



IGT INDIANA
WORKING ON BEHALF OF THE
HOOSIER LOTTERY

WEBSITE IMPLEMENTATION

REQUEST FOR PROPOSAL

Date Posted:
May 13, 2024

I. GENERAL INFORMATION

A. Purpose

The purpose of this Request for Proposal (RFP) is to select a firm that can satisfy the Hoosier Lottery's need for a partner that can provide services to design and develop the Hoosier Lottery's website (www.hoosierlottery.com). The selected firm will enter into negotiations with IGT Indiana, LLC, ("IGT") to develop a contractual relationship. Under the supervision of the Lottery, the partner will be expected to provide services to define, develop, and deploy a new website using and implementing Kentico EMS ("CMS"). The partner will analyze the current website, website users, stakeholders, and functional documentation to define an interactive and engaging website. Development will include:

1. Front-end design
2. Website content strategy and production
3. Back-end development for custom applications
4. Custom integrations

The partner will then be expected to implement the new website including:

1. QA Deployment, testing and validation
2. End-user training of custom applications
3. Deployment and go live
4. Maintenance

The intent is for the website to go live by as soon as the vendor is able to do so.

The intent is that this partner would both create the new website, but also continue to support all website maintenance, enhancements and necessary projects for promotions.

B. Expectations

As a trusted Hoosier brand founded with the mission to return maximum net income to the state in a socially responsible way, it is critical that the Hoosier Lottery's marketing and technology partners uphold the principles of integrity, transparency, passion, inclusivity and responsibility.

Since its inception on October 13, 1989, the Hoosier Lottery has paid more than \$17 billion in winnings to players and has contributed more than \$7.0 billion to good causes across the state, including local police & firefighters' pensions, the Teachers' Retirement Fund, and the Lottery Surplus Fund. More than \$1.8 billion has been paid to Lottery retailers.

II. BIDDING AND CONTRACT ADMINISTRATION

A. Contract Term

The Lottery expects the winning Bidder to enter into negotiations with IGT once selected. Subject to the approval of the State Lottery Commission of Indiana, this contract is anticipated to run for an initial term of October 15, 2024 through June 30, 2028 with two consecutive one (1) year Renewal Terms.

B. Bidding Submission and Contract Timeline.

May 13, 2024 RFP document posted
May 22, 2024 Noon ET Letter of Intent due

June 12, 2024 Noon ET Questions due from Bidders
July 12, 2024 Noon ET Proposals Due
Week of August 5, 2024 Finalists Selected
Approximately September 19, 2024 Round II for Finalists
Approximately October 1, 2024 Select apparent successful bidder
Approximately October 15, 2024 Have contract signed

C. Letter of Intent to Bid

Bidders should send a letter of intent to bid no later than May 22, 2024 at Noon ET. The letter should be sent via email to jmccleland@hoosierlottery.com. The letter should state the contact person if questions arise throughout the process.

D. Bidding Contacts

Bidders may submit questions of clarification concerning the RFP before **Wednesday June 12, 2024 at Noon ET**. Questions may be emailed to jmccleland@hoosierlottery.com with "HL Website RFP Questions" in the subject line. Bidders are advised that the questions and responses by the Lottery may be shared with all interested bidders at the time to ensure all parties have equal access to the same information.

E. Proposal Submissions

Bidders must provide two (2) hard copies of their Proposal. Bidders should note Section (V)(A) for submission requirements. A digital copy must also be provided via email to jmccleland@hoosierlottery.com with hard copy submissions, arriving at the following address by **July 12, 2024 by 12 Noon ET**:

Jayne McClelland
IGT Indiana, LLC
1302 N. Meridian St.
Indianapolis, Indiana 46202

F. Letters of Clarification

During this assessment and scoring process the Evaluation Committee may have questions of clarification concerning specific elements of each submission. Bidders are requested to submit responses to these questions within 24 – 48 hours. Depending on the nature of the inquiry the information may be shared with other bidders and will be incorporated into the final Subcontract with the Subcontractor if relevant.

III. PHASE I RFP REQUIREMENTS

This Section lays out the requirements all bidders must answer and address in their response. If bidders have no experience, certification or answer, they should note so in their response for each of the below requirements.

