

Commonwealth of Virginia



Request for Proposals

Title: Web Content Management System

Due Date: October 3, 2012

Contact Information:

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Request for Proposals (RFP) #: 10406AR

RFP Issue Date: September 19, 2012

Contract Term: 12 months from the completion of migration

Proposal Due Date and Time: October 3, 2012; **3:00 PM, EST**

The Virginia Lottery does not discriminate against faith-based organizations or against an Offeror because of race, religion, color, sex, national origin, age, disability or any other basis prohibited by state law relating to discrimination in employment. The Virginia Lottery encourages firms to provide for the participation of small businesses and businesses owned by minorities and women through partnerships, joint ventures and subcontracting opportunities.

Complete Legal Name of Offeror's Firm: _____

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I. **PURPOSE:**

The Virginia Lottery is seeking proposals from qualified firms to provide services for a Web Content Management System.

II. **BACKGROUND:**

The Virginia State Lottery Department ("Virginia Lottery" or "Lottery") was established as an independent agency of the Commonwealth of Virginia, effective December 1, 1987, by the General Assembly of Virginia pursuant to a popular referendum held on November 3, 1987. The Virginia Lottery began sales of instant ticket lottery games on September 20, 1988. In May 1989, the Virginia Lottery introduced its first on-line game, Pick 3, with approximately 1,200 on-line retailers. In January 1990, the Lottery started its first weekly jackpot game "Lotto." The Lottery introduced "Lotto by Mail" (subscriptions) in December 1991. The introduction of a variety of instant games at various price points, as well as the expansion of traditional on-line games, continued over the years. The current product offerings may be viewed at www.valottery.com.

On average, www.valottery.com receives 50,000 visitors daily via mobile devices. Approximately 25,000 of daily visitors are unique. It is estimated that visitors spend 6 minutes on the site viewing a total of 200,000 pages. The primary information viewed during each visit is daily winning numbers. In the last year our viewership has grown 500%.

On average, www.valottery.com receives 200,000 visitors daily during low jackpots. Approximately 100,000 of visitors during this time are unique. Our website receives a total of 6 million page views daily. Winning numbers are always ranked in the top 10 of pages viewed. The following table represents specific web browsers that are used by certain percentages of our players.

Internet Explorer	65% of players
Firefox	12% of players
Safari	10% of players
Chrome	9% of players

III. **STATEMENT OF NEEDS:**

The Virginia Lottery is looking for consulting and implementation services for the following:

1. Software:
 - a. Ability to provide the Sitecore web content management system.
 - b. Ability to review current architecture and provide recommendations on how software should be implemented
2. Implementation Services
 - a. Installation and configuration of all non-production and production instances of the Sitecore platform as identified through the architectural

review and recommendation. ****Note: An overview of the current technical background can be found in Appendix C.**

- b. Ability to migrate the site www.valottery.com and provide all current functionality within the Sitecore platform. A list of current functionality can be found in Appendix A, beginning on page 25. ****Note: Web design services are *NOT* within the scope of any resulting contract.**
- c. At the completion of migration, acceptance testing shall be performed to ensure all current functionality is available.
- d. At the completion of implementation it is expected that the following items will be enabled and functioning to the specifications of the Lottery and in accordance with best practices:

- Content management and editing
- Social Media integration
- Security integrated with active directory
- Collaboration and workflows
- Templates and forms for desktop and mobile
- Search engine optimization
- Analytics
- Email management
- Language Translation

3. Consulting Services

- a. Training shall be provided to interested Lottery personnel on the Sitecore platform. Topics to be addressed should include but are not limited to the following: Sitecore Development Foundations Sitecore.NET Developer and Day of Prototyping.
- b. Lottery employees shall be allowed to shadow all facets of implementation in order to best learn how to develop items in the Sitecore platform.
- c. On-going assistance shall be offered on an as needed basis for the duration of twelve (12) months once implementation has occurred for the purpose of problem solving and training of Lottery employees. It is the intent of the Lottery to provide additional product functionality during this twelve (12) month period. An example of additional functionality can be found at the end of this document in Appendix B.
- d. Guidance on acceptable standards/benchmarks for engagement feature settings.

4. Project Timeline

Project Kick-off	Nov. 2012
Implementation and Testing	Completed 4-6 months
Completion	March – May 2012

Support	12 months from completion
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IV. **PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS:**

A. **GENERAL REQUIREMENTS:**

1. RFP Response:

- a. In order to be considered for selection, Offerors must submit a complete response to this RFP. One (1) original and six (6) copies of each proposal must be submitted to the Lottery. Each hardcopy proposal must also contain the following:

- (1) An electronic version of the complete proposal on a flash drive, and
- (2) An electronic version of the complete proposal with any proprietary information removed. Proprietary information is detailed in section 2.d. below.

- b. No other distribution of the proposal shall be made by the Offeror.
- c. Offeror is requested to respond to each section/subsection in the order in which it appears in the RFP.

2. Single Point of Contact:

Submit all inquiries concerning this RFP in writing by email, subject: "Questions on RFP # 10406AR to:

SPOC: Amanda K. Rollf

Email: arollf@valottery.com

The Lottery cannot guarantee a response to questions received less than five (5) days prior to the proposal due date. No questions will be addressed orally.

To ensure timely and adequate consideration of proposals, Offerors are to limit all contact, whether verbal or written, pertaining to this RFP to the designated SPOC for the duration of this proposal process.

3. Proposal Preparation:

- a. Proposals shall be signed by an authorized representative of the Offeror.
- b. Failure to submit all information requested may result in the Evaluation Team giving a lowered evaluation score of the proposal.
- c. An explanation describing how you will accomplish each requirement must be included in your proposal. The phrase "fully comply" without an explanation is unacceptable. If a requirement is not being provided, state "Not Provided."

Proposals, which are substantially incomplete or lack key information, may be rejected by the Lottery.

- d. Ownership of all data, materials and documentation originated and prepared for the Lottery pursuant to the RFP shall belong exclusively to the Lottery and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protections of §2.2-4342 of the *Code of Virginia*, in writing, either before or at the time the data or other material is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as **highlighting or underlining** and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. 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.

3. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation to the Evaluation Team. This provides an opportunity for the Offeror to clarify or elaborate on the proposal.

B. SPECIFIC PROPOSAL REQUIREMENTS:

Proposals shall be as thorough and detailed as possible so that the Lottery may properly evaluate Offeror's capabilities to provide the required services. In addition to any other requirements imposed by Section III of this Request for Proposals, Offerors are required to submit the following items as a complete proposal:

1. Offeror shall include a cover sheet that indicates the page number(s) containing proprietary information.
2. Offeror shall provide details of ability to provide the Sitecore web content management system as required in *Section III. Statement of Needs, 1. Software*
3. Offeror shall provide details of ability in assessing the Lottery's current architecture and providing recommendations for the best possible implementation as required in *Section III. Statement of Needs, 1. Software*. Details may include but are not limited to details of previous assessments completed, similar work history, and the process by which the assessment will be completed, i.e. interviews,

etc. Additionally, Offeror shall provide detail of how assessment findings will be communicated.

