspondence with the registrant, client or vendor? How are these saved?
  - 3.2.6 Can staff clone or copy a client proposal?
  - 3.2.7 Can it accommodate flexible billing/invoicing terms?
  - 3.2.8 How does your system track expenses for a specific event?
  - 3.2.9 Can the system generate reports for company-specific activity? Overall activity? Invoicing? Profit/Loss? Expenses? Other? Please provide examples.
  - 3.2.10 Does the system integrate/synchronize with a full function Customer Relationship Management software tool?
  - 3.2.11 How are reports/created documents be sent through the system electronically to clients, vendors and internal departments?
  - 3.2.12 Can surveys be sent out to clients and registrants after the event or conference is complete?

### 3.3 Administrative Functionality

- 3.3.1 How does this product handle room reservation requests? Does your product interface with other scheduling software? If so, which ones?
- 3.3.2 How does your product limit access to staff, based on their roles?
- 3.3.3 How are contact hours, CEUs, CLEs, CMEs etc. tracked in the system?
- 3.3.4 Can staff access all of the functionality anytime/anywhere? How?
- 3.3.5 Can staff clone or copy a conference or event from an existing or past offering?

### 3.4 Payment Methods/Secure Transactions

- 3.4.1 Identify and describe the solution's PCI compliant credit card processing system. Please note our strong preference for working with Touchnet.
- 3.4.2 How does the product allow for online payments for events and conference registrations?
- 3.4.3 Can this product produce and accept electronic checks? If yes, does this product automatically email a receipt to the registrant?
- 3.4.4 What other payment options does this product allow?
- 3.4.5 How does the system process and manage accounts receivables?
- 3.4.6 How does your system handle onsite conference purchases? (Additional fees)
- 3.4.7 Explain if this solution offers an interface to PeopleSoft Financials. If so, explain and include any associated costs. Describe if it allows all transactions whether posted manually or automatically, to update main campus ledgers and if accounting staff can reconcile/balance A/R accounts within PeopleSoft.

### 3.5 Technical Requirements

- 3.5.1 Define the platform/environment necessary to run the software. Define the hardware requirements/considerations to operate the system as proposed
- 3.5.2 We realize there are often various hosting options. Please describe your hosted, Software as a Service (SaaS), hosted and onsite deployment environments. Also, detail the hardware and/or software requirements of each environment and the implementation, administration and maintenance costs for each environment. For hosted or SaaS environments, please outline uptime and downtime. For hosted solutions, please explain if we can query the database.
- 3.5.3 Do you offer remote administration if we wish to house the solution behind our firewall?
- 3.5.4 We would like development and production instances of the Events Management solution. Detail instances provided.
- 3.5.5 We require appropriate procedures be included, which insure the integrity of the data

in case of system failure. Indicate the type of procedures provided.

- 3.5.6 Detail the system requirements/server specifications for your out-of-box Event Management solution to run on. Be sure to include specific release/version being offered.
- 3.5.7 What are the hardware/software/browser requirements of functional users' desktop and/or laptop computers?
- 3.5.8 Explain how you provide the ability to interface or communicate with other systems on multiple and diverse platforms.
- 3.5.9 Explain past successes with your software in higher education settings. What was the most difficult implementation and why?
- 3.5.10 Detail the specific scenarios that would negatively affect the system's performance, causing the Events Management solution to improperly or cease to function.
- 3.5.11 What is the solution's meantime in between failures?
- 3.5.12 What is the proposed solution's uptime? Are there scheduled downtimes?
- 3.5.13 Explain how your solution distributes volumes of outbound email with merged data and personalization to customers.
- 3.5.14 What mobile platforms are supported by the Events Management solution? How are mobile capabilities implemented? (i.e. mobile-enabled, apps, etc.)
- 3.5.15 How are new mobile capabilities developed? By whom?
- 3.5.16 Identify which components of your products or services are provided by third-party technology partners. This includes OEM software, hosting, et al.
- 3.5.17 Provide the third-party technology partner(s) name(s), address(es) and contact(s), as well as explain additional costs or fees associated with the components.
- 3.5.18 What are the underlying technology(ies) for the component(s) provided by third-party technology partner(s)?
- 3.5.19 What storage/memory requirements are required to archive all channels of communications?
- 3.5.20 Does the data stored within your solution reside in a single database?
- 3.5.21 How often is the software updated and releases made available?
- 3.5.21 How often are hardware upgrades required?
- 3.5.22 We would like any future patches, updates or releases issued by the vendor within the first year of the contract to be included at no cost to USM. Explain how you would deliver these requirements.
- 3.5.23 Who is responsible for installing patches, updates and releases?

