

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

Vendor Name: SCIENTIFIC GAMES
Evaluator Name: *M. Lewis*

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 do not

Round 2: Technical Scoring	RFP Reference	Maximum Available Points	SCIENTIFIC GAMES
2.1	Past Performance. <i>The quality of the Proposer's past performance in</i>	550	

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
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
2.1.2	Reference checks and site visits (to include site visits to other lotteries if applicable)	4.4 and 2.22	110

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NOT RELEASED
\$552,110

Total Points

SCIENTIFIC GAMES
No contract terminations, no audit findings, no disciplinary action for substandard work or unethical practices, no gaming license denied/revoked. Variety of litigation reported. Current vendor for instant ticket manufacturing, has extensive experience with agency regarding operational practices, requirements and LDs.
Oral presentations highlighted both corporate and Texas team staff. 10/5 Corporate site visit- Loran Wiel (sp) chairman and Michael Chambrello; presentation tone interesting. Presentation by Steve Beason excellent. Did not really highlight value adds (e.g. license property, research, i). Corporate level depth of staff is very good. Outlined transition plan, staffing to be 60% from GTECH, 10% SGI and 30% new hires. Operation philosophy is managing to service levels, hiring and developing right staff and continuous improvement. Hardware demonstration and equipment has mixed reviews. Retailer terminal is good; small footprint terminal in development stage to be piloted March 2011; (large device) for sales staff, wireless, but not real time. National Response Center tour very good. 10/6 Customer Site-PA discussion of Texas transition, c , retailer network monitoring) was excellent, instant ticket predictive ordering system (100 demographic coefficients), warehouse automation tour was good, training presentation. Retailer visit-gas station with self service instant ticket machine (not new model). Texas Team presentation (T. Molica via conference call)-round table discussion left questions regarding strength of sales force conversion as well as staff comment from John O. Reference checks-Arkansas (instants only), DC (warehouse-very positive), Georgia (warehouse-very positive), Indiana (online conversion underway-positive), North Dakota, Oklahoma, Pennsylvania.

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
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
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
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

John Osenenko, extensive experience (19 years Europe, Asia, GM for Florida, GTECH manager for 11 years); No Assistant GM; Direct reports include Scott Ross (Instant Ticket Services), David Douglas (Technology), Tony Molica (Sales/Marketing) and John Byers (Security); Steve Beason; Jim Kennedy
Steve Beason, extremely knowledgeable on technology side; David Douglas, Deputy Director Technology, current corporate technology officer (23 years experience, including implementation of GTECH DCA); Jonathan Ng, Software Manager (25 years experience); Mike Skibel, Data Center Operations Manager (12 years experience, Ops Manager in Mass); Allen Ross, Communications Manager (17 years experience, including GTECH)
Dan Gholson, Technical Services Manager (17 years experience); Donna Marshall, Call Center Manager (11 years experience, primarily Continental airlines); Kyle Tolkacevic, Field Services Manager (22 years experience)
Tony Molica, Deputy Director Sales & Marketing, extensive industry experience (limited exposure to review team); Kelly Douglas, Director of Sales (11 years experience in Missouri and Florida) (no exposure during visits); All DSMs identified; Christian Ross, Marketing Director (extensive experience in industry, including game development, appears well qualified, good exposure); Burbank Herndon, New Business Development (5 years experience, no exposure during visits); Ron Miguel, Promotions Manager (23 years experience); Brooke Greene, Retail Execution Manager (experience in large grocery chains). Rich Fedyniak, Corporate Chain Accounts Manager (23 years experience in marketing); Jason Durbin, Instant Product Specialist (10 years experience on Florida account); Liz Dimmick, Online Product Specialist (marketing manager for Tri-State)

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.2.5	Warehouse and Distribution – Warehouse Manager.	4.3.2(e)	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
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

Total Points

SCIENTIFIC GAMES
Scott Ross, Deputy Director Instant Ticket Services (extensive warehouse and start-up experience-29 years); Jeremy Swanson, Warehouse Manager (6 years experience, Georgia warehouse manager); William Nugent, Inside Sales Manager (Penn Inside Sales team)
Dan Grace, Project Manager (10 years experience, well qualified, CPMP); Cory Bonogofsky, Sr. Project Manager (6 years experience, well qualified, CPMP)
Organization chart includes total staff; from oral presentation-plan is to hire 60% from GTECH, 10% SGI existing staff and 30% new; 5% incentive offer for existing GTECH employees; Hired months before go-live: DSMs 4 months; LSRs 2 months; Field Service/Call Center 3-6 months; warehouse 1 month; Data Center and Sales/Marketing 6-9 months