4. Offeror shall provide details of ability to migrate the current website as required in *Section III. Statement of Needs, 2. Implementation Services*. Details may include but are not limited to details of previous migrations completed, lessons learned, and similar work history.
5. Offeror shall provide details of planned acceptance testing to be provided at the completion of migrations as required in *Section III. Statement of Needs, 2. Implementation Services*.
6. Offeror shall provide details of planned training by allowing Lottery employees to shadow throughout the project as required in *Section III. Statement of Needs, 3. Consulting Services*. Plan shall include detail of how employees will be involved, training materials provided to include sample materials, and any information on Sitecore Quick Start training as available. In addition to training topics a suggested timeframe for initial training shall be proposed.
7. Offeror shall provide recommended amount of hours for an additional twelve month period to be used at the Lottery's discretion as required in *Section III. Statement of Needs, 3. Consulting Services*.
8. Offeror shall provide a recommended timeline to include deliverables, project roles to be used for each deliverable, and estimated hours for each deliverable based on information provided in *Section III. Statement of Needs, 4. Timeline*. Deliverables and timeframes listed are only suggested. Offeror shall provide a recommendation based on work experience to best fit the suggested Lottery timeline.
9. Offeror shall provide a list of roles anticipated being used throughout the project. Suggested roles might include but are not limited to Project Manager, .NET Developer, Business Analyst, and Training and Customization Developer.
10. Offeror shall provide at least three (3) references for similar projects to include Sitecore implementations. References should include a case study of services provided, a project point of contact, and lessons learned.
11. Offeror shall provide a company profile, which shall include but is not limited to, an organization chart, detail of Sitecore reseller authorization, and detail of any Sitecore certifications held.

V. **EVALUATION AND AWARD CRITERIA:**

A. **EVALUATION CRITERIA:**

The Virginia Lottery seeks to Contract for the goods and/or services described herein with the responding Offeror who submits the best proposal as modified through negotiations. The written proposals, and any subsequent negotiated offers, will be evaluated and judged by the Virginia Lottery based on the following criteria:

1. Methodology
2. Demonstration of Experience
3. Company Profile
4. Price
5. Minority-owned, women-owned and small business participation

B. AWARD OF CONTRACT:

Two or more Offerors deemed to be fully qualified and best suited among those submitting proposals will be identified on the basis of the evaluation factors stated herein. Negotiations may be conducted with the Offerors so selected. After negotiations have been conducted with each Offeror so selected, the Virginia Lottery may select the Offeror(s) who, in its opinion, has made the best proposal, and award the Contract to that Offeror(s). The Virginia Lottery may cancel this RFP or reject proposals at any time prior to the award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous. Should it be determined in writing that only one Offeror is fully qualified, or that one Offeror is clearly more highly qualified than the others under consideration, a Contract may be negotiated and awarded to that Offeror.

The Lottery reserves the right to award a contract in-whole or in-part all products and services requested within this solicitation. In addition, an award may be made to multiple Offerors if deemed to be in the Lottery's best interest.

V. SPECIAL TERMS AND CONDITIONS:

A. ADVERTISING:

In the event a Contract is awarded for supplies, equipment, or services resulting from this RFP, no indication of such sales or services to the Virginia Lottery will be used in product literature or advertising. The Contractor shall not state in any of its advertising or product literature that the Virginia Lottery has purchased or uses any of its products or services, and the Contractor shall not include the Lottery in any client list in advertising and promotional materials.

B. AUDIT:

The Contractor shall retain all books, records, and other documents relative

to this Contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. The Lottery, its authorized agents, and/or state auditors shall have full access to and the right to examine any of said materials during said period.

C. **PROPOSAL ACCEPTANCE PERIOD:**

Any proposal in response to this solicitation shall be valid for 180 days. At the end of the 180 days the proposal may be withdrawn at the written request of the Offeror. If the proposal is not withdrawn at that time it remains in effect until an award is made or the solicitation is canceled.

D. **CANCELLATION OF CONTRACT:**

The Lottery reserves the right to cancel and terminate any resulting Contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial Contract period is for more than 12 months, the resulting Contract may be terminated by either party, without penalty, after the initial 12 months of the Contract period with 60 days written notice to the other party. Any Contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.

E. **IDENTIFICATION AND DELIVERY OF PROPOSAL:**

IF PROPOSAL IS MAILED: Offeror must mail proposal to the Virginia Lottery, Attention: 12th Floor Purchasing Office, 900 East Main Street, Richmond, Virginia 23219. The proposal must be enclosed in an envelope or package and identified as follows:

Name of Offeror
Due Date and Time
Offeror's complete address
RFP No.
RFP Title

If a proposal is not identified as outlined above the Offeror takes the risk that the proposal may be inadvertently opened and the information compromised, which may cause the proposal to be disqualified. No other correspondence or other proposals should be placed in the envelope.

IF PROPOSAL IS HAND DELIVERED (INCLUDING COURIER): Proposal must be delivered to 900 East Main Street, Richmond, Virginia 23219. Due to increased building security, an Offeror must only deliver a proposal to the Security Guard Station located on the **Main Street entrance** of the Lottery Headquarters, Pocahontas Building (address above). **However, the Security Guard is not responsible for identifying the date and time a proposal is received; only a Virginia Lottery employee can make that determination.** The Security Guard will contact an appropriate Lottery employee for proposal receipt; this process could take 30 minutes or more. Late proposal will not be accepted.

Note: the Lottery does not conduct public openings.

F. **RENEWAL OF CONTRACT:**

This Contract may be renewed by the Lottery upon written agreement of both parties for 1 successive one year period, under the terms of the current Contract, and at a reasonable time (approximately 90 days) prior to the expiration.

G. **SECURITY CLEARANCE – CAPITOL POLICE:**

All Contractor personnel, entering the Pocahontas Building, are required to obtain security clearance prior to their arrival at the work site. For information on the clearance process, call the Capitol Police at (804) 786-2567. Failure to obtain the necessary security clearance will result in access to the building being denied

H. **CONFIDENTIALITY (LOTTERY):**

The Lottery agrees that neither it nor its employees, representatives, or agents shall knowingly divulge any proprietary information with respect to the operation of the software, the technology embodied therein, or any other trade secret or proprietary information related thereto, except as specifically authorized by the Contractor in writing or as required by the Freedom of Information Act or similar law. It shall be the Contractor's responsibility to fully comply with § 2.2-4342F of the *Code of Virginia*. All trade secrets or proprietary information must be identified in writing or other tangible form and conspicuously labeled as "proprietary" either prior to or at the time of submission to the Lottery.

