

**Texas Lottery Commission
 Lottery Operations and Services RFP
 Evaluation Scoring Matrix Documentation**

Vendor Name: <i>Scientific Games</i>
Evaluator Name: <i>T.ERICKSON</i>

Pre-Qualification		Date / Time
A.	Mandatory Pre-Proposal Conference and Non-Disclosure Statement	
A.1	The Proposer attended one of the mandatory pre-proposal conferences and submitted a signed non-disclosure statement.	
B.	Cost Proposal and Proposer's Commitment Submission	
B.1	The Proposer submitted the Cost Proposal and Proposer's Commitment in the manner as prescribed and by the deadline provided in Section 2 of the RFP.	
C.	Technical Proposal, Bid Bond/Proposal Surety and Protest/Litigation Bond Submission	
C.1	The Proposer submitted the Technical Proposal, Bid Bond/Proposal Surety and Protest/Litigation Bond in the manner as prescribed and by the deadline provided in Section 2 of the RFP.	

Round 1: Minimum Qualification Requirements		
A.	Financial Status of the Proposer	
A.1	The Proposer is financially viable and Office of the Controller has validated the financial status of the Proposer.	Pass/Fail
B.	Historically Underutilized Businesses (HUB)	
B.1	Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. *HUB Subcontracting Plan *Mandatory HSP Workshop	Pass/Fail

The RFP references are intended as a guide for Proposers in preparing responses to this RFP, but

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.1	Past Performance. The quality of the Proposer's past		550
2.1.1	Contract performance issues, which include, but are not limited to: --contract terminations --sanctions / liquidated damages / goods or services in lieu of sanctions/LDs --significant or material audit findings or compliance issues --disciplinary action for substandard work or unethical practices --pending/past litigation --gaming license status	4.2.5(a), (b), (c), (d), (e), (f), (g)	440 440
2.1.2	Reference checks and site visits (to include site visits to other lotteries if applicable)	4.4 and 2.22	110 94

Total Points

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No contract terminations; Sanctions/LDs reported ; No audit findings; No disciplinary action for substandard work or unethical practices; Litigation reported; No gaming license denied/revoked. Extensive past experience with SGI-vendor understands contract performance and compliance requirements, has experience with TLC's practice for assessing sanctions/LDs.
10/5 HQ Lottery Ops Mgt, Tx transition plan, IT svc mgt, tour nat'l DC/RC, demo players club, retail/player tech, print plant tour. Transition-acct team overview: 60% from current vendor, 10% SGI, 30% new TX. Good depth of staff at corporate level. Acct mgt philosophy is effective SL mgt, selecting right staff, dev/motivate staff, svc delivery process, continuous improvement. Retailer Care Spec for "white glove treatment" 10yrs exp with 2nd chance drawings, age/state verification addressed and currently implemented. Player's club and subscription svc kept separate as sub svc requires banking info. Equip offering-Wave is full size terminal with good features, Flair is smaller footprint March 2011 pilot, tkt checker is to terminal-can install up to 8 per terminal, LotteryInPlay is in-lane solution and listens to lottery transaction, ATM solution w/Link3, Self svc is touch screen w/tkt artwork-more than one touch to get an instant tkt, burster technology is good solution and is single burster for each bin. in use in 13 lotteries, 10/6 PA Tech philosophy, business ops review, transition, LGS-comm network, interface and business tools, instant tkt mgt svcs-predictive ordering uses 100 coefficients from demographics in the area, provides accurate recommendation, training solutions. Retailer visit-gas station next to HQ w/a self svc instant tkt machine. Whse tour-automation is 30% more efficient using same staff, TX team round table. Q on research funds-no real answer specific to adv/mkt related expenses. Also stmnt about Tx not being unique. Reference checks-all very positive. AR, DC, GA, IN, ND, OK, PA

2.2	Personnel. The qualifications of the Proposer's personnel.		800
2.2.1	Executive Management – General Manager/Site Director, Assistant General Manager, and any other officers or key personnel who will provide direction or oversight to the Texas Lottery account.	4.3.2(a)	160 144
2.2.2	Data Center/Operations – Data Center Supervisor, Software Development Manager, Texas Lottery Liaison and any other staff who will have oversight or manage system operations for the Texas Lottery account.	4.3.2(b)	80 80
2.2.3	Call Center – Call Center Manager, Retailer Support Supervisor, Dispatch and Supply Inventory Supervisor or other key personnel who will provide direction or oversight to the Texas Lottery account.	4.3.2(c)	80 80

GM-John Osenenko, 19 yrs exp China, Asia, Europe, S. America, Africa, prev. SGI GM for FL, GTECH mgr for 11 years; Dep Dir Sales/Mkt-Tony Molica, 25 yrs exp, CA sales rep, WA chief of key accts, dir of sales and CEO. Corporate: Steve Beason and Jim Kennedy.
Dep Dir Tech-David Douglas, 23 yrs exp, current corporate oversight for all SGI online systems, part of GTECH team for creation of DCA Austin. Ops Mgr-Mike Skibel, 12 yrs exp, Ops Mgr in MA, deployments in CT, MD and PA. Comm Mgr-Allen Ross, 17 yrs exp, prev. GTECH exp. SW Dev Mgr-Jonathan Ng, 25 yrs exp, extensive lottery projects.
Tech Svc Mgr-Dan Gholson, 17 yrs exp in CA, MI, IL. Call Ctr Mgr-Donna Marshall, 11 yrs exp, DIR and Continental airlines (2400 agents 24/7 environment. Field Svc Mgr-Kyle Tolkacevic, 22 yrs exp.

