



ADDENDUM NO.1 TO ALL OFFERORS:

Reference: Request for Proposal: **RFP# 10886TN**

Commodity: **Mobile Marketing Services**

Dated: **September 3, 2015**

The above solicitation is hereby changed to read or clarified by the following:

- I. The due date and time for the RFP have been changed to: September 10, 2015 @ 2:00PM EST.**

Questions and Answers

1. Q Do you have your own application/platform that is capable of managing a mobile campaign and connecting to a remote API to send SMS messages?
A The Virginia Lottery currently uses a mobile marketing application/platform provided by our vendor.
2. Q If you need an application/platform, can we share this RFP with a preferred partner who will be able to provide the application/platform?
A The Virginia Lottery is open to exploring all possibilities from potential partners that would meet the mobile marketing needs of our agency.
3. Q Are you currently sending any SMS messages?
A Yes
4. Q If so, who is your current provider and what is your reason for switching?
A Our current vendor is Hipcricket. Since our current contract is expiring and we have exhausted all the renewals on the original contract, we are going through the solicitation process.
5. Q If so, how many messages are you currently sending per month?
A The Virginia Lottery sends approximately 1,000,000 – 1,500,000 MT messages each month.

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6. Q If not, what is your estimated monthly volume initially and a year from now?
- A While the Virginia Lottery anticipates that monthly messaging volume will increase over the next year, estimates for growth depend in part on the strategy and support provided by a potential mobile marketing partner.
7. Q How many vendors are bidding on this RFP?
- A The Lottery cannot speculate on the number of offerors that may respond to the RFP.
8. Q Can you explain what you mean by “API maintenance”?
- A The offeror shall have the ability to provide APIs (application programming interfaces) that would enable information collected by the Virginia Lottery to be passed to the offeror. Examples might include, but are not limited to: adding a new registrant who opts-in for SMS alerts to the vendor’s appropriate distribution list to receive alerts, collecting an email address via SMS and associating it with a user record in a Virginia Lottery database, or sending a two-factor authentication pin to a user via SMS to help complete and validate the registration process. While the Virginia Lottery does not currently use our registration APIs in conjunction with our SMS provider, a vendor should have the technical resources available to address any new initiatives that would involve a closer integration between multiple systems. A vendor would be expected to provide Subscription APIs into their system to facilitate the addition of new members to SMS alert distribution lists.
9. Q Is there any additional information that you can provide to help us better respond to the RFP?
- A All information needed to respond are included in this addendum and the RFP released on August 18, 2015.

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10. Q What has prompted Virginia lottery to issue this RFP at this time? Was Virginia Lottery required to issue this RFP, if so why?

A Since our current contract is expiring and we have exhausted all the renewals on the original contract, we are going through the solicitation process.

11. Q Virginia Lottery stated it will evaluate and judge vendors based on the following criteria listed below, can Virginia Lottery please add weights to each criteria?

- i. Software Capabilities as they relate to the need of the Lottery
- ii. Mobile strategy and execution plan
- iii. Managed account services
- iv. Price
- v. Minority-owned, women-owned and small business participation

A The Lottery does not publicly provide weighting for the evaluation criteria.

12. Q What is the average number of SMS messages that you are currently sending (MOs/MTs) per month and per year?

A The Virginia Lottery sends approximately 1,000,000 – 1,500,000 MT messages each month.

13. Q Can you provide volume estimates for the next 6-12 months?

A While the Virginia Lottery anticipates that monthly messaging volume will increase over the next year, estimates for growth depend in part on the strategy and support provided by a potential mobile marketing partner.

14. Q Approximately how many new users are you acquiring per month and per year?

A The Virginia Lottery currently sees an average monthly growth of approximately 3-5% for existing and ongoing distribution lists associated with current draw games. However, the growth rate is much larger as new draw games are introduced and players have the opportunity to sign-up for additional alerts via SMS.

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15. Q What is the biggest technical issue you have seen with your current provider and the impact to your business?
- A The Lottery does not share any information regarding vendor performance.
16. Q Are there any features that your current partner does not have available that you would like?
- A Based on the information provided in the RFP, we are asking each Offeror provide their best in class service configuration that will most benefit the Lottery.
17. Q The scope of work document specifies API and transactional SMS performance requirements. Can you supply additional information regarding your transactional messaging needs, or other high-volume API needs?
- A For additional information regarding APIs, please see the response to question #8 above. In regards to SMS transactional performance requirements, the Virginia Lottery is interested in exploring solutions that will provide reliable system uptime as well as timely support for account maintenance and addressing new initiatives.
18. Q Does the response require Tier 1 direct carrier connectivity to all major US carriers to support messaging volumes?
- A Offerors should be able to provide connections to the four major US carriers such as Verizon, AT&T, Sprint, and T-Mobile, as well as local and regional carriers and MVNO's such as Cricket, MetroPCS, nTelos, U.S. Cellular, Shentel, etc.
19. Q Please describe in detail how your current mobile partner is supporting the VA Lottery account from a day-to-day client service perspective. What does your support model look like today and what do you want it to be with your new partner?
- A The Lottery does not share any information regarding vendor performance.

