



**William D. Mullins Memorial Center
University of Massachusetts-Amherst
RFP for Ticketing Solutions**

Contents

| | | |
|----|--|----|
| 1. | Introduction | 2 |
| 2. | Vendor Instructions | 2 |
| 3. | Background | 4 |
| 4. | Requirements | 6 |
| 5. | Proposed Costs and Revenue Projections | 8 |
| 6. | Vendor Qualification and References | 9 |
| 7. | Appendices | 12 |

1. Introduction

The William D. Mullins Memorial Center, located on the campus of the University of Massachusetts-Amherst, requires a computerized ticketing and distribution solution and invites vendors to provide information on their systems and product for evaluation. Evaluation will be based on the suitability of the vendor's products and services, and the vendor's overall business viability.

The resulting contract will be between Global Spectrum as manager of the Mullins Center and the Vendor. Contract terms will survive a change in management of the Mullins Center.

The proposed timeline is as follows, however please note that dates are subject to change at any time (vendors will be notified as appropriate):

| | |
|--|-------------------|
| ➤ Deadline for Bidder Questions | February 9, 2012 |
| ➤ Answers provided to Bidder Questions | February 17, 2012 |
| ➤ Responses due | March 5, 2012 |
| ➤ Review responses | March 5-16, 2012 |
| ➤ Company presentations | March 19-23 |
| ➤ Selection | March 30, 2012 |
| ➤ Notification | April 2, 2012 |
| ➤ Vendor Begin Date | June 1, 2012 |

2. Vendor Instructions

2.1 Vendor Evaluation Process Overview

The Mullins Center requires ticketing technology to meet its operational and business objectives. A need also exists for an integrated Customer Relationship Management system that satisfies the functional requirements of marketing and ticketing needs.

This Request for Proposal will allow the Mullins Center to evaluate potential software providers.

2.2 Vendor Evaluation Criteria

A vendor will ultimately be chosen by the Mullins Center based on its ability to respond appropriately to the questions in this RFP and its ability to demonstrate the suitability of product functionality, and the vendor's ability to meet its financial goals.

RFP Responses will be evaluated based on:

- Quality and fit of the vendor's product based on solution requirements
- Cost effectiveness of the solution
- Proof of the vendor's ability to deliver the product and provide the necessary support for implementation and ongoing maintenance
- Overall business and financial viability of the vendor
- Clarity and completeness of Response to RFP
- Financial stability and experience in providing integrated ticketing and marketing solutions for buildings similar in nature to the Mullins Center

During the evaluation process, an analysis will be performed to assess the response given for each requirement. In situations where the vendor's base product does not completely meet the requirement, it is

critical that the vendor provide alternate methods and customization estimates where appropriate. Furthermore, methods that require a partnership between the Vendor and a third party should be described fully.

If the requirement will be satisfied in a future release, the vendor should provide the target release date.

The Mullins Center reserves the right not to award the contract if in Mullins Center's best interest.

2.3 RFP Instructions

To correctly respond to this RFP, vendors should prepare and return the following:

| Document | Medium |
|---|---|
| 1. Cover Letter including acknowledgment of terms | Electronic preferred |
| 2. Completed RFP | Electronic preferred |
| 3. Supporting materials | Electronic if possible, on paper if not |

All of these documents must be returned by **March 5, 2012 at 2:00pm (ET)** in the format requested and to the address provided.

2.4 Contact Information

All questions regarding this RFP, the Vendor Evaluation process, or the Mullins Center in general should be directed to Shane Cadwell, Mullins Center General Manager. Vendors are invited and encouraged to ask as many questions as are necessary to reach a thorough understanding of any of the requirements of the Mullins Center business. Contact information is as follows:

Shane Cadwell, General Manager
Mullins Center / Global Spectrum
200 Commonwealth Ave., 2nd Floor
Amherst, MA 01003
(413) 545-3336 (p)
(413) 545-3005 (f)
cadwell@admin.umass.edu

U.S. Mail, overnight service (FedEx, UPS, etc.) and electronic submissions to the above email address will be accepted. Fax submissions will be accepted, but are not recommended. Faxed bids must be followed up with hard copy within (5) business days.