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
2.3.1.2	Facilities support services, which includes all facilities and equipment to support the Texas Lottery account.	6.6	20
	CONFIDENTIALITY CLAIMED NOT RELEASED §552.110		
2.3.1.3	Business continuity and disaster recovery capabilities which includes primary site system recovery.	6.7	32
2.3.1.4	Training activities which includes training on Lottery Gaming System, various retailer training requirements and LSR training.	6.8	32
	CONFIDENTIALITY CLAIMED NOT RELEASED §552.110		
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
2.3.2.2	On-Line game controls which includes development and monitoring of On-Line game control features.	7.2.2	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
	Instant Ticket Game Management		47

Account management process defined; Real time service level monitoring through multiple and sample reports provided; Multiple tools for monitoring and managing incidents (5 severity levels), ; Larry Potts and company wide compliance oversight by Board of Directors, 3 compliance staff for Texas account: ITIL standards
National Service Center to be relocated to Texas which will include the call center, terminal maintenance center and system delivery center
Provided draft Business Continuity Plans for all facilities; each system ; backup plan for instant ticket delivery-other national courier services (agreements already in place).
Retailer Training-extensive experience in China (65k retailers/17k sales representatives); classroom training simultaneously in 10 districts over 14 weeks (240 different classes), no more than 55 mile distance to training location; scheduling via newsletter, postcards, and phone calls; SGI employees receive extensive training as Retailer Care Specialists. and Lottery . Extensive LSR training which includes equipment, sales, new products, general development and certification as Retailer Care Specialist.
Game development includes four key activities: evaluation of product mix, creation of new product model including design and game options, research game model with qualitative testing and recommendation of final game; experience in providing new games and game changes/enhancements (117 as of 5/10); game implementation strategies include TV, radio, in-store and exterior POS, web strategy, player promotions and retailer incentives; extensive proprietary and licensed games catalog included in baseline offer; Online/Instant Specialists on Texas Team.
Meets all requirements; comprehensive section.
Meets all requirements; states drawing process can be completed in less than 15 minutes.

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
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
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
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
2.3.2.9	Lottery Gaming System's ability to provide online access to retailer management transactional data.	7.5	14
Lottery Gaming System General Requirements			94
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
2.3.2.11	Lottery Gaming System's capability for configuring and executing player and retailer promotions.	7.6.3	19
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
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
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
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
Reporting			47

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DR#11 (tickets restored to production system-response was "usually" restored to a test system). Multiple CSP contracts which are customized to include instant ticket production, warehouse/delivery, instant ticket management system and other related services; contract in numerous states including Florida and Massachusetts, as well as China and Italy. Through tickets tracked from print to destruction; multiple security controls including reports of questionable retailer activity; multiple options for ordering which include retailer sales terminal, tel-sell (inside sales), initial allocation and predictive ordering.	
Supports automated tax documentation; annuity payment tracking and reporting; check printers with multiple security features.	
Passed Battelle benchmark tests. Meets requirements. Ability to accept online submission of license application/renewal via SGI Retailers Corner website, includes ability to accept license/renewal fee through secure payment gateway.	
CONFIDENTIALITY CLAIMED	
NOT RELEASED	
\$552,110	
Passed Battelle benchmark tests. Near 24 hour processing; transactions time stamp to nearest second; no single point of failures in system or network; multiple reports used to detect fraud based on system events/trends; data exchange through	
Configuring and executing promotions is flexible; provides ability to run simultaneous promotions; promotion parameters entered using software code; ROI analysis is good.	
Meets all requirements. Currently handles second chance drawings in Texas. Very robust system and includes access to all second chance and promotional games provided by MDI;	
Meets all requirements. NASPL best practices and NASPL certification for QA.	
Meets all requirements. Addressed TAC 202 requirement. World Lottery Association security certification reviews and recertification process	
RR# 3 (EFT process not addressed). Meets requirements. Automated balancing at every checkpoint.	

