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

Vendor Name: GTECH
Evaluator Name: Robert Tirloni

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

Passed all Battelle benchmark tests.

Information Redacted
§552.101/466.022/552.139

The RFP references are intended as a guide for Proposers in preparing responses to this RFP, but do not limit the Texas Lottery's review of any Proposal in evaluating responsiveness to the RFP requirements and selecting a Proposer whose solution provides the best value to the agency.

Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
2.1	**Past Performance.** *The quality of the Proposer's past performance in contracting with the agency, with other state entities, or with private sector entities.*		**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	No contract terminations. Positive past performance as Lottery Operator for the TLC.
2.1.2	Reference checks and site visits (to include site visits to other lotteries if applicable)	4.4 and 2.22	110	110	Reference checks -- minor issues noted. Oral presentation--very polished, professionally executed with original videos of the Texas operation. Illustrated their marketing ability. Good interaction and presentation between local Texas staff and corporate staff -- illustrated good balance between the local team and their counterparts/resource at corporate.GT showcased their people and weren't afraid to let their people present and address questions/issues. Corporate visit + NY -- retailer visit was exceptional demonstration of lottery inside customized for a NY chain. Excellent presentation, demonstration of _____ and _____ echnology.

§552.110

			Total Points	550	

Round 2		RFP	Maximum	Awarded	Evaluator Notes
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	160	Lapinski -- 10 years lottery experience, Rivera -- 18 years lottery experience, Robinson -- 6 years lottery experience, Stanek -- 7 years lottery experience. Lapinski -- point of contact for many years, liaison btwn TX and corp on game matrices, instrumental in the retailer cash incentive program, POS production assistance, research assistance on new game concepts. Robinson, very thorough, responsive. Understood mkting rationale behind requested software requests and advocated/facilitated chgs with software group. Effective @ contract compliance/monitoring. Stanek -- turned sales org around and brought in new marketing staff -- Plum/Carter. Also brought about change in sales districts. Rivera -- very experienced with not only operational but legislative processes as well -- always willing to committ resources to make TLC successful.
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	70	Burdick -- 14 years of lottery experience, Brannon -- 11 years lottery experience, DeFazio -- 12 years of lottery experience
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	Franco -- 3 years of lottery experience -- helpful in transitioning from TX call ctr to NRC, Broadus - 9 years lottery experience, Colvin -- 6 years lottery experience, Walker -- 24 years of experience -- skilled in large scale equipment roll-outs.

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Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
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	160	Stanek, 2 regional -- Finnigan 18 yrs of lottery experience -- extensive knowledge exp. with instant tkt planning/distribution, Sanchez -- 18 years of lottery experience, Plum -- 2 yrs. Lottery experience -- very positive addition to Texas team -- worked with TLC on dvlpt of execution guide, merchandising focus, PB POS production. Promo Mgr -- TBH, All existing DSM's in place except Waco DSM which is TBH -- many DSM's have been with GT for many years in a DSM capacity. Carter -- 2 years lottery experience -- another positive addition to TX team -- has had great success with corporates -- especially corporate exclusives. Reid -- 19 years of experience -- great success with recruitment initiatives in TX. Dill -- 15 years of lottery experience. Faulkner -- 15 years of lottery experience. Strong national recruitment team + Laverty -- MM and PB cross-sell and national game initiatives -- recruitment focus is very positive.
2.2.5	Warehouse and Distribution – Warehouse Manager.	4.3.2(e)	80	80	Tatum -- 18 years of experience.
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	Eland -- 25 years of lottery experience, Whalen -- 16 years of lottery experience, Thornton -- 15 years of lottery experience, PMP certified. Tedrow -- 17 years of experience -- lead for TX conversion, PMP certified. Watts -- 11 years of experience + Texas team and corporate liaisons.
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	120	All unfilled will be filled upon contract award. Incumbent vendor -- almost all positions already filled.
		Total Points		790	

			Maximum		
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 §552.110	46	43	can be customized. Thought to be very positive by Admin. Developed and designed for Texas. Figure 6.3-4, good example of transparency of system. Incident Management -- Hurricane Ike, various GTECH functions and how GT addressed the situation displayed in Fig. 6.4-2. Reporting component of the portal allows you to create reports in real time. Capacity Management -- addition of PB in Texas. 2 dedicated contract compliance positions/Contract Mgmt. application -- shared single point of contact for all contractual obligations.--very positive per Admin. **6.3 Service Level Monitoring & Reporting RR 4 Service Level Report examples not provided.**
2.3.1.2	Facilities support services, which includes all facilities and equipment to support the Texas Lottery account.	6.6	20	20	14 warehouses -- beneficial for retailer base for training purposes and for sales reps. access too. Austin Tech. Ctr. -- CMMI-DEV certified -- adhering to a Best Practice Standard -- valuable commitment to excellence per Admin.
2.3.1.3	Business continuity and disaster recovery capabilities which includes primary site system recovery.	6.7	32	32	Updates disas. Recovery plans qtrly. GT will provide industry certified individual as a resource/liaison to TLC for our own contingency needs. Extensive experience dealing with disasters including Hurricane Ike. GT provided good example re: how they handled Hurricane Ike in Texas. Secondary carrier + support of LSR's to deliver tickets if needed. Example of UPS strike and how GT handled ticket delivery.