I. **CONFIDENTIALITY (CONTRACTOR):**

The Contractor assures that information and data obtained as to personal facts and circumstances related to patients or clients will be collected and held confidential, during and following the term of this agreement, and will not be divulged without the individual's and the Lottery's written consent. Any information to be disclosed, except to the Lottery, must be in summary, statistical, or other form which does not identify particular individuals. Contractors and their employees working on this project will be required to sign the Confidentiality statement in this solicitation.

J. **DEFINITION - SOFTWARE:**

As used herein, the terms software, product, or software products shall include all related materials and documentation whether in machine readable or printed form.

K. **LATEST SOFTWARE VERSION:**

Any software product(s) provided under the Contract shall be the latest version available to the general public as of the due date of this solicitation.

L. **OWNERSHIP OF INTELLECTUAL PROPERTY:**

All copyright and patent rights to all papers, reports, forms, materials,

creations, or inventions created or developed in the performance of this Contract shall become the sole property of the Lottery. On request, the Contractor shall promptly provide an acknowledgment or assignment in a tangible form satisfactory to the Lottery to evidence the Lottery sole ownership of specifically identified intellectual property created or developed in the performance of the Contract.

M. **SOFTWARE UPGRADES:**

The Lottery shall be entitled to any and all upgraded versions of the software covered in the Contract that becomes available from the Contractor. The maximum charge for upgrade shall not exceed the total difference between the cost of the Lottery's current version and the price the Contractor sells or licenses the upgraded software under similar circumstances.

N. **TERM OF SOFTWARE LICENSE:**

Unless otherwise stated in the solicitation, the software license(s) identified in the pricing schedule shall be purchased on a perpetual basis and shall continue in perpetuity. However the Lottery reserves the right to terminate the license at any time, although the mere expiration or termination of this Contract shall not be construed as intent to terminate the license. All acquired license(s) shall be for use at any computing facilities, on any equipment, by any number of users, and for any purposes for which it is procured. The Lottery further reserves the right to transfer all rights under the license to another state agency to which some or all of its functions are transferred.

VI. **GENERAL TERMS AND CONDITIONS:**

A. **ANTI-DISCRIMINATION:**

By submitting their proposal, Offerors certify to the Commonwealth that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, the Virginians with Disabilities Act, the Americans with Disabilities Act. If the award is made to a faith-based organization, the organization shall not discriminate against any recipient of goods, services, or disbursements made pursuant to the Contract on the basis of the recipient's religion, religious belief, refusal to participate in a religious practice, or on the basis of race, age, color, gender or national origin and shall be subject to the same rules as other organizations that Contract with public bodies to account for the use of the funds provided; however, if the faith-based organization segregates public funds into separate accounts, only the accounts and programs funded with public funds shall be subject to audit by the Virginia Lottery.

In every Contract over \$10,000 the provisions in 1. and 2. below apply:

During the performance of this Contract, the Contractor agrees as follows:

1. The Contractor will not discriminate against any employee or

applicant for employment because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

2. The Contractor, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, will state that such Contractor is an equal opportunity employer.
3. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting these requirements.

The Contractor will include the provisions of 1. above in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

B. ADDENDA:

Any changes or supplemental instructions to this Request for Proposals shall be in the form of written addenda. Each Offeror is responsible for determining that all addenda issued have been received and shall acknowledge receipt of all addenda in the space provided within the Pricing Schedule or by returning a copy of each signed addendum. Failure to do so may result in rejection of the proposal. All addenda so issued shall become part of the RFP and any resulting Contract documents.

C. ANNOUNCEMENT OF AWARD:

Upon the award or the announcement of the decision to award a Contract over \$50,000, as a result of this solicitation, Lottery will publicly post such notice on the DGS/DPS eVA web site (www.eva.virginia.gov).

D. ANTITRUST:

By entering into a Contract, the Contractor conveys, sells, assigns, and transfers to the Commonwealth of Virginia all rights, title and interest in and to all causes of action it may now have or hereafter acquire under the antitrust laws of the United States and the Commonwealth of Virginia, relating to the particular goods or services purchased or acquired by the Commonwealth of Virginia under said Contract.

E. APPLICABLE LAWS AND COURTS:

This solicitation and any resulting Contract shall be governed in all respects by the laws of the Commonwealth of Virginia, and any litigation with respect thereto shall be brought in the courts of the Commonwealth. The Contractor shall comply with all applicable federal, state and local laws, rules and regulations including Virginia Lottery Law § 58.1-4000 et seq. and the

F. **ASSIGNMENT OF CONTRACT:**

A Contract shall not be assignable by the Contractor in whole or in part without the written consent of the Lottery.

G. **AVAILABILITY OF FUNDS:**

It is understood and agreed between the parties herein that the Lottery shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.

H. **PROPOSAL PRICE CURRENCY:**

Unless stated otherwise in the solicitation, Offerors shall state proposal prices in US dollars.

I. **CHANGES TO THE CONTRACT:**

Changes can be made to the Contract in any of the following ways:

1. The parties may agree in writing to modify the scope of the Contract. An increase or decrease in the price of the Contract resulting from such modification shall be agreed to by the parties as a part of their written agreement to modify the scope of the Contract.
2. The Lottery may order changes within the general scope of the Contract at any time by written notice to the Contractor. Changes within the scope of the Contract include, but are not limited to, things such as services to be performed, the method of packing or shipment, and the place of delivery or installation. The Contractor shall comply with the notice upon receipt. The Contractor shall be compensated for any additional costs incurred as the result of such order and shall give the Lottery a credit for any savings. Said compensation shall be determined by one of the following methods:

By mutual agreement between the parties in writing; or

By agreeing upon a unit price or using a unit price set forth in the Contract, if the work to be done can be expressed in units, and the Contractor accounts for the number of units of work performed, subject to the Lottery's right to audit the Contractor's records and/or to determine the correct number of units independently; or

By ordering the Contractor to proceed with the work and keep a record of all costs incurred and savings realized. A markup for overhead and profit may be allowed if provided by the Contract. The same markup shall be used for determining a decrease in price as the result of savings realized. The Contractor shall present the Lottery with all vouchers and records of expenses incurred and savings realized. The Lottery shall have the right to audit the records of the Contractor as it deems necessary to determine costs or savings. Any claim for an adjustment in price under this provision must be

asserted by written notice to the Lottery within thirty (30) days from the date of receipt of the written order from the Lottery. If the parties fail to agree on an amount of adjustment, the question of an increase or decrease in the Contract price or time for performance shall be resolved in accordance with the procedures for resolving disputes provided by the Disputes Clause of this Contract or, if there is none, in accordance with the disputes provisions of the Lottery's Purchasing Manual. Neither the existence of a claim nor a dispute resolution process, litigation or any other provision of this Contract shall excuse the Contractor from promptly complying with the changes ordered by the Lottery or with the performance of the Contract generally.