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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
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
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
CONFIDENTIALITY CLAIMED NOT RELEASED §552.110			
2.3.2.19	Functionality or capability of all online devices to interact with the back office systems of Retailers.	7.12	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
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
2.3.2.23	Staffing levels to cover repair functions and the planned location of staff.	7.12.2	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
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
CONFIDENTIALITY CLAIMED NOT RELEASED §552.110			
Ticket Inventory Supply and Management			78

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Information Redacted §552.101/466.022/552.139	
Passed Battelle benchmark tests. Lottery in Motion allows content to be sent, displayed and managed; will provide TLC with dedicated staff trained in developing and maintaining content; Retailer's Corner website to manage accounting statements; standard protocol link between central system and BOS.	
Passed Battelle benchmark tests. DR# 7 (no mid-range terminal for implementation) Retailer terminal-WAVE "smallest footprint including printer and barcode reader", surface acoustic or resistive wave touch screen, wireless barcode reader, can support up to 8 ticket checkers per terminal; self service terminal is PlayCentral, touch screen (for instant tickets also), 24 instant games-base offering includes avg 20 bins, 4 bin increase is at additional cost, ticket checker with credit feature; handheld terminal and belt clip printer; player transaction display or 19" or 22" LCD panel;	
Uses UPC code on online/instant tickets which can be scanned at retailer point of sale like any other product. Did not address ability to interact with BOS.	
Meets all requirements.	
Retailer Care Specialists) to work directly with retailers responsible for coordinating the communication, training, delivery, installation, activation, relocation, and removal activities; detailed processes outlined for installation, relocation and removal of equipment.	
field automation/dispatching system based on SLA's; Service Max training program (teaches skills for positive interaction with retailers) for FSTs and field support staff; TLC staff can access terminal maintenance reports through or alternative approach is tiered based on transaction volume-platinum, gold, bronze (90-day, 180-day, 365-day); Chronic retailers will monitored weekly or until resolved.	
Manager field services technicians anc depot staff in zones.	
All equipment/systems are remotely monitored; Raven Web-site visit preview of terminal network grid.	
Two distinct call centers: field service hotline and Inside Sales Center; Help Desk Institute certified; all SGI employees trained on inside sales best practices; for language matched support reps; to be backup call center (clarification letter says Alpharetta call center to be moved to Texas); staff includes 1 manager, 1 supervisor, call center leads, operators, dispatch and retailer care specialists; broadcast messages to retailers of problems (good); manages chronic calls by sending automatic notices for follow up.	

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.3.2.26	Innovative solutions to enhance inventory order and distribution beyond the noted requirements of the RFP.	7.13 CONFIDENTIALITY CLAIMED NOT RELEASED §552.110	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
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
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
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
2.3.3.2	Sales management staff responsible for identifying new selling and business development opportunities.	8.2	73
2.3.3.3	Marketing staff responsible for identifying new product and marketing strategies.	8.3	55
2.3.3.4	Sales and marketing organization structure to support and optimize Lottery sales.	8.2 and 8.3	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
2.3.3.6	Incentive plan for LSRs.	8.4	27
2.3.3.7	Sales services customized to strategically optimize sales performance.	8.4 CONFIDENTIALITY CLAIMED NOT RELEASED §552.110	27

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LSR chat program allows each ISR to contact an LSR on the day the ISR will be calling his retailer; ride along program-the ISR rides with an LSR to meet retailers face to face; ISRs contact retailers that have placement.
Organization chair manager, supervisors and sales reps; t for language matched support reps; expedited orders through predictive ordering system, it can also identify fast selling retailers that need inventory sooner than their call schedule; next day delivery for emergency orders; ticket orders sent to warehouse same day.
Through SciTrak, retailers can order instant tickets using an interactive voice response system; all orders through the system are reviewed by an ISR prior to being processed; overlapping orders (predictive order and IVR order are reviewed together so no duplicate orders are placed); retailer limits ensure order amounts do not exceed set threshold
Passed Battelle benchmark tests. Proposed network is
Clarification # 32. Critical growth area the proposed \$2.5M R&D investment plan designed to encompass. Will support current initiative and look at feasibility of future initiatives.
Tony Molica-Deputy Director of Sales (25 years experience); Burbank Herndon-New Business Development (5 years experience); Rich Fedyniak-Corporate, Chain, Key Accounts (23 years experience); Jeff Sinacort-Corporate Business Development (non-dedicated); Kelly Douglas-Sales Director (11 years experience); District Sales Manager-10 (all proposed); LSRs-140.
Christian Ross- Marketing Director (17 years experience); Jason Durbin-Instant Product Specialist (10 years experience); Liz Dimmick-Online Product Specialist (21 years experience); Brooke Greene-Retail Execution Manager (previous experience in grocery chain); Ron Miguel-Promotions Manager (23 years experience); Pam Lee, Leslie Badge, Charles Boykin, Jennifer Welshons and Jim Kennedy-corporate marketing support. Strong staffing profile.
Extensive corporate, chain and key account activities to include marketing programs, training, communication and customized reports; sales improvement program for low selling retailers; \$2.5 million annual research allotment to enhance revenue (site visit-no real idea for use); LSR bi-weekly meetings using E and retailer meetings to include open annual retailer forum conducted in each sales district; thorough situation analysis for each Texas Lottery product; licensed/proprietary products included in base price; extensive analysis and proposal for online game changes.
LSR Ratio is , proposed LSRs; average visits per day; will hire bi-lingual LSRs; customized sales representative training program in retailer execution best practices for all LSRs and LMRs. No discussion on sales force operated in other US jurisdictions (info provided in clarification letter).
Incentives based on ability to meet statewide sales goal, LSR individual sales goal and LSR marketing goal (promotions); incentive will be 10% of pay, equally divided to the three goals and measured quarterly.
software for LSR/LMR (site visit preview of used by 13 lotteries but not customized to Texas); will identify retailers for improved sales performance; LSRs will perform retailer-to-retailer pack transfers.

