



The Insurance Institute Of Canada

Online Examinations Project Request for Proposal

July 2011

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Introduction

Company Background

The Insurance Institute of Canada (IIC) is the premier educational provider in the general (property/casualty) insurance industry, with 36,000 members across Canada. The Insurance Institute has been providing insurance industry education since 1899 with two main designations: Fellow Chartered Insurance Professional (FCIP) and Chartered Insurance Professional (CIP) and a non-designation certificate program General Insurance Essentials (GIE).

The IIC's head office is located in Toronto Canada and has local institutes and chapters throughout Canada. Additional information about IIC at the following web address: <http://www.insuranceinstitute.ca>.

Executive Summary

The IIC has an Online Examinations project for which they are asking Vendors to review and provide a quote. A mapping of the solution has been included as well as the necessary information for the Institute to retain the services of the vendor that can best provide the services being requested. The solution will encompass three main components: the scheduling of the exams, the creation of exams, and the corresponding marking of those exams.

Project Purpose

Program Name Online Examinations

Purpose

The purpose of this Request for Proposal (RFP) is to identify an Examination Management System or customized solution that will best suit the IIC's immediate and future examination generation and online scheduling needs.

There are three main components to the overall Online Examinations project which are:

1. Online Student Exam Scheduling
2. Exam Creation
3. Exam Marking (Multiple Choice and Text Responses)

Both the Chartered Insurance Professional (CIP) and the General Insurance Essentials (GIE) programs are targeted for this solution. In addition, the solution will need to interact with the existing Customer Relationship Management (CRM) /Association Management Solution (AMS) solution to leverage already existing data, business rules, and to supplement and enrich data elements into CRM/AMS solution where needed.

The students will have a seamless examination scheduling procedure which will be handled online. Once implemented, the solution will assist the IIC to reduce the timeframe needed to provide Students with overall course marks.

The IIC's vision is to have a seamless solution that leverages their existing CRM/AMS (Aptify) environment that securely generates unique exams delivered online. The exam locations will be proctored and will require an encryption process for each exam being administered.

The Online Examinations vision includes adherence to a high level of integrity while safeguarding this mode of operation. IIC's staff, Proctors, and Examination Markers are to be provided with a standardized tool to generate, execute, and mark exams. As a result, a high degree of online system availability, integrity, and end-user support will be needed to ensure there is no disruption of service experienced by end-users.

Unique randomized exams will be created based on course blueprint selection criteria. The questions repository should allow the IIC flexibility to add additional fields as prescribed in the blueprint (answer points, source data, etc.). The solution will also need to be flexible to facilitate the Add, Modify, Suspend, Archive functionality related to the compilation of exam questions and their related business rules.

The IIC has created a questions database, to assist the examinations team with the consistent creation of exams for the full portfolio of courses being delivered by the institute. The questions repository is commonly referred to as EMA. EMA's functionality can be leveraged; alternatively a new solution may be identified.

The envisioned Online Examinations solution will be in compliance with industry standards such as audit trails, [SCORM](#), [AICC](#), and [Section 508 /Common Look & Feel](#). In addition, the solution will need to be delivered in both English and French.

Due to the complexity and specializations needed to complete this solution the IIC is looking for a solution provider that will be able to customize the solution where needed, and host as well as support the solution on behalf of the IIC.

Present Situation

Today the IIC has three peak periods when exams are executed: April, July and December. Students write the same exam nationally for each course. During these peak periods there are approximately 20,000 exams being delivered for over thirty (30) courses. Exams are delivered in a proctored environment, and are paper based. Two of the three IIC professional programs are in scope of this RFP:

- GIE certificate has a total of two (2) exams.
- CIP designation has a minimum of ten (10) exams.

The generation of exams is currently created manually. The exams are nationally delivered, which means examinations for a course are set on a specific date and time. All the exams are printed locally and couriered to each location where the exams are being delivered. From there the paper exams are then couriered to the IIC and distributed to Examination Markers who then grade the exams and return the results to the IIC.

Project Scope

The anticipated solution is to include secure hosting, support, an exam questions repository, exam scheduling, secured delivery, reporting, and interface with the existing CRM/AMS solution.

The IIC would like to receive your responses that will describe the solution deliverable and the services that can be provided.

To assist with the vision please consult [Appendix 1: Anticipated Solution](#).

1. **[Role Based Portal Login](#):** In this section the solution is to provide Students, Proctors and Examination Markers with a secured entry point. Single Sign-On (SSO) functionality will need to be integrated with IIC's CRM/AMS. Standard login procedures are to be enforced. The solution will need to be supported with customer support password reset functionality or online password reset functionality will be needed.

Each role identified and specific IIC Staff will need different levels of access to the environment. The term Role (Profile) Based Dashboard has been expressed to identify that each different Role will be provided with a different set of available activities.