2.5 Contract Negotiations

The preparation and submission of vendor response shall be made without obligation by the Mullins Center to pay any development costs and/or to acquire any items included in the response.

The vendor will be required to agree to the inclusion of warranties in offers of commitments made in the response or in subsequent information supplied. Furthermore, the Mullins Center expects that each statement of fact and of future performance will be incorporated within the contract as a warranty. Therefore, any statement of fact or of future performance not intended to be a warranty should be clearly identified. The vendor's response to the RFP will be included as an addendum to the final contract.

The vendor should include a draft contract as a section of its response. However, the Mullins Center will not be bound to accept any provision in any draft contract submitted by the vendor and may, at its option, present its own draft contract as the basis for contract negotiations.

Please note: The vendor must acknowledge agreement in the response cover letter or RFP Executive Summary with the conditions set forth in this section.

2.6 Confidentiality

Information disclosed to vendors and vendor employees by the Mullins Center will be considered confidential and proprietary when it 1) pertains to the Mullins Center past, present, and future ticketing activities and/or 2) is not readily available to the public.

2.7 Contract Term & Renewal Period

The Mullins Center is seeking a five (5) year agreement with the selected vendor. Two (2) renewal periods of two (2) years each will be offered at the sole discretion of the Mullins Center.

3. Background

3.1 Mullins Center Background

The William D. Mullins Memorial Center is a \$50 million multi-purpose arena, which opened in February 1993. The Center seats over 8,500 for hockey games, 9,500 for basketball games and sporting events. The seating capacity may be increased to 10,000 for events such as commencements, concerts and family shows when seating is added on the floor. The center also features two multi purpose rooms, which can be divided into small space environments to accommodate meetings, dinners, receptions and pre and post activity gatherings. Located on the campus of the University of Massachusetts in Amherst, Massachusetts, the Mullins Center is the home to the NCAA Division I UMass Men’s and Women’s basketball teams (which compete in the Atlantic 10 Conference) and the NCAA Division I UMass Men’s Ice Hockey team (which competes in the Hockey East Conference).

The Mullins Center hosts a rich history of presenting national touring shows, concerts, and other special events to the citizens of the Pioneer Valley and the UMass community. Below is a short sample of the lauded history of events taking place at the Mullins Center.

Landmark Events:

| | | |
|-----------------------|----------------------------|---------------------------|
| Metallica | Godsmack | Matchbox 20 |
| Tim McGraw | David Copperfield | John Mayer |
| Green Day | Disney on Ice | Disturbed |
| Alanis Morissette | WCW Wrestling | Cirque du Soleil |
| Miss Saigon | Elton John | OAR |
| Phil Lesh & Friends | Rascal Flatts | Carrie Underwood |
| Rugrats | Bob Dylan | Celtics – 76ers Preseason |
| Phish | Cats | Lady Antebellum |
| Toby Keith | Dave Matthews/Tim Reynolds | Miranda Lambert |
| Red Hot Chili Peppers | Stars on Ice | |

Achievements:

Hosted 2005 NCAA Men’s Northeast Ice Hockey Regional
Hosted 1995 NCAA Women’s Volleyball National Championship

Ticketing History under Global Spectrum Management:

Global Spectrum has provided ticketing services for Mullins Center special events and UMass Athletic contests since being awarded management of the facility on July 1, 2004. In addition to these individual event sales, Global Spectrum has provided season ticket processing for the three resident sports (Men's & Women's Basketball and Men's Hockey) and both season & individual game sales for UMass Football and Men's Lacrosse. In 2004-05, Global Spectrum provided individual game sales for a First Round NCAA Men's Lacrosse game; and in 2005-06 for the NCAA Women's Softball Regional. In 2005-06, the decision was made to do away with "student tickets" for UMass Athletic contests. A student swipe card system was put into place, eliminating hard ticket printing. UMass Athletics has entered into a five year agreement (2012 – 2016 seasons) with Gillette Stadium. During the 2012 and 2013 seasons, UMass Football will play all home games at Gillette Stadium in Foxborough, MA. During the 2014 – 2016 seasons, home games will be played at Gillette Stadium with the option to also host home games at Warren McGuirk Alumni Stadium on campus.

