

RFP – LC000054 – Online Play System, Player Loyalty Program & Related Services (Q & A)

- 1. Section 2 Lottery Background, 2.2.6 Current Lottery Business** – Can the Lottery clarify if the active users total (628,154) is monthly active users, daily active users, or yearly active users? If this total does not reflect monthly active users, can the Lottery please provide that total for the past year? **The active users total of 628,154 was a cumulative total as of June 3, 2018. Additional monthly Player’s Club activity and participation was provided in Table A.2.1 in the responses to Q&A #2. Currently, the Lottery does not have monthly active user data, but will distribute if and when it becomes available.**
- 2. Section 3 Terms and Conditions, 3.36 Acceptance Testing** - What set of environments will the Lottery provide (e.g., DEV, QA, UAT, PROD) for each Lottery (e.g., backoffice applications) or Lottery-procured system (e.g., CGS, ICS) that requires integration with the Contractor’s solution for the purposes of development, testing, and production?
**Lottery owned applications have DEV/TEST and PROD environments.
Lottery procured systems have TEST and PROD environments.**
- 3. Section 5 Pricing, 5.3 Pricing of Options, 5.3.1 Specified Options, Digital Marketing Systems** – Can the Lottery please confirm whether the “third-party costs passed through to the Lottery” include any increase in marketing communications costs (email, SMS, etc.) arising as a result of NCEL operating the new Digital Marketing System? **There may be additional marketing costs, which would be passed on to the Lottery as specified in 5.3.1.**
- 4. Appendix A Technical Specifications, A.2 Detailed Technical Responses, A.2.1 Player Account Management System, Age and Identity Verification** – This requirement stipulates that the System must have capabilities to perform verification of players. Have the identities of NCEL’s current Players Club members been validated? **On the current platform, Player’s Club members self-verify they are over the age of 18 during registration. Age and identity verification only occurs for members who upgrade their account for Online Play. However, with the new platform, the Lottery would like to integrate the “upgrade” process of age and identity verification with the initial Player’s Club registration process for all members, including current members who have not upgraded.**
- 5. Appendix A Technical Specifications, A.2 Detailed Technical Responses, A.2.1 Player Account Management System, Responsible Gaming Controls** – Can the Lottery define what kind of system limits or personal limits are required for loyalty? **To follow is a list that includes, but not limited to, current and desired responsible gaming controls for loyalty:**
 - Single account limit (one account per person)
 - Self-verification of age
 - Age and identity verification
 - Ticket entry limits
 - Inaccurate entry limit
 - Voluntary self-exclusion (time period options to mirror those provided in Online Play).
- 6. Appendix A Technical Specifications, A.2 Detailed Technical Responses, A.2.1 Player Account Management System, Responsible Gaming Controls** – Could the Lottery please

provide a copy of its WLA Level 4 Application? As stated in the RFP, “Due to the size of the file for the application, please contact the purchasing administrator if a copy is desired.” The Purchasing Administrator will be sending the document directly.

7. **Appendix A Technical Specifications, A.2 Detailed Technical Responses, A.2.6 Promotions Capabilities, Discount Offers** – Can the Lottery describe how it envisions this requirement to work for instant games? Typically, discounts are not given for every bet a player makes. While we have not developed a specific discount promotion for digital instant games, a few examples may be as follows:
 - Get a 20% discount on your first \$10 wager for this game (20% discount).
 - Place a \$6 wager on this game for \$5 (\$1 discount).In anticipation of various promotion types, the system should be flexible and easily configurable.
8. **Appendix A Technical Specifications, A.2 Detailed Technical Responses, A.2.12 Customer Service Center, System Access and Case Transfers** – Can the Lottery please identify the system(s) it uses for customer service case management, and its integration capabilities for receiving and sending case history notes, as requested? The Lottery maintains an internal designed application for case history notes. The Successful Contractor would need to send a daily .xlsx file to the Lottery’s SFTP server with the Successful Contractor’s case history notes. Details of scope and structure will be worked out once a Successful Contractor has been selected.
9. **Appendix A Technical Specifications, A.2 Detailed Technical Responses, A.2.13 Data Integration Capabilities** – Are there any other lottery backoffice applications (other than the identified Player Database) that are to be integrated as the source or destination of data to/from the Online Play Player Loyalty Platform? Please refer to the RFP. All NCEL requested system data should be part of a daily transfer.
10. **Appendix A Technical Specifications, A.2 Detailed Technical Responses, A.2.6 Promotions Capabilities, A.2.7 Lucke-Rewards Loyalty Program, A.2.14 Staffing Support Model** – The NCEL has identified a number of systems and promotional capabilities in its RFP for both Online Play and Loyalty services. However, the Lottery has only identified a small number of required staffing to support the startup and ongoing Online Play, Loyalty, and digital operations. Can the Lottery please elaborate on how Online Play and Loyalty promotions are currently managed with its vendor? Does the Lottery intend to perform the marketing and operational services (e.g., campaign planning, graphic design, content creation, execution of the campaigns, analytics, games management, digital marketing, etc.) itself or will the Successful Contractor be required to provide these services? Currently, the Lottery is in charge of campaign planning, graphic design, and content creation, while the Contractor executes campaigns within the platform, provides analytics, and manages the operation of loyalty and Online Play. Moving forward, the Lottery will continue to provide direction but will expect the Successful Contractor to handle most of these responsibilities.
11. **Appendix A Technical Specifications, A.2 Detailed Technical Responses, A.2.16 Internal Control System** – Can the Lottery please confirm that transactions that occur on the Loyalty component of the platform (e.g., points earning activity, points redeemed for

