

# REQUEST FOR PROPOSALS

## ADDENDUM # 1

**ISSUED: 04/26/13**

RFP NUMBER: CSP901914  
INDEX NUMBER: LOT002

The State of Ohio, through the Department of Administrative Services, Office of Procurement Services, for the Ohio Lottery Commission is requesting proposals for:

### PLAYERS LOYALTY REWARDS PROGRAM AND RELATED SERVICES

Attached are page(s) to this Request for Proposal (RFP). Remove the corresponding page(s) from the existing RFP and replace with the attached.

Reason for Addendum. This addendum is issued to correct the listing on page 4 under section 1.4, Scope of Work.

PROPOSAL DUE DATE:  
OPENING LOCATION:

May 15, 2013  
Department of Administrative Services  
General Services Bid Desk  
4200 Surface Road  
Columbus, Ohio 43228-1395

INTENT. It is the intent of the State to award a one (1) Contract as a result of this RFP and solicit Proposals that fulfill the requirements, performance expectations, and deliverables as outlined in the following Scope of Work.

If a contract is awarded, the awarded Contractor shall be required to provide products and services, including but not limited to, design, integration, maintenance, and upgrades of a Player Loyalty Rewards Program and Related services for an initial two (2) year period, beginning July 1, 2013 through, June 30, 2015, with options to renew the Contract for an additional eight (8) years. The anticipated launch of the Player Loyalty Rewards Program and all related services will be October 1, 2013.

COPYRIGHTS AND PROPOSALS AS PROPERTY OF THE STATE. The OLC shall have the right to use ideas or adaptations of ideas presented in submitted proposals if deemed “non-original” or “previously submitted”. However, the Offeror must understand that the State may copy the Proposal for purposes of facilitating its evaluation or to respond to requests for public records. The Offeror also must understand that such copying will not violate any copyrights in the materials submitted. See Section 1.5, Confidential Information.

- 1.4 SCOPE OF WORK Offerors will be required to develop a highly beneficial, cost-effective, secure, easy to use, scalable, interactive and architecturally sound Player Loyalty Rewards Program website and mobile application that will enhance the Ohio Lottery’s digital capacity, reward its current customers and build player value by providing them with an incentive to continue playing, and attract the next generation of players.

The components of this program must be flexible enough to enable the agency to evolve a successful Player Loyalty Rewards Program, increase overall game sales, support the evolving brand, provide flexibility to permit product purchases, and meet the changing needs of consumers. The Player Loyalty Rewards Program must include, but not be limited to:

- A. Program Overview
- B. Player Loyalty Rewards Website
- C. Points Accumulation and Redemption Module
- D. Single Sign on Module
- E. Loyalty Points Module
- F. User Account Management Module Interactive Components
- G. Communication Manager Module
- H. \*Interactive Components
- I. \*Prize Procurement and Fulfillment Module
- J. \*E-wallet Module
- K. \*Customer and Support Service Module
- L. \*Maintenance and Upgrades

The use of the term “module” above is intended to identify a related set of features of the Player Loyalty Rewards Program. The Offeror is not required to construct them as distinctly separate modules. Offeror’s response to the Program Overview shall identify the architecture/relations between the functions. Offerors are required to offer a Player Loyalty Rewards Program that will interface with the central gaming system in real time or as close to real time as possible.

All offerings, including the Player Loyalty Rewards Web site and interactive components must follow the design of the current Ohio Lottery Web site, mobile Web site and mobile application. They must also follow the State of Ohio Administrative Policy for Web Site Standardization (see 5.4 Additional Resources) as agreed upon by the Lottery and the Department of Administrative Services, to ensure a transparent and seamless experience for the Ohio Lottery customer.

- 1.4.1 PROPOSALS. In order to meet the needs of the Lottery, Offeror must describe how it would accomplish the work listed in items A through L below. Each category is designed to measure an Offeror’s skill, ability and expertise in providing the services listed. Include samples of any/all supporting strategies, tools, processes, reports, consumer research and resources that would be used to complete the work in each category. These responses, as well as any requirements noted in each section, shall be included in the Offeror’s Work Plan as noted in the Instructions.

A. Program Overview

The Offeror shall express their understanding of the project by providing a high level narrative describing its solution. It is required that any solution and related services include:

1. A hosted solution which requires no hardware or software installation or maintenance from the Ohio Lottery. The Offeror shall describe the components, storage capabilities, redundancy and back up plans, and provide a schematic.
2. A load balanced environment.
3. A dedicated and single point of contact must be assigned to manage all scoping documentation, change requests, timelines, deliverables, meeting coordination and all other functions necessary to facilitate a collaborative implementation with the Ohio Lottery and its partners.