- 3.5.24 Define the documentation and ongoing support provided related to updates and/or releases.
  - 3.5.25 Is the proposed solution built on a single code base? If not, describe the various proposed solutions?
  - 3.5.26 How many languages does your solution support? Which ones?
  - 3.5.27 What is the maximum number of concurrent users logged in simultaneously your system can support? Describe how your system defines concurrent users.
  - 3.5.28 Does your solution support ODBC data sharing?
  - 3.5.29 Does your solution provide a comprehensive data dictionary of the database?
  - 3.5.30 Describe the ability to add fields and tables to the database for local needs. (Based upon hosting option.)
  - 3.5.31 Describe the ability for the vendor and/or USM to monitor system performance.
  - 3.5.32 Provide a roadmap of your hardware/software solutions that reflects their present states as well as future states for at least the next 18 to 24 months.
- 3.6 Access | Permissions | Security
- 3.6.1 Access, permissions and security are always a key concern, especially with the potential number of users of a system, as well as the extent to which users should have access to view, create, edit or delete data/content.
  - 3.6.2 Please explain how access is granted to the Events Management system.
  - 3.6.3 Does your system authenticate users with LDAP? If not, please explain thoroughly your authentication method.
  - 3.6.4 Does your Events Management solution offer the capabilities to fit into a single sign-on model such as Shibboleth, CAS, etc.? If yes, please explain.
  - 3.6.5 Authorization should be handled within the system and provide different levels of access for different jobs or roles within a department or the institution. System functions must be able to be secured at various levels to be determined by administrator (system administration, campaign creation/updating, communications tracking, etc.) Please explain how permissions are established in the Events Management system.
  - 3.6.6 We prefer an API to manage the authorization data in our Identity Management System. Describe how you deliver this solution.
  - 3.6.7 System must be securely accessible by staff not physically located in an on-campus office. Most if not all operations should be available via a web interface. Describe how you deliver this solution.
  - 3.6.8 Describe the audit trail capabilities of the system (auditing from within the applications as well as outside the application).

- 3.6.9 Explain your data security model.
- 3.6.10 How often is the data backed up?
- 3.6.11 Do you have offsite backup storage?
- 3.7 Marketing Components
  - 3.7.1 How can we manage the branding, look and feel of the program via the website?
  - 3.7.2 How are homepage or other page changes made in the website?
  - 3.7.3 How can information be downloaded to a design program to assist in brochure creation?
  - 3.7.4 How does this product compile marketing lists based on interest?
  - 3.7.5 How does this product email promotional material?
  - 3.7.6 Does this product allow for discounts? How is this accomplished?
  - 3.7.7 Can staff customize the message in the automatically generated email templates? How is this accomplished?
  - 3.7.8 Does this product have any tools to display demographics of customers? What are these tools and how is the information displayed?
  - 3.7.9 How does this product track how visitors interact with the site?
- 3.8 Program Development Tools and Analysis Reports
  - 3.8.1 What types of reports are included in this product? Please include a complete list.
  - 3.8.2 How are customize reports developed?
  - 3.8.3 Can reports be scheduled for delivery? Is there a limit to the number of scheduled reports that can be requested?
  - 3.8.4 Does the proposed solution provide a quick way to analyze whether to run or cut a workshop/session or other event? How is this accomplished?
  - 3.8.5 What data analysis tools are included in this product? Please provide a complete list with explanations for each tool.
  - 3.8.6 In what formats may the reports be extracted from the system?
  - 3.8.7 Is it possible to create custom reports? Can customized reports be saved? Are there limits to the customization of these reports? If so, please explain.
- 3.9 Implementation / Training / Continued Support
  - 3.9.1 Our preference is to start implementation as soon as possible in 2014. The new system needs to be fully implemented no later than April 2014. We expect this to include implementation, configuration, and training.