merchandise), that in no way involve the gaming platform, do not need to be recorded in the ICS? **The Lottery is investigating an additional ICS system to process loyalty related data.**

12. **1.14, Bid Bond** - It is standard practice in lottery proposals to have the Bid Bond be a flat amount, such as \$500,000. We respectfully request that the NCEL change the amount of the Bid Bond to be \$500,000. **Per N.C.G.S. 18-151(a)(3), "All proposals shall be accompanied by a bond or letter of credit in an amount equal to not less than five percent (5%) of the proposal..."** However, the NCEL agrees to split the Bid Bond and the Litigation Bond equally based upon the 5% requirement.
13. **1.15, Litigation Bond** - It is standard practice in lottery proposals to have the Litigation Bond be a flat amount such as \$500,000. We respectfully request that the NCEL change the amount of the Litigation Bond to be \$500,000. **Per N.C.G.S. 18-151(a)(3), "All proposals shall be accompanied by a bond or letter of credit in an amount equal to not less than five percent (5%) of the proposal..."** However, the NCEL agrees to split the Bid Bond and the Litigation Bond equally based upon the 5% requirement.
14. **3.34, Insurance** - Will the Lottery please confirm that the Contractor should evidence \$5,000,000 of Employee Dishonesty coverage to comply with the requirement under the fifth bullet in Section 3.34, Insurance? **The \$5 Million crime insurance coverage should encompass employee dishonesty, as well as, third-party fraud.**
15. **Section A.2.11, Software Development Model** - The NCEL has identified system change requests to be identified using a points-based methodology. Can the NCEL please provide additional detail to include the amount of time being considered for each level of change for the points-based system? **Per the RFP, this is to be proposed by the Successful Contractor.**
16. **A.2.19, Implementation Plan** - The RFP states that for the purposes of clarity, there will be no requirement to transfer any existing wagers into a new system. Does this also apply to the Linq3 wagers as well as the Online Play wagers? **Yes**
17. **A.2.19, Implementation Plan** - Can the NCEL please tell us where the player payment information, including bank accounts, is held currently? **Player payment information or bank account information is currently shown in the Online Play system from the Contractor's third party payment processor. All payment, bank information and all transaction processing data is held and performed by the Contractor's third party payment processor. Payment information exists in a designated additional application as well as payments made recorded in the players wallet transaction history.**
18. **RFP section 1.1 states** - RFP Mandatory items are defined as, *"The Section or Subsection and its requirements must be responded and **adhered** to. Failure to do so will result in disqualification of the proposal."*
RFP Section 1.1.1 states- Modified items are defined as, *"The Proposal complies largely with the RFP requirement, but with minor modifications."*
Would the Lottery please confirm that a response labelled "Modified" on a Mandatory requirement (for example the compliance table in Appendix F) is an acceptable response and

therefore not grounds for disqualification? As specified in RFP Section 1.1.1, "If the Proposal in the Responding Contractor's opinion is compliant *but in an alternate way than required by the RFP*, the response shall be marked MODIFIED." Labelling "Modified" on a Mandatory requirement will not automatically be deemed nonresponsive.