J. **CLARIFICATION OF TERMS:**

If any prospective Offeror has questions about the specifications or other solicitation documents, the prospective Offeror should contact the buyer whose name appears on the face of the solicitation no later than five working days before the due date. Any revisions to the solicitation will be made only by addendum issued by the buyer.

K. **DEBARMENT STATUS:**

By submitting their proposal, Offerors certify that they are not currently debarred by the Commonwealth of Virginia from submitting proposals on contracts for the type of goods and/or services covered by this solicitation, nor are they an agent of any person or entity that is currently so debarred.

L. **DEFAULT:**

In case of failure to deliver goods or services in accordance with the Contract terms and conditions, the Lottery, after due oral or written notice, may procure them from other sources and hold the Contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies which the Lottery may have.

M. **DRUG-FREE WORKPLACE:**

During the performance of this Contract, the Contractor agrees to (i) provide a drug-free workplace for the Contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the Contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the Contractor that the Contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

For the purposes of this section, "*drug-free workplace*" means a site for the performance of work done in connection with a specific Contract awarded to a Contractor, the employees of whom are prohibited from engaging in the

unlawful manufacture, sale, distribution, dispensation, possession or use of any controlled substance or marijuana during the performance of the Contract.

N. **ETHICS IN PUBLIC CONTRACTING:**

By submitting their proposal, Offerors certify that their proposal are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other Offeror, supplier, manufacturer or subcontractor in connection with their proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

O. **IMMIGRATION REFORM AND CONTROL ACT OF 1986:**

By entering into a written Contract with the Lottery, the Contractor certifies that they so not, and shall not during the performance of the Contract for goods and services in the Commonwealth, knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.

P. **INFORMATION SECURITY REVIEW:**

Should the Contractor's obligations involve creating, collecting, or storing Lottery information which is deemed sensitive by the Virginia State Lottery Department, said Contractor shall participate in an annual information security review conducted by the Virginia Lottery Information Security Administrator to ensure that information protection policies and practices of the Contractor are sufficient for the Lottery information being created, collected and/or stored.

Q. **INSURANCE:**

By signing and submitting a proposal under this solicitation, the Offeror certifies that if awarded the Contract, it will have the following insurance coverage at the time the Contract is awarded. For construction contracts, if any subcontractors are involved, the subcontractor will have workers' compensation insurance in accordance with §§ 2.2-4332 and 65.2-800 et seq. of the *Code of Virginia*. The Offeror further certifies that the Contractor and any subcontractors will maintain this insurance coverage during the entire term of the Contract and that all insurance coverage will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

Minimum Insurance Coverages and Limits Required for Most Contracts:

1. Workers' Compensation - Statutory requirements and benefits. Coverage is compulsory for employers of three or more employees, to include the employer. Contractors who fail to notify the Commonwealth of increases in the number of employees that change

their workers' compensation requirements under the *Code of Virginia* during the course of the Contract shall be in noncompliance with the Contract.

2. Employer's Liability - \$100,000.
3. Commercial General Liability - \$1,000,000 per occurrence. Commercial General Liability is to include bodily injury and property damage, personal injury and advertising injury, products and completed operations coverage. The Commonwealth of Virginia must be named as an additional insured and so endorsed on the policy.
4. Automobile Liability - \$1,000,000 per occurrence. (Only used if motor vehicle is to be used in the Contract.

R. **NONDISCRIMINATION OF CONTRACTOR:**

A Offeror or Contractor shall not be discriminated against in the solicitation or award of this Contract because of race, religion, color, sex, national origin, age, disability, faith-based organizational status, any other basis prohibited by state law relating to discrimination in employment or because the Offeror employs ex-offenders unless the Lottery, department or institution has made a written determination that employing ex-offenders on the specific Contract is not in its best interest. If the award of this Contract is made to a faith-based organization and an individual, who applies for or receives goods, services, or disbursements provided pursuant to this Contract objects to the religious character of the faith-based organization from which the individual receives or would receive the goods, services, or disbursements, the public body shall offer the individual, within a reasonable period of time after the date of his objection, access to equivalent goods, services, or disbursements from an alternative provider.

S. **PAYMENT:**

1. To Prime Contractor:
 - a) Invoices for items ordered, delivered and accepted shall be submitted by the Contractor directly to the payment address shown on the purchase order/Contract. All invoices shall show the Lottery Contract number and/or purchase order number; social security number (for individual contractors) or the federal employer identification number (for proprietorships, partnerships, and corporations).
 - b) Any payment terms requiring payment in less than 30 days will be regarded as requiring payment 30 days after invoice or delivery, whichever occurs last. This shall not affect offers of discounts for payment in less than 30 days, however.
 - c) All goods or services provided under this Contract or purchase

order, that are to be paid for with public funds, shall be billed by the Contractor at the Contract price, regardless of which public agency is being billed.

- d) The following shall be deemed to be the date of payment: the date of postmark in all cases where payment is made by mail, or the date of offset when offset proceedings have been instituted as authorized under the Virginia Debt Collection Act.
- e) Unreasonable Charges. Under certain emergency procurements and for most time and material purchases, final job costs cannot be accurately determined at the time orders are placed. In such cases, contractors should be put on notice that final payment in full is contingent on a determination of reasonableness with respect to all invoiced charges. Charges which appear to be unreasonable will be researched and challenged, and that portion of the invoice held in abeyance until a settlement can be reached. Upon determining that invoiced charges are not reasonable, the Lottery shall promptly notify the Contractor, in writing, as to those charges which it considers unreasonable and the basis for the determination. A Contractor may not institute legal action unless a settlement cannot be reached within 30 days of notification. The provisions of this section do not relieve the Lottery of its prompt payment obligations with respect to those charges which are not in dispute.

2. To Subcontractors:

- a) A Contractor awarded a Contract under this solicitation is hereby obligated:
 - i. To pay the subcontractor(s) within seven (7) days of the Contractor's receipt of payment from the Lottery for the proportionate share of the payment received for work performed by the subcontractor(s) under the Contract; or
 - ii. To notify the Lottery and the subcontractor(s), in writing, of the Contractor's intention to withhold payment and the reason.
- b) The Contractor is obligated to pay the subcontractor(s) interest at the rate of one percent per month (unless otherwise provided under the terms of the Contract) on all amounts owed by the Contractor that remain unpaid seven (7) days following receipt of payment from the Lottery, except for amounts withheld as stated in (2) above. The date of mailing of any payment by U. S. Mail is deemed to be payment to the

addressee. These provisions apply to each sub-tier Contractor performing under the primary Contract. A Contractor's obligation to pay an interest charge to a subcontractor may not be construed to be an obligation of the Lottery.