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20. Q Please describe in detail how your current mobile strategy has been defined and how often it is refined.

A The Virginia Lottery's mobile strategy has been developed through our more comprehensive digital roadmap as well as through initiatives that move our agency closer towards a digital-first mindset. The Virginia Lottery will share mobile strategy information with the selected offeror.

21. Q Can you please describe in detail your current reporting requirements per section B. 7 "Reporting"? If possible can you provide an example of your "specific business needs" or current reporting template?

A Offeror should have the ability to provide reporting that helps the Virginia Lottery understand trends in the mobile space as well as specifically within our SMS marketing.

22. Q Can you please provide more details on your current CRM fields and data requirements for the exports?

A The Virginia Lottery does not have a CRM system in place and is currently exploring options to better integrate information from our players and the various communications touchpoints (retail, online, etc.) into a more centralized location.

23. Q Please describe the mobile marketing platform / solution you are using today.

A The Virginia Lottery currently uses a mobile marketing solution provided by our current vendor that manages SMS communications for our daily automated winning number alerts as well as scheduled promotional messaging.

24. Q In priority order, what are the top 3-5 deficiencies/pain points that are present in your current solution that you are looking to address?

A The Lottery does not share any information regarding vendor performance.

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25. Q Please describe your "perfect" solution from customer, account management and support perspectives. For example, what is the customer on-boarding process to this mobile marketing solution? What will their experience be post registration? (Note: Please address all perspectives, not just the primary customer, and not necessarily just the three listed here.)

A Based on the information provided in the RFP, we are asking each offeror provide best in class service configuration that will most benefit the Lottery.

26. Q Assuming one of these applies, does this marketing platform require both SMS and email messaging capabilities?

A The Virginia Lottery is looking for solutions that would specifically address SMS and MMS messaging. Email messaging for winning number alerts and promotions is currently handled internally.

27. Q Similar to the above, is the phrase "alert" synonymous with SMS-based messaging? Or can subscribers receive these "alerts" via email as well?

A The focus of this RFP is for mobile marketing alerts via SMS, and does not include a need for email alerts.

28. Q Are there any technical requirements/constraints with which our proposal would need to align? For example, some companies have a robust technical/architectural strategy/roadmap in place, so it would be in our best interest to understand this roadmap/architecture (and associated constraints) before submitting our solution/technical recommendation.

A With the exception of the sign-up process integration via API, the offeror shall have the ability to provide a robust stand-alone system that can function independently of Virginia Lottery systems.

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29. Q Related to the above, will this technical solution need to plug-in or integrate with any existing or future Lottery system/subsystem? If so, please elaborate.
- A Yes, the offeror's proposed system shall have the ability to extend the API integration for the registration of new players not only to the Lottery's existing registration process on valottery.com, but will also need to incorporate an integration into an enhanced subscription offering the Lottery plans to launch in the second half of FY16.
30. Q Is there a fixed budget associated with this RFP?
- A The Lottery does not provide budget information.
31. Q Assuming the contract is awarded in early October (10/1), this equates to a two (2) month engagement. When in October will a final decision be made? (This can influence both project management and staffing considerations)
- A When the decision will be made will be determined by the number of responses received. Additionally, it should be noted that the initial contract is not for a two-month engagement, but that the October 1st – November 30th window allows ample time for the successful transition and migration of the Lottery's subscriber database, short code, response message settings, and other data if needed.
32. Q What is the reasoning behind the November 30th deadline?
- A Our current our current contract is expiring and we have exhausted all the renewals on the original contract, we are going through the solicitation process..
33. Q How will customers become aware of this new alert/marketing platform? Will this marketing/socialization component become the responsibility of the Offeror beyond the technical solution/capability? If so, should this responsibility be bundled within our RFP response?