Single Ticket Sales in FY10 (July 2009-June 2010):

| | | |
|---------------------------|------------------------|--------------------|
| Outlets: 412 | Phone/Internet: 35,505 | Box Office: 40,313 |
| Athletics Tickets: 10,003 | | |

Season Ticket Sales in FY10 (July 2009-June 2010):

| | | |
|-----------------|-------------------------|-------------------------|
| Hockey: 978 | Men's Basketball: 1,919 | Women's Basketball: 181 |
| Football: 1,592 | | |

Single Ticket Sales in FY11 (July 2010-June 2011):

| | | |
|--------------------------|------------------------|--------------------|
| Outlets: 911 | Phone/Internet: 42,293 | Box Office: 52,097 |
| Athletics Tickets: 4,037 | | |

Season Ticket Sales in FY11 (July 2010-June 2011):

| | | |
|-----------------|-------------------------|-------------------------|
| Hockey: 950 | Men's Basketball: 1,778 | Women's Basketball: 169 |
| Football: 1,509 | | |

Single Ticket Sales in FY12 to date (July 2011-December 8, 2011):

| | | |
|--------------------------|------------------------|--------------------|
| Outlets: 341 | Phone/Internet: 31,062 | Box Office: 24,796 |
| Athletics Tickets: 5,225 | | |

Season Ticket Sales in FY12 to date (July 2011-December 8, 2011):

| | | |
|-----------------|-------------------------|------------------------|
| Hockey: 741 | Men's Basketball: 1,363 | Women's Basketball: 91 |
| Football: 2,222 | | |

The UMass Athletic Department, as part of this ticketing solution, will require the ability to accept incoming phone calls to the athletic ticketing department to service various ticketing needs and sell tickets to their sports teams' clientele. This is a vital aspect of their business and sales operation. Sales made for athletic events through the athletic ticketing department therefore must be treated as all other box office transactions. Athletic ticket sales and Mullins Center special events that are generated from the Mullins Center Box Office currently are not subject to any service or convenience charges and we are seeking to continue that scenario in the next agreement.

Global Spectrum specializes in providing management and consulting services in the public assembly facility management industry. Global Spectrum is a subsidiary of Comcast Spectator and provides management and consulting services to clients across the United States, Canada and in Southeast Asia.

In addition to the Mullins Center, Global Spectrum manages a variety of other facilities including the BankUnited Center at University of Miami, Coral Gables, FL; Chaifetz Arena at Saint Louis University, St. Louis, MO; Budweiser Center in Larimer County, Colorado; Wells Fargo Arena, Des Moines, IA; MassMutual Center, Springfield, MA; Tsongas Center at UMass Lowell, Lowell, MA; UCF Arena at University of Central Florida, Orlando, FL; Wolstein Center at Cleveland State University, Cleveland, OH; Sun National Bank Center, Trenton, New Jersey; Wells Fargo Center, Philadelphia, Pennsylvania; University of Rhode Island Ryan Center, Kingston, RI; Everett Events Center, Everett WA; FARGODOME, Fargo, ND; John Labatt Center, London, Ontario; Colonial Life Arena at University of South Carolina, Columbia, SC; Liacouras Center at Temple University, Philadelphia, PA and Ted Constant Convocation Center at Old Dominion University, Norfolk, VA.