2. **[Online Exam Scheduling](#):** The Online Examination Scheduler will provide the Students twenty-four (24) hour access to schedule an exam for a course for which they are registered. Upon successful selection of a location, date, time and

available Proctor, an Examination Confirmation ID will be issued and passed along to the IIC's CRM/AMS solution as well as the student.

The Examination confirmation IDs as well as the Student Names will be provided online to the Proctor each day he/she is scheduled to proctor an exam. In addition, the Exam Confirmation ID may be needed for the student to successfully access the exam.

3. **Exam Delivery**: The delivery of the exam will include a two (2) point login procedure to ensure that the right Proctor and Student are seated at the correct course examination and location previously assigned. Once the login has been completed via a secure URL, the exam is produced using the examination randomization rules (blueprint) pulling from the questions data repository. Each exam produced is to be unique. An accompanying file containing the Exam Answer Points will be made available to Examination Markers.

Each exam will be timed. The computer will be locked to the exam and the student will also have a count down timer indicating the time remaining to the exam. Additional rules are to be included as to what will constitute a late versus no-show exam for a student. There may need to be a buffer time of ten (10) to fifteen (15) minutes at the start of the exam depending on the login scheme that is delivered.

If the exam session is terminated or ends abnormally prior to the time assigned, the information related to the session termination will be identified and status receipt will be made available to the IIC for their review and action. For the duration of the exam, the solution will automatically save the exam incrementally at determined intervals.

4. **Exam Marking (Multiple Choice)**: Multiple choice sections of the exams will be automatically corrected and saved based on the answer points contained in the questions database repository.
5. **Exam Marking (Text Responses)**: The marking of text responses will need the manual intervention of Examination Markers. Examination Markers will be able to review examinations for courses they have been approved.

In addition, all exams will appear using the FIFO Method (First in First Out) to expedite the correction of all examinations. Examination Markers will have a preset amount of time to complete the grading of the exams they have selected. The IIC will retain the ability to remove exams from a Marker and return the exam(s) back into the pool of Exams Pending to be graded.

On occasion, students request an appeal for the exam that has been completed. The confirmation ID will be critical to being able to re-examine the student's exam results. IIC will need access to the exam, the answer points, the student responses and the Marker's evaluation(s). Having the confirmation id tagged to each of these items will assist in the manual review of the student's Appeal.

6. **Reporting & Training:** The IIC will need to have access to a series of reports for each of the high level steps identified above (1 through 5). In addition, documentation will be needed to document the project's progress as well as training material for the IIC staff which will be maintaining and accessing the environment.

Out of Scope

The following items are considered out of scope as the IIC currently manages these areas.

- Course Registrations
- Existing Learning Technologies used by IIC to deliver and manage course content and users.
- Course Management
- [Appendix 1](#) lists and describes active Aptify Applications

Proposal issuer

The following individual will be the primary contact for this effort:

Anthony Vanniasinkam
Senior Manager, Technology
Insurance Institute
18 King Street East, 6th Floor
Toronto, ON
M5C 1C5

E-mail: rfpoe@insuranceinstitute.ca

Anthony Vanniasinkam will be the main point of contact for vendors regarding this RFP and matters relating to the products and services described herein. All inquiries and contact regarding this RFP should be directed to aforementioned e-mail, exclusively.

Instructions for Proposals

General

When requesting additional information, the vendor will be asked to sign and return the NDA.

IIC is seeking a vendor who will be able to guide the IIC to the anticipated solution to better service its professional student base. It is the IIC's intention to enter into a contract with a Vendor who will be able to meet, if not exceed, the project's current vision and solution. If alternatives are proposed, the alternative(s) as well as the reasons for proposing it should be described in further detail.

Vendors are required to respond to the questionnaire in [IIC Online Examinations file \(Appendix 3\)](#), simply and economically, providing straightforward and concise description of the vendor's ability to meet the requirements of the RFP. In addition, the Vendor is to provide the IIC with the Pricing Fees in the format that has been provided herein.

It is intended that this RFP describe the requirements and response format in sufficient detail to obtain comparable proposals, recognizing that each vendor's approach and implementation of the solution may vary.

Vendor questions and RFP interpretation

The IIC understands that Vendors have an affirmative duty to inquire about and seek clarification of any question or issue in the RFP that the vendor does not understand or reasonably believes is susceptible to more than one interpretation.

No interpretation of the meaning of any provisions of this RFP or correction of any apparent ambiguity, inconsistency, error therein, or any other matter pertaining to this RFP will be made to any vendor orally. All requests for interpretation, correction, or questions in general, will first provide agreement to the NDA, and confirm their agreement by signing and returning the NDA, along with their inquiry(ies) in writing via e-mail to the IIC (rfpoe@insuranceinstitute.ca).