A. Account Support

- a. Bidders must describe the team make-up of who would be supporting the Lottery business in terms of both building a new website and the ongoing support and maintenance.

b. Bidders should provide geographic detail for the staff that would support the Lottery's business.

B. Certifications

a. Bidders should provide the certifications and tool expertise that their teams hold with third party vendors.

C. Bidders should provide specific websites they worked on with Kentico, if any, and if they are a Kentico Solutions Partner, and if so, at what level.

a. Bidders should outline AI expertise and tools.

D. Project Lifecycle

a. Bidder should provide their process of a project lifecycle from start to finish from project initiation to completion.

E. Support Approach

a. Bidder should describe their incident management and escalation approach when issues arise or when the website is down.

b. Bidder should describe what type of centralized issue tracking system that they use, if any.

IV. GENERAL REQUIREMENTS FOR BIDDERS

Hoosier Lottery will evaluate credentials and experience of Bidders, along with their Case Study submissions. The evaluation team will select finalists to go on and participate in Phase II, which will include assignments as part of the RFP process.

1. Credentials and Case Studies

The evaluation requires Bidders to supply information that articulates Bidders' experience and readiness to work with a fast-paced, retail business. Bidders must submit the following:

A. **Transmittal Letter** - An individual authorized to legally bind the Bidder must sign the transmittal letter. The person who signs the transmittal letter will be considered the contact person for all matters pertaining to the offer unless the Bidder designates another person in writing. The letter must include the Bidder's mailing address, e-mail address and telephone number. Bidder shall submit a cover letter indicating that the Bidder is responding to the RFP and that all the RFP requirements have been met. Bidder must also confirm that all the RFP requirements have been met and confirm your qualifications and interest in participating in this solicitation.

B. **Agency Fact Sheet (ATTACHMENT A)** - Agency Fact Sheet, Attachment A, shall be completed by the Bidder.

C. **Case Studies** – For Bidders who are submitting a response, they must submit four case studies, in whatever format you choose, showcasing the relevant experience (outlined below).

1. **Engaging Website:** Walk us through a website you developed that you are most proud of and why. Explain your process for creating a new website and how you involved the necessary stakeholders and transitioned from the old site to the new one.
2. **Data maintenance and hygiene:** Provide background on how you securely and effectively utilize and store data. Demonstrate use of APIs to connect data between CRM, website and mobile app. Experience evaluating and maintaining data to ensure data integrity.
3. **Technical Responsiveness:** Describe how you establish monitoring and alerting around critical aspects of the application. Outline your approach to

mitigating issues, providing ongoing maintenance, Quality Assurance, client and end user support. Within the case study, describe a scenario where you have had SLAs to comply with, real time escalations, and problem resolution.

V. EVALUATION OF PROPOSALS

A. Submission of Proposals

Bidder must submit their RFP response in the following manner:

1. Main package must bear the Bidder’s name and contain a cover/transmittal letter from a member of Bidder’s staff authorized to legally and contractually make the submission.
2. Package must contain two (2) hard copies of Agency Fact Sheet and two (2) flash drives with case studies and RFP response.
3. Email proposal, along with videos, or links to videos, to jmccleland@hoosierlottery.com by RFP due date.

B. Evaluation Committee

The Lottery will appoint an Evaluation Committee to act as the proposal evaluation team. The Evaluation Committees will be responsible for evaluating proposals with regard to compliance with RFP requirements. Evaluation Committee personnel will use the evaluation criteria stated in this RFP. The Evaluation Committee will be made of qualified subject matter experts to ensure that the best possible terms are arrived at for the Lottery.

C. Phase I Review and Scoring

The Evaluation Committee will review, and each will be scored separately. The Agency Fact Sheets and video case studies from each bidder will be evaluated and scored according to the maximum points allocated on the following criteria:

Categories	Points
Ability to perform scope of services. <ul style="list-style-type: none"> • Section III Requirements 	100
Quality of Prior Work (3 Case Studies) <ul style="list-style-type: none"> • Engaging Website • Data maintenance and hygiene • Technical Responsiveness 	75
Indiana Office <ul style="list-style-type: none"> • Current team members or office location in Indiana 	10
Minority-Owned/Women-Owned Business (MBE/WBE) <ul style="list-style-type: none"> • Certified MBE/WBE Plans to Utilize MBE/WBE subcontractors	10

VI. NEWS RELEASES

Bidders shall not issue any written or oral statement or other written or oral communication to any press or other media representative with regard to the Lottery, the Commission, or this RFP, unless such communication is specifically approved in advance by the Lottery.