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- A The Virginia Lottery currently offers alerts via SMS to its registered players. The option to sign-up for winning number and promotional alerts is part of the registration process and is accessible to players through their MyGameRoom account to add or edit alert preferences. Potential offerors shall have the ability to provide additional insights and strategies on ways to increase awareness of the SMS alert communication channel and offer proactive solutions to help increase the total of active subscribers.
34. Q How many people from the VA Lottery will be engaged/dedicated on this engagement? Please describe a (draft) organizational chart (titles only) for those who will be participating in this project from October through November 2015. This question is asked as project timelines can vary depending upon the number of project participants, level of required "buy in" and associated approvals.
- A Our current mobile marketing initiatives cross a number of different departments within the Virginia Lottery. Relevant stakeholders include the Marketing Director, the Marketing Engagement Manager, Digital Engagement Manager, Digital Content Specialist, IT Interactive Manager, and Lead Application Developers, among others. Additionally, it should be noted that the initial contract is not for a two-month engagement, but that the October 1st – November 30th window allows ample time for the successful transition and migration of the Lottery's subscriber database, short code, response message settings, and so on if needed.
35. Q What percentage of time will VA Lottery team members be allocated towards this engagement? (Upon kick-off - 100%, part time, etc.)
- A Currently, the Virginia Lottery does not have a team devoted specifically to the mobile space. The Lottery is committed to working with all our vendors to ensure that the appropriate resources are committed to both new and ongoing projects while also balancing the needs of other internal and external initiatives.

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36. Q Are there any specific security requirements or policies surrounding the acceptance, storage, retrieval or deletion of alert/email registrants?
- A We will discuss this in greater detail during implementation.
37. Q Should two (2) or more Offerors be deemed fully qualified for the project, please provide at least one example of how such a partnership could work. What would Offeror #1 do in this engagement, vs. Offeror #2?
- A Our intention is to award to the most reasonable / responsive offeror that is the best fit for the Lottery's needs.
38. Q Once the solution is "Live" what would a typical month look like in terms of account management responsibilities and overall engagement with VA Lottery personnel? How "involved" will VA Lottery personnel be with the platform once the solution is "live?"
- A The Virginia Lottery team will be closely involved with both the mobile marketing platform implementation as well as any new initiatives within the mobile space.
39. Q Prior to the system "launch" will there be a need to import current customers/subscribers from a legacy platform? If so, how will we gain access to this information, what metadata will be required for import and what is the anticipated volume?
- A Yes, a new vendor would need the ability to import the Lottery's existing subscriber lists. If necessary, current player information would be provided in an easily accessible format (such as a CSV file) from the Virginia Lottery's marketing team and its current vendor. Information is limited to mobile numbers and the players' subscription/program information, as well as the associated opt-in dates.
40. Q What is the expected volume both in terms of alert registrants and daily alert volume? Related to this, what is an expected min and max alert daily volume?

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- A The Virginia Lottery currently has approximately 30,000 registrants that are signed up to receive alerts via SMS for either winning numbers or promotional communications. With twice daily alerts, minimum messaging volume would be approximately 40,000 MT messages daily, with increases beyond that depending on the schedule of current draw game offerings as well as the promotional communication schedule determined by the Lottery and its advertising partners.
41. Q Assuming alerts are text-based, and that the Offeror is responsible for final alert copy, what is the expected alert volume by month? For example, will the Offeror be responsible for creating 10, 20 or 50 alert messages during a given month? (Or another value)
- A Copy for automated alert messages is already in an approved and scripted format that would allow a vendor to easily incorporate the XML-based results information for our draw games. Copy for our promotional communications is currently by provided by one of the Lottery's existing best-in-class advertising partners.
42. Q What is meant by the phrase "broadcast research?"
- A The offeror shall have the ability to research questions about a broadcast and delivery status to the recipient list. This includes information such as which user account originated the message, how long a sent broadcast took to be distributed, or research into why a message failed to deliver to a particular recipient.
43. Q As it relates to "Support for internal messaging initiatives for marketing, sales, IT and other departments" what type of support is required and how many VA Lottery internal customers will the Offeror need to work with/serve?
- A The need to serve some of the Lottery's other communications needs through the mobile channel is limited but important. Traditionally, other departments have used SMS as a "quick-reach" communication channel to provide timely information to Lottery employees.