3. The Lottery encourages contractors and subcontractors to accept electronic and credit card payments.

T. **PERSONNEL SECURITY CLEARANCES:**

Section 58.1-4008 of the *Code of Virginia* (Virginia Lottery Law) requires that all Board members, officers and employees of any vendor of lottery online or instant ticket goods or services working directly on a Contract with the Virginia Lottery for such goods or services shall be subject to a criminal background search to be conducted by the chief security officer of the Virginia Lottery. Additionally, Lottery Regulation 5-20-410 extends this to include any parent or Subsidiary Corporation of the vendor, and any shareholder of 5% or more of the vendor, its parent or Subsidiary Corporation.

No person who has been convicted of a felony, bookmaking or other form of illegal gambling, or of a crime involving moral turpitude, shall be employed on Contracts with vendors described in this section.

No Board member, officer, or employee of a vendor to the Virginia Lottery of online or instant ticket goods or services working directly on a Contract for such goods or services, or any person residing in the same household of such Board member, officer or employee, shall purchase a lottery ticket or share, or receive a prize paid on a ticket purchased by or transferred to such person.

U. **PRECEDENCE OF TERMS:**

The following General Terms and Conditions, APPLICABLE LAWS AND COURTS, ANTI-DISCRIMINATION, ETHICS IN PUBLIC CONTRACTING, IMMIGRATION REFORM AND CONTROL ACT OF 1986, DEBARMENT STATUS, ANTITRUST, MANDATORY USE OF STATE FORM AND TERMS AND CONDITIONS, CLARIFICATION OF TERMS, PAYMENT shall apply in all instances. In the event there is a conflict between any of the other General Terms and Conditions and any Special Terms and Conditions in this solicitation, the Special Terms and Conditions shall apply.

V. **QUALIFICATION OF OFFEROR:**

The Lottery may make such reasonable investigations as deemed proper and necessary to determine the ability of the Offeror to perform the services/furnish the goods and the Offeror shall furnish to the Lottery all such information and data for this purpose as may be requested. The Lottery reserves the right to inspect Offeror's physical facilities prior to award to satisfy questions regarding the Offeror's capabilities. The Lottery further reserves the right to reject any proposal if the evidence submitted by, or investigations of, such Offeror fails to satisfy the Lottery that such Offeror is

properly qualified to carry out the obligations of the Contract and to provide the services and/or furnish the goods contemplated therein.

W. **TAXES:**

Sales to the Commonwealth of Virginia are normally exempt from State sales tax. State sales and use tax certificates of exemption, Form ST-12, will be issued upon request. Deliveries against this Contract shall usually be free of Federal excise and transportation taxes. The Commonwealth's excise tax exemption registration number is 54-73-0076K.

X. **TESTING AND INSPECTION:**

The Lottery reserves the right to conduct any test/inspection it may deem advisable to assure goods and services conform to the specifications.

Y. **TRANSPORTATION AND PACKAGING:**

By submitting their proposal, all Offerors certify and warrant that the price offered for FOB destination includes only the actual freight rate costs at the lowest and best rate and is based upon the actual weight of the goods to be shipped. Except as otherwise specified herein, standard commercial packaging, packing and shipping containers shall be used. All shipping containers shall be legibly marked or labeled on the outside with purchase order number, commodity description, and quantity.

Z. **USE OF BRAND NAMES:**

Unless otherwise provided in this solicitation, the name of a certain brand, make or manufacturer does not restrict Offerors to the specific brand, make or manufacturer named, but conveys the general style, type, character, and quality of the article desired. Any article which the public body, in its sole discretion, determines to be the equivalent of that specified, considering quality, workmanship, economy of operation, and suitability for the purpose intended, shall be accepted. The Offeror is responsible to clearly and specifically identify the product being offered and to provide sufficient descriptive literature, catalog cuts and technical detail to enable the Lottery to determine if the product offered meets the requirements of the solicitation. This is required even if offering the exact brand, make or manufacturer specified. Failure to furnish adequate data for evaluation purposes may result in a lower score of Offeror's proposal. Unless the Offeror clearly indicates in its proposal that the product offered is an equivalent product, such proposal will be considered to offer the brand name product referenced in the solicitation.

VII. **METHOD OF PAYMENT AND INVOICING:**

Invoices shall be rendered directly to:
Virginia Lottery
Attention: Accounts Payable
900 East Main Street
Richmond, VA 23219

Invoice must contain the following information:

- Virginia Lottery's contract number;
- description of the goods and services;
- date goods and services were provided;
- invoice total;
- Contractor's Federal Identification Number or Federal Employer's Number.

If this information is not contained in the invoice, the invoice may be returned to the Contractor.

VIII. **DISCOUNT FOR PROMPT PAYMENT:**

Discount for prompt payment at: ____%/Net ____ days (see Discount for Prompt Payment requirement herein). This Discount will not be calculated in determining low bid amount(s).

IX. **PRICING:**

The Offeror agrees to furnish the goods/services as specified herein, and in compliance with the terms and conditions of this Request for Proposal at the following price(s):

Pricing shall be provided in the following manner:

1. Software Pricing

Sitecore Software	Price
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2. Consulting, Implementation, Migration, and Training Services

Deliverable	Roles used	Estimated Hours	Price

3. Complete project cost to include, software, implementation, migration, and training.

Sitecore Software		Price	
Deliverable	Roles used	Estimated Hours	Price

Pricing for each category shall be listed separately. Suggested pricing format is included below each category. Offeror shall provide pricing in a different format but shall include all information requested in suggested tables. The Lottery reserves the right to award a contract for any or all of these categories as deemed to be in the best interest of the Lottery.

X. **ADDENDA:**

Offeror hereby acknowledges receipt of and incorporation of all requirements of any addenda issued for this Request for Proposals:

Addendum No. _____ Dated _____

Addendum No. _____ Dated _____

Addendum No. _____ Dated _____

XI. **SIGNATURE AND OFFEROR PROFILE SHEET:**

All proposals must be signed below in order to be considered.

All prices shall be F.O.B. to the delivery address(s) as specified herein. Freight, delivery costs, and incidental charges shall be included in the proposal price(s).

In compliance with this Request for Proposal #10406AR and subject to all conditions thereof, the undersigned offers and agrees to furnish any or all items and/or services proposal herein.

Complete Legal Name of Firm	
Address	
Remit To Address	
Authorized Signature	
Print Name	
Title	FIN #
Email	Telephone
Offeror Profile: Offeror shall indicate whether they are <i>certified</i> with the Virginia Department of Minority Business Enterprises as a (check all that apply)	
☐ Small Business ☐ Minority-Owned Business ☐ Woman-Owned Business	
Certification Number: Expiration Date:	
Definitions and information on how to become certified may be obtained at www.dmbv.virginia.gov	
Contact person regarding this Proposal	
Check here to use above contact ☐ or provide name below:	
Name:	
Email	Phone

XII. **OFFERORS CHECKLIST:**

The intent of the checklist is to assist the Offeror in providing a responsive proposal. It may not include all the requirements necessary to submit a responsive proposal. It is the responsibility of the Offeror to read the entire solicitation.

