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**REQUEST FOR PROPOSALS #13-11
ATHLETICS TICKETING SOLUTION
FOR THE UNIVERSITY OF MAINE
ADDENDUM #1**

RE: Paragraph 1.8: This addendum is a compilation of all questions received by the University and its responses.

The University of Maine

University of Maine
at Augusta

University of Maine
at Farmington

University of Maine
at Fort Kent

University of Maine
at Machias

University of Maine
at Presque Isle

University of
Southern Maine

1. The University states a desire in the requirements section – for an integrated ticketing and fund development solution? Does the University desire integration between the new ticketing system and the current Blackbaud development product – or does the athletic department seek an integrated solution within the new system and eliminate the use of Blackbaud?

Response: The University wishes to eliminate the use of Blackbaud. The University uses Advance software to track development activity. Most likely, Advance and a new ticket software system would not be integrated. We would be looking to dump data from one database to the other.

2. In 1.3.1(C) you list “Paid Season Tickets Avg Per Year”. We’d like to know the number of season ticket accounts.

Response: We have 1,169 paid accounts for hockey with approximately 600 additional accounts, some duplicates, among our other sports

3. In 1.3.2, Ticket Sales Revenue is listed and shown as single game sales and box office sales. Do you currently not sell tickets online? If not, is there a reason they’re not sold online? If so, what is the revenue generated from online sales?

Response: We do not sell tickets online (single or season) because our current software doesn’t allow it. This is the primary reason for the software change.

4. In 1.5, “Fees to end user” is noted. Is the “end user” the University of Maine or is it the fan purchasing the ticket?

Response: Fees to end user is the customer. We are interested in all fees, and wish to know the breakdown between what the consumers will pay and what the University is charged.

5. Will the University accept electronic copies (i.e. USB drives) of the RFP response, or do you require all hard copies (i.e. one original and seven copies)?

Response: We require hard copies of the proposal, one original and seven duplicate copies. However USB drives may be included with the proposals.

6. Will the University offer an extension to the RFP response date (May 25, 2011), if vendor question responses are not posted at least 7 business days prior to the due date? We respectfully request this to offer reasonable time to review vendor question responses and adjust RFP response if necessary.

Response: The University regrets it is unable to extend the proposal deadline. Proposals are due by end of day May 25, 2011. Business hours are 8:00 a.m. to 5:00 p.m. EST.

7. With the noted "Services to Start Date" estimate of June 2011 (section 1.4), when does the University hope to make the award and start implementation?

Response: The University would like to proceed as soon as possible with the implementation. The awarded contractor should provide a schedule of implementation upon notification of the award. If the expected start date of June 2011 is delayed, then the completion date will be adjusted.

8. When does the University hope to "go live"? If go live dates will be staggered by sport or event series, please clarify.

Response: The University would like to move as quickly as possible. We will need to manage ticket sales using redundant systems temporarily but that will be for a very short period of time.

9. Section 3.1.1 Can you please provide more clarity to the item "Maintain adherence to USPS and international addressing standards including private carriers". Are you requiring integration with carriers?

Response: We usually do not use a private carrier, more often, we use our University Printing Services which is US Postal Service, but having the ability to ship via UPS or FedEx, if needed, is preferred.

10. Section 3.1.1 Can you please provide more clarity to the item "Standard comment codes for use in the contact log as well as the ability to create and define University-specific codes"?

Response: CRM should be able to have staff track contact with customers through comment codes. Additionally, we should have the ability to use Development/Advance ID codes as part of data base should we exchange information within the ticket software and our donor software.

11. Section 3.1.1 Can you please provide more clarity to the item "Ability to archive customer reports based on existing retention schedules"?

Response: The software should have the ability to track renewals and non-renewals on an annual basis and generate data on previous season ticket holders.

12. Section 3.1.4 Please provide more clarification to the item "Import export capabilities with a variety of third party systems via flat text file, specifically importing information into the ticketing system". What third party systems does the University require importing and exporting to?

Response: It is expected that the University donor data base (Advance) will not be live-connected to the ticket data base. On an annual basis (or perhaps more often) donor history may be imported into the ticket data base via flat text file, or perhaps by excel file. Additionally, we may want to export ticket data into donor software.

13. Section 3.1.2 Please provide more clarification to the item "Provide graphical views of venue with zoom capabilities to specific levels, sections, rows and seats". Are you referring to a select your own seat feature, or the actual "view from your seat" in which photos/images of the venue are displayed?

Response: Both. The University prefers a system that will provide the ability for customers to pick their own seat based on availability and also the ability to see what the view from that seat or section may be.

14. Section 3.3.1 Please provide more clarification on the item "Support import/export of data from other industry-standard software applications including Blackbaud and PeopleSoft". What level of integration and what type of data does the University (incomplete sentence)"

Response: The University currently uses Blackbaud as our ticket software. Ideally the new software will support importing and exporting that data with Blackbaud. PeopleSoft is the financial software managing our University budget. Daily deposits are entered into this data base/software.

15. Section 3.3.1 Is the SAS 70 requirement mandatory? It is expected that vendors in this industry should be maintaining PCI-DSS compliance.

Response: Yes. SAS 70 is expected to be replaced in June 2011 by SSAE 16. The University desires assurance that data is secure and compliance with SAS 70 (SSAE 16) will provide that assurance.

16. Section 4.5.2 Please clarify the item "how would your company support or supplement ticket sales and marketing efforts"?

Response: The University is interested in system features in addition to the ticketing capabilities of the software that will assist with marketing ticket sales (i.e. are there funds to help promote online sales; will the contractor provide a phone service to assist with processing sales?).

17. Section 4.4.3 Please clarify "Provide detailed information on customer support services service locations, representation and response time". Is the University referring to regional offices?

Response: The University is requesting information to include responses to but not be limited to the following:

- *When something goes down and we call, how long before there is a response?*
- *How long does it take to get someone on site if necessary?*
- *How many service staff are available to handle these issues in comparison to how many other institutions may be calling?*

18. Section 4.6.2 Please clarify "Hiring and training of personnel and established staff".

Response: The word "Hiring" is deleted from this response requirement. The University seeks an implementation plan that will provide onsite user training for current staff and an ongoing training plan for future staff.

19. Section 4.6.5 Please clarify "Map and transfer all existing historical ticket and customer data to new software".

- How many years of history is the University hoping to migrate?
- How many accounts?
- How many transactions?
- Please estimate volume of data.

Response: The University has data from 2004, and ideally, we'd like to transfer all of it. In the future, we may move towards a priority point system and that data is vital to that process.

Information would include names, addresses, numbers, etc. from all transactions over that time span that is housed in our current data base.

20. Section 4.10.4 Does the University require the ticketing vendor to supply all “peripheral hardware” (i.e. Thermal ticket printers and scanners)? Is this mandatory or will the University consider acquiring hardware directly with respective hardware vendors?

Response: This is not required. The University is interested in obtaining information from bidders who can offer this option but it is not mandatory.

21. How many scanners and access points will be needed?

Response: 20 scanners and 10 access points. The optional Contractor-provided peripheral hardware specified in Section 4.10.4 is changed to a quantity of twenty (20) newly manufactured state of the art wireless ticket scanners.



Hal Wells
University of Maine System
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May 17, 2011