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
Retailer Visit			91
2.3.3.8	Retailer visits and support.	8.4.1	27
2.3.3.9	Monitor and manage LSR performance to ensure that all LSR visit standards are being met.	8.4.1	27
2.3.3.10	Enhanced schedule for Retailer visits that exceeds the minimum required	8.4.1	37
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
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
Instant Ticket Game Close			46
2.3.3.12	Process for handling Instant Ticket game close.	8.4.3	46
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
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
Promotional Events and Retailer Promotions			91
2.3.3.15	Promotional equipment and capabilities to support the Promotions Plan, developed.	8.6	59
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
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
2.3.3.18	Remote wired and wireless signage that is connected to the Retailer	8.7	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

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Performance monitored through completion of checklists in OrderPad software; ride alongs by supervisors/managers; annual performance evaluations.	
CONFIDENTIALITY CLAIMED NOT RELEASED \$552.110	
WAVE terminal used to change pack status; partial packs returned to warehouse for reconciliation, full packs used by LSRs for retailer-to-retailer transfers.	
WAVE terminal used to reassign ticket stock; will issue receipts to retailers documenting transaction.	
Information Redacted \$552.101/466.022/552.139	
Meets requirements. End of game accounting through	
Promotions application through ; will provide access to promotions catalog that now contains over 450 online promotions; create Texas specific promotions catalog; will perform ROI on prospective promotions.	
Strong retailer incentive program includes incentives for all types of retailers, from chains to mom and pops to grocery stores, and for all levels of the retailer network, including clerks, managers, owners, and the corporate level; info provided on marketing based incentive program,	
Will work with TLC to identify and then support all promotions; will provide all equipment; offered in base price is ,	
Ron Miguel-Promotions Manager (23 years experience); promotions coordinators to be hired; responsible for coordinating and supporting promotional events and tracking POS; will be trained like LSRs/LMRs.	
Good response. Playstation, instant ticket dispensers and neon sign with scrolling LED; will provide top 20% of retailers additional POS (floor mats, window signage and counter wraps).	
WAVE terminals transmit message ; can support multiple signs displaying multiple jackpot games within	
of sales data and approximately 15k ticket images; Information Redacted \$552.101/466.022/552.139	
CONFIDENTIALITY CLAIMED NOT RELEASED \$552.110	

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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
2.3.3.21	Research and development staff to conduct research on new selling opportunities and new marketing strategies.	8.8	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
2.3.4	WAREHOUSE AND DISTRIBUTION SERVICES		520
	<i>New Instant Ticket Delivery and Storage</i>		114
2.3.4.1	Automation for managing, fulfilling, and storing instant ticket orders.	9.2	46
2.3.4.2	Staging and distribution plan for simultaneous Instant Ticket game sales launches.	9.2	34
2.3.4.3	Warehousing and distribution methodology and staffing plan, which includes any automated functions.	9.2	34
	<i>Instant Ticket Delivery</i>		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
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
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
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
	<i>Warehouse Instant Ticket Return Verification</i>		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
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
	<i>Stolen and Damaged Instant Ticket Reporting</i>		52
2.3.4.10	Damaged or stolen tickets processing.	9.3.2	52
	<i>Ticket and On-Line Ticket Stock Destruction</i>		42