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44. Q What types of metrics are expected on a messaging dashboard, and how frequently should this information be updated/refreshed?
- A Information with the platform dashboard should be available in real-time or near real-time. The offeror shall have the ability to provide reporting that will potentially include information on messaging volume by day, month, year, or distribution list, subscriber counts across distribution lists, growth rates, opt-out rates, and broadcast delivery success rates and failure information.
45. Q How much downtime is permitted per month/year? This question is asked as it relates to scheduled downtime requirements.
- A The Virginia Lottery expects that a vendor would provide no less than a 99% uptime for the platform.
46. Q Does the VA Lottery use a bug tracking platform currently?
- A Yes, the Virginia Lottery does use a platform that tracks a backlog of bugs and ongoing development requests.
47. Q What types of reports (and number) are required of this solution? How should these reports be accessed and/or distributed?
- A The offeror shall have the ability to provide reporting that will potentially include information on messaging volume by day, month, year, or distribution list, subscriber counts across distribution lists, growth rates, opt-out rates, and broadcast delivery success rates and failure information. Reports should be accessible to users both within the dashboard, and provided as requested to the Lottery team.
48. Q Is it mandatory that the reporting solution allow for customization directly by the end-user? This can increase the associated project cost/complexity if so.
- a. How will alerts be scheduled?

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b. Is there a specific "call to action" associated with these alerts that go beyond purchasing a lottery ticket? Or is the CTA focused on online gaming only?

A At this time, the Virginia Lottery would expect that the standard reporting solutions provided by an offeror would not need customization beyond adjusting and defining the parameters of the specific reports (adjusting date ranges, relevant user groups, opt-out threshold, etc.)

49. Q Can you describe what type of live support you are looking for? Is this specific to technical support or does it also include the ability to add/modify/send new alerts outside of a planned schedule?

A The offeror shall have the ability to provide both technical support as well as account management and customer service. While infrequent, the nature of our business results in operations 365 days a year, with events such as daily game drawings (Pick 3, Pick 4, Cash 5) occurring on Sundays, or New Year's Millionaire Raffle occurring on January 1st.

50. Q Will there be any required integration with VA Lottery systems? If so, can any details be provided about the integration systems?

A Yes, the vendor's proposed system will need to extend the API integration for the registration of new players not only to the Lottery's existing registration process on valottery.com, but will also need to incorporate an integration into an enhanced subscription offering the Lottery plans to launch in the second half of FY16.

51. Q In Section II, it indicates VA Lottery is already engaged in mobile marketing via SMS. Will the current services need to be migrated to the new provider including short code(s), subscriber lists, etc? Are there any requirements for the migration?

A Yes, if there is a change, then the new mobile marketing service provider would need to migrate the Lottery's 82568 short code and

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active subscriber lists to the new platform. The transition period is covered in the October 1st – November 30th timeframe. Given the different requirements from the carriers on when and how that transition can occur, the Lottery is open to discussing the necessary requirements to develop the best strategy to migrate short code and user information to ensure a minimal impact on the alerts that players receive.

52. Q Under the Statement of Needs section on Page 4, specifically portion B. (1 and 2), could you be more specific on:
- a. Scheduling and managing broadcasts
 - b. Messaging and broadcast research and delivery
- A The request for “Scheduling and managing broadcasts” refers to an approach to managed account services that a potential mobile marketing partner should be able to provide. Working in conjunction with the Virginia Lottery team, a potential vendor should be able to take the information provided (send date and time, message content, recipient list, etc.) for promotional messaging and create a broadcast to the appropriate distribution list with the correct messaging delivered at the designated date and time. The request for “Messaging and broadcast research and delivery” refers to a vendor’s ability to research questions about a broadcast and delivery status to the recipient list. This includes information such as which user account originated the message, how long a sent broadcast took to be distributed, or research into why a message failed to deliver to a particular recipient.
53. Q What is your existing monthly SMS traffic volume and what are your estimated monthly SMS volumes over the next 3, 6, and 12 months?
- A The Virginia Lottery sends approximately 1,000,000 – 1,500,000 MT messages each month. While the Virginia Lottery anticipates that monthly messaging volume will increase over the next year, we have no clear estimate on what that will be.

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54. Q What amount of throughput will the VA Lottery need?
- A While timely delivery of alert messages is important to the Virginia Lottery, there is not as strong a need for instantaneous transmission of winning number results as they may be for an emergency alert client. The offeror shall have the ability to provide information regarding their current throughput rates and present a plan and associated costs if the need to increase throughput arises in the future.
55. Q No electronic submission? Three copies must be mailed and USBs with electronic versions included?
- A This is correct. One (1) original and 3 copies of each proposal must be submitted to the Lottery.
56. Q Documenting proprietary information and trade secrets (highlighting or underlining) in response. What if basically the entire response is proprietary?
- A The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection of the proposal.

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