Q&A Addendum

Data Warehouse Services
RFP 628967

This document provides question and answer information pertaining to the above captioned RFP.

REMINDER: It is the Respondent's responsibility to thoroughly examine and read the entire RFP document and any appendices and addenda to this RFP.

Posted January 17, 2017

Question: Just curios if this is to replace the SSB solution.
Answer: There is no data warehouse solution in place, with SSB or any other company.

Question: Can you please provide us with your definition of "Data Warehouse"?
Answer: A large store of data accumulated from a wide range of sources and used to guide management decisions for the Arkansas Razorbacks.

Question: Will this replace your current Data Warehouse solution, or is it meant to enhance it?
Answer: This will be the first ever solution for the Arkansas Razorbacks.

Question: Can you list all vendor partners, and provide a timeline as to when you wish to have integrated?
Answer: Established vendors are referenced in section 12. Timelines, along with pricing should be part of the proposal.

Question: Define multiple data sets as referenced in 1.4
Answer: Initial data sets are listed in 1.2. All additional current data sets are listed in section 12. The expectation is that each additional data set that is added after 1.2, would also fall under the provision of "Consolidate and cleanse multiple data sources to create a single view of the customer and eliminate extemporaneous duplicates."

Question: How would you like the data to be visualized?
Answer: We are seeking the recommendation of bidders for best visualization options with the expectation that the visualization be compatible on desktop, tablet and mobile platforms.

Question: Do you want to be able to create your own reports? Segment data on the fly?

Answer: Yes. Yes.

Question: What are your business goals? Short term and long term?

Answer: Short Term:

- Improve the leads and scoring for sales unit, while making their job more efficient.
- Improve digital advertising campaigns by having a greater understanding of our fans.
- ROI on the data warehouse

Long Term:

- 360 view of customers in our database that includes all trackable areas of contact with our brand
- Annual improvement of ROI on the data warehouse with additional use cases

Question: Is your goal to establish a relationship with each fan? Or is it revenue driven only? Or both?

Answer: Both

Question: In section 12, can you better define the Arkansas reporting systems referenced in "1.Ticket reconciliation between Athletics Ticketing Platform and University of Arkansas reporting systems."

Answer: The Spectra ticketing database is a SQL Server database. The platform the University uses for ticket reconciliation is Basis and information is available at this link: https://basis.uark.edu/

Question: Who manages & tracks your digital advertising campaigns?

Answer: **Internally:**
Taylor McGillis, Arkansas Razorbacks Digital Strategist
Externally:
Web Me Tech
75 Valencia Ave, Suite 750
Coral Gables, FL 33134

Question: Where will the customer appends be supplied from, and in what format?

Answer: Not defined at this time, but process we expect to pursue after the warehouse is up and running. Winning vendor will have a chance to recommend companies for this data and process

Question: What POS does your concessionaires utilize?

Answer: Micros and ByPass

Question: How would you like the data to be visualized?

Answer: Answered above

Question: Do you want to be able to create your own reports? Segment data on the fly?

Answer: Answered above

Question: What is your current fan count total?
Answer: 359,989 patrons in the database.

Question: Requested Go live date?
Answer: 90 days from contract agreement

Question: What are the technologies for the different databases in scope?
Answer: The ticketing data is hosted by Spectra, our official ticketing provider and is a SQL Server database. Spectra clients share ticketing, fundraising and customer data from this platform with 3rd party downstream partners. The advertising database is Adobe Campaign (PostgreSQL). Addition digital advertising data on Facebook Ads Manager, Google Display Network and AdRoll

Question: Are there any plans to upgrade any of the databases during this project?
Answer: Possibly

Question: Has the hardware been procured for the solution or can we recommend optimal hardware sizing for the solution?
Answer: We are seeking a recommendation

Question: Is there a preferred DB vendor for the data warehouse?
Answer: No

Question: Is there a preferred ETL vendor or a ETL tool already in use currently?
Answer: No. No.