4. Requirements

4.1 Overview

The specifications for the RFP are broken into 6 areas. Each area has a required Option A and some have an optional Option B. Option A is required and covers the basic minimum requirements. Option B is optional (though encouraged) and covers more advanced features. In addition, completion of Appendix 7.2 is required.

4.2.A Ticketing (Option A)

Please detail both single and season ticket processes, including, but not limited to selling of tickets, handling of payments, renewal procedures, exchanges (single & season), refunds, purchaser accounts, event setup & modification (including seating manifests, ticket types, ticket layout, etc.), group sales, season tickets/renewals/rollovers, etc. In addition, please describe, in detail, reporting capabilities, and how it would work for secondary box offices/promoters/other, software updates, training provided, barcoding/access control, printing/reprinting/batch printing, holds/held seats, payments of quick sales & on accounts, methods of ticket delivery, etc. Please also describe, in detail, the system security/securities. Please detail both single and season ticket processes, including, but not limited to online renewal procedures for season tickets, online account access, online ticket exchange program(s), availability of making online donations, prepaying concessions &/or parking, purchasing group tickets online, printing of invoices, etc. With specific regard to UMass Football games at Gillette Stadium, please detail both single and season ticket processes including, but not limited to renewal procedures and first time sales for season tickets, online account access, online ticket exchange program(s), and individual game sales. Also, discuss how the ticketing software would work for secondary box offices and barcoding/access control. UMass athletics requires a primary and secondary box office (Athletic Ticket Office/Gillette Stadium Ticket Office) for UMass Football as well as access control at Gillette Stadium.”

4.2.A Ticketing (Option B)

Please detail student ticket distribution options including online account access and the fee structure for those transactions.

4.3.A Fundraising/Development (Option A)

Please detail your fundraising/development component, its ability to track donations, priority points, donor benefits and donor correspondence. Also, describe donor account on-line management, Outlook and/or Microsoft integration as well as capabilities to report on donations and ticket sales simultaneously.

4.4.A **Marketing (Option A)**

Please describe how the ticketing solution would be able to assist with marketing events at the Mullins Center, including but not limited to, database marketing, email marketing (blasts, campaign automation, etc.), direct mail, POP, internet, and other avenues.

4.4.B **Marketing (Option B)**

Please detail how the ticketing solution will create their brand awareness in the Pioneer Valley area (defined as Hampshire, Hampden, and Franklin Counties in Massachusetts). Global Spectrum welcomes the opportunity for the vendor to add any information pertinent to advertising, broadcasting, and promotional needs in conjunction with the Mullins Center that can be important to this solicitation. In your response, please describe and explain the following as it relates to Customer Relationship Management and Social Networking:

- Customer Relationship Management tools that are inherent in your system.
- The integrated database marketing product that you will provide and the details and benefits of your solution.
- What CRM capabilities are available.
- The system's ability to segment lists for e-mail marketing campaigns and create automated e-mail campaigns.
- The system's ability to show an overall 360 degree view of a consumer – ticket purchase history, donation history, demographic info and any forms of communication.
- How your system will be able to assist with marketing initiatives, including but not limited to, database marketing, e-mail blasts, direct mail, etc.
- Social networking tools your system supports and whether it provides the opportunity for consumers to purchase directly through social media sites like Facebook.
- Does the application allow customers to instantly post information about an event on social media sites including when someone makes a purchase?
- What tools do you employ to gain additional demographic information from Facebook and Twitter followers?
- Costs associated with each of these items if they are not included

4.5.A **Hardware (Option A)**

Minimum requirements: 2 Full setups (PC, monitor, keyboard, mouse) including software, 12 software only (to be installed on currently owned PC), 9 ticket printers, 3 access points, 14 access control scanners, 1 access control server, 2 report printers.

4.5.B **Hardware (Option B)**

All of the above, plus access on 2 PCs (or 2 PCs provided) for development, additional reporting access.

