2018-11-21

REQUEST FOR PROPOSAL
CONSULTING SERVICES - DYNAMIC PRICING
STRATEGY / IMPLEMENTATION
RFP 52 (2018-10)
ADDENDUM #2

This addendum shall be incorporated into, and form part of RFP 52 (2018-10) and take precedence over all requirements of the previously issued bid documents including plans. This addendum must be signed by the bidder (signing officer) in the appropriate space and must be attached to the Form for submission by the bidder. This Addendum consists of seven (7) page.

	RFP 52 (2018-10) CONSULTING SERVICES – DYNAMIC PRICING STRATEGY / IMPLEMENTATION	
	QUESTIONS	**RESPONSES**
1	Whether companies from Outside Canada can apply for this? (like,from India or USA)	While we currently are faced with some challenges setting up for virtual meetings and providing remote access, we will provide any accommodations that may be required to facilitate outside the country submissions and implementation.
2	Whether we need to come over there for meetings?	
3	Can we perform the tasks (related to RFP) outside Canada? (like, from India or USA)	
4	Can we submit the proposals via email?	Submissions cannot be submitted by email or facsimile. A hard copy of the RFP submission and electronic copy has to be provided as requested prior to the closing date.
5	Are all your systems (ADMITS/MS-RMS, MS Dynamics GP and MS Dynamics CRM), enabled to send and receive data via webservice APIs from the local network to the Internet?	Currently, the Toronto Zoo does not use any API's for the following Applications – Admits/ RMS/ Dynamics Great Plain and Dynamics CRM
6	In case your systems do not support webservice APIs, what alternative integration solutions do they provide? i.e. ftp, local installations, Database direct access, etc...	All data between ADMITS/RMS/Dynamic GP and Dynamics CRM use a SCRIBE server to communicate.
7	About high-frequency flows needed for integration with MS Dynamics CRM, are you enabled to use queue systems?	ADMITS does not do any queuing of data, it interacts directly with MS-SQL re committing all data to the database. For clarification, we do not foresee any

		requirement for the dynamic pricing system to integrate with MS Dynamics CRM.
8	The document calls for our response to provide emphasis and detail on the Revenue Management tools we provide and utilize. It is our understanding that the 'Revenue Management Tools' referred to in the RFP are the actual dynamic pricing tools to be implemented after the consultancy phase, and that the Zoo is NOT looking for a separate revenue management tool to allow for manual changes of the prices according to what the dynamic pricing algorithms produce. Kindly confirm.	The Toronto Zoo is looking for qualified and experienced Proponents to provide consulting services to advise and develop a strategy for the implementation of dynamic pricing for the Toronto Zoo INCLUDING the provision of the actual dynamic pricing system for implementation and to serve as revenue management tool.
9	Is it possible to obtain more detailed information on the breakdown of the Zoo's 1.3 million/annum ticket sales according to different ticket types (General, Senior, Child and Child 2 years old and under)? Also, are any of these 1.3 million tickets sold via 3rd party promoters (such as National Geographic Tours or other similar associations) and hence will NOT be part of the dynamic pricing study/implementation? Lastly, what is the breakdown of the tickets sold online and on premise?	See attached (or below)

The annual attendance includes all onsite and online sales as managed by the Toronto Zoo.

It also includes discounted or complimentary admission passes as may have been purchased from 3rd party promoters or as promoted by the Toronto Zoo, such as
-CityPASS
10-MAP (Museum & Art Pass)
co11mplimentary passes
-Attraction Reciprocal
-Passes as issued by Board Members, staff guest entitlement, etc
-Event passes – Zoo Run, Seniors Day, Member Appreciation Day, etc

All complimentary admission passes are accounted for and tracked in the attendance budget breakdown under *Special Passes*

In 2017, online sales accounted for 9.9% of total admission tickets sold. |

10	We understand that we must provide 3 references of similar solutions that we have implemented, and this in the Reference Form 10.1 to be found on page 15. Our question is regarding 'point 5.5 - a' on page 6 of the RFP where is states the references must be in the **Southern Ontario region**...is this a firm requirement?	Ideally, we would like to have references from similar attractions as the Toronto Zoo and situated locally. However, in the absence of references under these criteria, we will accept references from comparable attractions world-wide.
11	What versions of ADMITS and MS-RMS are used by The Toronto Zoo? How is each system currently being deployed at The Toronto Zoo?	RMS: ver 2.0.1005 ADMITS: ver 9.2.79311 Both systems work on MS-SQL Server 2008/2014 under Windows Server 2008/2012/2016
12	Are the vendors of ADMITS and MS-RMS prepared to support integration to the extent it depends on their products' capabilities?	Yes, dependent on what data need to be integrated and customization might be required.
13	Can you provide contacts for ADMITS and MS-RMS with whom we can discuss those products' integration capabilities?	At this stage of the RFP process, and as part of the procurement practices, all inquiries must be directed to the Toronto Zoo and any and all information solicited by an interested Proponent will be shared to all interested vendors.
14	Please describe in more detail the nature of the desired integration with MS Dynamics GP. What data from MS Dynamics GP, and not also available through ADMITS/MS-RMS, are presumed to be required input for the dynamic pricing solution? Which records in MS Dynamics GP are presumed to require updating when prices change?	ADMITS and MS-RMS are currently integrated with MS Dynamics (Great Plains). IF the current integration of both point-of-sale systems (ADMITS and MS-RMS) with MS Dynamics GP will suffice to push through all sales transactions, then no direct integration of dynamic pricing system with MS Dynamics GP is required. There should be no further data captured in the dynamic pricing system that will require upload to MS Dynamics GP.
15	Regarding MS Dynamics CRM, the RFP states that it *"houses member visitation tracking as captured by the point-of-sale"*. What details about member visitation from MS Dynamics CRM, and not also available from ADMITS/MS-RMS, are presumed to be required input for the	IF the implemented dynamic pricing system will not interfere with the current visitation tracking as captured by the current admission ADMITS point-of-sale system, then this requirement is NOT APPLICABLE.