Vendor: _____

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2.3.1.4	Training activities which includes training on Lottery Gaming System, various retailer training requirements and LSR training.	6.8	32 §552.110	32	Init. & on-going training tracked & recorded via -- very beneficial for LSR's. Very robust response in this section. Elearning -- ret training program -- term based/interactive. Large scale training programs in large jurisdictions. All retailers to receive classroom training. 47 training cities --avg distance 19.4 miles/22 min drive. GT employs Langevin Learning Srvcs. Ret. Train. Mgmt. Office interactions starting 3-5 weeks prior to training date. Impressive LSR training including: new LSR pre-cert training, certification levels, sales skills, -- complimentary to orig. training, FST & LSR's cross trained on many of each other's job functions.
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 §552.110	21	Follow strategic 5-step comprehensive process. EZ Match game design example including creation of virtual packs/GLEPS. GT will index the TLC's prod. Perf. against sim. Jurisdict. As well as the industry's perf. to id gap potential. Use to see sales perf. of potential product solutions in other jurisdictions. Game development resources -- concepts from channels not allowed in TX today can be used to develop games that can be offered. GamePro Concept -- on location testing capability. GamePro can be deployed in a live environ. where people wager real money/win real prizes. can handle the most popular game param changes without changing code -- draw days, matrix change, min/max # of picks, multidraw, prize divisions. VSCRIPT -- run multiday scripts in one day -- will reduce test time -- major enhancement. Game Implementation experience -- extensive -- including exp. in Texas -- Powerball launch/rollout example. IGI Europrint creative idea generation.
2.3.2.2	On-Line game controls which includes development and monitoring of On-Line game control features.	7.2.2	12	12	Comprehensive features. Meets all.
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	Conduct drawings for large jurisdictions similar to TX -- NY, CA, FL + GT's exp. In Texas.
	Instant Ticket Game Management		*47*		
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 §552.110	47	GT instant syst used in NY, TX, GA, FL. Top prizes remaining info. provided via for specific retailer based on the games being sold @ that location. --daily game review feature.Init. Distribution created in minutes - can drive sales for retailer pack contests. -- returns/order processing -- LSR doesn't have to use terminal. SKV -- pos. for retailers. NO VIRN entry. Single ticket accounting solution --may cause retailers to carry more games. Sys has flexibility to utilize pack acctng or new sing. tkt acctng.
	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	32	No upper level cap to # of tickets that can be claimed. Annuity payment tracking -- beneficial for OC staff. Self service player registration. **7.4 Claims & Validations DR 22 Debt Set-Offs and overrides of taxes are not supported for non-cash payments.**
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	Meets all.
	Retailer Management		*47*		

Vendor: _____

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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 §552.110	33	33	Very detailed Retailer Life Cycle overview. -- recruitment, LSR can take photos, etc. Data entered in recruitment functions is carried forward auto. Provides prospective recruit. Opps. + history all the way through termination. Work Orders -- agency will have better access to information re getting retailers up & running. Search features -- important tool for Hotline staff when talking to players and trying to find a location. -- can consolidate sales across all terminal types. System flexibility -- one-to-many -can associate mult. terminals and locations w/ a single owner -- LSR's can see/make contact/address chgs. -- good for LSR's to see address info. for incentive payments and tax reporting mailings. Route mgmt/Manage Rep Route -- good functionality --- push route out to reps. device. Asset Mgmt. -- TLC will know what is in store, where it is being used -- valuable mgmt tool for POS planning purposes. LSR's can report on property real time. Lottery Services Portal -- TLC branded web portal for Lottery retailers -- new and renewal retailer applications can be made avail on the LSP. Retailers can pay the necessary fees.
2.3.2.9	Lottery Gaming System's ability to provide online access to retailer management transactional data.	7.5 §552.110	14	14	- provides ability to view in real time detailed transactional data through Terminal Activity tab. Can select Last 10 transactions or specify range. Can drill down into specific transaction.
	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 §552.110	42	42	Component based design allow for implementation of enhancements incrementally while keeping rest of system intact and functioning normally. is flexible and scalable. Can manage expansion of new terminals or self-service devices. - has performance dashboards -- users can utilize dashboard design tool. Fraudulent Transaction Detection Measures -- detailed on 7.6-35. 7.6-34 -- actual example of security reporting for TLC. Suspicious Activity Analysis Package reports + current reports from GWARE converted to Jeremy Bingham--dedicated FTE for audits and security analysis. 7.6-47 illustrates list of interfaces. B2B for future, additional interfaces and integration with 3rd party entities.
2.3.2.11	Lottery Gaming System's capability for configuring and executing player and retailer promotions.	7.6.3 §552.110	19	19	Simultaneous promotions for same game detailed in figure 7.6-14. One screen promo. Set-up due to tabs across top -- fig. 7.6-15.
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 §552.110	33	23	Second chance drawing implementations NJ and RI. Managed all aspects of drawings. Integrated with TLC web site. Allows for instant and on-line tkt entries. Player registration program -- age verification through 3rd party company can conduct ad hoc inquiries against the player data. Mail order subscriptions -- same as player registration via web -- provides cross reference # to tie the physical payment to the subscriber in the system. System includes: verification of player eligibility, subscription length, merging subscription plays, funding subscriptions, winner's id, winner payments, renewal notices, change tracking, adv play adjustments, subscription acct mgmt by TLC. Very detailed.
	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	Alignment chain -- figure 7.7-2 -- Changes must be in sync with the plans from all constituent groups and must support the long term business plans of the TLC. CMMI-DEV Level 4 -- strong, structured soft. Dvlpt. Process. Per Admin, this cert. means they are looking to follow established standards. One of five systems dedicated to testing. GT Texas has 5-year account team plan and associated technical roadmap to meet the acct. team plan.