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Good response.	software used for geo-demographic and psychographic data.
	Cameron Garrett-Research Associate (2 years experience); Jason Durbin-Instant Product Specialist; Liz Dimmick-Online Product Specialist; Corporate research from Jennifer Welshons, Ambika Jack, Leslie Badger, Pam Lee, Rhonda Gillen, Jeff Martineck, Bev Opie and Kyle Rogers.
	Cameron Garrett-Research Associate, only Texas based staff; Corporate assistance from Christopher Allen, Jennifer Hunter, Amanda Saferin and Eric Mitchell.
	CONFIDENTIALITY CLAIMED NOT RELEASED \$552.110
	Org Chart: Scott Ross-Deputy Director Instant Ticket Services (29 years experience); Jeremy Swanson-Warehouse Manager (6 years experience); Warehouse Supervisor, Warehouse Leads, Warehouse Clerks and Ticket Return Specialists all to be filled.
	SciTrak predictive ordering system should proactively manage inventory to avoid low levels, but when required will work as needed to meet demand; national and local couriers to be used to support geographically remote areas.
	integrated Tel-Sell module interfaces with third party software tracking systems for package delivery status after shipping
	Game files loaded in , as automated packing system processes orders, any pack not included in the game file is flagged for removal; retailer manifest and shipping label automatically generated based on scan of a single pack of tickets; new game/promotional flyers inserted at end of packing process; all orders are physically inspected for damaged packs.
	Predictive ordering system based on live redemptions (and other factors); LSRs notified by ISRs of retailers with low inventory so they can provide packs if necessary.
	All pack status changes tracked through , upon return to warehouse packs are
	to identify packs in certain statuses for extended periods of time; LSRs to provide retailers notice of packs , warehouse staff perform physical audit

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
2.3.4.11	Security process and/or procedures for the destruction of tickets, On-Line Ticket stock and other materials.	9.4	42
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
2.3.4.14	Process for the verification, receiving and ongoing inventory of promotional items and POS materials.	9.5	26
Promotional Merchandise Inventory			52
2.3.4.15	Process for handling an ongoing inventory of Texas Lottery promotional merchandise.	9.6	52
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
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
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
2.3.5.7	Lottery Gaming System backup, recovery, failover process and test Plan.	10.2	26
Implementation and Migration			52
2.3.5.8	Implementation and migration strategy and processes.	10.3	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
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
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
2.3.5.13	Validation of winning tickets sold prior to the conversion.	10.4	16

SCIENTIFIC GAMES	
Note-TLC must be present to verify.	
POS will be controlled and managed using same warehouse security requirements.	
All promotional items and POS will be tracked in SGI's inventory management system; will interface with TLC's financial system.	
Robust system that can track all inventory; all goods stored in secured area; will conduct physical inventory and provide reports.	
Robust and highly automated sorting system.	
Ticket status tracked at all times through k; return stock area is	
Fully addressed. Thorough and comprehensive acceptance testing process.	
Meets requirements.	CONFIDENTIALITY CLAIMED NOT RELEASED §552.110
Meets requirements. Provided outline of implementation, release management and installation tracking system (
; last 3 conversions successful (Maryland, Pennsylvania and Connecticut); four tiered management model; good management and project rollout structure; very thorough and complete section.	
Meets all requirements; thoroughly addressed.	
SGI the	CONFIDENTIALITY CLAIMED NOT RELEASED §552.110
Meets requirements.	

Round 2: Technical Scoring		RFP Reference	Maximum Available Points
Conversion Milestones			26
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
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

Total Points

2.4	Experience. The experience of the Proposer in providing the requested		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
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
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

Total Points

SCIENTIFIC GAMES	
Clarification-confirmed can meet the implementation date of 9/1/11.	
Meets all requirements.	

Pennsylvania 8,700 devices; Oklahoma; Indiana; Iowa; Colorado; Sales force identified in clarification letter for Oklahoma (18 sales reps) and Delaware (3 sales reps)	
Presence in 50 countries; 13 of 45 US lotteries for online; CSP Florida 13500 retailers, Georgia, South Carolina, Tennessee, Arkansas; China 55k terminals, 31 provinces, 17k LSRs; Italy full service 50k retailers; large sales force trained in China.	
Transition between vendors includes: Spain and Iceland in 2005, Puerto Rico 2004, Colorado 2003 (2 90-day delays). Recent transition between legacy systems Pennsylvania, Maryland, Connecticut, Indiana.	

TECHNICAL SCORING SUMMARY

Past Performance. The quality of the Proposer's past performance in	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 requested	550
Total Possible Points	4,500

COST SCORING SUMMARY

The following formula will be used in scoring cost proposals:

Total Possible Points **500**

TOTAL POINTS AWARDED