4.6.A **Distribution (Option A)**

Please detail distribution channels: primary box office, secondary box offices, internet, phones, outlets, other. Please include phone center hours, is it toll free, long distance, or a local call, who sets up and runs phone center/outlets/internet sales, etc. Also please discuss client support provided by vendor for all channels listed.

4.7.A Data Protection Controls (Option A)

Data Security and Breach Notification

The Vendor shall develop, implement, maintain, and use appropriate administrative, technical, and physical security measures to preserve the confidentiality, integrity, and availability of Mullins Center data.

The Vendor will not provide any Mullins Center data to any Sub-contractor or agent without the prior express written permission of the Mullins Center or as otherwise provided under the agreement.

Vendor returns Mullins Center data, and does not retain a copy, to the Mullins Center upon termination, cancellation, expiration, or other conclusion of the agreement, unless the Mullins Center requests that the data be destroyed.

The Vendor shall retain any Mullins Center data only as long as needed for the specified purposes and to securely dispose of any Mullins Center data when there is no longer a business need to retain that data.

The Vendor agrees to notify the Mullins Center immediately if any breach of the security, confidentiality, or integrity of Mullins Center data occurs; assist the Mullins Center in any subsequent investigation and notification processes; and to otherwise comply with all applicable Massachusetts and federal laws and regulations regarding data security and breach notifications, such as M.G.L. c. 93H and the Health Information Technology for Economic and Clinical Health Act (HITECH Act).

PCI-DSS (Payment Card Industry-Data Security Standard)

Service providers and third party providers and the Mullins Center represent and warrant to the other party that it is Payment Card Industry Data Security Standard (PCI-DSS) compliant and shall remain compliant during the term of the agreement. In the case of a third party application, the application will be listed as PA DSS compliant at the time of implementation by the Mullins Center. In either situation, should either party become non-compliant during the term, the non-compliant party shall promptly notify the other party of its non-compliance status. Both parties are responsible for the security of the cardholder data that is in such party's control or possession, as mandated by PCI DSS in the performance of their individual and mutual responsibilities under this Agreement.

Service Providers must be listed on the Visa Global List of PCI DSS Validated Service Providers. Third party applications must be listed on the PCI Security Standards Council List of Validated Payment Applications (PA-DSS). Should the Service Provider or Third Party Application not be listed, a letter from a Qualified Security Assessor stating compliance must be submitted.

5. Proposed Costs and Revenue Projections

5.1 Professional Service Costs

Please estimate the cost of professional services typically required for implementation of services including process design, product configuration and product customization.

5.2 Estimated Hardware Costs

For hardware purchases, assume that the Mullins Center **does not** have any of required equipment, except what is listed below. Please estimate typical costs associated with purchasing the hardware required to implement your solution. The Mullins Center will require 2 Full setups (PC, monitor, keyboard, mouse)

including software, 8 software only (to be installed on currently owned PC), 9 ticket printers, 3 access points, 14 access control scanners, 1 access control server, 2 report printers.

5.3 Training and Documentation Costs

Please estimate the cost associated with training end users and IT support staff as well as the cost of any product documentation and reference materials.

5.4 Support and Maintenance Costs

Please estimate all support and maintenance costs associated with maintaining the solution over the next five years. Please include any costs associated with network connectivity, hosting, and similar types of costs. Be sure to include which services are included in the costs.

5.5 Other Applicable Costs

Please estimate any other costs associated with your solution that do not fall into any of the categories provided above. Be sure to explain the reasons for these additional costs.

5.6 Assumptions

Please indicate any assumptions you made when estimating the cost. Explain any variable pricing structure.

5.7 Revenue Projections

Please use the following section to provide a thorough and complete estimate of the revenue expectations associated with implementing your solution, including outlet revenues, branding opportunities, convenience fees, and more.