- 3.9.2 Describe your recommended implementation strategy, best practice consulting options, and professional services. The University of Maine System requires the review of consultant's credentials/experience and reserves the right to request replacement if he/she fails to meet expectations at any time.
- 3.9.3 Provide task lists and timelines for a standard implementation. Include examples for vendor hosted or University hosted, if applicable.
- 3.9.4 Outline the staffing and composition of the implementation team. Include University staff and roles, vendor staff and roles, and proposed hours required for successful implementation.
- 3.9.5 Identify any third party vendors involved in your implementation strategy and describe these relationships. Indicate whether these relationships are required or optional for implementation of the proposed solution. Be sure to detail associated costs and requirements related to the third party vendor.
- 3.9.6 Describe the training options available in support of this product and implementation. Include training for functional and technical users.
- 3.9.7 Describe the training methods available such as on-site, online instructor led, online self help, documentation, etc...
- 3.9.8 Describe your training best practices and what you would recommend for a successful implementation of this product.
- 3.9.9 Explain what type of documentation, or help system, is included with the solution.
- 3.9.10 Define phone and web support provided and any priority system to provide for urgent support, hours of operation, location of support services, and any plans to change hours of operation. Include support for both functional and technical needs.
- 3.9.11 Do you support user groups or advisory boards for the proposed solution? Do they operate independently from your company? Are they national or regional? Please explain.
- 3.9.12 What services or events do you offer clients to maximize or leverage the features/functionality of the solution?
- 3.9.13 Describe how you manage on-going contact with your clients. Would we be assigned an account manager? What expertise would that person have to support our needs?
- 3.9.14 How do you obtain and prioritize feedback for changes or enhancements to your solution? (i.e. user groups, events, customer service, company representatives, etc.)

## SECTION FOUR

### 4.0 QUALIFICATIONS AND REFERENCES:

Bidders shall ensure that all information required herein is submitted with the proposal. All information provided should be verifiable by documentation requested by the University. Failure to provide all information, inaccuracy or misstatement may be sufficient cause for rejection of the proposal or rescission of an award. Bidders are encouraged to provide any additional information describing operational abilities. Responses to each requirement below should be in order and clearly marked with the section number to which they respond.

#### 4.1 Business Profile:

4.1.1 **No financial statements are required to be submitted with your proposals,** however, prior to an award the University may request financial statements from your company, credit reports and letters from your bank and suppliers.

4.1.2 Provide a statement describing your company to include name, number of employees, locations, number of years in business, number of years offering/supporting the proposed solution, and any and all acquisitions or mergers in the last five years.

4.2 Qualifications: Provide a statement that explains why your company would be most qualified to provide products and services to University's Conference Services Division. What differentiates you from your competitors?

4.3 References: Provide at least three (3) current professional references who may be contacted for verification of your professional qualifications to meet the requirements set forth herein. References shall include one long-standing customer (minimum of three years engagement) and one new customer (one who has been engaged with your firm for less than one year). Clients from higher education institutions are strongly preferred, especially those similar in size and requirements to the University. Include the client/company/institution name, contact name and title, mailing address, phone number, and email address.

4.4 Payment Method: Indicate your ability to accept electronic payments. (Section 2.20)



## SECTION FIVE

Bidders shall ensure that all information required herein is submitted with the proposal. All information provided should be verifiable by documentation requested by the University. Failure to provide all information, inaccuracy or misstatement may be sufficient cause for rejection of the proposal or rescission of an award. Bidders are encouraged to provide any additional information describing operational abilities. Responses to each requirement below should be in order and clearly marked with the section number to which they respond.

- 5.0 COST PROPOSAL - Provide a cost breakdown that includes the following:
  - 5.1 Include pricing for vendor hosted and University of Maine System hosted models if applicable.
  - 5.2 Hardware costs (both server and desktop if applicable) necessary for implementation.
  - 5.3 System and application software, including additional applications/products/services suggested for enhanced performance.
  - 5.4 Include pricing for operating system, database and memory/storage backup requirements, if applicable.
  - 5.5 Indicate all options available for licensing including (if applicable) named licenses, concurrent users, unlimited, etc.
  - 5.6 List the costs for implementation of your system in a detailed line by line format to include but not limited to staffing, travel, testing, training, documentation, product literatures/manuals, etc.
  - 5.7 Detail a maintenance fee schedule for multi-year contracts.
  - 5.8 Inclusive of all costs, provide a breakdown of one-time versus ongoing costs.

**Note regarding total cost of ownership:** This “cost” will encompass the entire solution pricing along with all services and necessary customizations. If there are additional components or modules that are not included in the offering, they must be identified and itemized as “optional” and include all software, maintenance/support, hosting services, professional services, integration, and customization costs, as applicable. All items identified in the proposal (including third party items required) will be considered free add-ons to the proposed solution at the prices included in this RFP response unless expressly stated otherwise.

