

**Workers' Compensation Board of NS
Customer Relationship Management (CRM) Solution
Request For Proposal**



Request for Proposal No.: 2008-020

Closing Date: Wednesday, November 12, 2008, 12:00 pm (noon)

**Location: Workers' Compensation Board
Corporate Development Department
Workers' Compensation Board of Nova Scotia
5668 South Street
P.O. Box 1150
Halifax, NS B3J 2Y2**

FAXED or EMAIL BIDS ARE NOT ACCEPTABLE

REQUEST FOR PROPOSAL
For
Customer Relationship Management (CRM) Solution,
Workers' Compensation Board of Nova Scotia
Request for Proposal No: 2008-020

Request for Proposal Issue Date: October 27, 2008

Responses to this Request for Proposal must be Received in the Corporate Development Dept., Workers' Compensation Board of Nova Scotia, 5668 South Street, P.O. Box 1150, Halifax, Nova Scotia, B3J 2Y2

Not later than
Closing Date and Time: Wednesday November 12, 2008 at 12:00 pm (noon)
Public Opening: Wednesday November 12, 2008 at 1:00 pm

Responses to this Request for Proposal must include completed copies of the Microsoft Excel 2003 spreadsheet discussed in Section 6.4 of this document. To obtain a copy of this spreadsheet, please contact Kelly MacDonald, Senior Consultant, by phone at 902-491-8358, or via e-mail at kelly.macdonald@wcb.gov.ns.ca.

Facsimile and email bids **will not** be accepted

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Administrative Requirements

The following terms will apply to this Request for Proposal and to any subsequent contract. Submission of a proposal in response to this Request for Proposal indicates acceptance of all the following terms.

1.0 Introduction and Scope

1.1 Request for Proposal Terminology

Throughout this Request for Proposal, terminology is used as follows:

- a) "Contractor" means the successful Proponent to this Request for Proposal who enters into a written contract with the Province;
- b) "Proponent" means an individual or a company that submits, or intends to submit, a proposal in response to this "Request for Proposal";
- c) "Workers' Compensation Board" or "WCB" means the Workers' Compensation Board of Nova Scotia on whose behalf this Request for proposal is issued;
- d) "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of the Request for Proposal;
- e) "CRM" refers to Customer Relationship Management;
- f) "SDM" refers to Service Delivery Model.

1.2 Mandate

The Workers' Compensation Board of Nova Scotia has as its mandate the provision of a no-fault insurance system for work-related injuries to persons deemed eligible under the Workers' Compensation Act of Nova Scotia.

1.3 Purpose and Scope of Work

This Request for Proposal is issued by the Procurement Branch on behalf of the Workers' Compensation Board of Nova Scotia (WCB).

The purpose of the Request for Proposal is to inform potential proponents of a business opportunity and to solicit proposals.

The WCB is requesting proposals from prospective vendors to supply the WCB with a Customer Relationship Management (CRM) solution that includes:

- A comprehensive CRM solution;
- Implementation services, and;
- On-going maintenance and support services.

1.4 Eligibility

Prospective proponents are not eligible to submit a proposal if current or past corporate or other interests may, in the WCB's opinion, give rise to a conflict of interest in connection with this project.

2.0 Request for Proposal Process and Procedures for Evaluation

2.1 Pass/Fail Criteria

Request for proposal should include pass/fail criteria as described in Section 6.3. Proposals not meeting all pass/fail criteria will be rejected without further consideration.

2.2 Short List

The evaluation procedure will include a short list based on the stated criteria. The short listed proponents may be asked to prepare a presentation for an internal committee, prior to the final selection.

2.3 Evaluation Jury

Evaluation of proposals will be by an internal committee formed by the Workers' Compensation Board.

2.4 Debriefing

Unsuccessful proponents may request a debriefing meeting following execution of a contract with the successful proponent.

2.5 Negotiation Delay

If a written contract cannot be negotiated within thirty days of notification of the successful proponent, the Workers' Compensation Board may, at its sole discretion at any time thereafter, terminate negotiations with that proponent and either negotiate a contract with the next qualified proponent or choose to terminate the Request for Proposal process and not enter into a contract with any of the proponents.

3.0 Proposal Preparation

3.1 Proposal Format

In order to ensure that the evaluation of proposals is done in a similar way for each proponent, the following format and sequence should be followed in order to provide consistency in proponent response and to ensure each proposal receives full consideration. All pages should be consecutively numbered.