VI. DISCLAIMER

By issuing this RFP the Lottery does not guarantee that a contract will be awarded. Furthermore, any Subcontractor must meet all requirements set forth in the Integrated Services Agreement between the Commission and the Lottery. A copy of the Integrated Services Agreement can be found at: <https://www.hoosierlottery.com/about-us/bids/public-records>.

VIII. OWNERSHIP OF PROPOSALS

Proposals and any other materials submitted by a Bidder in response to this RFP will become the exclusive property of the Lottery upon receipt and will not be returned.

IX. PUBLIC RECORDS AND CONFIDENTIALITY OF PROPOSAL

Because IGT is conducting this RFP on behalf of the Commission, bidders should assume that a submitted proposal will be a public record under the Indiana Access to Public Records Act (Ind. Code 5-14-3) (APRA). If a bidder believes that some or all its proposal is confidential or otherwise not subject to disclosure under APRA, it may label it as such. Labeling does not guarantee protection of labeled information.

Bidders are encouraged to familiarize themselves with APRA prior to submitting a proposal.

X. PROPOSAL COSTS

The Lottery is not liable for costs incurred by Bidders as a result of responding to this RFP.

ATTACHMENT A – AGENCY FACT SHEET

Company: _____
 Address: _____
 Names and Titles of Principals: _____
 Key Business Contact: _____
 Phone: _____ Email: _____

A. Bidder History, Ownership and Key Employees

1. **Founding Date:** When was your office opened?
2. **Current Ownership:** Who are the current owners of your company? What type of entity is your company?
3. **Team leadership:** Provide a short biography of team members that you propose would work as the leadership for the Hoosier Lottery account and describe their current roles and their experience.
4. **Parent Company/Affiliation:** Provide a listing of all companies/agencies that are owned or affiliated with your parent company.
5. **Address of Indiana Office Location,** if applicable, and number of local employees. If there is no Indiana office, list the location and address that would service the Hoosier Lottery account.
6. **History and Current Mission.** Briefly describe the history and current mission and vision of Bidder’s company.

B. Current Clients, Account Gains and Losses

1. **Current Clients:** List all current clients managed by your office. Rank them by size, indicate the services provided, the dates they were acquired and, if possible, approximate budget ranges for each.
2. **Account Gains:** Of the accounts acquired within the past two years, please comment on why your agency was chosen to service these new accounts.
3. **Account Losses:** Of the accounts lost in the past two years, explain why they left or were resigned by the agency.
4. **Experience.** Number of years Bidder has been providing the types of services specified in this RFP. Number of years Bidder has provided services to a Lottery account.

C. Current Size

Current Size: Summarize the total billings for calendar years 2021, 2022 and 2023, number of employees and number of accounts currently being handled directly by your office.

	2021	2022	2023
Total Billings Per Year			
Number of Employees			
Number of Accounts			

D. Scope and Nature of Company Services

1. **Services Provided:** List the various services offered by your company and the number of full time employees dedicated to each department.
2. **Other Specialized Services:** List any other specialized services your company offers to its clients.

E. References

1. **Client References:** List three client references (name, title, company, address, telephone and email) we might speak with about the effectiveness of your efforts. References should be of similar size and presence of the Hoosier Lottery.

F. Minority- and Women-Owned Business Enterprises

The Lottery is committed to ensuring there is participation of minority- and women-owned business enterprises (MBE/WBE) in all Lottery related operations. If a Bidder is a MBE/WBE, they must include reasonable evidence of certification. If subcontractors are anticipated to be used, Bidder must describe whether they plan to use MBE/WBE in the performance of the services. Bidder shall employ its best efforts to involve MBE/WBE owned businesses in the services. Successful Bidder(s) will be required to report any use of MBE/WBE subcontractors throughout the term of the Agreement.

G. Unique Features

Bidder should describe any unique features of the Bidder's business.

H. Strategic Partners

Bidder should list any strategic partners in which they have existing relationships with, that may be of value, or work, to the Hoosier Lottery project.