☐	Offeror has clear understanding of goods/services requested
☐	Offeror understands and agrees to all Special and General Terms & Conditions
☐	Any tables/boxes within the Special Terms and Conditions must be completed by the Offeror (Offeror must write in these tables/boxes).
☐	Offeror understands when proposal is due
☐	Offeror understands where to mail or deliver proposal
☐	Offeror understands that once a proposal is opened it is a binding document
☐	Offeror signed and provided all information requested on RFP Signature Page
☐	Offeror understands that contact with the Contract Specialist is encouraged if any questions arise prior to submitting a proposal
☐	
☐	
☐	
☐	
☐	

Appendix A

The following listing shows all current functionality that shall be migrated.

Req #	High Level Category	Description
1	New brand vision on existing content/features	Existing content and features will be available on the new site with updated copy and technology
2	Usability & Accessibility	These quality requirements define evaluation criteria to confirm the site can be used by visitors to achieve specified goals with effectiveness, efficiency, and satisfaction. This category also includes accessibility requirements
3	Re-skin existing mobile site	Update existing mobile site with new logo and colors.
4	Updated Winning #s Search	A comprehensive search function that allows players to research winning numbers for all games.
5	Updated Winner Awareness Content	Improve visibility and consumer-focus of winner awareness content
6	"We're Game" Content Area (Game guy)	Brand related content that is related to Game Guy. New type of site content that could drive new traffic to valottery.com
7	"How to Claim" Content Area	Section of content for a winner of a lottery game such as claim checklists, etc.
8	Updated FAQ Feature	Revamped FAQ page that improves the user interface to find FAQs, request support and make it easier to update and more dynamic.
9	Player's Club (phase 1)	Lottery feature that incorporates existing logins (Lottery Match, Subscriptions, etc.) into a PLAYERS CLUB login with a content area personalized for the registered user. Requirements in this section are for phase 1 of the Players Club.
10	Media Center Content Area	A repository maintained by Communications for outside media to pull audio, video and marketing art:
11	Updated Contact Us Feature	Update existing content and email feature
12	Updated Social Media Features	A list of required and optional locations for social media icons as well as social features such as...
13	"Featured Scratchers" Content Area	Improvements to existing and new scratcher content to highlight what's new and increase visual interest in scratcher list
14	"We're Game for Education"	Improve where the money goes visibility, content and features

Req #	High Level Category	Description
	Content Area	
15	Updated Random # Generator Feature	Update existing feature to make more interactive
16	Site Map	Create a “site map” available on the homepage to allow easier navigation.

Requirement Category		1) <u>NEW BRAND VISION ON EXISTING CONTENT AND FEATURES</u>
Overview		Existing content and features will be available on the new site with a new look and feel matching the brand vision as well as updated copy and technology. <u>New/upgraded content areas and features will be developed using the new look and feel.</u>
Requirement #	Requirement	
	Updated copy in new look for existing content: Mega Millions Game Information	
	Updated copy in new look for existing content: Powerball Game Information	
	Updated copy in new look for existing content: Win for Life Game Information	
	Updated copy in new look for existing content: Decades of Dollars Game Information	
	Updated copy in new look for existing content: Cash 5 Game Information	
	Updated copy in new look for existing content: Pick 4 Game Information	
	Updated copy in new look for existing content: Pick 3 Game Information	
	Updated copy in new look for existing content: Scratchers Game Information	
	Updated copy in new look for existing content: Fast Play Games Information	
	Updated copy in new look for existing content: Director's Corner	
	Updated copy in new look for existing content: Lottery Board	
	Updated copy in new look for existing content: Lottery Offices	
	Updated copy in new look for existing content: Lottery Performs	
	Updated copy in new look for existing content: Employment	
	Updated copy in new look for existing content: Lottery Security	
	Updated copy in new look for existing content: Vendor Opportunities	
	Updated copy in new look for existing content: Problem Gambling	
	Updated copy in new look for existing content: Report Fraud	
	Updated copy in new look for existing content: Retailer Content Page	
	New look and feel for feature: Forms Center	
	No broken links on the new site	

Requirement Category		2) <u>USABILITY / ACCESSIBILITY</u>
Overview		These quality requirements define evaluation criteria to confirm the site can be used by visitors to achieve specified goals with effectiveness, efficiency, and satisfaction. This category also includes accessibility requirements
Requirement #	Requirement	
	New features and content do not use Flash	
	All site content and features function in - Microsoft Internet Explorer 6.x – 9.x - Mozilla Firefox 10+ - Safari 5.x Chrome 13+	
	All colors and logos are replaced with new brand colors and logos	

	New site maintains level of 508 compliance as old site for all content and features	
	Accessibility – When rated Good/Pass/Fail, the site shall receive Good or Pass rating for: - Site load time is reasonable - Adequate text to background contrast - Font size/spacing is easy to read - Flash & add-ons are used sparingly - Images have appropriate ALT tags - Site has custom not found/404 page	
	Navigation – When rated Good/Pass/Fail, the site shall receive Good or Pass rating for: - Main navigation is easily identifiable - Navigation labels are clear & concise - Number of buttons/links is reasonable - Company logo is linked to homepage - Links are consistent & easy to identify - Site search is easy to access	
	Content – When rated Good/Pass/Fail, the site shall receive Good or Pass rating for: - Major headings are clear & descriptive - Critical content is above the “fold” - Styles & colors are consistent - Emphasis (bold, etc.) is used sparingly - Ads & popups are unobtrusive - Main copy is concise & explanatory - URLs are meaningful & user friendly - HTML page titles are explanatory	

Requirement Category		3) <u>RES-KIN EXISTING MOBILE SITE</u>
Overview		Update existing mobile site with new logo and colors.
Requirement #	Requirement	
	All existing mobile pages have updated logo and colors	

Requirement Category		4) <u>UPDATED WINNING NUMBERS SEARCH</u>
Overview		A comprehensive search function that allows players to research winning numbers for all games. For example: http://playersclub.galottery.com/numbers
Requirement #	Requirement	
	A new page for a global Winning Numbers search that replaces the winning # search within each game	
	Existing winning number search functionality works as before, but shows history back to the beginning of the game (instead of 6 month increments) and can be accessed from within the game information (via link).	
	Game selected for search is defaulted based on where the user requests search.	
	A winning numbers search based on the following parameter fields entered by the user. Search may be broken up into Date, Numbers and Advanced Search: • Game () – Based on game, the appropriate number of winning number parameters is displayed • Winning Numbers (optional) • Date of draw (range, optional)	
	Automatic tabbing between search parameter fields after entry	
	Winning number results will include the total number of top prize winners for each draw in results for Jackpot and pick 5 (data not available for others)	
	Winning number results will include the total number of top prize winners for each draw in results for non-Jackpot and other games besides Pick 5	
	Winning number results will include the total dollar payout for each draw in results. Jackpot totals will be for the entire country.	
	The results will be in a table format that can be downloaded and/or printed. The results table will be sorted by number and draw date by default.	