- a) Title Page, showing Request for proposal number, proponent's name and address, closing dates and times, proponents telephone number, and a contact person;
- b) One page letter of introduction identifying the proponent and signed by the person or persons authorized to sign on behalf of, and bind the proponent to, statements made in the proposal;
- c) Table of Contents including page numbers;
- d) A short one or two page summary of key features of the proposal;
- e) The body of the proposal (maximum of 30 pages, excluding appendices);
- f) The completed spreadsheet on compact disc, in Microsoft Excel 2003 format;
- f) Price details or pricing formulae (in a separate sealed envelope);
- g) Any guarantees that the proponents can make as to the completion of the contract;
- h) Any additional information, brochures, etc. (may take the form of appendices);
- i) Any response forms included in the RFP.

For additional details regarding the proposal format, refer to Section 8.0 - Technical Proposal Content and Response Requirements.

3.2 Enquiries

All enquiries related to this Request for Proposal are to be directed to the following person(s), or his/her designate(s). Information obtained from any other source is not official and may be inaccurate. Enquiries and responses may be recorded and may be distributed to all proponents at the WCB's option.

Kelly MacDonald, Senior Consultant

Corporate Development, Workers' Compensation Board of Nova Scotia
5668 South Street
P.O. Box 1150,
Halifax, Nova Scotia
B3J 2Y2

Telephone 902-491-8358

Fax: 902-491-8345

Email: kelly.macdonald@wcb.gov.ns.ca

3.3 Proposal Changes and Amendments

The Workers' Compensation Board will notify all proponents in writing with regard to any changes made to the Request for Proposal or any change in the closing date or time. When these changes occur within five government business days of the close of the proposal, the proposal closing date may be extended to allow for a suitable number of bid preparation days between the closing date and the issuance of the change.

3.4 Closing Date

Twelve (12) complete hard copies of each proposal and one (1) electronic copy on compact disc, must be received by 12:00 pm (noon), Wednesday November 12, 2008 at the Corporate Development Department, Workers' Compensation Board of Nova Scotia, 5668 South Street, P.O. Box 1150, Halifax, Nova Scotia, B3J 2Y2.

Proposals **may not** be sent by facsimile or email. Proposals and their envelopes should be clearly marked with the name and address of the proponent, the Request for Proposal number, and the project or program title.

Proposals will be opened at the Workers' Compensation Board's Offices at 1:00 pm on Wednesday November 12, 2008.

3.5 Late Proposals

Late proposals will not be accepted and will be returned to the proponent.

3.6 Additional Information

Proposals may contain additional information. If alternative solutions are offered, please submit the information in the same format, as a separate proposal.

3.7 Notification of Changes

All recipients of this Request for Proposal will be notified of any changes made to this document.

3.8 Changes to Proposal Wording

The proponent will not change the wording of its proposal after closing and no words or comments will be added to the general conditions or detailed specifications unless requested by the Province for purposes of clarification.

The proponent may change a previously submitted proposal by withdrawal, amendment or submission of a replacement if done prior to the tender closing date and time. This information or request should be submitted in writing on company letterhead or equivalent and contain the signature of the individual submitting the original submission.

3.9 Proponents' Expenses

Proponents are solely responsible for their own expenses in preparing, delivering or presenting a proposal and for subsequent negotiations with the WCB, if any.

3.10 Firm Pricing

Proposals must be open for acceptance for at least 90 days after the closing date. Upon acceptance, prices will be firm for the entire contract period unless otherwise specified.

3.11 Currency and Taxes

Prices quoted are to be:

- a) in Canadian dollars;
- b) inclusive of duty, where applicable;
- c) freight on board (FOB) destination, delivery charges included where applicable; and
- d) with Harmonized Sales Taxes (HST) shown separately

3.12 Completeness of Proposal

By submitting a proposal, the proponent warrants that all components required to deliver the services requested have been identified in the proposal or will be provided by the Contractor at no additional charge.

4.0 Additional Terms

4.1 Subcontracting

Utilising a sub-contractor (who must be clearly identified) is acceptable, and for the purposes of skills and technology transfer to Nova Scotia is encouraged. This includes a joint submission by two proponents having no formal corporate links. However, in this case, one of these proponents must be prepared to take overall responsibility for successful provision of the goods or services and this must be defined in the proposal.

Sub-contracting to any firm or individual whose current or past corporate or other interests may, in the WCB's opinion, give rise to a conflict of interest in connection with this project will not be permitted. This includes, but is not limited to, any firm or individual involved in the preparation of this Request for Proposal.

4.2 Acceptance of Proposals

The Workers' Compensation Board reserves the right to modify the terms of the Request for Proposal at any time at its sole discretion.