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.2.4	Sales and Marketing – Sales Manager, Marketing Manager, Promotions Manager/Coordinator, District/field Sales Managers, Corporate/Chain Account Manager, New Business Development/Recruitment Manager, Research Associate, and any other staff who will provide sales or marketing input, direction or recommendations for the Texas Lottery account	4.3.2(d)	160 147
2.2.5	Warehouse and Distribution – Warehouse Manager.	4.3.2(e)	80 80
2.2.6	Transition Team – Project Manager and key personnel assigned to the transition and implementation of the Texas Lottery account.	4.3.2(f)	120 120
2.2.7	Organizational structure for Texas Lottery account, which includes position titles and number of positions and staffing schedule for unfilled positions and dates when key management will be available.	4.3.1; 4.3.5 and 4.3.6	120 106

Total Points

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Dep Dir Sales/Mkt-Tony Molica, 25 yrs exp, CA sales rep, WA chief of key accts, dir of sales and CEO (not SGI); New Bus Dev-Burbank Herndon, 5 yrs exp, sales mgt, product mkt and pjt mgt (not SGI) (important position-no exposure during visits). Mktng Dir-Christian Ross, 17 yrs exp (inc. GTECH) in game dev, enhancements, and promotions. Sales Dir-Kelly Douglas, 11 yrs exp (inc GTECH) in MO and FL (not SGI) (no exposure during visits). Promotions Mgr-Ron Miguel, 23 yrs exp in game planning, sales tracking and mktng, prev. VP sales/mkt NM lottery. Retail Execution Mgr-Brooke Greene, 2 yrs lottery exp, prev exp in mkt/acct mgt for large grocery chains. Corporate Chain Accts Mgr-Rich Fedyniak, 23 yrs exp in mktng. Instant Pdt Spec-Jason Durbin, 10 yrs exp in instant tkt mkt research and mktng product analysis, currently on FL account (good experience). Online Pdt Spec-Liz Dimmick, 21 yrs exp, currently reg mktng mgr for tri-state (good experience). All DSMs identified-all but one with lottery experience.
Dep Dir Instant Tkt Svcs-Scott Ross, 29 yrs exp, recent work with AR and China start-up. Whse Mgr-Jeremy Swanson, 6 yrs exp, current mgr for GA whse with weekly \$50m in instant tkts to 8,500 retailers. Tel-Sell Mgr-Wm Nugent, prev exp PA tel-sell team.
Pjt Dir-Dan Grace, 10 yrs exp, CPMP, PA & IN transitions. Sr. Pjt Mgr-Cory Bonogofsky, 6 yrs exp, CPMP, prev IBM, PA and CT transitions. Pjt Team Leadership, 10 SME areas, 2 CPMP. Cherie Peyton (part of three amigos)
total staff from org chart. 5% incentive offer for existing GTECH employees. Hiring timeline: DSMs 4 mths; LSRs 2 mths; Sales & Mktng 6-9 mths; Field Svc/Call Ctr 3-6 mths; Whse 1 mth; Data Ctr 6-9 mths. From site visit: plan is to hire 60% from current vendor, 10% from SGI existing staff and 30% new. Good proposed staffing schedule and timeline. No change to number and location of sales districts.

2.3	Quality. The probable quality of the offered goods or services.		2,600
2.3.1	ACCOUNT MANAGEMENT AND ADMINISTRATION		130
2.3.1.1	Account management; Service level monitoring; Service management, which includes incident and problem management, capacity management and performance management; Compliance review.	6.2 through 6.5	46 46
2.3.1.2	Facilities support services, which includes all facilities and equipment to support the Texas Lottery account.	6.6	20 19

RR/DR addressed. (6.2) outlined transitional incentive plan (6.3-3) Acct mgt-by establishing clear strategy, selecting right staff, developing & monitoring staff, establishing effective service delivery processes and continuous improvement; LotteryInSite-executive information system (6.3-2)
(6.3-40)
(6.4-5)
(6.4-10) Follow ITIL for problem/capacity mgt (6.4-17) (6.4-20)
performance mgt of system thru OpsFusion and Raven Web (6.5-3) extensive company wide compliance program; Bd of Directors has compliance committee; Tx compliance monitoring thru 3 staff (compliance, problem and change mgrs). Larry Potts-corporate compliance officer.
RR/DR addressed. PDC (Picadilly) 18 miles. BDC in Dallas/Richardson. CDW-65k 8-5pm but will "work until the job gets done." Facilities identified in each sales district (ten total). Field Svc in AU, HO, DA and SA. Access card (all locations), biometric access (data centers), integrated visitor access system and CCTV. AC and power at 175% of original capacity. Fire protection and monitoring service. Power and power back-up equipment. Tx location to be National Service Center to include call center, terminal maintenance center and system delivery center (TX only); all whses MUSL compliant.

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.3.1.3	Business continuity and disaster recovery capabilities which includes primary site system recovery.	6.7	32 30
2.3.1.4	Training activities which includes training on Lottery Gaming System, various retailer training requirements and LSR training.	6.8	32 32
2.3.2	LOTTERY GAMING SYSTEM		780
	On-Line Games		47
2.3.2.1	On-Line game development which includes demonstrated experience and success in On-Line game development, research and implementation.	7.2.1	21 21
2.3.2.2	On-Line game controls which includes development and monitoring of On-Line game control features.	7.2.2	12 12
2.3.2.3	Drawings which includes the Lottery Gaming System's capability to meet the Texas Lottery's drawing requirements.	7.2.3	14 14
	Instant Ticket Game Management		47