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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 §552.110	35	35	Security Plan built on best practices and industry compliance. Physical/visible barriers, Protect the equip. that runs the games and personnel policies. Facilities manager resp. for security controls and practices for 24 lottery jurisdictions in the US.24 Ops. Security Plans in place -- approved and audited. DCA in Austin -- audited and approved by more than 10 juris. + multi-juris associations. Went through MUSL audit -- only new PB applicant to pass on first attempt -- allows TLC to manage and monitor all system events. Systems will support controls and procedures allowing the TLC or auditor to audit all access. Pg. 7.8-29 -- User Security Functionality--user privilege capability.SureLock -- new method to ensure lottery tkt security and authenticity -- needed for ticket printing on a third-party device. --visual --fig. 7.8-9. IR - impressed with security section of proposal. TAC 202 addressed.
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 §552.110	35	35	provides synchronization process to ensure the stays current with the most recent transactions. Checkpoint sched is every 10 minutes.
	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 §552.110	47	47	-- entry into reporting capabilities. Page 7.9-5 overview of reporting solution. Increased capability to analyze instant ticket product category. Improved Security --analytics package will aid security with fraud/theft issues. Anomalous Activity Analysis Package -- dvlpd. to support lottery security departments. Parameterized Report Template Examples. Seven step Conversion Report Gap Analysis -- figure 7.9-4 -- thorough process. Ad-hoc reporting -- drag and drop. Report Export -- Excel, PDF, CSV, etc. Performance Strong training for TLC staff that will use/utilize reporting tools. Training will be on-site classroom training. Transaction data transferred to data whse in near real time -- on avg. -- 2 mins.
	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 §552.110	47	42	Confirmation mode for large dollar transactions. Helpful for PB and MM -- no cancellations. System will track the store and can track clerk ID for every validation attempt, no matter prize size. California -- example of GT jurisdiction processing gift cards on Altura terminals. Simple Keyless validation -- GT will provide license to TLC -- any print vendor that supplies instant tickets to TLC can produce tkts that support the SKV process w/o paying a licensing fee. All ticket checking attempts will be in the MJF and allow for checking freq. and sequence of tickets being checked on ticket-scan. Surveys can be completed through terminal via custom playslip. -- improvement for surveys -- can chg. questions in near real-time and see data summaries while survey is in process. Message groups -- any parameter that is common to the retailers can be used to create a group. Groups are dynamic. Messages can be sent with date constraints -- mssg can be deleted after certain amt of time. -- pre configured rules-- winner awareness -- e.g. store, city, state-- based on # of winners available. + number of top prizes unclaimed for those games carried by that retailer -- very strong, impressive functionality. alerts the Altura in a multiple terminal location to notify retailer of empty bin in PAT --very impressive and strong functionality. Retailer incentive and bonus can be tracked & reported on through ES Business Intelligence. Prize inquiry communication options pg 7.11-42 current process for checking instant tickets or change to embedding 4 digit pin in PDF under latex. ES Commercial Services.-- on-line devices to interact with the back office systems of retailers. **7.11 System Supported Terminal Functions DR25 Did not specifically address how local news feed will work.**
	Sales Terminals and Related System Sales Equipment		94		

Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
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. §552.110	7.12	61	61	Replaced ____ with Altura in NY -- approx. 17,000 locations. Approx.289,000 Altura's deployed. Altura and SFT print/validate on-line, validate instants, pack mgmt, accounting and reporting functions and all other reqmnts id'd in rfp. Bar code reader attached to side of terms. Sample GUI --all games on one page -- pg. 7.12-37. Certified Usability Analyst (CUA) and Business Analyst will be assigned to work with TLC during conversion--decide on screen flows -- helpful resource. Creative playslip design--choose from more than 120 diff. pantone colors. ____ -- one device for advertising and sales transaction data. Printer -- see through cover --help see paper level. ShadowLoad-download during normal breaks in transaction processing--new game can be downloaded while current application is running. Downloading -- no impact to near 24 hour ops. PATS· ____ -8 - 24 bins ____ built in -- very positive -- advertising ability at stand-alone locations. Quick Pick buttons. Currency changes can be downloaded to currency acceptor from the central system. Scan barcodes in ____ to get specific reports. ____ connected to central system-- ex. alert sent to retailer's Altura regarding condition at ____ - smaller footprint, less bins -- could provide retailer expansion opportunities. Lottery Inside--over 27,000 deployments. UK and Mexico examples. Potential Texas Grocery store interest chart. Play It Again feature.
2.3.2.19	Functionality or capability of all online devices to interact with the back office systems of Retailers. §552.110	7.12	19	19	____ GT has two solutions that can comm in real time to and from the retailer's back office. GT supports integration with back-office systems of retailers via the retailer sales terminal using an alternate interface on the terminal.
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	14	Sample training manual provided -- designed for Texas. Term training mode, help screens and eLearning course avail on terminal. Training mode -- color changes.
	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. §552.110	7.12.1	12	12	Client Services Mgmt Application (CSMA) -- Dispatch Engine is scheduling application of CSMA -- assigns FST's to each case. Dispatch Engine uses sales impact analysis + other factors -- equipment status and travel distance. ____ - Work Order Form -- searchable. ____ -- electronic signatures on work orders -- will save time and effort. ____ -- can provide LSR's with status updates to retailers. Albertsons example -- removal due to 30 stores closing. Example of issue with radio tower and shifting 21 locations to satellite.
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. §552.110	7.12.2	12	6	FST can repair all equip, provide training and answer questions. 3 calls to NRC in 30 days for same prob triggers escalation for invest of chronic problem. FST dispatched 3 times in 90-days regard of cause will trigger escal for investigation of chronic problem. FST has knowledge about and info about chronic retailer info. LSR's also have access to retailer call history and detail for chronic retailers through ____ They may assist in id root cause of issues during visits. If not already done, GT will remove equip with chronic problems and provide new equipment at TLC request. No PM plan provided. **7.12.2 Maintenance and Repair RR 2 Partial-did not provide PM schedule.**
2.3.2.23	Staffing levels to cover repair functions and the planned location of staff.	7.12.2	12	12	14 locations. 73 staff.
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. §552.110	7.12.2	11	11	System monitors deployed sales equipment and can send notifications. Equip faults are logged in the ____ alerts generated and analytics are possible. Critical faults will be transmitted to central system every 5 minutes. Through reports in ____ term faults can be analyzed to look for trends and problems with term ntwk
	Call Center Support		60		

Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
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 §552.110	60	60	NRC in Austin is primary, RI is secondary. Skills based call routing gets call to best avail certified agent. Impact 360 forecasts call volume--scale up or down based on jackpots, software releases, holidays. GNIE -- knowledge mgmt system--call ctr reps have immediate access to latest information. Examples provided to make GNIE Texas specific -- pg7.13-10.CSMA--many features of the system offer the TLC access to the FST's daily activities. Queue dashboard-- provides a summary of cases that need to be completed as well as cases approaching the SLA period. FST's can use _____ to update the case with new info-- provides accurate info. to call ctr next time retailer calls in -- very good in assisting in determining chronic problems. Stolen tickets-NRC has dedicated team that has been trained to handle stolen tkt reporting. TCAA's 2nd tier of associate -- advanced training and tech competencies. Call center diagram on 7.13-27 illustrates various levels of call ctr. associates. Training -- New Hire, Texas specific training -- impressive example related to intro of PB in Texas. Other: NRC Help System course, online e-learning courses, call evaluation, on site trainers who support consistent and continuous dvlpt of associates. QA team id's trends in feedback, coaching and training opps for the NRC associates. Language line avail. 24/7/365. Electronic wall boards used for monitoring. Adjust scheds to be sure TX calls are being answered accding to SLA's. GT def of chronic is detailed above -- 3calls/30 days, 3FST visits/90 days.
	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 §552.110	12	12	_____ gauges player demand by retailer validations. Illustrated comparison o_____ vs. _____ Very detailed, easy to understand example. _____ considers new game launches, game promotions/sales initiatives, game restrictions, sales cycles, # of dispensers. _____ monitors retailers top selling games for shortages that might exist outside their review cycle -- places special orders to eliminate shortages. _____ benefits TLC, retailers and LSRs and optimizes sales and profit for TX education.
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 §552.110	43	43	85-90% of retailers may participate in _____ -- allows ITS staff to move from order placers to provide more sophisticated cust centric quality functions.10-15% not on _____ will be assisted by ITS with inv ordering based on _____ calculated orders. ITS staff will analyze _____ generated orders and suggest improvements when appropriate _____ allows for management of a retailer from one easy access point. All relevant information is grouped. Comments or narratives can be added real time. Feature allows for a trail of interactions with a given retailer. Retailer Shortage-- _____ eviews every retailer's in-store inv. every day and proceeds with placing orders to maintain appropriate inv. levels. ITS reps. can assist with special/shortage orders. NRC can assist w/ inventory issues 24/7/365 and send order to ITS. _____ should reduce need or order processing on weekends or holidays but GT will bring in staff as needed. Special/Emergency Orders -- get packing priority & packed the same day.
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 §552.110	23	23	Retailers can call _____ place orders via retailer terminal or place web orders -- integrated into TLC's RSC. LSR's can also order via _____ All orders are subject to review by _____
	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 §552.110	47	30	_____ in 30% of retail network in Texas. Protects 50% of revenue. Balanced cost with redundancy.
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	18	Poised to create new division w/in sales division for route management opportunities. ALCO stores -- route mgmt solution underway in Texas. Proposed model to Dollar General, Family Dollar and CVS. Has route mgmt sales call visit details. Walgreens pilot was based on the route mgmt agreement btwn GT and Walgreens. ALCO examples included re: marketing and promotions.