This Request for Proposal should not be construed as a contract to purchase goods or services. The Workers' Compensation Board is not bound to accept the lowest priced or any proposal of those submitted. Proposals will be assessed in light of the evaluation criteria.

Subsequent to the submission of proposals, interviews may be conducted with some of the proponents, but there will be no obligation to receive further information, whether written or oral, from any proponent.

The Workers' Compensation Board will not be obligated in any manner to any proponent whatsoever until a written contract has been duly executed relating to an approved proposal.

Neither acceptance of a proposal nor execution of a contract will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.

4.3 Definition of Contract

Notice in writing to a proponent of the acceptance of its proposal by the Workers' Compensation Board and the subsequent full execution of a written contract will constitute a contract for the goods or services, and no proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

4.4 Proposals as Part of Contract

Proposals may be negotiated with proponents, and if accepted, may form part of a contract.

4.5 Liability for Errors

While the Workers' Compensation Board has used considerable efforts to ensure an accurate representation of information of this Request for Proposal, the information contained in this Request for Proposal is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate by the Workers' Compensation Board, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve proponents from forming their own opinions and conclusions with respect to the matters addressed in this Request for Proposal.

4.6 Acceptance of Terms

All the terms and conditions of this Request for Proposal are assumed to be accepted by the proponent and incorporated in its proposal. Proponents who have obtained the Request for Proposal electronically must not alter any portion of the document, with the exception of adding the information requested. To do so will invalidate the proposal.

4.7 Financial Stability

The successful proponent may be required to demonstrate financial stability and may be required to register to conduct business in Nova Scotia.

4.8 Ownership of Proposals and Freedom of Information

All documents, including proposals, submitted to the WCB become the property of the WCB and are subject to disclosure under the *Nova Scotia Freedom of Information and Protection of Privacy Act*. By submitting a proposal the proponent thereby agrees to public disclosure of its contents. Any information the proponent considers 'personal information' because of its proprietary nature should be marked as "confidential", and will be subject to appropriate consideration as defined within the *Nova Scotia Freedom of Information and Protection of Privacy Act*.

4.9 Use of Request for Proposal

This document, or any portion thereof, will not be used for any purpose other than the submission of proposals.

4.10 Confidentiality of Information

Information pertaining to this competition obtained by the proponent as a result of participation in this project is confidential and must not be disclosed without written authorisation from the Workers' Compensation Board.

4.11 Reciprocity

The Workers' Compensation Board may consider and evaluate any proposals from other jurisdictions on the same basis that the government purchasing authorities in those jurisdictions would treat a similar proposal from a Nova Scotia supplier.

5.0 Contract Clauses

5.1 Registration with Workers' Compensation Board

The contract may contain a provision that the Contractor and any approved subcontractors must be registered with the Workers' Compensation Board (WCB), in which case WCB coverage must be maintained for the duration of the contract. Prior to receiving any payment, the Contractor may be required to submit a WCB Clearance Letter indicating that all WCB assessments have been paid.

5.2 Indemnity

The Contractor will indemnify and save harmless the Workers' Compensation Board, its employees and agents from and against all claims, demands, losses, damages, costs and expenses made against or incurred, suffered or sustained by the Workers' compensation Board at any time or times (either before or after the expiration or sooner termination of this Contract) where the same or any of them are based upon or arise out of or from anything done or omitted to be done by the Contractor or by any servant, employee, officer, director or subcontractor of the Contractor pursuant to the contract.

5.3 Insurance

The contract may contain a provision that the Contractor will without limiting its obligations or liabilities and at its own expense, provide and maintain throughout the contract term, Comprehensive General Liability in an amount not less than \$1,000,000 inclusive per occurrence insuring against bodily injury, personal injury and property damage and including liability assumed under contract with insurers licensed in the province of Nova Scotia and in the forms and amounts acceptable to the Workers' compensation Board. All required insurance will be endorsed to provide the Province with 30 days advance written notice of cancellation or material change. The contractor will, on demand, provide the Province with evidence of the required insurance.

5.4 Funding

Notwithstanding any other provision of this Request for Proposal, the contract contemplated by this Request for Proposal and the financial obligations of the Workers' Compensation Board pursuant to that contract are subject to:

- a) There being sufficient monies available in the appropriation, to enable the Workers' Compensation Board in any fiscal year or part thereof when the payment of money by the province to the Contractor falls due under the contract entered into pursuant to the Request for Proposal to make that payment;

5.5 Contract Administrator

A contract administrator will be assigned by the Workers' Compensation Board to oversee the contract awarded to the successful proponent.