:

## SIGNATURE PAGE

COMPANY NAME: \_\_\_\_\_

By: \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Phone)

\_\_\_\_\_  
(Cell Phone)

\_\_\_\_\_  
(E-mail Address)

\_\_\_\_\_  
(Date)

## ATTACHMENT A

### UNIVERSITY OF MAINE SYSTEM STANDARDS FOR SAFEGUARDING INFORMATION

This Attachment addresses the Contractor's responsibility for safeguarding Compliant Data and Business Sensitive Information consistent with the University of Maine System's Information Security Policy and Standards. ([infosecurity.maine.edu](http://infosecurity.maine.edu))

Compliant Data is defined as data that the University needs to protect in accordance with statute, contract, law or agreement. Examples include Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), Gramm-Leach-Bliley Act (GLBA), Maine Notice of Risk to Personal Data Act, and the Payment Card Industry Data Security Standards (PCI-DSS).

Business Sensitive Information is defined as data which is not subject to statutory or contractual obligations but where the compromise or exposure of the information could result in damage or loss to the University.

1. Standards for Safeguarding Information: The Contractor agrees to implement reasonable and appropriate security measures to protect all systems that transmit, store or process Compliant Data and Business Sensitive Information or personally identifiable information from Compliant Data and Business Sensitive Information furnished by the University, or collected by the Contractor on behalf of the University, against loss of data, unauthorized use or disclosure, and take measures to adequately protect against unauthorized access and malware in the course of this engagement.
  - A. Compliant Data and Business Sensitive Information may include, but is not limited to names, addresses, phone numbers, financial information, bank account and credit card numbers, other employee and student personal information (including their academic record, etc.), Drivers License and Social Security numbers, in both paper and electronic format.
  - B. If information pertaining to student educational records is accessed, transferred, stored or processed by Contractor; Contractor shall protect such data in accordance with FERPA.
  - C. If information pertaining to protected health information is accessed, used, collected, transferred, stored or processed by Contractor; Contractor shall protect such data in accordance with HIPAA and Contractor shall sign and adhere to a Business Associate Agreement.

- D. If Contractor engages in electronic commerce on behalf of the University or cardholder data relating to University activities is accessed, transferred, stored or processed by Contractor; Contractor shall protect such data in accordance with current PCI-DSS guidelines.
  - E. If information pertaining to protected "Customer Financial Information" is accessed, transferred, stored or processed by Contractor; Contractor shall protect such data in accordance with GLBA.
2. Prohibition of Unauthorized Use or Disclosure of Information: Contractor agrees to hold all information in strict confidence. Contractor shall not use or disclose information received from, or created or received by, Contractor on behalf of the University except as permitted or required by this Agreement, as required by law, or as otherwise authorized in writing by the University.
3. Return or Destruction of Compliant or Business Sensitive Information:
- A. Except as provided in Section 3(B), upon termination, cancellation, or expiration of the Agreement, for any reason, Contractor shall cease and desist all uses and disclosures of Compliant Data or Business Sensitive Information and shall immediately return or destroy (if the University gives written permission to destroy) in a reasonable manner all such information received from the University, or created or received by Contractor on behalf of the University, provided, however, that Contractor shall reasonably cooperate with the University to ensure that no original information records are destroyed. This provision shall apply to information that is in the possession of subcontractors or agents of Contractor. Contractor shall retain no copies of University information, including any compilations derived from and allowing identification of any individual's confidential information. Except as provided in Section 3(B), Contractor shall return (or destroy) information within 30 days after termination, cancellation, or expiration of this Agreement.
  - B. In the event that Contractor determines that returning or destroying any such information is infeasible, Contractor shall provide to University notification of the conditions that make return or destruction infeasible. Upon mutual agreement of the Parties that return or destruction of such information is infeasible, Contractor shall extend the protections of this Agreement to such information and limit further uses and disclosures of such information to those purposes that make the return or destruction infeasible, for so long as Contractor maintains such information.
  - C. Contractor shall wipe or securely delete Compliant Data or Business Sensitive Information and personally identifiable information furnished by the University from storage media when no longer needed. Measures taken shall be commensurate with the standard for "clearing" as specified in the National Institute of Standards and

Technology (NIST) Special Publication SP800-88: Guidelines for Media Sanitization, prior to disposal or reuse.