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2.3.3.2 Sales management staff responsible for identifying new selling and business development opportunities. §552.110	8.2	73	73	Full Time Texas -- Stanek, Reid, Finnigan and Sanchez, 2 new Sales, Merch & Bus. Dvlpt. Mgrs, Carter and Plum. Very strong corporate sales and marketing support including Laverty, King and Strouse due to national recruitment focus and efforts. King -- Family Dollar pilot. Strouse -- CVS pilot. GT has made in-roads with In Texas, 3,800 corp account stores in various stages of recruitment process. United Supermarkets, Barri pilot. Working with IBM about adding Lottery Inside onto existing store systems which are widely deployed in the US.
2.3.3.3 Marketing staff responsible for identifying new product and marketing strategies. §552.110	8.3	55	55	Full Time Texas -- Stanek, Plum, Dill + Research staff, Finnigan and Sanchez, Faulkner, Carter, New Promotions Mgr. and Penalver. Corporate Mkting -- Laverty, Carney, Gaddy, Caro, Pate, Sadri +addl marketing analysts. Local and corporate connections -- table on pg8.3-10 shows structure btwn Texas staff and counterpart at corporate. Combine local info. and corporate knowledge to launch the best products. Examples of portfolio/game changes collaborated on btwn GT and TLC. -- 20 years of stored data.Corp team uses to id trends and new games that may fit into Texas portfolio. sample chart -- TLC staff has received many times. Expanding to include daily transaction data summaries down to the device level. Will provide granular data for business decisions. Maximizes GT's institutional knowledge to further support and drive best practices. TLC is in WorldWide Mkting Database--goal is to make it richest data warehouse so GT can assist customers further.
2.3.3.4 Sales and marketing organization structure to support and optimize Lottery sales. §552.110	8.2 and 8.3	36	36	Support and Optimization Plan -- focuses on retailer recruitment and perf. optimization of current retailers. Sales force org. structure has many individuals whose primary responsibility is to recruit. Victoria district example --pg. 8.2-16, Dedicated Retailer Recruitment staff -- Dir. of Sales, Sales Mgr.'s , New Business Dvlpt. Mgr, 2 new Sales, Merch and Bus Dvlpt Mgr.'s + recruitment reps.Market analysis, predictive sales modeling, comparative account analysis -- leads to productive sales calls.GT is willing to structure business models to gain expansion -- table on pg. 8.2-40. Claritas - id'd locations with greatest # of prospective retailers with wk. sales potential > $2,000. Very detailed information about current and future growth by district + id'd top 10 independent retailers. National chain, big box focus as noted above + non-traditional trade styles -- dry cleaner example. Also id'd current retailers' growth opportunities and instant ticket price point propensity to play by county. Provided Stripes example. Corp Account teams-- dvlp promotional calendars/sales goals, conduct annual business reviews, provide sales updates, POS placement -- examples from PB launch -- free placement. Success with exclusive co-op promotions, internal promos. -- Cefco. Corp account focused team -- grid on pg. 8.2-62 -- helps share info. between the diff layers of the organization. New division w/in sales org -- Sales, Merch, Business Dvlpt. Group -- focus on optimizing and supporting sales/recruiting new retailers. survey players and retailers to gather feedback on adv, POS, game designs. Can ask players about games -- what they like -- reactions. Real time report capabilities -- analysts can evaluate data and supply reports to TLC and sales org. 360 degree mkting program -- focuses on sales fundamentals, distribution, display, promotion and price -- aligns market strategy and brand strategy. Execution Guide -- keeps all GT staff -LSR, FST, NRC up to date on mkting initiatives. Plan o grams included in Execution Guide. Retailer Facing Optimization -- managing facings by increasing sales call freq. for certain retailers -- high potential but currently under performing. Bin enhancement LSR example on pg. 8.3-24. Blockbuster game example -- 360 degree mkting plan at work. Retailer Communication -- Links meetings, Key/Corp/ Chain mtgs, senior mgmt mtgs, top-to-top mtgs -- between TLC and corp acct mgmt, biannual TLC & sales mgr meetings, product and small grp mkting meetings, recruit/bus dvlpt mtgs.
Lottery Sales Representatives		*136*		

Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
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	14 districts, North and South Region with sales mgr.for each region. New Waco Sales district. GT didn't rubber stamp their existing format. Added new positions: Sr Sales, Merchandising and Business Dvlpt. Mgrs., Sales and Merchandising Reps, Recruitment Reps and Promotions and Training Reps. Districts, territory and route plans developed with future retailer and pop growth in mind. District attributes table on pg. 8.4-9 is very detailed and includes expected population by 2014. 108 territories -- terr and LSR's will fluctuate depend on retailer serv needs. Retailers will receive visits by new Sales/Merch/Bus Dvlpt, Promo/Training Reps and DSM's. Sales/Merch/Bus Dvlpt Reps. will be visiting 3007 retailers. 131 = 108 reps+14 swing+9 promo/train reps. Ratio = 1:127.
2.3.3.6	Incentive plan for LSRs.	8.4	27	27	Very comprehensive response. Compensation mix -- higher emphasis on incentive vs. base. Encourages strong performance w/ regard to meeting TLC's sales goals. Review weighting quarterly to alter staff's focus based on TLC prod. Objectives.
2.3.3.7	Sales services customized to strategically optimize sales performance.	8.4 §552.110	27	27	New Sales/Merch/Bus Dvlpt team -- recruit retailers and customize services -- no traditional district boundaries. Retailer Optimization Prgm -- classifies retailers as high-potential based on data analyses. This program categorizes each retailer's sales and id's actions that should take place in retail locations. Customizing service -- Nielsen Claritas -- sales model -id'd 7295 current retailers with potential to inc. instant sales and 5680 retailers for on-line sales. Broken down by jkpt games vs. daily games. Instants broken down by price points -- pgs. 8.4-27-28. Allows LSR's to customize service solutions based on opportunities at each unique retailer. Dvlpd numbers for all TLC retailers regardless of performance. Customization -- Instant Ticket Distribution -- Instant ticket retailer optimization chart on pg. 8.4-29 and example from McAllen district. 360 degree mkting program & optimizing retailer facings -- and incrsing sales call frequency pg 8.4-30. Sales per facing data can be provided via -- helps retailers optimize retailer facings. Customized equipment -- tailor equip. solutions for each retailer.
	Retailer Visit		**91**		
2.3.3.8	Retailer visits and support.	8.4.1 §552.110	27	27	
2.3.3.9	Monitor and manage LSR performance to ensure that all LSR visit standards are being met.	8.4.1 §552.110	27	27	Management-- Regional Sales Mgr.'s + DSM'S + Sr. Sales/Merch/Bus Dvlpt Mgr.'s -- mgmt can spend quality time in field with sales team. Ensures execution of mkting activities, educating retailers/players, effect. Selling and merch Texas Lottery prods, providing supplies, offering retailers opportunities to grow their business through promos. Field Audits Analyst -- FTE -- random compliance audits through -- will ensure sales force compliance with TLC reqmnts and bus processes -- manage, monitor and improve sales performance -- provides transparent view into field ops. Provides DSM's and Reg. Sales Mgr.'s monitoring screens to ensure compliance goals are met and resources are allocated properly. pilot in Texas --El Paso LSR example on pg. 8.4-80 -- retailer qualified for ITVM upgrade -- sales increase realized.
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 §552.110	37	37	DSM's visit top 10 retailers in their districts -- extra 3,000 calls per year. Provides direct line of comm between high perf. retailers and GT mgmt team and strengthens support with the top revenue generators. Retailer Optimization--2 channels--exist retailers that are underperf. yet have high potential and non-traditional retailers with high potential. GT will supplement LSR visits to high potential rets. w/ Sales, Merch and Bus Dvlpt team members. Teams compensation is diff. from LSR -- higher emphasis on incentive. Longer retailer sales visits, flexible schedules. GT already has experience with this -- example on pg. 8.4-73. No traditional compliance responsibilities, entire focus is on meeting goals/increasing sales. 4512 high potential retailers on-line and instant sales -- start focus on 3007 -- 6 in North and 7 in South.
	LSR Ticket Retrieval, Transfers and Returns		**73**		