5.6 Payment Holdback or Performance Assurance

The contract will contain a provision whereby the WCB will hold back 10% of the total contract price until the requirements of the contract have been met including the resolution of problems identified during the acceptance test procedures.

5.7 Compliance with Laws

The Contractor will give all the notices and obtain all the licenses and permits required performing the work. The contractor will comply with all laws applicable to the work or performance of the contract.

6.0 Project or Program Requirements

6.1 Organization Overview

The Workers' Compensation Board of Nova Scotia is a workplace insurance agency established by the provincial government in 1917 to administer the province's *Workers' Compensation Act*. This legislation provides that the WCB administer various financial benefits and rehabilitation services to workers who have been injured on the job. These benefits and services are administered by the WCB on behalf of the employers who finance the system, who are, in turn, protected from legal action by their employees. Presently the WCB covers about 17,000 employers and 250,000 workers. More than 30,000 workers are injured each year on the job in Nova Scotia, and these accidents cost over \$120 million per year.

6.2 Service Delivery Model and Customer Relationship Management

Over the past several years, the WCB has defined a new Service Delivery Model (SDM) which supports the achievement of our strategic goals (e.g. reducing claims costs through lower frequency and duration of workplace injuries). This “future state” model is based on having a better understanding of the needs of our customers and the ability to tailor our product and service offerings to meet their unique needs.

The WCB is currently in the process of implementing this new Service Delivery Model.

On the critical path of the next phase of the Service Delivery Model implementation is the selection of a Customer Relationship Management (CRM) solution. The information gained through a comprehensive and integrated CRM tool will enable the WCB to better meet the needs and expectations of workplaces, as well as facilitate the delivery of highly customized service.

In keeping with the SDM philosophy, the CRM solution supports the customer-centric focus and will enable the WCB to “get to know” our employers better. Executive, relationship managers, case workers, workplace consultants, phone representatives and other WCB staff will be able to use the information stored in the CRM to address questions in a more effective and timely manner.

As such, the CRM solution will play a role in impacting a key SDM objective: increasing employer satisfaction along with yielding workload savings through Integrated Service Team efficiencies and improved effectiveness.

6.3 Pass/Fail Criteria

The following requirements will be evaluated on a Pass or Fail basis. A proposal will be considered non-compliant and receive no further consideration if the response to any such clause is deemed by the evaluators to be unsatisfactory.

1. The WCB has many custom applications sharing data from our legacy systems (see **Appendix A**). Currently data is replicated into a SQL 2005 database. The CRM solution should have the ability to integrate/interface with SQL 2005 databases outside of the CRM application's database with minimal data duplication.
2. The selected solution must be an internally hosted solution.

6.4 Package Product Requirements

Each of the requirements outlined in Section 6.4 are listed in Microsoft Excel 2003 spreadsheet which accompanies this Request for Proposal. Please complete the Excel spreadsheet by selecting the most appropriate response in the "Rating" column; additional comments related to each requirement can be included in the corresponding "Comment(s)" column.

A. Functional Capacity

1. Able to import documents associated with an employer (ie. mail, memos, letters, etc).
2. Ability to record, update and track goals/objectives for an employer (ie. Action Plan):
 - a) Record
 - b) Update
 - c) Track
3. Ability to sort the order in which employer interactions/tasks are displayed (ie. newest to oldest, oldest to newest, by topic, by type, etc).
4. Ability to insert contact information into documents such as letters or mailing labels (Mail Merge).
5. Ability to automate business processes.
6. Customizable workflow business processes.
7. The solution should provide robust, comprehensive, flexible reporting across all elements of the solution (ie. any data within the system should be reportable).
8. The CRM solution should come with a variety of pre-configured reports.
9. The CRM solution should have ad hoc reporting capability.
10. The CRM solution should have trending capability.
11. Ability to access the system remotely (ie. secure web or other remote access options such as VPN).
12. Ability to view a snapshot of upcoming or past interactions with an employer, based on the user's security level (ie. a Manager could see all meetings for those employers for which he/she is responsible that are scheduled for the next day/week/month, while an individual user could only see this information for

their own assigned employers).

13. Ability to drill-down from summary information to details, such as a list of upcoming meetings to the details related to each.
14. Ability to view recent changes related to an employer.
15. Ability to flag, assign and track an issue/activity for follow-up, including when it's been resolved:
 - a) Flag an issue/activity for follow-up,
 - b) Assign an issue/activity for follow-up,
 - c) Track an issue/activity.
16. Mobile access with wireless devices such as Blackberry devices.
 - a) Online access,
 - b) Offline access, and
 - c) Ability to synchronize data remotely.
17. User defined alerts (e-mail notifications) set up to monitor user data changes, incoming emails, other business applications, database and operating system changes that could affect the CRM solution.
18. Ability to associate related employers (ie. multiple divisions for a single firm).
19. Ability to view information related to associated employers (ie. view activities for a single division or all associated divisions of a firm).
20. Ability to capture information for employers not yet in the CRM solution (ie. No WCB file yet).
21. Ability to include additional types of customers in the future (ie. injured worker and service providers).
22. Ability to create customizable (ie. template) reports.
23. Flexible and intuitive report generation.