	dynamic pricing solution?	
16	Section 3.0 also states, *"point-of-sale records need constant updating of member activation and deactivation to correctly admit only members with active membership"*. Please elaborate on this requirement as it relates to dynamic pricing.	IF the implemented dynamic pricing system will not interfere with the RMS integration with ADMITS re activation and deactivation of memberships for member visitation tracking purposes, then this requirement is NOT APPLICABLE.
17	The RFP requests commentary on the proposed timeline. In our experience, the implementation timeline is most often driven by client internal objectives and constraints as opposed to the procedures that *Vendor* must undertake to develop and implement a dynamic pricing solution. Does the Toronto Zoo have a preliminary point of view on a desired "go live" date for dynamic pricing?	Preferred "go live" date for the implementation of the dynamic pricing system is July 1, 2019 or earlier. However, it will be scheduled on such date ensuring full and complete review and coordination of new dynamic pricing system installation with Toronto Zoo's existing point-of-sale system.
18	Section 4.1 i) lists as a mandatory component *"A brief testimonial as to why the Proponent should be short-listed for this project"*. Are you requesting a written endorsement from a current client or our own summary of the key points of our proposal?	Written endorsement or reference from an entity which you had done work in the past five (5) years.
19	Please clarify the requirement described in Section 5.5 of the Proposal Content section. In particular, we request clarification of the phrases *"integration of deal into the TZ current system"* and *"description of three (3) subscribership in the Southern Ontario region under the direct responsibility of the Proponent"*.	The proposed dynamic pricing system must be integrated with the current admission point-of-sale system that is already integrated with the MS-Dynamics GP to ensure all transactions are pushed through for Accounting upload. Ideally, we would like to have references from similar attractions as the Toronto Zoo and situated locally. However, in the absence of references under these criteria, we will accept references from comparable attractions world-wide.
20	Please clarify the statement in 7.0 2b) *"Major clients and business partners of membership*	This is not applicable to this RFP

	acquisition programs". We interpret this statement to suggest that The Toronto Zoo is interested in utilizing dynamic pricing of general admission to drive positive substitution into membership and would like examples of our past success in doing so. Is that correct?	
21	Section 7.5 refers to an Agreement form attached in Appendix A but no such Appendix was included in the RFP. Would you be able to make that Agreement form available?	A sample agreement will not be provided. An agreement will be negotiated between the Zoo and successful proponent based on the terms of the RFP.
22	Section 8.8 indicates a requirement of at least CDN$5,000,000 in general liability insurance. Our current liability insurance coverage is US$3,000,000 /US$2,000,000 per incident. Given the nature of the work being requested would The Toronto Zoo consider that coverage adequate? If not, we will inquire with our carrier about the cost of expanding our coverage.	For potential vendors outside of Canada, General Liability Insurance coverage of US$3,000,000 /US$2,000,000 per incident will be acceptable.
23	Do you envision a timeline for completion of the project?	Preferred "go live" date for the implementation of the dynamic pricing system is July 1, 2019 or earlier. However, it will be scheduled on such date ensuring full and complete review and coordination of new dynamic pricing system installation with Toronto Zoo's existing point-of-sale system.
24	It is indicated in the RFP that the algorithm developed should include factors such as weather, historical attendance, featured exhibits or animals, attractions available, special events or other factors. To what extent does your current data include these factor for analysis and development of the subsequent algorithm?	All data as listed on the RFP and all other relevant and available data that could be factored in the development of the dynamic pricing algorithm will be provided for Proponent's review and consideration.

TORONTO ZOO

for the year to date ending 2018-12-31

	2018 BUDGET
REGULAR VISITORS & GROUPS	
General Admission (13-64)	538,752
Senior (65+)	28,293
Children (3-12)	174,553
Sub-Total	**741,598**
SCHOOL GROUPS	
Post Secondary	7,208
Secondary	27,329
Elementary	88,324
Sub-Total	**122,861**
REGULAR VISITORS & GROUPS TOTAL	**864,459**
Members	267,657
Members Guests	711
Sub-Total	**268,368**
Special Passes	74,424
Children under 3	87,749
Sub-Total	**162,173**
TOTAL VISITORS	**1,295,000**

Receipt of the Addendum shall be acknowledged as part of your submission.

The Board of Management of the Toronto Zoo reserves the right to reject any or all Tenders or to accept any quotation, should it deem such action to be in its interests.

If you have any queries regarding this matter, please contact Mr. Peter Vasilopoulos, Supervisor, Purchasing & Supply, at 416-392-5916 or by email pvasilopoulos@torontozoo.ca.

Yours truly,

Peter Vasilopoulos
Supervisor, Purchasing & Supply

I/we hereby acknowledge receipt of this addendum and make allowance in my bid.

Signed (Must be Signing Officer of Firm)

Name of Firm

Date:

END OF ADDENDUM