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Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
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 §552.110	36	36	sales terms and process inv. Transactions -- all inventory trans. Including retrievals from gov't agencies, police dept.'s are recded in the system. can process returns and transfers in real time w/out retailer terminal. - customized inventory -- should reduce need for transfers, returns. inventory report --provides LSR's with data that they need to make actionable inventory decisions. Game inv. report will id mandatory returns and suggest returns on slow moving games. Processing returns @ whse -- -- allows good inventory to be used to fill orders.
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 §552.110	37	37	hould reduce necessity for transferring inventory. Detailed processing transfer table on pg. 8.4-107. Reporting is avail. To determine if transfers regularly involve a particular retailer, LSR and/or Instant Ticket Specialist as a retailer-to-retailer transfer id's a deficiency in inst tkt operations. System allows for ret-to-ret transfer, LSR to retailer, and LSR to LSR. has flexibility to handle various transfers with full security and accountability. System also allows for transfer of on-line stock between retailers -- transactions recorded in reports provided to determine if issues need to be addressed with GT operations.
	Instant Ticket Game Close		*46*		
2.3.3.12	Process for handling Instant Ticket game close.	8.4.3 §552.110	46	46	Example provided of game parameters screen stops auto distrib. During Call Period. will stop all distrib. After Close. and can suspend distribution if there is a prob. With a game while decision is being made. Can unsuspend if/when problem is resolved. -- Pre Call -- notice to LSR so they can help retailer manage their inventory. Call-- LSR's see outstanding closing game inventories in their territories. Must return inventory or LSR cannot sign-off from sales call. Also lets LSR's know about packs in settled status w/ no validations so these tkts are not missed. LSR's receive mssg on when game has zero top prizes or is being called due to defect -- allows for collection process to start earlier. allows for greater visibility and traceability of pack returns from retail location to the whse.
	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 §552.110	46	46	Best practice --LSR incentive, followed by clerk/retailer promo followed by player promotion. 2 qtrly email newsletters -- Lottery Promotions Update and Lottery Game Industry Update. -- TLC can use GT database to see how promotions perform in other jurisdictions. ES Mobile can track retailer perf. during a promotion so the LSR can provide feedback to retailers. Detailed info about corporate specific promotions and examples of promos executed in TX -- Cefco cross promo + exclusive promotions at Valero, Brookshire Bros, HEB, etc. Example of on-line game promos. and the corp. account POS guide. New Promotions Mgr. will assist TLC w/ implementing and evaluating promotions. Retailer Contest Timeline for Free packs -- very detailed timeline provided-- illustrates GT's knowledge of the process req'd to ensure proper execution of retailer promotion will simplify/automate promotions -- delivery of prizes -- capture signatures. --enhance awareness of promotions and deploy chain specific promotions. will enable promotion performance monitoring. will provide LSR's w/ accts on the cusp of promo goals.
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	45	TLC used 3 types of retailer contest and promos -- pack incentives, clerk vouchers and ask for the sale. GT provides benefits and suggestions on when to use these types of promos. GT provides detailed information about the TLC retailer cash incentive program and their support of that program including software batch that allowed retailers to see how they were performing through a terminal report. GT provided future retailer cash incentive concept ideas.
	Promotional Events and Retailer Promotions		*91*		

Vendor: _____

Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
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	59	18 years of promotional event experience in TX. Promotions team in NY--can utilize as a resource as well. Recommend plan that maximizes # of consumers the events reach by tgting events in higher population districts and participate in events with high attendance in lower pop. districts. Special planning for large traffic events --example of NASCAR race -- id retailers at which to hold in store retailer promotions. Suggests continued approach to enhanced CAD's @ retail locations with product focus. Examples of PB and NFL team CAD's. 2nd chance drawings, Ask for the Sale & Ambassador Programs, State Fair -- noted experience with this event-- list of steps to prepare and execute. Very detailed promotional materials tracking chart. Detailed Promotional Event Checklist. Will meet all Promotional equipment reqmnts. New suggestions include Road trip through TX, Hit The Ticket baseball promo, Rolling for Dough at state fair, tshirt shooter, Happy Dance and Milestone celebrations -- 20th anniversary. Example of GT buying pizza at PB retailer promotions and arranging/paying for parking for retailers winning Dallas Cowboys game tickets.
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	32	New Promotions Mgr./Coord. Position. Promotions and Training Reps -- new position for managing promo events. Basic first aid and security training + training from the Promo. Mgr. Will manage district promo item inventories, admin. documentation, ensures trailers are stocked, and tkts are ordered. Will hold annual promo training wkshop w/ TLC promo staff every spring to gear up for summer selling events. Training during annual statewide sales meeting.
	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. §552.110	8.7	59	55	2 choices of playstation -- current and low profile w/ integrated newsstand. Deployed 115,000 displays. 30 industry proven best practices. Smartshows and winner awareness automation -- store level, city, county, state. GT will continue to distribute merchandising execution guides. units for the sales force.
2.3.3.18	Remote wired and wireless signage that is connected to the Retailer Terminals.	8.7	32	32	Meets requirements.
	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. §552.110	8.8	43	40	Strategic approach -- GT spent $125 mill on R&D in 2009. Primary and secondary research . GT has access to Millward Brown, Crestwood, etc. Purchases access to research databases can be used for intercept studies -- real-time survey information -- VERY BENEFICIAL. Perception Analyzer -- used in focus groups, GT will train TLC on how to use Zoomerang. Research for Innovation program -- led to Strategic Planning Process for future proofing -- will work through with TLC every 2 years for duration of contract -- id's mkt trends/large future trends to prepare for occurrences that could affect future business. GT has id'd 6 key trends for future proofing for TLC -- very interesting and very positive.
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	Primelocation -- will provide addresses for direct mail campaigns. Mapping capability, geo-coding, propensity to play, predictive sales model. Very detailed.
2.3.3.21	Research and development staff to conduct research on new selling opportunities and new marketing strategies.	8.8	22	22	Full Time Texas -- Gina Dill. Corporate -- Gerard Caro, Audrey Pate + others. Positive experiences working with Gerard on previous projects. Dill -- very integral part of the retailer cash incentive program development.
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	22	Dan Morales and Rob McGovern. Amendment 8 example re: the deployment of equipment across the state w/ consideration for the optimization of revenue and the availability of lottery products. Experienced in researching and providing detailed information for many of the TLC's large open records requests.
2.3.4	**WAREHOUSE AND DISTRIBUTION SERVICES**		520		