A response will be returned using the [Vendor Questions & Responses Log, found in Appendix 4](#), via e-mail. Requests for additional information will be responded to by IIC, as they are received. RFP participants will receive copies of all questions submitted and their corresponding responses from the IIC at the end of the RFP submission deadline. If additional information and/or materials are prepared in response to vendor inquiries, such information and/or materials will be made available to all participants at the end of the RFP. An e-mail will be sent confirming receipt of

vendor inquiries within two (2) business days of receipt. If vendor does not receive confirmation after two (2) business days, vendor may call to confirm receipt.

Proposal process

RFP schedule

Proposals must be received by end of business day (5pm EDT) on July 29, 2011. Any proposal received after the time stipulated may not be considered. Proposals shall be addressed to Anthony Vanniasinkam, as above in the [Proposal issuer](#) section.

The schedule is as follows:

RFP issued	June 30, 2011
Deadline for receipt of proposals	August 12, 2011
Short listed Vendor presentations (2 hours)	August 24–31, 2011
Recommendation of preferred vendor	September 27, 2011

Transparent and complete pricing

List price, discount, installation, shipping and finance costs must be documented on any and all quotations supplied.

All boot and swap disks, removable storage devices, racks, mounting kits, interface cards, cables, etc. required making the proposed systems completely operational at Host site or IIC's site must be documented and included in all quotations supplied.

All software (e.g. workload management, domain management, partition management, volume management, I/O management, system monitoring and management) required to meet the capabilities documented in this RFP should be documented and included in any and all quotations supplied.

Ownership of material

All materials submitted by each vendor in response to the RFP become the property of IIC.

IIC confidentiality

By responding to this RFP vendors and their representatives will be bound to IIC under the NDA.

Vendor confidentiality

Vendors shall not disclose to any third party, except to those directly involved in making their bid, nor publicize in anyway the existence, details, invitation to participate and participation in this proposal. This restriction remains in force, for both successful and unsuccessful respondents, for a period of 12 months from date of submission of this RFP. Proposals from vendors who breach this clause shall at IIC's sole discretion be excluded from consideration.

Evaluation Criteria

The IIC will review all responses submitted by August 23, 2011.

The evaluation will include, but is not limited to, the following:

1. Non-Disclosure Agreement
2. [IIC Online Examination RFP](#) file
3. Vendor's ability to demonstrate that all aspects of the RFP requirements can be met and or exceeded
4. Completeness and quality of Vendor's RFP response
5. Services – hosting and implementation, project and solution consultancy, training and technical support
6. Pricing
7. System flexibility and interoperability with existing CRM/AMS solution
8. Demonstrate an understanding of the requirements and scope of the project
9. Partners or sub-contractors relevant to this RFP
10. Company financial statements
11. High level project plan with estimated timelines
12. Presentations/Demonstrations
13. References
14. Any alternative approaches recommended by the Vendor

Disclaimers

IIC reserves the right to withdraw this RFP at any time and for any reason, and to issue such clarifications, modifications and/or addenda, as it may deem appropriate. Receipt of RFP and materials by IIC or submission of an RFP to IIC confers no right upon the vendor nor obligates IIC in any manner.

IIC reserves the right to waive any minor variances in proposals, provided that such action is in the best interest of the IIC. Any such waiver shall not modify any remaining RFP requirements or excuse the vendor from full compliance with the RFP specifications and other contractual requirements if the vendor is awarded the contract.

Proposal Costs

All costs relating to the preparation and submission of the Vendor's response to this RFP shall be the responsibility of the Vendor. IIC's acceptance of the Vendor's response in no way obligates it to purchase any products or services offered by the Vendor.

Presentations

As part of the review process IIC may ask the Vendor to formally present its response to the company. Should the presentation be required, a mutually convenient time and date will be agreed with the Vendor. Non-local vendors are welcome to provide their presentation via web conference.

References

If your organization is short listed, we may ask you for full contact details.

Partnering & Sub-Contractors

Provide the names of any partners or sub-contractors that are relevant to this RFP. Please provide a description of their role in the response and any products and/or services the partner will supply. Copies of any partnership or sub-contractor agreements must be supplied if the Vendor is short-listed.

It is understood that by submitting a response to this RFP, the selected Vendor shall be solely responsible for any partnership or sub-contractor work efforts in relation to this engagement.

Financial Statements

Please supply a link to, or attach "Supporting Information", your corporate financial statements for the last two (2) years. We are looking to work with Vendors on a long-term basis and this will help us during the review process.

Implementation Plan

Provide a plan outlining likely timescales for the implementation of the requirement, explaining what indicative lead times would be required.

Engagement Process

Please describe your communication/engagement process. Include touch-points or milestones within the project time line, and when you would typically meet with the IIC to discuss the project's progress.