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RR/DR addressed. Draft Business Continuity Plans for each site provided. (6.7-6) Business recovery process (6.7-10) (6.7-11) (6.7-16) instant tkts delivered by other national courier services for which working agreements are already in place. C#2 National Service Center will be relocated
RR/DR addressed. (6.8-8) Trained over 75k retail ee's. China more than 65k retailers and 17k sales reps. (6.8-8) Instructor led training classes that will occur simultaneously across 10 districts; will provide over 240 opportunities to attend training over 14 weeks; In-Store training by the LSR or ; corporate account training; Educational Services Dept experienced in large scale rollouts (6.8-18) All SGI ee's that interact with retailers are trained Retailer Care Specialists (LSRs, FSR and facilitators). (6.8-22) Quick Reference Card provided at training; Retailer Manual and retailer best practices provided w/terminal. (6.8-36) tkts generated in training mode. C#12 tkts can be physical or virtual. Web based learning solution in base price. Furthest training site to be within 55 mile radius of retailer. Communicate with retailers via newsletter, postcards, and phone calls. SGI will work with key accts to develop on-going, integrated training that can be used for new ee orientation. Interactive training mode avail on WAVE terminal (6.8-40) Lottery staff training will cover Wave and PlayCentral terminals, mgt workstations , Lottery InSite, Lottery InMotion (6.8-42) LSR training will include merchandising/communications, equip/SW, new lottery product/feature, general ee development, certification as Retailer Care Specialist. Marketing staff training will be trained in product knowledge and promotional/sales techniques.
RR/DR addressed. (7.2-16) (7.2-8) (7.2-19) (7.2-34)
RR/DR addressed. (7.2-52) can meet and in some cases exceed TLC req'd game control requirements; multiple advanced draw controls that exceed RFP req; provides a wide range of parameterized online game controls, including support for advanced wagers, fixed game liability admin, and subscription wagering; advanced wagers can be placed for any date w/in the next 365 days; can be configured to set liability limits and automatically suspend sales for fixed-payout games. System can provide a liability report indicating payoff figures and liability.
RR/DR addressed. (7.2-66) SGI estimates it can complete the drawing process in less than 15 mins; Screen shots provided for game status, draw shutdown, draw scan, draw certification, draw verify (dual entry); detailed game close verification data and game closing data

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.3.2.4	Lottery Gaming System's capability to support the volume, scope, development and management of the Texas Lottery's Instant Ticket operations, which includes the ability to inquire, track and monitor pack activity both globally and at the Retailer level, and monitor game inventory levels and order statuses.	7.3	47 42
Claims and Validations			47
2.3.2.6	Lottery Gaming System's validation capabilities, which include Integrated On-Line and Instant Ticket claims, validations and payments, and check writing software and hardware for use at Texas Lottery headquarters and each of the Texas Lottery Claim Centers.	7.4	37 37
2.3.2.7	Lottery Gaming System's functionality for a secured method (and equivalent backup method) of applying required signature(s) to the check stock during the check printing process.	7.4	10 10
Retailer Management			47
2.3.2.8	Integrated Lottery Gaming System to support the Texas Lottery's retailer management functions, which includes retailer maintenance and license application processing, inventory management, accounting and access control.	7.5	33 27
2.3.2.9	Lottery Gaming System's ability to provide online access to retailer management transactional data.	7.5	14 14
Lottery Gaming System General Requirements			94

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RR/DR (w/exception noted) addressed. DR#11 (7.3-1) CSP contracts bundle tkts, systems, facilities mgt and other svcs; CSP contracts in AR, DE, DC, GA, MA, OK, SC, TN, VA; China (50k terms, \$3B sales, 76k packs shipped/day), Italy (47k terms, \$1.74B sales, 600k packs intransit/wk), FL (14k terms, \$2B sales, 1900 packs shipped/day), PA (10k terms, \$1.74B sales, 4k packs intransit/day) (7.3-5) ; can meet RFP reqs for various pack statuses and rptng (7.3-6) (7.3-9) closed games can be restored to a system to support queries (7.3-12) (7.3-14) security ctrls; bad validations threshold to revoke a rtrls validation priv; statistical rpts can be generated to monitor (7.3-16) Rtr rpt mirroring allows TLC to see exact same rpt as rtr (7.3-20) Supports active instant games and up to tkts per game (7.3-22) tkt orders thru inside sales, terminal, GMS on-demand order screen, predictive ordering, or initial allocation process (new games) (7.3-24) acctng fxns support all TLC bus rules and procedures.	
RR/DR addressed. (7.4-7) ; equip has multiple safety features including (7.4-9) (7.4-11) (7.4-16) (7.4-15) (7.4-17) (7.4-20) (7.4-20) validations can support up to prize levels per game w/\$99M as top prize limit	
RR/DR addressed. (7.4-20) (7.4-21)	
RR/DR addressed. Battelle-passed. Can meet all RFP requirements (7.5-7) record links to associate a rtr thru chgs of ownership and name chgs; can also link all rtrls ever located at a specific address retains a detailed log of chgs made to rtr records-it cannot be altered once created (7.5-9) NSF amts tracked at rtr and aggregate levels-system will calculate penalties and interest (7.5-12) online submission of original or renewal applications accepted thru web based retailer support site 'Retailers Corner'; payment of licensing fee will be made via TLC approved credit card processing services; system can track retailer licensing status or transmit events and statuses to TLC's financial control system	
RR/DR addressed. (7.5-11)	

Round 2: Technical Scoring		RFP Reference	Maximum Available Points	SCIENTIFIC GAMES
2.3.2.10	Lottery Gaming System's ability to meet the Texas Lottery's configuration, capacity and performance requirements; detect and report fraudulent transactions and activities; and meet data exchange requirements.	7.6.1 and 7.6.2	42 42	RR/DR addressed. <u>Battelle-passed.</u> (7.6-8) Near 24 hrs to include all functionality (7.6-27) 3 yrs transaction and summary level data (7.6-28) (7.6-32) capacity & performance; supports instant games (up to (7.6-43) (7.6-37) (7.6-41) (7.6-39) (7.6-48) use
2.3.2.11	Lottery Gaming System's capability for configuring and executing player and retailer promotions.	7.6.3	19 18	RR/DR addressed. (7.6-51) t (7.6-59) (7.6-60)
2.3.2.12	Web-based systems to support "Second-Chance Drawings", player registration programs for informational, promotional and data gathering purposes, and mail order subscription services which includes transaction handling, prize payout and age verification features. including the processing of all subscription orders, age verification of players, and payment of prizes.	7.6.3	33 33	RR/DR addressed. (7.6-62) (7.6-66)) (7.6-69) easy (7.6-72) period; renewal notices generated automatically. Player interfaces are good.
System Management, System Security and ICS System and Vendor Requirements			78	
2.3.2.13	Change and release management process, and test environment and access for conducting user acceptance testing.	7.7	8 8	RR/DR addressed. (7.7-4) follow NASPL best practices for system dev & maintenance; NASPL certification for QA; SW team are cert SW test engineers; SW tracking system -TLC to have 24/7/365 access (7.7-17) QA system sized to support loan and transaction responsiveness testing of SW releases;
2.3.2.14	Lottery Gaming System's security plan, which includes physical and logical security components and an overview of the policies and practices to prevent, detect, and resolve security breaches.	7.8	35 35	RR/DR addressed. Will maintain in accordance w/TAC202 at a minimum; participates in World Lottery Assoc security certification reviews and recertification process; security at all levels including hiring of ees (extensive background cks) and facilities (7.8-7) will provide security plan and update it annually; has goal to attain ISO 27001 cert; (7.8-9) user access strictly monitored including password ctrls; highly sensitive files (transactions, pools, winners) are configured as special security files w/in system in (7.8-10) (7.8-20)

