HOOSIER LOTTERY

WEBSITE IMPLEMENTATION &
CONTENT MANAGER

REQUEST FOR INFORMATION

Date Posted:

February 16, 2024

A.   Purpose

The purpose of this Request for Information (RFI) is to inquire and find interested firms that may be able to satisfy the Hoosier Lottery's needs to support the Hoosier Lottery website (www.hoosierlottery.com), promotions and Customer Relationship Management (CRM), among other needs, as described in this RFI. IGT Indiana, LLC, ("IGT") will be responsible for leading this RFI and any potential or future RFP, and contractual relationship.

B.   Response to RFI

Interested vendors should send a response to this RFI no later than Thursday, March 28, 2024, at Noon ET. At least three (3) hard copies should be included, as well as a digital version. A cover letter should be included and state the contact person if questions arise throughout the process.

RFI Responses should be sent to:

Jayne McCleland
IGT Indiana, LLC
1302 N. Meridian St.
Indianapolis, Indiana 46202

C.   Broad Overview for RFI

Interested Vendors should address the below points in this Section (C) and provide examples in which they currently provide such services, if applicable:

1. Provide a list of services offered surrounding any and all of the following:
    a. Website Development
    b. Website Maintenance
    c. Mobile App integration
    d. Loyalty programs, including by not limited to, promotions with drawings to award associated prizes.
2. Provide specific experience with using any of the following:
    a. Kentico
    b. Braze
    c. Any additional relevant expertise with third-party vendors
3. Provide your process, tools and/or workflow for that your agency uses, if applicable:
    a. Testing through life cycle
    b. Prevention & remediation technical debt
    c. Project management philosophy and methodology (e.g. Agile, Scrum)
    d. Stability metrics used
    e. Issue management and tracking
    f. Software Development Life Cycle (SDLC)
    g. Coordination and integration with multiple partners
4. Case Studies
    a. Provide an example of a project/launch that went smoothly, and you are proud of. Share how you tested, launched and ensured stability throughout the process.
    b. Provide an example of a project that had issues or challenges and how those were mitigated and worked through successfully.

5. Outline approach to quality delivery and mitigations:
    a. End-User support and SLAs.
    b. Approach to scaling up/down any supporting services in response to usage spikes during times of increased demand on the application or underlying services.
    c. Outline how unanticipated cost "overages" are handled, such as in the event that services need to be scaled unexpectedly.

D.   Inquiry for Specific Scope of Work

Interested Vendors should concisely address the below points in this Section (D) and provide examples in which they currently provide such services, if applicable. If certain points or sections are not provided by a vendor, they should indicate so in their response. It is important to understand the scope of services and experience vendors have with the scope as stated below.

1. Specific to loyalty programs:
    a. Support integration with mobile app.
    b. Form validation support, registration, log-in/out, cancellation of account, etc.
    c. Updates to promotion sign-ups, including addition of geographic location verification for users.
    d. Sweepstakes/promotion and registration widget enhancements
    e. Analyzing results and making recommendations for improvements.
2. Specific to Data & Data Hygiene:
    a. Provide guidance and create documentation for maintaining an accurate customer database, including recommendations for defined attributes collected via web and app.
    b. Manage CRM relationship to ensure no duplicate accounts are created in the platform.
    c. Analyze data and make adjustments to ensure accuracy, such as merging accounts, removing inactive accounts and updating customer information. Leverage an automated process to update customer data on a monthly cadence to allow more targeting opportunities.
    d. Management of Kentico and Braze database and connections.
    e. Manage requirements of Personally identifiable information (PII) as they continue to evolve.
    f. Security protocols & compliance around PII
3. Specific to User Experience Testing:
    a. Provide recommendation and establish a consistent cadence of testing and optimization across all applicable digital channels.
    b. Examples include A/B and multivariate testing, split URL testing and usability testing.
    c. Review suggested changes, implementing and/or making recommendations.
    d. Keeping up with current digital trends.

4. Messaging Customization:
    a. Authenticating users and their behaviors using in-browser messaging, in-apps on mobile and web, etc. to provide better personalization for visitors.

b. Develop a tagging plan to understand the themes of products a customer is interested in and make relevant recommendations.
      c. Ability to recommend options for personalized content on the homepage to create a custom experience.
5. Website Maintenance:
      a. Consultation and help strategizing mobile app enhancements including iFraming of product details, etc. in partnership with the in-house digital team.
      b. Provide recommendations on UX and UI enhancements, data collection, etc.
      c. Provide support for product launches and setup in Kentico.
      d. Product Page management, would include multiple products launching each month.
      e. Enhancement to loyalty widgets and messaging across the site.
      f. Provide recommendations and improvements to the loyalty program, and other pages. Including user experience, imagery, messaging, etc.
      g. Enhancements of existing CSR tools and support development of new tools, as needed.
      h. Ongoing support and recommendations of Filter functions on website.
      i. IP whitelisting management Stage, Admin-Stage, Admin-Prod, for Games-Stage, Games-Prod, etc.

E.   RELEASES

Vendors shall not issue any written or oral statement or other written or oral communication to any press or other media representative with regard to the Lottery, the Commission, or this RFI, unless such communication is specifically approved in advance by the Lottery.

F.   DISCLAIMER

By issuing this RFI the Lottery does not guarantee that a Request for Proposal will follow. Furthermore, any vendors must meet all requirements set forth in the Integrated Services Agreement between the Commission and the Lottery. A copy of the Integrated Services Agreement can be found at: ISA.pdf.pdf .

G.   OWNERSHIP OF PROPOSALS

Proposals and any other materials submitted by a vendor in response to this RFI will become the exclusive property of the Lottery upon receipt and will not be returned.

H.   PUBLIC RECORDS AND CONFIDENTIALITY OF PROPOSAL

Because IGT is conducting this RFI on behalf of the Commission, bidders should assume that a submitted response will be a public record under the Indiana Access to Public Records Act (Ind. Code 5-14-3) (APRA). **If a bidder believes that some or all its information is confidential or otherwise not subject to disclosure under APRA, it may label it as such. Labeling does not guarantee protection of labeled information.**

Bidders are encouraged to familiarize themselves with APRA prior to submitting any information.

I. PROPOSAL COSTS

IGT is not liable for costs incurred by vendors as a result of responding to this RFI.