Training & Support

Please describe the training procedure for the solutions proposed.

Please describe the technical support processes and the options available for your proposed solution(s).

Pricing Fees

Deliverable	Solution
Project Team Rates linked to Implementation Plan: (Fixed Price or Time & Materials)	
Project Manager	FP or TM \$
Business Analyst	FP or TM \$
Developer	FP or TM \$
Tester	FP or TM \$
Other	FP or TM \$
*Annual Support & Software Maintenance:	\$
Training:	\$
Hosting:	\$
Installation:	\$
Other costs: (please list all other costs associated with your proposal)	\$ \$ \$
TOTAL ex tax <i>Total cost of implementation</i>	

**Outline your escalation process and typical response time. Attach you SLA (service level agreement) to the supporting documents section.*

Acceptance of proposal

The acceptance of proposal, if there is an acceptance, will be made to the best-rated and most responsive vendor as determined by and at the sole discretion of the IIC. Should the IIC and the selected vendor fail to come to an agreement; IIC may at its sole discretion accept the proposal of the next most qualified vendor. The IIC will enter into a written contract with the selected Vendor; the contract must be in a form approved by IIC's legal counsel and IIC's Executive Committee, President and CEO,

and Vice-President, Programs. This RFP and the proposal, or any part thereof, shall be incorporated into and made part of the final contract.

Quotation expiration

Any quotations provided must be valid for one hundred twenty (120) days from the submission date of the proposal.

Quotation detail

Any quotations provided should provide enough detail to allow the IIC to verify that they include all items necessary for complete installation and commissioning of the proposed solution.

Location of equipment & Data Privacy

As the IIC is a Canadian not-for-profit institution, equipment may need to be delivered, installed and maintained in Canada. In all instances, the vendor will need to comply with Canadian Privacy legislation ([PIPEDA](#)).

RFP Response Check List:

Please ensure that you have attached the following information to your response:

- ☐ Non-Disclosure Agreement Sheet
- ☐ [IIC Online Examination RFP](#) Embedded Excel file on page 22
- ☐ Vendor's ability to demonstrate that all aspects of the RFP requirements can be met and or exceeded
- ☐ Completeness and quality of Vendor's RFP response
- ☐ Services – hosting and implementation, project and solution consultancy, training and technical support
- ☐ Pricing
- ☐ System flexibility and interoperability with existing CRM/AMS solution
- ☐ Demonstration understanding of the requirements and scope of the project
- ☐ Partners or sub-contractors relevant to this RFP
- ☐ Company financial statements
- ☐ High level project plan with estimated timelines
- ☐ Presentations/Demonstrations
- ☐ References
- ☐ Any alternative approaches recommended by the Vendor

Optional

Additional information the vendor deems relevant to provide.

The IIC reserves the right to only refer to this information if it deems it necessary to do so during the review process.

Appendix 1: CRM/AMS Aptify Application Listing

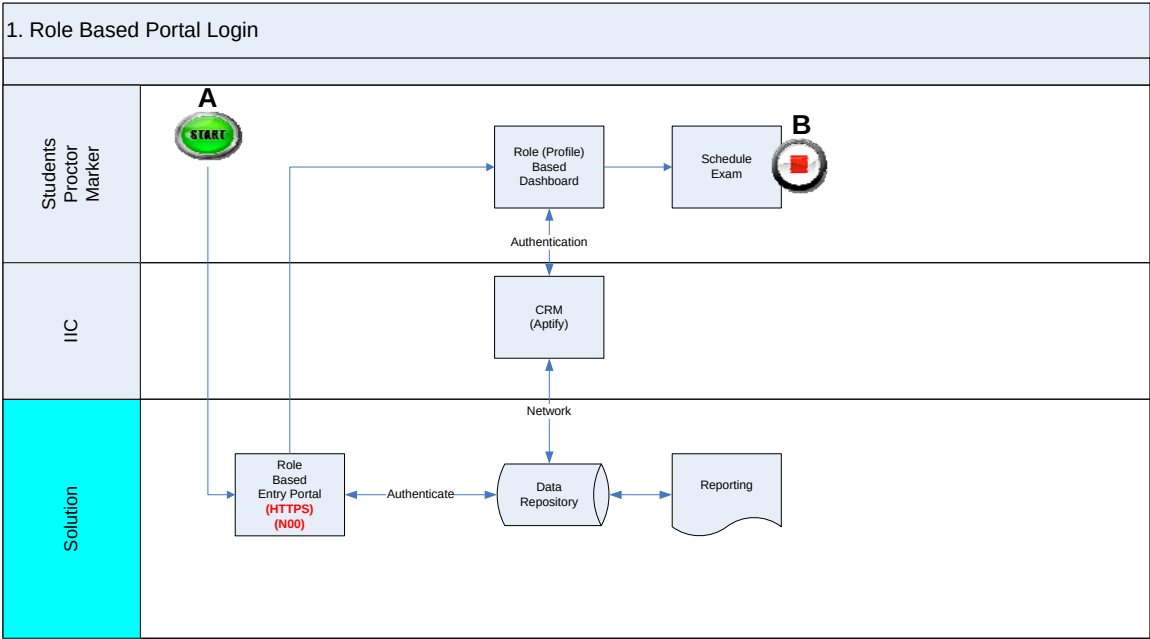
The following table describes the modules (applications) currently used by the IIC today.