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Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
	New Instant Ticket Delivery and Storage		**114**		
2.3.4.1	Automation for managing, fulfilling, and storing instant ticket orders. §552.110	9.2	46	30	-- game loads-- can happen any time of day w/o restrictions --automated distribution instant system. Calculates sales based on low tier vals. Reviews inventory and sales of each retailer's top games to determine if add'l inventory is needed. This automated daily game review can replenish tkts of top sell games before they run out. Automated reporting features via -- used for: bin optimization, instant sales, closed games, unconfirmed orders, pack transfers, whse inventory -- high selling games avail in the whse that retailer may not be selling. LSR being able to return packs via -cut down on manual returns. - provides greater clarity re in transit inventory. Returned at Whse -- new status -- notifies staff that packs can be reintroduced. Return Auto Scan -- automated conveyor belt w/ scanning ability. Full packs placed on conveyor belt for processing. Expedited sorting for all full pack returns regardless of destination.Trifactor--whse and distribution consultant--reviewed whse functions to id opps for improve or efficiencies. Avg. accuracy rate of 99%.
2.3.4.2	Staging and distribution plan for simultaneous Instant Ticket game sales launches.	9.2	34	34	Launched 1062 new games for TLC w/ 100% on time. Init distribution occurs w/ processing approx. 1500 replenishment orders per day. TLC game plan shapes staging and distrib. Plans -- analyze upcoming launches, sales for games currently in field, placed order quantities and expected return quantities-- allows for appropriately staging the whse, assigning pick/pack lines and preparing materials. Up to seven pick/pack lines -- flexibility to change--lines are continuously reassigned in order to meet game distribution needs. Distrib is based on zones. Orders are packed/staged based on zones. Furthest zones ship first. Replenishment organized by zip codes. GT pre-sorts so carrier doesn't have to. Most active , most popular, hot sellers, recently launched -- are avail first in front of packers and closer to the lines for easy retrieval.
2.3.4.3	Warehousing and distribution methodology and staffing plan, which includes any automated functions. §552.110	9.2	34	24	Tatum -- 18 years of experience. People, process, technology. Whse staff has longevity and experience -- 18 staff/11 have more than 13 yrs of experience. Staff training--cross training + security, fire safety, code of conduct, TLC's rules/regulations/security procedures, etc. Technology/Automation -- pick pack conveyor Return Auto Scan, .
	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. §552.110	9.3	36	36	Farthest first--most remote areas of the state go out first. Remote shipments are color coded for each zone to alert whse staff. Will work overtime, weekends, holidays as needed to ensure deliveries are made on schedule. Ticket orders can be placed through NRC on wknds and holidays. supplies retailers with 2-3 weeks of inventory -- reduces last minute orders.
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. §552.110	9.3	22	22	Checked into carrier's tracking system, track movement of each order, retailer must sign carrier's e-pad, retailer's signature is avail on carrier's web site. Security Grid and System statuses. Unconfirmed orders exception report -- LSR has version of this report on -- LSR can see same inv and tracking lists and access carrier's tracking information to show retailer.
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	Omitted packs--pack is cross referenced against file--will not allow omitted packs to be included in the completed order. Defective packs--team visually inspects each and every pack. Years of experience -- know what to look for in a defective pack.
2.3.4.7	Methods, procedures, hardware and software used to monitor inventory and ensure optimum inventory levels are maintained at each Retailer location. §552.110	9.3	36	36	-TLC can view a specific retailer's price points, history of sales, through the inst tkt sales-- LSRs can use to show sales comparisons and commission comparisons, inv status--verify retailer's inv and load in activated packs, whse inv, not selling newly launched game and stale inventory. allows LSR's to expedite pack transfers and move games around for faster sell through. Also lets LSR's see packs in bags and can transfer those rather than return to the whse. Creation of Admin Games-- core games or regional games such as veterans game-- can prioritize by initiative so inventory matches the focus set by TLC.
	Warehouse Instant Ticket Return Verification		**52**		