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.3.2.15	Processing transactions from the Lottery Gaming System to the internal control system, which includes handling out-of-balance incidents and accomplishing electronic funds transfers.	7.10	35 32
	Reporting		47
2.3.2.16	Reporting functions which include the ability of the Lottery Gaming System to produce a variety of reports as well as the ability of Texas Lottery staff to create ad-hoc Systems reports using user-friendly graphical tools.	7.9	47 47
	System Supported Terminal Functions		47
2.3.2.17	System supported terminal functions, which include the Lottery Gaming System's capability to inquire and log ticket prize inquiries from all sales terminals, including player activated, and communication of winning, non-winning and actual prize amount data.	7.11	47 47
	Sales Terminals and Related System Sales Equipment		94
2.3.2.18	Sales Terminals and related System equipment that offer the broadest diversity of options for deployment in support of current and future Texas Lottery retail venues.	7.12	61 37
2.3.2.19	Functionality or capability of all online devices to interact with the back office systems of Retailers.	7.12	10 19
2.3.2.20	Sample Retailer training manual and other options for training Retailers such as including training manual within the Retailer Terminal.	7.12	14
	Installation, Relocation and Removal and Maintenance and Repair		47
2.3.2.21	Plan and procedures for handling equipment installation, relocation and/or removal requirements.	7.12.1	12 12

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RR (w/exception noted)/DR addressed. RR# 3 EFT process not addressed (7.10-3) will provide all resources to maintain near real time connection and data transfer to the ICS; continuous balancing for early out of balance detection; uses TCP/IP socket pgm to transfer data; at every checkpoint, sales, cancellation and validation for each game are compared to ensure systems are in balance; in event of OOB, commands are searched to see if any do not fit into "an established norm"; established procedures for OOB incidents;	
RR/DR addressed (7.9-8)	
Site visit-demo was very good.	
RR/DR addressed. Battelle-passed. (7.11-7) Training mode with virtual tkt; transaction sent to host system to provide audit trail of activity (7.11-11) Retailers can manage instant tkt inventory and place orders from terminal (7.11-12) Lottery InMotion content mgt system attached to terminal; content stored on terminal; multiple msgs can be stored while a single msg runs; msgs can be broadcast at a granular level (rtlr, zip, city, corporate); supports Amber Alert system (7.11-20) Extensive terminal reporting capabilities including Retailer's Corner website (7.11-24) will develop std protocol link btwn central system and rtlrs (7.11-25) all attempts to validate online and instant tkts are logged as a transaction on the production systems; (7.11-25)	
RR/DR (w/exceptions noted) addressed. Battelle-passed. DR# 7 no mid-range terminal offered at startup (7.12-9) Full offering of terminals and related equipment (7.12-7) Emulate new terminals on existing system so they will be operational b/4 8/31/11 (7.12-15) Wave uses surface acoustic or resistive wave touch screen, printer can be placed on either side, above or below, all maint in front of terminal for easy access, future proof design (7.12-40) branding thru playslip reader (7.12-44) (7.12-47) PlayCentral self svc device, touch screen, no instant tkts bins, can check tkt for winner and credit amt to be used or print voucher for prmt, 24 bin capacity, offering avg of 20 bins-offered option for add'l 4 bin slot (7.12-60) tkt checker, or coded, each term can support up to 8 tkt ckr (7.12-61) handheld terminal and belt clip printer (7.12-67) Player Transaction Display 19" or 22", player transaction display avail for limited space area 240 x 64 pixels (7.12-73)	
RR addressed, no DRs. (7.12-68) terminals can print UPC code that contains a product code and price on each online tkt. The UPC can be scanned at the retailer POS. No discussion of interaction w/BOS.	
RR/DR addressed. (7.12-69) training manual available online when in training mode; supports multiple training modes for different training (LSRs, retailers, field techs)	
RR/DR addressed. (7.12-92) 4-Retailer Care Specialists to coordinate activities with retailers; installation upon notification by TLC, site survey and recommendation, install schedule developed, letter to rtr on process and dates, TRCC call one day b/4 install.	

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.3.2.22	Plan and procedures for the maintenance and repair of all terminals and related Sales Equipment, which includes a preventative maintenance schedule and procedures for resolution of chronic problems.	7.12.2	12 11
2.3.2.23	Staffing levels to cover repair functions and the planned location of staff.	7.12.2	12 12
2.3.2.24	Lottery Gaming System capability to remotely monitor all deployed equipment for proper operational functionality and identification of equipment malfunctions or failure.	7.12.2	11 11
Call Center Support			60
2.3.2.25	Call Center staffing and management to support the Texas Lottery's diverse Retailer base; ensure timely, professional, courteous and accurate response to all calls; achieve required performance levels; and plan for handling chronic problems.	7.13	60 54
Ticket Inventory Supply and Management			78
2.3.2.26	Innovative solutions to enhance inventory order and distribution beyond the noted requirements of the RFP.	7.13	12 12
2.3.2.27	Staffing and management of the ticket inventory and supply management functions to support the Texas Lottery's diverse Retailer base. Procedures to process special, out of cycle, express, expedited or emergency orders.	7.13	43 43
2.3.2.28	Ability to allow Retailers to order at anytime through an automated system, rather than ordering in response to a telemarketing call, which includes the ability to manage and place proper controls on this ordering process.	7.13	23 23