4. Term and Termination:
  - A. This Attachment shall take effect upon execution and shall be in effect commensurate with the term of the Agreement
5. Subcontractors and Agents: If Contractor provides any Compliant Data or Business Sensitive Information received from the University, or created or received by Contractor on behalf of the University, to a subcontractor or agent, the Contractor shall require such subcontractor or agent to agree to the same restrictions and conditions as are imposed on Contractor by this Agreement.
6. Contractor shall control access to University data: All Contractor employees shall be adequately screened, commensurate with the sensitivity of their jobs. Contractor agrees to limit employee access to data on a need-to-know basis. Contractor shall impose a disciplinary process for employees not following privacy procedures. Contractor shall have a process to remove access to University data immediately upon termination or re-assignment of an employee by the Contractor.
7. Unless otherwise stated in the agreement, all Compliant Data or Business Sensitive Information is the property of the University and shall be turned over to the University upon request.
8. Contractor shall not amend or replace hardware, software or data without prior authorization of the University.
9. If mobile devices are used in the performance of this Agreement to access University Compliant Data or Business Sensitive Information, Contractor shall install and activate authentication and encryption capabilities on each mobile device in use.
10. Reporting of Unauthorized Disclosures or Misuse of Information: Contractor shall report to the University any use or disclosure of Compliant Data or Business Sensitive Information not authorized by this Agreement or in writing by the University. Contractor shall make the report to the University not more than one (1) business day after Contractor learns of such use or disclosure. Contractor's report shall identify; (i) the nature of the unauthorized use or disclosure, (ii) the information used or disclosed, (iii) who made the unauthorized use or received the unauthorized disclosure, (iv) what Contractor has done or shall do to mitigate the effects of the unauthorized use or disclosure, and (v) what corrective action Contractor has taken or shall take to prevent future similar unauthorized use or disclosure. Contractor shall provide such other information, including a written report, as reasonably requested by the University. Contractor shall keep University informed on the progress of each step of the incident response. Contractor shall indemnify and hold University harmless from all

liabilities, costs and damages arising out of or in any manner connected with the security breach or unauthorized use or disclosure by Contractor of any University Compliant Data or Business Sensitive Information. Contractor shall mitigate, to the extent practicable, any harmful effect that is known to Contractor of a security breach or use or disclosure of Compliant Data or Business Sensitive Information by Contractor in violation of the requirements of this Agreement. In addition to the rights of the Parties established by this Agreement, if the University reasonably determines in good faith that Contractor has materially breached any of its obligations, the University, in its sole discretion, shall have the right to:

- Inspect the data that has not been safeguarded and thus has resulted in the material breach, and/or
- Require Contractor to submit a plan of monitoring and reporting, as the University may determine necessary to maintain compliance with this Agreement;
- and/or Terminate the Agreement immediately.

11. Survival: The respective rights and obligations of Contractor under Section 12 of the Agreement or Section 3 of this Attachment shall survive the termination of this Agreement.

12. Contractor Hosted Data: If Contractor hosts University Compliant Data or Business Sensitive Information in or on Contractor facilities, the following additional clauses apply.

- A. Contractor computers that host University Compliant Data or Business Sensitive Information shall be housed in secure areas that have adequate walls and entry control such as a card controlled entry or staffed reception desk. Only authorized personnel shall be allowed to enter and visitor entry will be strictly controlled.
- B. Contractor shall design and apply physical protection against damage from fire, flood, earthquake, explosion, civil unrest, and other forms of natural or man-made disasters. Contractor shall protect hosted systems with Uninterruptible Power Supply (UPS) devices sufficient to meet business continuity requirements.
- C. Contractor shall backup systems or media stored at a separate location with incremental back-ups at least daily and full back-ups at least weekly. Incremental and full back-ups shall be retained for 15 days and 45 days respectively. Contractor shall test restore procedures not less than once per year.
- D. Contractor shall provide for reasonable and adequate protection on its network and system to include firewall and intrusion detection/prevention.
- E. Contractor shall use strong encryption and certificate-based authentication on any server hosting on-line and e-commerce transactions with the University to ensure the confidentiality and non-repudiation of the transaction while crossing networks.

- F. The installation or modification of software on systems containing University Compliant Data or Business Sensitive Information shall be subject to formal change management procedures and segregation of duties requirements.
- G. Contractor who hosts University Compliant Data or Business Sensitive Information shall engage an independent third-party auditor to evaluate the information security controls not less than every two (2) years. Such evaluations shall be made available to the University upon request.

13. If the Contractor provides system development, Compliant Data or Business Sensitive Information shall not be used in the development or test environments. Records that contain these types of data elements may be used if that data is first de-identified, masked or altered so that the original value is not recoverable. For programs that process University data, initial implementation as well as applied updates and modifications must be produced from specifically authorized and trusted program source libraries and personnel. Contractor shall provide documentation of a risk assessment of new system development or changes to a system.

**UNIVERSITY**

By: \_\_\_\_\_ Date \_\_\_\_\_  
Signature Date  
\_\_\_\_\_  
Printed  
\_\_\_\_\_  
Title Address

**CONTRACTOR**

By: \_\_\_\_\_ Date \_\_\_\_\_  
Signature Date  
\_\_\_\_\_  
Printed  
\_\_\_\_\_  
Title Address