Requirement Category		5) <u>UPDATED WINNER AWARENESS CONTENT</u>
Overview		Improve visibility and consumer-focus of winner awareness content. The winner awareness is more interactive/rich media focus and separate from the news.
Requirement #	Requirement	
	Content area with winners information that (along with media center for news other than winners) replaces existing news content	
	Incorporate "featured winner" sections into the homepage and all game detail pages which display (at minimum) winner photo, headline, prize amount and game won.	
	Results will be database-driven, so that the most recent winners for each game will be displayed on that game page information (i.e.: Pick4 winners on the Pick4 page). Winners postings will be tagged with the game to allow this.	
	Include a call to action within each featured winner section. For example, if the featured winner played Win For Life, Win For Life would be promoted within the listing via a clickable button	
	Create a winners' gallery including winner photo, prize amount, winning game, story excerpt, hometown, retailer where winning ticket was purchased. The gallery will be accessible from a link in the main navigation, as well as through "featured winner" sections on the homepage and game detail pages	
	Ensure content (e.g. winners and news) do not have to be posted twice. For example, allow a checkbox for postings that determine whether it shows in winners, news, etc.	
	Communications will be able to maintain the "Winners Awareness" content area. Communications will be able to create winner postings with: - Name (required) - Photo (required) - Headline linked to news story (optional) - Prize amount (required) - Winning game and drawing if applicable (required) - Date (required) - Story excerpt (optional) - Hometown (required) - Retailer (optional) - Story (optional)	
	Interactive way to view the list of winners on Winner Awareness page (hover over pictures, scroll through slideshow, etc.) and click to get more detail. http://www.coloradolottery.com/WINNER-SECTION/WINNERS/ALL-WINNERS/	

Requirement Category		6) <u>"WE'RE GAME SECTION" CONTENT AREA (BIG RIVER GAME GUY SECTION)</u>
Overview		Brand related content that is related to Game Guy. New type of site content that could drive new traffic to valottery.com
Requirement #	Requirement	
	A graphic of Game Guy with text that says <i>Virginia Lottery is proud to be a sponsor of Game Guy</i> with a link to his page	
	This Week's VA Games: Link to weekend events and other games around VA with a quick description of the event or game around that button. It could almost be like a calendar. We are shooting quite a few of those events and will have imagery but there are a lot more that we are not shooting. So we could also have links to the sites for those events and games.	
	VA Top Games: A Top Games button that features Virginia's Top Games voted on by our Facebook fans or some other rating service. For instance, if it is the fall: "This week the VT/Cinn game is the top game in VA" followed by (and list the next 9). Or we have a poll on FB and ask people to rank their most favorite	

	games (example: Football, surfing, lawnmower racing, poker, etc). We could even have the top games for NOVA and the top games for Central VA, etc.	
	Strangest Games in VA: Links to things like Hyperfest Pepper Eating Contest. Harborfest Dog Pirating, Neptune Festival's Sand-In-Your-Pants Race, etc. We get people to send us their pics and descriptions of the strange games.	
	This Week's VA Games and VA Top Games should pull content from the Game Guy site	

Requirement Category		7) <u>"HOW TO CLAIM" CONTENT AREA</u>
Overview		Section of content for a winner of a lottery game. See http://www.masslottery.com/winners/claim-a-prize.html for example.
Requirement #	Requirement	
	Page with an general instructions on of how to claim a prize	
	Content includes a checklist with detailed, easy to follow instructions for cashing tickets at a retailer and claiming prizes at the lottery office	
	Content will highlight: - Need to sign a ticket - Necessary paperwork/identification - Explanation of annuity vs. cash option - Debt Setoff information	
	Content will include information on where to redeem, link to related content to find a retailer or a Lottery office	
	Communications can maintain the "How to Claim" content area	

Requirement Category		8) <u>UPDATED FAQ FEATURE</u>
Existing or New?		Existing Content and Feature
Overview		Revamped FAQ page that improves the user interface to find FAQs, request support and make it easier to update and more dynamic.
Requirement #	Requirement	
	Updated search that allows <i>additional</i> characters.	
	Existing FAQ functionality should work as before (e.g. automatic top 10) with new look and feel.	
	Allow players to rate helpfulness of an answer	
	Report that shows full list of FAQs, answer ratings, top searches, etc. Ideally report would be emailed on a schedule to Communications to trigger updates of FAQ.	
	Ability to run a report of FAQs broken down by category	
	Ability to create/update FAQs on site from SharePoint list or other location of used to track customer questions. NOTE: This is similar to a "CRM knowledge base" that may be available once CRM system is in place	

Requirement Category		9) <u>PLAYER'S CLUB (PHASE 1)</u>
Overview		Lottery feature that incorporates existing logins (Lottery Match, Subscriptions, etc.) into a PLAYERS CLUB login with a content area personalized for the registered user. Requirements in this section are for phase 1 of the Players Club. The September release of the web redesign will only include a small portion of the Player's Club phase 1 requirements
Requirement #	Requirement	
	Ability to register with a user name and password as a replacement to Lottery Match	
	Ability to login with Lottery Match account	
	Prevent duplicate accounts (via email address)	