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RR/DR addressed. (7.12-101) (7.12-105) Service Max Training-comprehensive training that teaches skills for interacting positively with retailers; provided to all field techs, Rtlr Care Spec, Bench Tech and Admin/Logical field support staff (7.12-109) preventative maint at a minimum every days or as requested by TLC, but recommends a tailored approach based on transaction volume which is tiered pgm (platinum-top 20% 90-day interval, gold-middle 40% -day interval, bronze-lower 40% -day interval) (7.12-112) Chronic retailers will be assigned to CCR to monitor/call weekly or as needed until resolved; does not describe how chronic will be identified and when a retailer will be added to the "chronic list"; states once a retailer is on the chronic list the case will be assigned to the "Task Force", does not distinguish the difference btwn CSR wkly call vs. Task Force hand [note: see section 7.13 for more info on chronic]
RR addressed, no DRs. (7.12-111) Staffing level is field svc; depot and manager operating from 12 zones around the State with some overlap; FSTs grouped by technical expertise.
RR addressed, no DRs. (7.12-114) continuous monitoring of all deployed elements in the system and network to proactively alert operator of svc conditions and performance metrics, including transmission failures and outage events (terminal network previewed during site visit); Raven Web (site visit preview was good) and
RR/DR addressed. (7.13-5) (7.13-7) voice and data (screens) recording, remote monitoring for live or archived calls; Inter-Tel AXCESS tracking system to monitor phone bank performance; IVR provides ability to insert, modify and remove customized outage msgs (7.13-9) to be backup call center (clarification says (7.13-10) (7.13-23) field dispatch staff includes 4 call ctr leads, 24 operators (18 operators and 6 dispatch) and 4 rtlr care spec; multi-lingual support avail thru (7.13-26) Extensive QA and training pgm that starts with hiring process (7.13-33) performance trends monitored daily; if trend found it is analyzed and adjusted accordingly (7.13-34) call broadcast to proactively contact retailer base to alert them of an incident (good) (7.13-34) calls-Smart Svc Mgt system can send automatic notices after pre-determined schedule (i.e. two calls on same problem) to generate a follow up call. (7.13-31) ISR pgms include LSR Chat, Customer Feedback through LSR ride-along.
RR addressed, no DRs. (7.13-12) other info to develop order recommendation. +Sell-suggestive selling is performed at all times (new, hot seller, soft launch, back in stock); calls avg two and a half minutes. Instant tkt ordering process-LSR chat, ISRs contact LSR prior to placing calls in their district, they f/u after orders placed to notify LSR of any rtlr that is low but did not place an order so LSR can go by and ck inv status. (7.13-31) Annually ISR ride along with LSR to meet rtlrs and get feedback. ISRs contact rtlrs that have packs intransit status after 4 days from order placement.
RR/DR addressed. (7.13-16) (7.13-20) (7.13-29) Telsell staff includes manager, supervisors and inside sales reps (7.13-31) ISR pgms include LSR Chat, Customer Feedback through LSR ride-along (7.13-32) emergency orders can be delivered next day, LSR pick up for same day order; can systemically identify retailers who are selling at a rate faster than their inventory will support (7.13-33) multi-lingual support avail thru
RR/DR addressed. (7.13-39) Automated tkt ordering thru IVR, all orders are reviewed by ISR prior to being processed; multiple orders that overlap (IVR order and predictive order) are reviewed together and the system will not let the orders exceed set amts allowed for the retailer

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
Communications Network			47
2.3.2.29	Communications network, which includes information and diagrams to support the performance capabilities of the Lottery Gaming System and the Texas Lottery.	7.14	47 47
2.3.3 SALES AND MARKETING			910
Sales Management and Business Development and Marketing			182
2.3.3.1	Route sales component to support Retailer locations.	8.2	18 9
2.3.3.2	Sales management staff responsible for identifying new selling and business development opportunities.	8.2	73 62
2.3.3.3	Marketing staff responsible for identifying new product and marketing strategies.	8.3	55 55
2.3.3.4	Sales and marketing organization structure to support and optimize Lottery sales.	8.2 and 8.3	36 36
Lottery Sales Representatives			136
2.3.3.5	LSR organization structure and how it will support Lottery Retailers across the entire geographic and population diversity of the State of Texas, which includes the proposed staff to Retailer ratio for the provision of Lottery Sales Representative activities.	8.4	82 72