Application Name	Description
Accounting	Processes and stores all sub-ledger transactions to generate output files suitable for upload into Great Plains.
Customer Management	Stores specific information related to the individuals and companies with whom the Institute conducts business.
Education Management	Tracks curricula, classes, schools, instructors and exams. Identifies all the courses being delivered by the IIC. Includes the associated designation, applicable province etc.
Inventory Management	Tracks and categorizes the products and services sold by the Institutes. Sample Products and services: Courses, Text Books, Seminars, etc.
Meeting Management	Stores and manages the set up of all meetings sold by the Institute.
Order Entry	Processes and stores all order/payment transactions.
Organization Management	Stores detailed information for all Institute employees.
Product Set up and Maintenance	Stores and manages the set up of all goods and services sold by the Institute.
Publication Management	Stores and manages the set up of all Publications sold by the Institute.
Subscription Management	Stores and manages the set up of all Subscriptions sold by the Institute.
IT Applications	Various IT related applications.

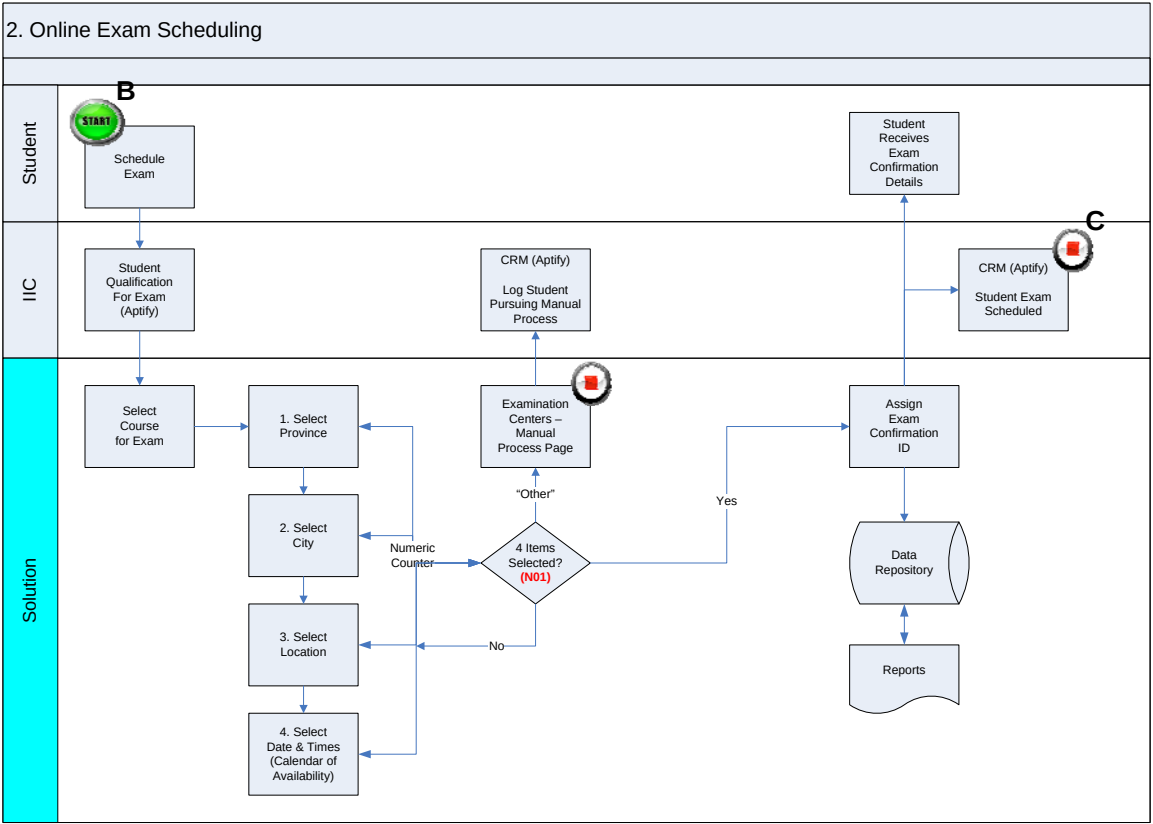
**Source: Aptify Reference Guide Rev.2*

Appendix 2: RFP Anticipated Solution

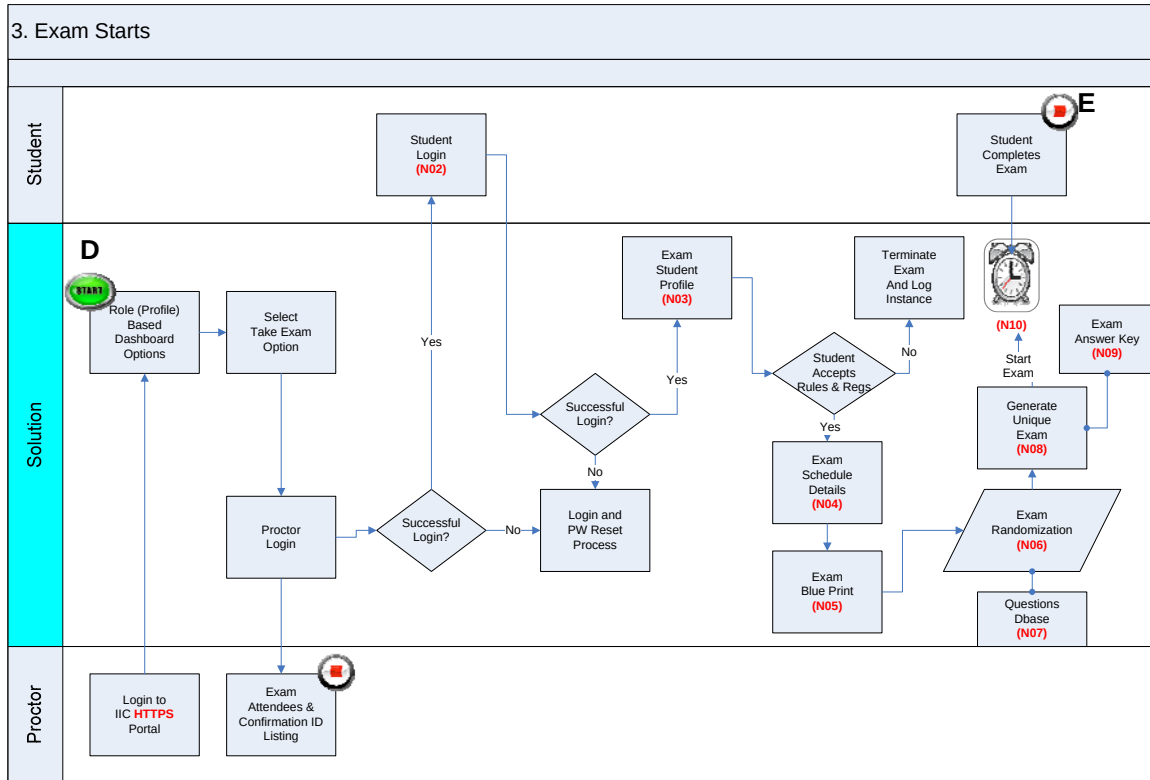
1. Role Based Portal Login



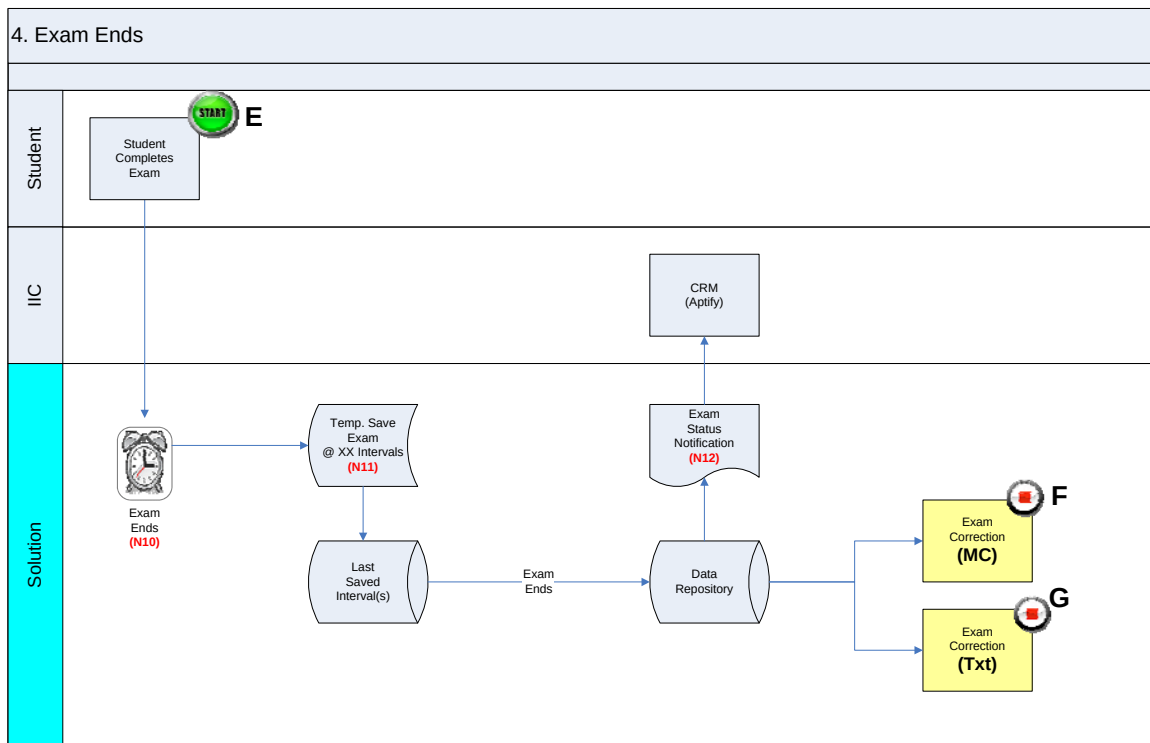