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Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
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 §552.110	26	Very detailed instant ticket return process. Full/partial pack returns are optimized through and Return Auto Scan. Partials are manually scanned. Manual returns -- red bags -- expedited processing upon receipt.
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 §552.110	26	Detailed procedures noted for handling tickets in various statuses. and provide integration for tracking and locating instant tickets in various statuses.
	Stolen and Damaged Instant Ticket Reporting		52		
2.3.4.10	Damaged or stolen tickets processing.	9.3.2	52 §552.110	52	designed to handle unusual situations minimizing need for manual or off-system programs. GT staff is trained to handle both damaged and stolen tickets. Detailed process for both. NRC is avail 24/7/365 for the intake of reports and documenting of stolen and/or damaged tickets. Example of a Stolen Ticket Case status screen is provided on pg. 9.3-30. Single ticket accounting -- benefits retailers related to stolen tickets.
	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	42	Experienced in perf. this service for TLC. Over 380,000 lbs. of TLC materials in 2009. Certificate of destruction is signed by all parties present.
	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 §552.110	26	GT applies supply chain mgmt process to promo items and POS. Same product traceability and distribution accuracy currently realized in managing instant ticket products. POS and promo item database will develop over time. Measure effectiveness of promotions. TLC will be better able to budget and plan upcoming events as TLC will have visibility into all existing inventory levels. -- orders can be placed at retail locations for promo items/advertising items through the LSR.
2.3.4.14	Process for the verification, receiving and ongoing inventory of promotional items and POS materials.	9.5	26 §552.110	26	Detailed process--audit of all incoming inventory, reconcile tracking records qtrly. GT will know where items are located, whey received and where they were shipped. Promotions Mgr/Coord will oversee the promo items, POS, equip inventories and promo item receipt policy for all shipments and ensure that all promo items are secured, transferred and distrib accding to TLC guidelines. will document release of material from the whse to the LSR's possession. Provides accountability for all promotional and POS materials.
	Promotional Merchandise Inventory		52		
2.3.4.15	Process for handling an ongoing inventory of Texas Lottery promotional merchandise.	9.6	52 §552.110	52	All promotional items are organized into categories enhancing traceability. Detailed promotional materials tracking chart included. See 9.5 notes above. GT will use supply chain mgmt. Inv tracked by location -- central whse, LSR, district whse or retailer. GT Mkting Mgr is responsible for allocations to facility locations, events, prize package allocations. As merch is accepted by LSR's, it is logged to their device. When delivered to retailer, prompts LSR to secure retailer signature.
	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 §552.110	15	Orders generated through and packed on Pick/Pack line. Detailed visual provided illustrating instant tkt order process. New Pick/Pack conveyor belt automates pkgs down the pack line to the carrier's truck.
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 §552.110	26	GT uses l, and to track instant tickets in transit in the field. GT focuses on prevention, physical security and detection. Detailed return processes for instants and on-line roll stock. Comprehensive Staff training -- security, fire safety, code of conduct, TLC rules, regs and procedures, etc. TLC staff present for certain activities. Field offices and whses comply with MUSL Rule 2. Instant game storage under video security + CCTV+alarm systems.
2.3.5	**CONVERSION**		**260**		
	Integration and Testing		52		

Vendor: _____

Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
2.3.5.4	Integration and testing process, which includes the test plan and acceptance criteria.	10.2	26	26	Test environment available at contract award. Detailed response. Meets requirements.
2.3.5.7	Lottery Gaming System backup, recovery, failover process and test Plan.	10.2	26	26	Detailed response. Meets requirements.
	Implementation and Migration		52		
2.3.5.8	Implementation and migration strategy and processes.	10.3	52	52	Pg. 10.3-5 -- GT conversions using similar implementation schedule--impressive conversion schedule. Use emulation. New terms go live immediately communicating with existing game system. Gradual conversion not big bang. New retailers can be added and COO's can be handled. Business as usual for retailers. Seamless, low-risk conversion example from NY. Network Roll Out Organization and War Room.
	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 §552.110	62	62	80% of system already converted. 36 months of sales data migrated/converted. D&T independent testing of Mature PMO -- certifications, standards, across the board. Worldwide PMO experience. Barbara Tedrow-- based in Texas and available long after conversion. Emphasis on PMP certifications. Successful conversions of comparable systems -- NY (4), MI, CA (2), UK.
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	Meets all. Very detailed.
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	16	Incumbent vendor.
2.3.5.13	Validation of winning tickets sold prior to the conversion.	10.4	16	16	Incumbent vendor.
	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 §552.110	26	26	Provided conversion plan.
	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	Meets requirements.
	Total Points			2500	

Vendor: _____

Round 2: Technical Scoring		RFP Reference	Maximum Available Points	Awarded Points	Evaluator Notes
2.4	**Experience.** *The experience of the Proposer in providing the requested goods or services.*		**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	275	Comparable in size to Texas -- CA, FL, GA, MA, MI, NJ and NY. Operates sales force in NE and WV. 18 years of sales force operation experience in Texas. 8 of top 10 lotteries employ GT. 50 deployments of ES. CA and NY have more terminals than Texas.
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 §552.110	165	165	25 on-line contracts in the US. Large technology deployments. Based on sales volume, GT processes nearly 75% of the world's instant transactions. Experienced with sales force operations in TX for the past 18 years. Altura terms deployed -- approx. 289,000. 120,000 displays deplyoyed.
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	110	Only vendor that has converted every US lottery with 10,000 or more retailers including TX. Most conversions from GT system to GT system. Converted Chile, Florida and WV from diff vendor system.
		Total Points		550	

TECHNICAL SCORING SUMMARY

Past Performance. *The quality of the Proposer's past performance in contracting with the agency, with other state entities, or with private sector entities.*	**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 goods or services.*	**550**
Total Possible Points	**4,500**

COST SCORING SUMMARY

The following formula will be used in scoring cost proposals:
Lowest Cost Proposal Amount / Other Cost Proposal Amount = % of total points available for the Cost Proposal.

Total Possible Points	**500**

TOTAL POINTS AWARDED

Total Possible Points	**5,000**

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