	Identify verification for users registering (id-ology)	
	Ability to set challenge questions for password reset/self-service	
	Ability to reset a forgotten password	
	Password encryption	
	Auto-Login option - keep user signed in on a computer	
	Basic Registration: In order to register for the Player's Club, the user will provide basic information for age and identity verification	
	Segmentation: After basic registration, users should be offered the ability to complete a questionnaire (existing segmentation) to receive a coupon and have access to Lottery Match (game match) feature.	
	MY PLAY – Signup for and delivery of winning number alerts (delivery method: text, email, dashboard, or any combination). Allowed after basic registration.	
	MY PROMOTIONS AND VALUES - Promotion entry for second chance Allowed after basic registration. All active promotions should be available within the Player's club space.	
	MY PROMOTIONS AND VALUES – Provide a coupon for completion of segmentation. Allowed after completing segmentation questions.	
	MY PROMOTIONS AND VALUES - Lottery Match likes/dislikes for scratch and terminal games. Allowed after completing segmentation questions.	
	Automated email reminders sent to those who have abandoned registration	
	Lottery Premiums Program to track balances for points awarded for signup, polls, etc.	
	MY PLAY - Sign up for a delivery of automatic win notifications of personal numbers.	
	MY PLAY - Links to video drawings	
	MY PLAY - Responsible Gaming Messaging	
	MY PROMOTIONS AND VALUES - Winner Awareness video messaging portal (lottery controlled)	
	MY PROMOTIONS AND VALUES - Notification mailbox to receive promotion offers and messages. This is important to have so we can reach the 34% who refuse email messaging. Outstanding offers like coupons will offer a reprint feature for convenience.	
	MY OPINIONS - Perform lottery surveys with graphic summary of results.	
	MY OPINIONS - Lottery points, or currency when introduced can be rewarded here for participating in surveys	
	MY OPINIONS - Provide lifestyle surveys, game play evaluations, creative reviews static and with motion.	
	MY OPINIONS - Customer satisfaction measurements reflecting overall levels fed by Foresee	
	MY NETWORK - Refer a friend (for lottery points (or currency name?))	
	MY NETWORK - Integrate with my social networks (Facebook, LinkedIn, Twitter etc.)	
	Player's Club has event listing based on miles from player's preferred location (Make sure this is included in Player's Club	
	Text notifications subscribe/unsubscribe will be available via the web for new customers (TBD if this is via Player's Club only). Site will integrate with Hip Cricket to manage subscriptions	
	Reporting suite to include metrics on existing registrations, new registrations, default configuration frequency, abandonments, and participation levels by offer, feature utilization/popularity, segments, offer response, password reset counts, traditional web analytic flows on visits, views, time spent.	

Requirement Category		10) MEDIA CENTER CONTENT AREA
Overview		A repository maintained by Communications for outside media to pull audio, video and marketing art: http://www.galottery.com/media-center
Requirement #	Requirement	
	New content area for digital assets made available to outside media	
	New content area includes link to Press Releases (Latest winners and news)	

	New content area includes link with thumbnails to audio, video, documents and marketing art for download. Video may be able to be hosted on YouTube to prevent bandwidth/storage risks.	
	New content area includes link for media requests to send email to Communications	
	Ability for Communications to maintain the Media Center content	
	Maintain the current functionality for providing a download link to media as well as ftp of high quality (broadcast) media	

Requirement Category		11) <u>UPDATED CONTACT US FEATURE</u>
Overview		Update existing content and email feature
Requirement #	Requirement	
	Include Winning Numbers Hotline (on the homepage and the contact us form)	
	Improve email Lottery feature to allow users to select a topic (Need to define workflow rules with the departments)	
	Offer users a list of FAQs (based on the subject they choose and potentially the top 10) before sending the email	

Requirement Category		12) <u>UPDATED SOCIAL MEDIA FEATURES</u>
Overview		A list of required and optional locations for social media icons
Requirement #	Requirement	
	Integrate Facebook, twitter, email, Google+ and Pinterest into selected content sections (e.g. Lottery news, Scratchers, Winner Awareness, promotions, etc.). Specific content sections TBD.	
	Facebook content section on the Homepage that show number of likes (like box), photos of likes, etc.	
	Twitter feed include on the website (homepage or other)	

Requirement Category		13) <u>"FEATURED SCRATCHERS" CONTENT AREA</u>
Overview		Improvements to existing and new scratcher content to highlight what's new and increase visual interest in scratcher list
Requirement #	Requirement	
	Redesign current scratcher page to allow for more promotional features (possibly in a "What's New?" or "Featured Scratchers" area)	
	incorporation of odds information (% of game sold, number of tickets released—possibly daily-calculated odds)	
	Create Flash-based (or other technology), virtual scratchers for featured tickets.	
	Marketing can maintain the Scratcher's content area	

Requirement Category		14) <u>"WE'RE GAME FOR EDUCATION" CONTENT AREA</u>
Overview		Improve where the money goes visibility, content and features
Requirement #	Requirement	
	Includes existing content for financial reports, super teacher, etc.	
	Create an interactive map of Virginia (using same component as the Winner's map—see Winner Awareness above) within the Media Center where users can search for funding distribution (resulting in \$ amounts and specific uses)	
	Include link to Department of Education	
	Create a Flash-based based display of total educational funding	

	dollars to date	
	Communications can maintain the Where the Money Goes content	

Requirement Category		15) <u>UPDATED RANDOM # GENERATOR</u>
Overview		Update existing feature to make more interactive
Requirement #	Requirement	
	Create an interactive, animated lottery drawing component to replace the current random number generator	

Requirement Category		16) <u>SITE MAP</u>
Overview		Create a “site map” available on the homepage to allow easier navigation.
Requirement #	Requirement	
	Site Map Available at the Footer of the Page. Site map will list the entry points to content areas instead of all pages. See footer of http://www.galottery.com/ for example.	

Appendix B

Requirement Category		17) <u>PLAYER'S CLUB</u>
Overview		Additional features added to the existing Game Room functionality allowing for personalized content for the registered user.
Requirement #	Requirement	
	Ability to track balances and offer appropriate rewards for the following activities: • entry of non-winning tickets • taking surveys • refer a friend • postings of community or social frequent visits to the site	
	Prize redemption center for points earned.	
	Message center Notifications mailbox.	
	MY PLAY - Personalization – winning number alerts, win notifications, surveys, polls.	
	Enhanced Security: • Security questions to reset passwords. • Site key authentication	
	Event listings based on personal location.	
	User selected rewards using monthly coupons or prize drawings.	
	Reporting on player's Club Activity - Metrics on existing registrations, new registrations, abandonments, participation levels by offer & segment, feature utilization/popularity, offer response, password reset counts, traditional web analytic flows on visits, views, time spent.	

Appendix C

Technical Background:

The standard technologies used for application development and integrations at the Virginia Lottery are described as follows:

- Microsoft Windows operating systems for development and deployment.
- Active Directory identity management system. Windows domain authentication is the default authentication used by internal applications and services.
- SQL Server RDBMS for development
- Microsoft Visual Studio Team System Integrated Development Environment (IDE) and toolset used throughout the development cycle.
- ASP.NET with AJAX development framework.
- C#.NET programming language.
- Web services for application integrations and application data access (through application services and shared enterprise services).
- Windows Communication Foundation (WCF) with wsHttpBinding as the default service technology and binding protocol for service development.
- IIS for application and service hosting, including AJAX services.
- Microsoft Team Foundation Server (TFS) and its Source Control repository for storing project artifacts and source code.
- SQL Server Reporting Service (SSRS) for developing application reports.
- SQL Server Integration Service (SSIS) for data integrations.

All technical solutions will be evaluated by an Architecture Review Board and may be required to submit architectural documentation. The required level of conformity to the above standards will be dependent upon the degree of application and data integrations and customizations necessary.