2. Online Exam Scheduling



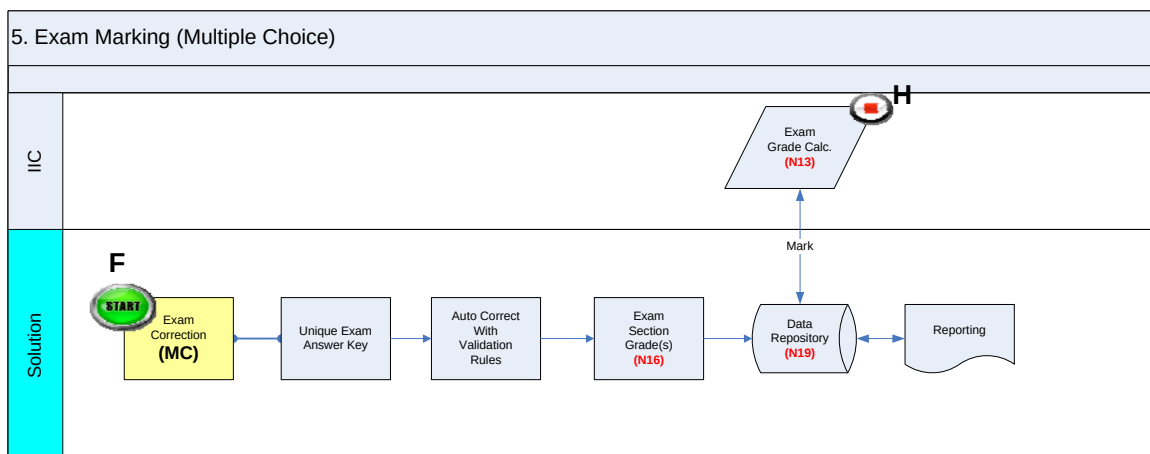
3. Exam Starts



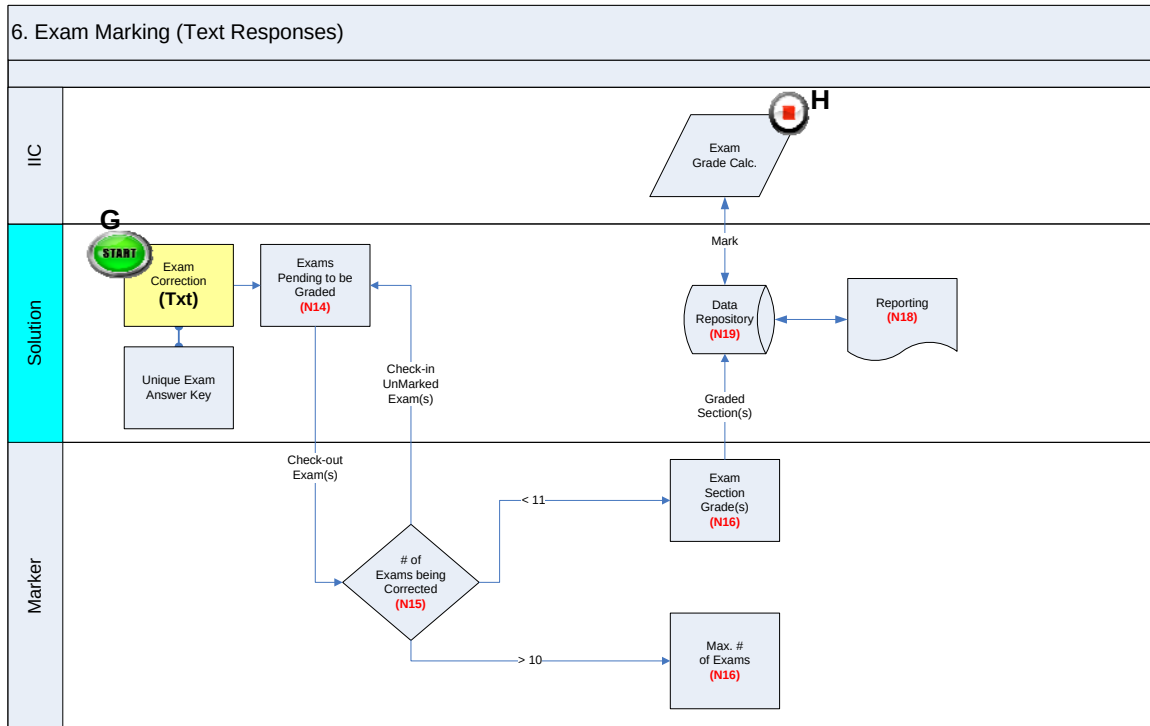
4. Exam Ends



5. Exam Marking (Multiple Choice)



6. Exam Marking (Text Responses)



The Notes (Nxx) files related to the mapping documents are available upon request.

Appendix 3: IIC Online Examinations

Sample View of the file's contents:

SECTION 1: QUALITATIVE / SCORE			Vendor Name			
			Vendor Response	Short Description of your response as applicable	Included in Fee?	Est. Cost
Req #	RFP Anticipated Solution	REQUIREMENTS				
1. Vendor Information						
1.01	0	Years of operation				
1.02	0	Company's Mission Statement				
1.03	0	Number of Offices				
1.04	0	Number of Employees				
1.05	0	Online Learning Experience (Number of Years)				
1.06	0	List differentiating factors between yourself from other solution providers in this industry.				
1.07	0	List the implementation team and departments involved in delivering this type of solution.				
1.08	0	Briefly list any products that you provide outside of this RFP.				
2. Vendor Training, Self-Service and Customization						\$
2.01	0	Have customer training procedures currently in place.				
2.02	1, 2	Have an existing solution that provides a self-service model or tool to the end-user. (Login and Training)				



IIC Online Examinations RFP.xls

Appendix 4: Vendor Questions & Responses