B. Ease of Use

1. Ability to track all employer interactions, including:
 - a) Inbound calls,
 - b) Outbound calls,
 - c) E-mails,
 - d) Correspondence,
 - e) Meetings.
2. The CRM solution should be both easy to use and easy to learn.
Ease of use requirements include:

- a) Screen layouts that are highly intuitive,
 - b) Screens that utilize a consistent design,
 - c) Screens that are highly navigable,
 - d) Screens that support multi-tasking (ie. multiple tasks open at once),
 - e) Applications that automate data input as much as possible (ie. utilize dropdowns).
- 3. Robust search functionality, including:
 - a) free text searches,
 - b) indexed (A-Z search), and
 - c) advanced searching (eg. wild card, fuzzy search).
- 4. Ability to filter search result information (ie. do not show claim-related information, or only show certain types of meetings).
- 5. Print screen ability (ie. customer interactions).
- 6. Current and effective help documentation that is easily accessible for the user (ie. screen level, field level, function level, etc).

C. Technical Requirements

- 1. Fully customizable:
 - a) screens,
 - b) fields,
 - c) help text, and
 - d) reports.
- 2. Support a web-based interface.
- 3. It is strongly preferred that the vendor not utilize third party software or clients deployed to the WCB (ie. no Java applets).
- 4. Real-time information.
- 5. As the solution grows due to the amount of data stored/managed, number of users and the number of services offered, the software should be able to grow with it (ie. scalable).
- 6. The capacity to support the number of concurrent system users required (approximately 200 users), at peak times, with no degradation of system performance.
- 7. Functionality should be modularized, with the ability to implement in stages.
- 8. The CRM solution should be highly responsive to user input:
 - a) < 1 second response time,

- b) 1 second response time,
 - c) 2 second response time,
 - d) 3 second response time,
 - e) Other.
9. If updates are real-time, a lock/warning so individuals viewing or updating are aware of impending changes.

D. Security and Integrity

1. Role-based security and permissions - access to the system should be configurable for multiple security levels in accordance with the access required by the role/responsibility of the user.
2. These security levels should be fully configurable (ie. from full system access to access based on department, unit, module, menu, sub-menu, table, account, field, etc).
3. Be able to integrate with Active Directory for security.
4. The ability to create and report on audit logs, including:
 - a) usage by individual user, user position or unit/department;
 - b) each time a screen is accessed (which screen, who accessed it and when was it accessed);
 - c) the information accessed (what information, who accessed it and when was it accessed);
 - d) changes made to information (what was changed, who accessed it and when was it accessed); and
 - e) authorization access and authorization failure attempts.

E. Integration with Existing WCB Business Applications

1. Ability to integrate with Microsoft Office 2003, including Outlook for email and calendaring (as opposed to a new or proprietary set of tools).
2. Ability to integrate with Microsoft Office 2007, including Outlook for email and calendaring (as opposed to a new or proprietary set of tools).
3. Ability to have an integrated calendar (ie. the ability to link with individual calendars to eliminate duplicate entries).
4. Ability to import the following file types to the CRM solution:
 - a) CSV files
 - b) Excel files
 - c) Other.
5. Ability to export the following file types from the CRM solution:
 - a) CSV files

- b) Excel files
 - c) Other
- 6. Solution should have an approach or methodology regarding the integration of information with legacy and back office applications. The approach or methodology should utilize open standards (ie. XML) and should make it easier to provide effective integration with other applications.
- 7. Ability to integrate with VOIP (Voice Over Internet Protocol).
- 8. Ability to integrate with Interactive Voice Response (IVR).

F. Documentation

- 1. User guide available, complete and sufficiently detailed.
- 2. Operating guide available, complete and sufficiently detailed.

6.5 Package Services

A. CRM Solution Implementation

The proponent must offer proven implementation services. The proponent's response must provide a project work plan outlining the chronological steps and timeframe from "contract award" to "go-live". Expectations with respect to the approach, proponent involvement, and implementation services include:

1. Operational Deadline

The CRM must be fully operational no later than June 30, 2009.

