INVITATION TO TENDER
FOR THE SUPPLY OF

Revenue reporting & reconciliation, dynamic fare pricing and replacement of online ticketing system

Prepared for

Cornwall Ferries Ltd TA Fal River Cornwall

Prepared By

Ryan Watts

October 2020

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Introduction

This document has been prepared to assist in the selection and implementation of a new revenue reporting & reconciliation system, dynamic fare pricing and replacement of our online ticketing system. The information in this document is confidential and must not be disclosed to any persons other than members of the potential suppliers' staff directly involved in the preparation of a response.

It will assist in assessing the capabilities of prospective suppliers in respect of both software fit and overall company standing. Subsequently, a shortlist of suppliers will be decided. Each of these successful suppliers will be asked to arrange workshops to demonstrate their proposed solution.

The preference is for a cloud based solution and you are invited to submit your proposals for the supply of software and associated licensing, implementation and ongoing support. Please also include any other pricing information that could be incurred.

When responding to this document, we would like you to indicate whether or not your proposed solution would cater for these key requirements. Please use the key table below to indicate your response to each requirement in the box provided You may supplement this response with any additional comment in a separate document.

1 = Standard Package facility
2 = Current development
3 = Package modification
4 = Bespoke solution
5 = Not available

Your response must include details of any proposed hardware requirements and additional software requirements.

Do not add to or remove any of the content of this document.

Your response should be annotated on the original document and must be submitted in electronic format. Additional material may be submitted separately, electronically or by post.

Please address any queries to and submit your response to:

Ryan Watts - ryan@falriver.co.uk / 07545 812415

No charges will be accepted for the preparation of any proposal from potential suppliers. System selection will take place in conjunction with the client and no correspondence will be entered into with failed bidders, other than them being informed that another proposal has been selected.

Your response must be received by Monday 26th October 2020. If you are unable to meet this deadline please contact us as soon as possible.

Project Timetable

                                                      Target Date

1. **Issue ITT**   **12th October 2020**
2. **Short Listing**   **26th October 2020**
3. **Preferred vendor selection**   **30th October 2020**
4. **Implementation Project Plan (project start)**   **18th November 2020**
5. **End of Project (Full Live running)**   **31st January 2022**

Shortlisted suppliers will be required to demonstrate their solutions or proposals at either on site or virtually during the period 27th October 2020 to 29th October 2020. Representative data and business process scenarios will be provided.

Short-listed proposals will be scored as follows:

Responses will be assessed as follows:-

Value for Money – 25%
Vendor experience – 25%
After-market support– 25%
Quality – 25%

The work will be awarded to the most economically advantageous quote submission.

It is anticipated that contractual negotiations will be completed and an order placed with the successful supplier by 1st November 2020

BUSINESS OVERVIEW

Fal River Cornwall (Cornwall Ferries Ltd) was established in 2003 and is a private limited company with strong local ownership and a Board of Directors drawn from its shareholder families. Whilst the company is only young, the services operated date back many years and include the St Mawes Ferry, Enterprise Boats, Place Ferry and also a destination marketing based brand called Fal River Cornwall.

The operations have 6 MCA class 5/6 wooden passenger ferries mostly operating in the summer months and we spend the winter months of the year refitting our vessels whilst at the same time running a year round St Mawes Ferry Service. The operation has sales offices in St Mawes and Falmouth and we pride ourselves in being a very customer focused operation that has over the years developed a very strong brand for the area and this includes the Fal Mussel Card that provides single and integrated ticketing for locals and visitors alike.

CURRENT SYSTEMS

Online Ticketing - Fal River Tickets www.falrivertickets.co.uk

- A web based ticketing system for all of our ferries allowing purchase of tickets with email confirmation and digital delivery of tickets with custom validity period options
- API access to our epos ticketing system for redemption
- Agent / affiliate integration - third party access to the system for sales
- Reporting - produces daily/monthly/yearly sales reports
- Document integration - delivery of additional documents with tickets, e.g PDF timetables, terms and conditions etc
- Integration into SagePay for card payment processing and GoCardless for direct debit payments

Revenue Reporting / Reconciliation - a mixture of built in reporting systems/functions for epos and online ticketing feeding into manually created reports in Google Sheets / Microsoft Excel

STATEMENT OF FUNCTIONAL REQUIREMENTS

Commissioned 10 years ago, the company now seeks to update and replace the above with a more innovative solution; and develop a system for dynamic pricing scheme for our regular Fal Mussel Card Local customers.

The preference is for a cloud based solution for the revenue reporting/reconciliation system which uses an API to pull data from our current epos and ticketing systems. The new web ticket system should also report into the reporting system. The dynamic pricing should integrate into our existing ticketing hardware (Zebra TC72's) and software.

The following is presented in summary form and is not necessarily exhaustive.

Essential Modules and Features

1. **Revenue Reporting**
   1.1 Service specific revenue reporting - breakdown revenue by individual ferry service
   1.2 Account for all ferry revenue sources across the business, epos sales, online sales and Fal Mussel Card Local usage and any other associated revenue
   1.3 Reports on performance vs budget and performance vs previous periods (date selectable) delivering insightful statistics and trends
   1.4 Forecasting future revenue based on current trends
   1.5 Graphs and downloadable PDF reports

2. **Reconciliation**
   2.1 The ability to reconcile all shifts on ferries and ticket offices / revenue on the revenue reporting system including all elements of the shift (passenger numbers, money and vouchers etc)
   2.2 The system should highlight shift discrepancies for management to address and correct as necessary
   2.3 Reconcile and allocate all associated revenues from Fal Mussel Card products or combination products that share revenue.

3. **Dynamic Fare Pricing**
   3.1 Provide a software logic that will calculate pricing for a journey dynamically based upon a customer's current usage level.
   3.2 Provide a customer facing web portal for management of their Fal Mussel Card including transaction history, current pay rate, top up functionality (via a suitable range of online payment integrations) and the ability to block/add cards to their account.
   3.3 Provide reporting directly into the reporting system for revenue gained from all travel using the Fal Mussel Card Local.

4. **Fal River Tickets - Online Ticketings**

4.1 Provide a mobile first web ticketing system with the current system being used as the baseline for functionality.

4.2 Provide additional ticketing options for quick ticketing e.g. for passengers queuing waiting for a ferry.

4.3 Provide an online account function so customer details can be stored and easily reused for faster repeat purchases.

4.4 Provide event based ticketing for cruises and one off events.

4.5 Should be linked to the Fal Mussel Card Local account.

4.6 Provide a suitable range of payment integrations for customers to use, e.g. SagePay, PayPal.

4.7 An api should be provided to allow existing ticketing hardware and software to validate and redeem tickets.

4.8 Integrated management reporting into the revenue reporting system.

4.9 Provide integration into other software such as our website and/or MailChimp and Google Analytics

Supplementary Information

In addition to your response to the above, please also provide the following:

1. Date of first release of proposed software solution
2. Date of latest release of proposed solution
3. Number of users of proposed solution
4. Number of users in a similar environment to ours
5. Do you deliver professional services via employees or contractors
6. Where is support desk located and hours available
7. Please supply 3 reference customers:
   - 1 user for more than 5 years
   - 1 user for 2-4 years
   - 1 user currently implementing

8. Details of standard software maintenance and support charges

9. Details of bespoke software maintenance and support charges

ENDS