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RR/DR addressed. Battelle-passed. (7.14-1)	(7.14-14)	(7.14-10)	
	(7.14-16)		
) (7.14-19)			
	; (7.14-23)		
RR/DR addressed. Clarification # 32 SGI will support current pilot process; New Business Development and Corporate Chain Account organizations will ensure SGI is at the forefront of securing this type of non-traditional retailer relationship. SGI will review the challenges of this unique sales model and closely monitor this program to determine the feasibility of expansion in this area.			
RR/DR addressed. (8.2-4) Dep Dir Sales/Mkt-Tony Molica, 25 yrs exp, CA sales rep, WA chief of key accts, dir of sales and CEO; New Bus Dev: Burbank Herndon, 5 yrs exp, sales mgt, product mkt and pjt mgt-full time respon to identify new selling and bus dev opportunities; C/C/K Accts: Rich Fedyniak, 23 yrs exp in mktng; Corporate Bus Dev: Jeff Sinacori, VP Retail Dev (non-dedicated); Sales Dir-Kelly Douglas, 11 yrs exp (inc GTECH) in MO and FL; DSMs all identified and experienced; LSRs)			
RR addressed, no DRs. Mktng Dir-Christian Ross, 17 yrs exp (inc. GTECH) in game dev, enhancements, and promotions; Instant Pdt Spec-Jason Durbin, 10 yrs exp in instant tkt mkt research and mktng product analysis, currently on FL account (good experience); Online Pdt Spec-Liz Dimmick, 21 yrs exp, currently reg mktng mgr for tri-state (good experience); Retail Execution Mgr-Brooke Greene, 2 yrs lottery exp, prev exp in mkt/acct mgt for large grocery chains; Promotions Mgr-Ron Miguel, 23 yrs exp in game planning, sales tracking and mktng, prev. VP sales/mkt NM lottery; Corporate staff include Pam Lee, Leslie Badge, Charles Boykin, Jennifer Welshons and Jim Kennedy			
RR/DR addressed. (8.2-14) C/C/K accts-dev mutually bene mktng pgms, support unique training needs, customized communication pieces (mthly newsltr), provide analysis and rpts (8.2-16) rtr optimization process which includes eval of low-sales rtrls, sales improvement pgm, develop rtr prospects (8.2-17) non-traditional retailers (big box) section not well defined (8.2-17) \$2.5M annually for goods/svcs (i.e. research) to enhance revenue (8.2-19) (8.2-39) LSR and Business Dev mtgs; LSR bi-weekly mtgs however will always be times when need to meet face to face; Annual Sales mtgs (8.2-44) open annual rtr forum conducted in 10 regions-morning and afternoon sessions; rtr advisory council w/elected body of reps (8.3-7) (8.3-37) (8.3-37) (8.3-42) Significant work and analysis for online			
RR/DR addressed. (8.4-3) 140 LSR; LSR Ratio avg visits per day; appropriate number of bi-lingual LSRs will be hired (8.4-5) Sales Force is customized sales rep training pgm to train LSR and LMR in rtr execution best practices. Managing sales force in other jurisdictions (DE, OK) but no discussion in proposal.			

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.3.3.6	Incentive plan for LSRs.	8.4	27 16
2.3.3.7	Sales services customized to strategically optimize sales performance.	8.4	27 19
Retailer Visit			91
2.3.3.8	Retailer visits and support.	8.4.1	27 23
2.3.3.9	Monitor and manage LSR performance to ensure that all LSR visit standards are being met.	8.4.1	27 23
2.3.3.10	Enhanced schedule for Retailer visits that exceeds the minimum required visits for general support and sales activity that emphasizes sales optimization. Overview of the methodology and strategy that will be used to enhance sales.	8.4.1	37 35
LSR Ticket Retrieval, Transfers and Returns			73
2.3.3.11	Perform ticket retrieval, transfers and returns to optimize the inventory mix at retail locations in coordination with Retailers.	8.4.2	36 34
2.3.3.12	Retailer-to-Retailer pack transfers utilized to optimize inventory availability, which includes the methods for carrying out these transfers and the security and control measures that will be put in place and how system records will be maintained.	8.4.2	37 37
Instant Ticket Game Close			46
2.3.3.12	Process for handling Instant Ticket game close.	8.4.3	46 37
Retailer Contests and Retailer-based Player Promotions			91
2.3.3.13	Retailer contests and promotions to increase Instant and On-Line Ticket Sales.	8.5	46 46
2.3.3.14	Incentive programs for Retailers, which includes when such programs should be initiated and the benefits of such programs in maximizing revenue to the State from the sale of Texas Lottery Products.	8.5	45 41
Promotional Events and Retailer Promotions			91

SCIENTIFIC GAMES	
RR/DR addressed. (8.4-6)	Qtrly amt divided by 3
RR/DR addressed. (8.4-7) Optimize sales performances: bi-lingual LMRs, a minimum of five will be hispanic speaking; software will provide LSRs easy to use interface for managing the sale process; geo-demographic SW to identify rltirs that could improve sales performance; more frequent visit schedule for high volume rltirs;	
RR/DR addressed. (8.4-12)	; LSRs will use OrderPad SW that uses a checklist of duties to be performed and status of certain ongoing projects, such as in-store promotions;
RR/DR addressed. (8.4-27) monitor LSR performance thru OrderPad checklists of visit requirements;	
	supvrs/mgrs will conduct ride along; annual performance reviews.
RR/DR addressed. (8.4-13)	
(8.4-16)	
RR/DR addressed. (8.4-31) LSRs through WAVE terminal will	to be handled appropriately;
partial packs of tkts will be	to be reassigned where it is needed
RR/DR addressed. (8.4-32) LSRs through WAVE terminal will	to be reassigned where it is needed; the
RR/DR addressed. (8.4-35)	performs game-end accounting for closed games; general outline provided for game close process that can be modified for Texas.
RR/DR addressed. (8.5-4)	includes a robust promotions management module (8.5-5)
(8.5-8)	
RR/DR addressed. (8.5-10)	

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.3.3.15	Promotional equipment and capabilities to support the Promotions Plan, which also includes approach to promotions and how the plan is developed.	8.6	59 50
2.3.3.16	Promotions program team to run the statewide Promotions Plan, which includes how the team will be coordinated and trained to maximize the benefits of the program.	8.6	32 30
Marketing Materials and Related Equipment			91
2.3.3.17	Marketing materials and related equipment used to support sales and marketing activities for all Lottery Products.	8.7	59 56
2.3.3.18	Remote wired and wireless signage that is connected to the Retailer Terminals.	8.7	32 32
Research and Lottery Product Development			109
2.3.3.19	Research and development process for new games and new game introductions, which includes the research methods utilized to develop, gather, analyze and report data.	8.8	43 39
2.3.3.20	Methods utilized to obtain and use geographic and psychographic information for making business recommendation to the Texas Lottery.	8.8	22 22
2.3.3.21	Research and development staff to conduct research on new selling opportunities and new marketing strategies.	8.8	22 22
2.3.3.22	Research and/or data analyst staff to respond to special reporting requests, develop / respond to requests for specialized sales analysis, etc.	8.8	22 20
2.3.4 WAREHOUSE AND DISTRIBUTION SERVICES			520
New Instant Ticket Delivery and Storage			114
2.3.4.1	Automation for managing, fulfilling, and storing instant ticket orders.	9.2	46 46
2.3.4.2	Staging and distribution plan for simultaneous Instant Ticket game sales launches.	9.2	34 34