2. Project Manager

The WCB will provide a project manager to oversee the implementation of the solution and be the primary contact for WCB.

3. Additional Resources

The proponent will identify additional implementation resources.

4. Roles & Duties

The proponent will clearly outline the role, duties, and responsibilities of each additional implementation resource identified.

5. WCB Resources

WCB will establish a support team to participate in the implementation of the

solution. A project resource will be appointed to act as liaison between the proponent's project manager and WCB's resources required to assist with implementation. The proponent will identify the requirement for WCB technical and functional resources by describing the role, duties, and level of implementation project involvement.

6. Proponent Training

The proponent must train WCB support staff in the usability and technical aspects of the proponent's solution. It is expected that approximately twelve (12) staff members will require such training.

7. WCB Training

Training of WCB staff on new internal procedures or business processes because of system modifications or implementation to the proponent's solution will be the responsibility of WCB.

B. Post-Implementation Services

The proponent must offer proven on-going maintenance and support services. The proponent's response must provide a description of the available hours of service, service level response time and services offered.

In addition, the proponent must also detail the warranty associated with their services and the proposed CRM solution.

6.6 Project Scope and Time Frames

The following schedule is presented for guidance:

Request for Proposal Response – Period Opens:	October 27, 2008
Request for Proposal Response – Period Closes:	November 12, 2008
Request for Proposal Evaluation Complete:	November 19, 2008
Oral Evaluations:	November 25, 2008 November 26, 2008

6.7 Constraints

Constraints for this project include:

- a) The project will consider the impact of the *Freedom of Information and Protection of Privacy Act*.
- b) The project will consider the Workers' Compensation Act and Policies.

6.8 Special Conditions

The contract will contain a provision whereby the WCB will hold back 10% of the total contract price until the requirements of the contract have been met including the resolution of problems identified during the acceptance test procedures.

7.0 Evaluation Criteria

7.1 Introduction

It is required that proponents respond to clauses 6.3 to 6.5 of the Request for Proposal. Failure to respond to any of these clauses will render the proposal non-compliant and the proposal will receive no further consideration.

Clauses in Section 6.3 are marked (Pass/Fail) and will be evaluated on a Pass or Fail basis. A proposal will be considered non-compliant and receive no further consideration if the response to any such clause is deemed by the evaluators to be unsatisfactory. All other clauses will be rated according to the evaluation scheme described in Section 7.3.

All proposals will be examined in detail in accordance with the evaluation criteria and following the process outlined in this section. The WCB reserves the right to either award a contract to the most effective proponent as determined by the evaluation criteria or not to make an award if none of the proposals received meets the minimum requirements of the evaluation criteria.

7.2 Evaluation Process

The proposal evaluation process is as follows:

Stage 1 – Pass/Fail Criteria

- i) Evaluation of compliance to Pass/Fail criteria as identified in the Request for Proposal (Section 6.3).

Stage 2 – Written Component (70% of overall score)

- i) Evaluation and Assessment of the “Package Products” criteria. All proposals that have succeeded in meeting the minimum score will continue to be evaluated. All proposals not meeting the minimum score will be rejected.
- ii) Evaluation and Assessment of the “Package Services” and “Vendor” criteria. All proposals that have succeeded in meeting the minimum score will continue to be evaluated. All proposals not meeting the minimum score will be rejected.
- iii) Evaluation and Assessment of financial proposal, as outlined in Section 7.3.

The top 3 proponents that have a potential for winning based on the sum of the written component and the maximum number of points available for the oral score will be short-listed and invited to the oral presentation as defined in Section 7.3.

Stage 3 – Oral Component (30% of overall score)

- i) For those proponents invited to the oral presentations a list of questions will be provided no less than five (5) calendar days in advance of the oral presentation. Answers to these questions must be provided as part of the oral presentation.
- ii) Evaluation of the oral presentation of the short-listed proponents.
- iii) The scores for the oral presentations will be added to the scores for the written component to arrive at an overall score which determines the winning proponent.

7.3 Evaluation Scheme

Proponent responses will be scored according to the point scheme in the Scoring Table below.

Those proposals that are scored as “Fail” for any of the Pass/Fail criteria will be deemed non-compliant and receive no further consideration.

The written component requires the attainment of a minimum score of 70%, with the Package Products category (ie. functional and technical requirements, as outlined in Section 6.4) making up no less than 30 of the overall written component total. Proposals not attaining the minimum scores will be deemed non-compliant and receive no further consideration.