- Outlet Revenues: Please estimate any income associated to outlet sales.
- Branding Opportunities: Please provide any Branding or projected revenue streams that may bring additional revenues to the Mullins Center.
- Convenience Fees: Please give a detailed review of projected convenience fees associated with using your product and services. This information is also required on the attached Price Matrix.
- Additional Revenue Opportunities: Please estimate and identify any other revenue opportunities associated with your solution that do not fall into any of the categories provided above.
- Percentage increase examples for Division I athletic sales: Please provide examples of percentage increases from year to year for individual ticket sales for Division I athletic programs as a result of online marketing efforts.

5.8 Pricing Matrix

The Mullins Center requires that the Vendor complete Appendix 7.1 outlining applicable consumer service charges and related costs.

6. Vendor Qualifications and References

6.1 Primary Contact Information

Please provide the following information for the vendor's primary contact with the Mullins Center. This person should be prepared to answer or direct all inquiries that the Mullins Center may have for the vendor.

| Required Information | Response |
|--|----------|
| Name: | |
| Title: | |
| Region (if applicable): | |
| Mailing Address: | |
| Telephone: | |
| Fax: | |
| E-mail Address: | |
| Management Personnel who would oversee Mullins Center account (if different from above): | |

6.2 Company Background

Please provide the following information on your company history, organizational structure, and product strategy:

| Required Information | Response |
|---|----------|
| Company Name: | |
| Headquarters (Address): | |
| Branch Offices (City): | |
| Main Lines of Business: | |
| Length of Time in Business: | |
| Financial information (attach most recently audited financial statements of the firm & a statement regarding any recent or foreseeable acquisitions): | |
| Business Philosophy: | |
| Organizational Structure: | |
| Product Strategy: | |

6.3 Client References

Please provide three references from clients in the public assembly facility industry whose requirements were most similar to the Mullins Center's current needs.

| Data | Reference 1 | Reference 2 | Reference 3 |
|--|--------------------|--------------------|--------------------|
| Company Name: | | | |
| Industry: | | | |
| Number of Users: | | | |
| Number of Tickets Sold in Facility: | | | |
| Hardware/software Elements in Use; Number of Years in Use: | | | |
| Business Contact Name: | | | |
| Business Contact Title/Role: | | | |
| Business Contact Phone Number: | | | |

6.4 Partnerships

| Partner | Nature of Relationship | Partner's Product Offering | Partner Contact Information |
|----------------|-------------------------------|-----------------------------------|------------------------------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

7. Appendices

7.1 Costs- Pricing Matrix

William D. Mullins Memorial Center

Please fill out all areas highlighted in Blue

Under "Revenue to Mullins Center" - Please fill in either a rebate percentage or a fixed dollar amount. Should your model vary from a rebate percentage or fixed dollar amount to Mullins Center, please describe this model in detail so Mullins Center revenue can be determined for that model.

| | | Type of Event | | | |
|-----------------------------|---------------------|---------------|-----------------|---------------|----------------|
| | | <u>Sports</u> | <u>Concerts</u> | <u>Family</u> | <u>Theatre</u> |
| Average Ticket Price | | \$12.00 | \$38.00 | \$16.00 | \$50.00 |
| Ticket Buyer Fees | | | | | |
| Convenience Fee | Outlet | \$ - | \$ - | \$ - | \$ - |
| Convenience Fee | Telephone | \$ - | \$ - | \$ - | \$ - |
| Convenience Fee | Internet | \$ - | \$ - | \$ - | \$ - |
| Per Order Fee | Telephone | \$ - | \$ - | \$ - | \$ - |
| Per Order Fee | Internet | \$ - | \$ - | \$ - | \$ - |
| Print-at-Home Fee | Internet | \$ - | \$ - | \$ - | \$ - |
| Venue/Promoter Fees | | | | | |
| Per Ticket Fee | Box Office | \$ - | \$ - | \$ - | \$ - |
| Per Ticket Fee | Outlet | \$ - | \$ - | \$ - | \$ - |
| Per Ticket Fee | Telephone | \$ - | \$ - | \$ - | \$ - |
| Per Ticket Fee | Internet | \$ - | \$ - | \$ - | \$ - |
| Credit Card Fee | All methods of sale | 0.00% | 0.00% | 0.00% | 0.00% |
| Credit Card Fees | | | | | |
| Box Office | | \$ - | \$ - | \$ - | \$ - |
| Outlet | | \$ - | \$ - | \$ - | \$ - |
| Telephone | | \$ - | \$ - | \$ - | \$ - |
| Internet | | \$ - | \$ - | \$ - | \$ - |
| | | \$ - | \$ - | \$ - | \$ - |