SCIENTIFIC GAMES	
RR/DR addressed. (8.6-7) will work with TLC to determine specific games/features to promote in upcoming calendar year, then will look for existing venues to showcase the games (8.7-9) will provide any and all promotional equip necessary to support the promotions and events plan (including all identified in RFP) RR #4 (8.6-12) alternative approach to promotions	
RR/DR addressed. (8.6-9) Promotions Mgr-Ron Miguel, 23 yrs exp in game planning, sales tracking and mktng, prev. VP sales/mkt NM lottery; (8.6-10)	
RR/DR addressed. (8.7-3) will provide instant tkt dispensers, play station and neon sign with scrolling LED (no sample picture provided); exclusive signage for top% of retailers to include floor mats, window POS and counter wraps	
RR/DR addressed. (8.7-5) msgs sent from WAVE terminals to transmitter ; can display jackpots for multiple games on any number of signs within a single store; devices communicate reliably 'w/out interfering with any electronic devices	
RR/DR addressed. (8.8-5) research and game development process which includes evaluation, creation, research and recommendation (8.8-6) . (8.6-9)	
RR/DR addressed. (8.8-50) provides geo-demographic and psychographic data. Good section, very thorough.	
RR addressed, no DRs. (8.8-55) Research Associate, Cameron Garrett, currently Sr. Mktng Analyst, SGI Global Excellence Award; Instant Pdt Spec, Jason Durbin and Online Pdt Spec, Liz Dimmick will assist with research; Corporate non-dedicated assistance from Jennifer Welshons, Ambika Jack, Leslie Badger, Pam Lee, Rhonda Gillen, Jeff Martineck, Bev Opie and Kyle Rogers	
RR/DR addressed. (8.8-59) Research Associate, Cameron Garrett; Corporate non-dedicated assistance from Christopher Allen, Jennifer Hunter, Amanda Saferin and Eric Mitchell	
RR addressed, no DRs. (9.2-4) (9.2-5)	
RR/DR addressed. (9.2-8) SGI will prepare initial game allocation orders, stage and complete new game launches and distribute simultaneous game sales launches consistent with the instant tkt game plan;	

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.3.4.3	Warehousing and distribution methodology and staffing plan, which includes any automated functions.	9.2	34 34
Instant Ticket Delivery			104
2.3.4.4	Plan for processing and shipping all ticket orders, including on weekends, holidays, and other times based on ticket ordering activity, delivery to Retailers in geographically remote areas, and under special circumstances as required by the Texas Lottery.	9.3	36 34
2.3.4.5	Process (including security features) to be used to document the delivery of tickets and obtaining proof of signed delivery receipts from individual Retailers.	9.3	22 22
2.3.4.6	Procedures and materials used to package Instant Tickets for delivery to Retailers, which includes the process used to prevent Instant Ticket Manufacturer omitted packs or other defective packs from being shipped to Retailers.	9.3	10 10
2.3.4.7	Methods, procedures, hardware and software used to monitor inventory and ensure optimum inventory levels are maintained at each Retailer location.	9.3	36 36
Warehouse Instant Ticket Return Verification			52
2.3.4.8	Process and procedure (including security features) used to document and store partial packs of Instant Tickets returned from Retailers, which includes the tracking system that will be used to follow the packs returned to the warehouse.	9.3.1	26 26
2.3.4.9	Procedures for locating Instant Tickets that are in a "Hold," "Lost Warehouse," "Lost Retailer," or "In Transit" status longer than the permitted time limit.	9.3.1	26 26
Stolen and Damaged Instant Ticket Reporting			52
2.3.4.10	Damaged or stolen tickets processing.	9.3.2	52 44
Ticket and On-Line Ticket Stock Destruction			42
2.3.4.11	Security process and/or procedures for the destruction of tickets, On-Line Ticket stock and other materials.	9.4	42 34
Promotional Item and Point of Sale (POS) Verification and Receiving			52
2.3.4.13	Receipt of promotional items and POS, which includes how and where the items will be received, stored and distributed to meet Texas Lottery requirements.	9.5	26 22
2.3.4.14	Process for the verification, receiving and ongoing inventory of promotional items and POS materials.	9.5	26 22

SCIENTIFIC GAMES	
RR/DR addressed. (9.2-15) Staffing: Dep Dir Instant Tkt Svcs-Scott Ross, 29 yrs exp, Whse Mgr-Jeremy Swanson, 6 yrs exp, Whse Supvr, 2-Whse Leads, -Whse Clerks, -Tkt Return Specs	
RR/DR addressed. (9.3-3) confirm they will process and ship orders on wkends, holiday and other times as needed, but SciTrak predictive ordering system should minimize low inventory levels (9.3-6) certified HUB couriers and other local couriers will be used to meet delivery requirements in geographically remote areas	
RR/DR addressed. (9.3-4) SciTrak Ultra technology provides integrated Tel-Sell module which interfaces with third party tracking systems for package delivery status after the packages are shipped to the retailer; accessed through	
RR/DR addressed. (9.3-6) (9.3-7) as orders are being filled a physical inspection is conducted to ensure tkts are not included in any order	
RR addressed, no DRs. (9.3-8) predictive ordering (sales prediction formula is based on live redemptions), real time updates of tkt orders, ISRs contact LSRs to notify them of any low inventory retailers.	
RR/DR addressed. (9.3-21)	
RR/DR addressed. (9.3-23) LSRs will remind retailers of packs that are still in intransit status; SGI will review the pack status aging rpt on a wkly basis; whse staff will perform a detailed physical audit of a game's inventory using a rpt that shows the last known status of each pack	
RR/DR addressed. (9.3-26) Damaged tkts will be picked up by the LSR and taken to the district warehouse for shipment to central warehouse; system will support all of TLC's required pack statuses. Concern on timeliness of data with LSR handling entry into system.	
RR/DR addressed. (9.4-3) ISO certified procedure;	
RR/DR addressed. (9.5-2) storage of promotional items and POS will be controlled operation. No detail regarding process for transferring and monitoring promotional items and POS	
RR/DR addressed. (9.5-3) promotional items will be received and entered into	