SCORING TABLE

PASS/FAIL CRITERIA			
6.3.1	Integrate with MS SQL 2005	Pass/Fail	
6.3.2	Host internally	Pass/Fail	
WRITTEN COMPONENT (70% OF OVERALL SCORE)			
Section	Description	Available Points	Minimum Points
6.4	Package Products	40	30
6.5	Package Services	30	
8.0	Vendor	20	
9.0	Financial Evaluation	10	
OVERALL		100	70
ORAL COMPONENT (30% OF OVERALL SCORE)			

Financial Evaluation

The sealed envelopes containing the financial proposals will be opened after the “Package Products,” “Package Services” and “Vendor” evaluations have been completed and only for those proponents who have achieved the minimum score.

For the purpose of evaluating the financial components, the proponent with the lowest price will receive the maximum number of points allocated to price (ie. 100 points).

Financial points for other proponents will be allocated relative to the lowest priced proponent according to the following formula, where “L” is the price of the lowest priced proponent and “P” is the price of the proponent under consideration:

$$\text{Number of Points awarded} = 100 - (P - L)/L * 100$$

For example:

Proponent	Price	Calculation	Score
1	\$10	lowest	100
2	\$12	$100 - (12 - 10)/10 * 100$	80
3	\$15	$100 - (15 - 10)/10 * 100$	50
4	\$18	$100 - (18 - 10)/10 * 100$	20
5	\$20 or higher	$100 - (20 - 10)/10 * 100$	0

The top three (3) proponents that have a potential for winning based on the sum of the written component and the maximum number of points available for the oral score will be short-listed and invited to the oral presentation. Note that proponents must be within 50 points of the top scorer to this point in the evaluation process in order to qualify.

Oral Presentations

For those proponents invited to the oral presentations a list of questions will be provided no less than five (5) calendar days in advance of the oral presentation. Answers to these questions must be provided as part of the oral presentation. All proponents will receive the same questions in advance.

Proponents will be permitted 1.5 hours in which to present their solution, which must include a product demonstration; sample scenarios for the product demonstration will be provided no less than five (5) calendar days in advance of the oral presentation. In addition, the oral presentation must also contain a portion where the technical aspects of the product are discussed.

One or more members of the proponent’s proposed project team must make the oral presentation. The presentation will be followed by a question and answer session. A maximum of 2 hours will be set aside for the presentation and question and answers.

Points will be awarded by the evaluators for a subjective assessment of:

- a) how well the proposal meets the needs of the WCB;
- b) the knowledge of the proponent about problems associated with similar projects;
- c) the proposed project team & their experience implementing similar solutions; and
- d) the answers to the questions provided in advance.

Clarifications made during the interview together with hardcopies of the presentation will be subsequently included with the written proposal itself.

The winning proponent, i.e. the Contractor, will have the highest overall score defined as the sum of the scores for the technical, financial and oral components.

8.0 Technical Proposal Content and Response Requirements

The proponent's response must have the following format in order to ensure the proposal receives full consideration:

- a) A one-page letter of introduction identifying the proponent and signed by the person or persons authorized to sign on behalf of, and bind the proponent to, statements made in the proposal.
- b) The proponent's proposal consisting of twelve (12) hard copies and one (1) electronic copy on compact disc of the following:
 - Executive Summary
 - Written Proposal
 - Bidder Profile
 - Three (3) References
 - Financial Proposal (in a separate sealed envelope)
- c) Twelve (12) copies of the completed spreadsheet in Microsoft Excel 2003 format must be submitted on separate compact discs.

The following format and sequence must be followed:

- a) Title Page, showing the Tender number from the front cover of the Request for Proposal, proponent's name and address, closing dated and time, proponent's telephone number, and a contact person.
- b) Table of Contents including page numbers.
- c) The body of the proposal with all pages consecutively numbered (maximum of 30 pages, excluding appendices).
- d) Any additional information, brochures, etc., may take the form of appendices.

Executive Summary

The Executive Summary must contain a short one to five page summary of key features of the proposal for context only.

Written Proposal

The Written Proposal must contain the proponent's responses to Sections 6.3 and 6.5 of this Request for Proposal.

For responses to Section 6.4, a Microsoft Excel 2003 spreadsheet has been included listing each of the requirements outlined in Section 6.4. Please complete the Excel spreadsheet by selecting the most appropriate response in the "Rating" column; additional comments related to each requirement can be included in the corresponding "Comment(s)" column.

To facilitate evaluation, the written proposal must be organized and section numbered to

correspond directly with Section 6.3 and 6.5 of this Request for Proposal.