Costs or Fees

POS and Access Control Equipment \$ -

Additional Fees: provide detail. Include fees associated with providing season ticket or subscription services.

| | |
|--|------|
| | \$ - |
| | \$ - |
| | \$ - |
| | \$ - |
| | \$ - |

Revenue to Mullins Center

Marketing Fee \$

Branding Opportunities \$ -

Rebates (percentage)

| | | | | |
|-----------|----|----|----|----|
| Outlet | 0% | 0% | 0% | 0% |
| Telephone | 0% | 0% | 0% | 0% |
| Internet | 0% | 0% | 0% | 0% |

Rebates (per ticket)

| | | | | |
|-----------|------|------|------|------|
| Outlet | \$ - | \$ - | \$ - | \$ - |
| Telephone | \$ - | \$ - | \$ - | \$ - |
| Internet | \$ - | \$ - | \$ - | \$ - |

| | | | | |
|--|-----------|-----------|---------|---------|
| Per Order Rebates Phone | \$ (1.50) | \$ (1.50) | \$ - | \$ - |
| Per Order Rebates Internet Mail | \$ (1.50) | \$ (1.50) | \$ - | \$ - |
| Per Order Rebates Internet Print at Home | \$ 0.50 | \$ 0.50 | \$ 0.50 | \$ 0.50 |

7.2 Product Information

| No. | Question | Response |
|-----|---|----------|
| 1. | Describe your overall application, hardware, and software architecture. | |
| 2. | Please provide an overview of the relevant products (modules) that will provide a solution for the Mullins Center. | |
| 3. | List the applicable hardware, operating system, and software applications your solution supports. | |
| 4. | Describe your product's scalability for both hardware and software requirements. | |
| 5. | Does your application require any client software? | |
| 6. | Can the application be deployed to all methods through one single configuration environment? If not please explain. | |
| 7. | If you function as an ASP, do you support data conversion and customizations? Please explain. | |
| 8. | Is the software package composed of modules, or is it marketed as one solution? If it is composed of modules, can it be broken up for purchase? | |
| 9. | Can the application generate e-mails using standard SMTP functionality provided by a web application? | |
| 10. | Please describe the upgrade process when moving to a new release of the software. | |
| 11. | Please describe the reporting tools included with your solution. Also describe outside reporting tools that can be used in conjunction with your product. | |
| 12. | Suggested length of Agreement. | |
| 13. | Identify if and how your system supports telephone sales, internet sales, and subscription sales. | |
| 14. | Describe how your system supports season ticket sales specifically for a sports team. | |
| 15. | Provide information detailing phone room procedures and operations if applicable (location, number of operators, response time, avg. length of call, information gathered): | |
| 16. | Provide information on the number and location of outlets available to the ticket purchaser. | |
| 17. | Provide information on the data management capabilities of your system. | |
| 18. | How frequently are new software releases introduced? | |
| 19. | How do you notify clients when new releases are available? | |
| 20. | Can clients influence the future direction of the product? If so, how? | |
| 21. | How do you apply or distribute software fixes/patches? | |
| 22. | Describe the types of training and education services you can provide. | |

Your signature below signifies that your company complies with the RFP.

Vendor Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Name of Person Submitting: _____

Authorized Signature: _____