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
Promotional Merchandise Inventory			52
2.3.4.15	Process for handling an ongoing inventory of Texas Lottery promotional merchandise.	9.6	52 44
Warehouse and Distribution General Requirements			52
2.3.4.16	Process utilized to accomplish ticket order processing and packing at the Central Distribution Warehouse.	9.7	26 26
2.3.4.17	Process utilized to prevent the theft of returned Instant Tickets and rolls of On-Line Ticket stock being returned to and stored at the Central Distribution Warehouse.	9.7	26 26
2.3.5 CONVERSION			260
Integration and Testing			52
2.3.5.4	Integration and testing process, which includes the test plan and acceptance criteria.	10.2	26 26
2.3.5.7	Lottery Gaming System backup, recovery, failover process and test Plan.	10.2	26 26
Implementation and Migration			52
2.3.5.8	Implementation and migration strategy and processes.	10.3	52 52
Conversion Plan and General Requirements			104
2.3.5.9	High level conversion plan, which includes the project management process, the structure and content of process documentation, an information sharing and communication plan, expected participation from Texas Lottery and the level and duration of involvement from the current vendor.	10.1 and 10.4	62 62
2.3.5.11	Project Management methodology for the transition, which includes at a minimum: a) Project Management; b) Business Change Management; c) Issue Management; d) Risk Management and Mitigation; and e) Transition Reporting (Type and Frequency).	10.4	10 10
2.3.5.12	Initial distribution plan for Instant Tickets, On-Line Ticket stock, Retailer Terminals and associated system sales equipment, Point-of-Sale materials, On-Line play slips, promotional merchandise, playstations, signage and other materials, as required. Quality control procedures included in the plan.	10.4	16 13
2.3.5.13	Validation of winning tickets sold prior to the conversion.	10.4	16 16
Conversion Milestones			26

SCIENTIFIC GAMES	
RR/DR addressed. (9.6-2) SGI will provide a comprehensive inventory system capable of tracking incoming and outgoing inventory by ; sample rpts provided	
RR/DR addressed. (9.7-3) Automatic sorting system provides a fast, accurate order assembly process with	
RR/DR addressed. (9.7-10)	
RR/DR addressed. Meets requirements; very thorough acceptance testing process and procedures; includes conditions for passing acceptance tests.	
RR/DR addressed. (10.2-23)	
RR/DR addressed. Meets requirements.	
RR/DR addressed. (10.1-5) (10.1-6) (10.1-24) extensive project mgt process outlined which includes pjt mgt approach/process, project tracking, communication and oversight (at all executive levels); roles and responsibilities outlined; updated conversion plan provided.	
RR/DR addressed. (10.4-18) project mgt methodology outlined which includes project mgt tools, scope and change mgt, schedule mgt, risk and issue mgt, communications and rptng, quality mgt, resource mgt, knowledge mgt/transfer and procurement mgt. Well defined and includes all required elements	
RR/DR addressed. (10.4-43)	
RR/DR addressed. (10.2-11)	

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.3.5.14	Conversion plan and time chart identifying the major milestones to be accomplished for the construction, equipment delivery, software programming, installation, testing, user training, data conversion, and documentation of the proposed System.	10.5	26 26
Conversion Plan			26
2.3.5.15	Processes and factors related to End of Contract Conversion, which includes knowledge transfer to the Texas Lottery or Replacement Provider, risk management and mitigation, exit reporting, handover procedures, license transfers, etc.	10.6	26 26

Total Points

SCIENTIFIC GAMES
RR addressed, no DRs. (10.5-2) milestones identified. SGI confirms that
RR/DR addressed. (10.6-5) End of contract conversion fully addressed and includes all required items.

2.4	Experience. The experience of the Proposer in providing the		550
2.4.1	Past 10 years of experience providing the services as specified in the RFP for engagements of comparable complexity and scale.	4.2.1 and 4.2.4	275 234
2.4.2	Previous lottery experience or other relevant experience providing similar services as specified in the RFP to governmental or private entities.	4.2.2 and 4.2.4	165 140
2.4.3	Previous experience in transition activities between vendors when providing similar services, in scope and size, as specified in the RFP.	4.2.3 and 4.2.4	110 88

Total Points

PA full svc 8,700 devices, 17k trained and \$3B; OK full svc \$193M; IN online/instant tkt \$732M; IA online/instant tkt \$243M; CO online/instant tkt \$493M; NH (expired) online/instant tkt \$239M; VT (expired) online/instant tkt \$95M; CT online/instant tkt \$991M; Field services provided (per clarification #23) in OK, DE and Puerto Rico.
Est. 1973; presence in 50 countries; Provide online system to 13 of 45 US lotteries; CSP FL 13.5k retailers, GA, SC, TN, AR; China 55k terminals, 31 provinces, 17k LSRs; Italy full svc 50k retailers; Field services provided (per clarification #23) in OK (18 sales reps), DE (3 sales reps) and Puerto Rico.
Puerto Rico (9/04 conversion), Iceland (7/05 conversion), Spain (10/05 conversion), CO (5/03 conversion; 2 90-day delays), Philippines, MA (7/01 conversion), NH, VT, IA, IN from GTECH; Recent transition btwn legacy systems PA, MD, CT, IN.

TECHNICAL SCORING SUMMARY

Past Performance. The quality of the Proposer's past	550
Personnel. The qualifications of the Proposer's personnel.	800
Quality. The probable quality of the offered goods or services.	2,600
Experience. The experience of the Proposer in providing the	550
Total Possible Points	4,500

COST SCORING SUMMARY

The following formula will be used in scoring cost proposals:

Total Possible Points 500

Round 2: Technical Scoring	RFP Reference	Maximum Available Points	SCIENTIFIC GAMES
TOTAL POINTS AWARDED			