For each Section number and associated question/clause combinations the proponent must:

- a) Identify the Request for Proposal Section and question/clause combination by number, e.g. “6.3.1”;
- b) Provide the text of the question/clause, excluding any introductory text preceding the question, e.g. “Legal name of proposing entity”; and
- c) Provide a response to the question/clause, e.g. “XYZ Development Corporation”, being careful to address all specific topics identified in the question/clause. In the response it is permissible to reference additional or clarifying information found in the Project Management Plan particularly if the information relates directly to the question/clause.

To facilitate the evaluation process, pay careful attention to presentation and ease of relating the response to the question/clause. Responses must be succinct, detailing the proponent’s understanding of the requirement and the WCB’s objectives and why the proponent is qualified to provide an effective solution for the Project.

Bidder Profile

A corporate profile must be submitted detailing the proponent’s fields of expertise emphasizing those relevant to the project. Bidder corporate information (including all members of any consortium and/or major sub-contractors) must include:

- a) The complete legal name of the proposing entity.
- b) A description of the corporate organization of the proposing entity, including all members of any consortium and/or major sub-contractors. If the proposing entity is a team, consortium or other multi-organizational structure, the description of the corporate organization must identify the accountability structure between the parties and specifically identify a single focus of accountability to the WCB on behalf of the proposing entity.
- c) The numbers of years in business for each company whose products and/or services are proposed in the proponents’ response.

Proponents must demonstrate they have the capability and experience base to undertake a project of the size and scope of that contained in this Request for Proposal.

References

References and Resumes must contain:

- a) References consisting of project summaries under the following headings, in order:
 - i. *Client Name*: Name of client organization.

- ii. *Project Name*: The name of the reference project.
- iii. *Project Date*: The start and completion dates of the reference project.
- iv. *Project Description*: A description of the nature, scope and duration of the project.
- v. *Objectives*: Client objectives of the project.
- i. *Common Project Personnel*: Identification of proposed project personnel who participated in referenced projects.
- ii. *Client Satisfaction*: Indications of client satisfaction with the proponent's performance.
- iii. *Team Composition*: The team composition including whether the proponent managed a consortium or sub-contractors.
- iv. *Project Manager*: The name, phone/fax numbers and e-mail address (if available) of the project manager.
- v. *Client Contact*: The name, phone/fax numbers and e-mail address (if available) of any appropriate reachable contact for the client organization. This individual must be available to be contacted during the evaluation period.

At least one of the three references must relate to implementing the CRM solution proposed in your submission, and must include the version number of the software that was implemented.

Financial Proposal

The Financial Proposal must follow the format identified in Section 9 of this Request for Proposal. The Financial Proposal must be submitted in a sealed envelope contained within the main envelope of the proponent's response which is clearly marked with:

- a) the proponents name; and
- b) identification that the contents are the financial response to the Request for Proposal.

Project Management Plan

The Project Management Plan must at a minimum contain the information defined in Section 6.5. The presentation format is left up to the proponent.

8.1 Financial Stability

The successful proponent may be required to demonstrate financial stability and may be required to register to conduct business in Nova Scotia. This information is not required to be submitted with your response.

If such information is requested by the WCB and the proponent is a prime-sub arrangement,

then information relating to the prime only is required as the prime must certify that they are assuming full financial and legal responsibility for their contractual commitments.

8.2 Acceptance of Liability Clause

The proponent must indicate their acceptance of the Liability Clause defined in Section 5.4 of this Request for Proposal by stating that they either agree fully with this clause or do not agree with this clause. If full agreement with this clause is not indicated then the proponent must provide their own version of a liability clause for consideration by the WCB.

9.0 Proposal Pricing

The required number of copies of the Financial Proposal and Financial Proposal Response Format are described in Section 8.0.

The Financial Proposal must have the following parts:

- a) Part 1: Financial Proposal for the Project, including
 - i) Product Cost (ie. price per user/license – approx. 200 users);
 - ii) Year 1 costs, and subsequent yearly costs (estimate);
 - iii) Hardware costs, if applicable;
 - iv) Implementation Costs; and
 - v) Support Costs (years 1-5).
- vi) Part 2: Certification Block.

9.1 Project Price

The Financial Proposal for the project must be as follows:

“Proposed price for the provision of all services required to produce the deliverables associated with the entire Project as defined in the Request for Proposal and referenced documents including all expenses and applicable taxes is \$_____.

HST included in that price is \$_____.”

In addition, a detailed breakdown of the costs listed in Section 9.0a, with HST listed separately, must also be included.

9.2 Certification Block

This section must contain the certification of the proposed pricing by an authorized representative of the proponent’s organization as follows:

- a) Signature;
- b) Name;
- c) Title; and
- d) Date

Appendix A - High Level WCB Systems Overview