A response will be returned using the Vendor Questions & Responses Log via e-mail. Requests for additional information will be considered by IIC as such requests are received. RFP participants will receive copies of all questions submitted and their responses from IIC at the end of the RFP submission deadline. If additional information and/or materials are prepared in response to vendor inquiries, such information and/or materials will be made available to all participants.

**IIC: Online Examinations RFP
Vendor Questions & Responses**

	Vendor & Date Received	Question	Response
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

Glossary of Terms

Term or Acronym	Definition
Addendum	Additional information provided by the IIC to ensure the textbook edition currently in circulation is amended with current with updated information, legal stipulations, rules and regulations.
Answer Points	The assigned answer for each examination question. Includes the textbook and page reference information.
Blueprint	An examination blueprint is a document used to structure an examination, outlining the course core competencies, suggested marks, degree of difficulty, types of questions (multiple choice, narrative, application) and what the questions are testing (knowledge, comprehension, application).
CIP	Chartered Insurance Professional
Exam Confirmation ID	Unique identifier generated by CRM/AMS that confirms student is fully qualified to schedule their exam at a facility of their choice. TBD: Student will need their Person ID and Confirmation ID (Exam Confirmation ID?) to launch the exam.
Examination Center	A series of IIC approved locations where students can write online exams.
Examination Registration	The IIC's CRM/AMS verifies the student is eligible to take the examination based on a series of pre-programmed business rules. Upon successful exam registration, student is free to schedule the exam using the scheduling component of the solution.
Examination Scheduling	Based on a list of available options, student identifies best fit location, date and time to take an exam.
FCIP	Fellow Chartered Insurance Professional
GIE	General Insurance Essentials
GUI	Graphic User Interface
IIC	Insurance Institute of Canada
Instructor	Person authorized by the IIC to deliver course content.
Marker	FCIP or CIP member authorized by the IIC to grade exams.
Person ID	A number assigned by the IIC to uniquely identify each individual customer. Length: 5 Format: Numeric
Proctor	Person authorized by the IIC to monitor examinations
Products	Goods and Services sold by the Institute. e.g.: Text books, Seminars, Courses, Memberships, etc.
Program	The one designation identified for this solution: CIP, and one

Term or Acronym	Definition
(Program)	certificate program: GIE.
Solution	The IIC's point of arrival vision.
Staff	Exclusive to the IIC
Student	Person who registers for one or more courses with an expectation that this same person will evaluate their gained knowledge via an exam.