Question: Will the standardization of name, address, phone, email and postal address also require any data enrichment via CASS certified vendor?
Answer: While not required initially, we expect to do data enrichment in the future

Question: Does UADA have a MDM model or a metadata model built out or is the expectation we would start fresh and define one?
Answer: Start fresh

Question: What is the approximate number of revenue generation campaigns "in-flight" at any given time? 2 or 5 or 10 or more?
Answer: 5 to 10

Question: What are the average number of transactions/day? What is the peak number of transactions in a day? There is a mention of "real-time" or near real-time reporting, so from that perspective what is the peak load of number of transactions which we will need to sync in real-time to keep the reports/dashboards in sync?
Answer: Since we work with several third-party vendors and each feeds data downstream to Arkansas in different intervals, it's very difficult to answer the peak load of transactions. Expectation is that once data is fed downstream, the data warehouse and corresponding dashboards would update in near real-time as opposed to a solution that only updates daily, overnight or in hourly impact. Our goal is to ensure that the information in the data warehouse is the most readily available at all times.

Question: What is the approximate current DB size?
Answer: 32 GB

Question: What is the approximate user count - power users Vs. regular users? We want to know the number of users (external and internal) who will be accessing the reporting/analytics solution? And a breakdown by power users vs. regular users if available.
Answers:
- 5 C-Suite users (high level data)
- 5-7 Department Head users (granular data but no manipulation)
- 3 Managers that will make decisions & run the platform
- 3 Ticket Office assistants (some manipulation and dashboards)
- 4 Ticket Sales Account Executives (dashboards)
- 3 Development users (dashboards)

Question: What is a rough estimate of number of dashboards to build?
Answer: 3-5 each for the sports of football, basketball and baseball

Question: Can you provide more details and/or examples of advanced algorithms needed for user segmentation and analysis? Is it by geography, age, gender, etc?
Answer: Yes by the characteristics described, as well as transaction data and frequency

Question: Do you require mobile access to the solution?
Answer: Mobile access to the dashboards is a requirement

Question: When sharing different customer views across the UADA, would you like enhanced annotation functionality overlayed onto the reports/dashboards for faster analysis and discussions?
Answer: Yes

Question: Is there any requirement for forecasting capabilities in the solution?
Answer: No, although that is something we would explore adding during the partnership

Question: Does the solution have to be on-premises or can it be hosted in the cloud?
Answer: We prefer it be hosted in the cloud

Question: Can we use some offshore resources while the primary would be US-based or do all resources need to be US-based only?
Answer: All vendor proposals that meet the scope and requirements of the RFP will be considered. Non-US companies can submit RFP responses – however the minimal expectation is that all communications occur in written and spoken English.

Question: What is the approximate budget for this project?
Answer: This information is not disclosed.

Question: Once the solution is commissioned, are there any requirements for ongoing support and maintenance?

Answer: Expectation is the winning vendor would provide support and maintenance throughout the course of the contract agreement.

Question: How will future enhancements to the solution be handled?
Answer: On an ad hoc basis during the life of the term

Question: **Data Warehouse Data Volume:** Please specify the total data volume in terabytes or gigabytes of data that will be required in the data warehouse at each year-end of the project so we can see the anticipated data space growth required over the life of the entire project. (There is no need for calculation of index spaces; simply the volume of data to be loaded will be fine.)
Answer: The Spectra ticketing data that will be the core component at launch is 32 GB with 359,989 patrons in the database.

Question: **Data Warehouse User Concurrency:** Please specify the maximum
Answers: number of concurrent users on this data warehouse during each year of the project so we can see the anticipated growth in the maximum number of concurrent users over the life of the entire project.

- 5 C-Suite users (high level data)
- 5-7 Department Head users (granular data but no manipulation)
- 3 Managers that will make decisions & run the platform
- 3 Ticket Office assistants (some manipulation and dashboards)
- 4 Ticket Sales Account Executives (dashboards)
- 3 Development users (dashboards)

Question: **Data Warehouse Test-Dev Environments; Dual Systems Options:**
Answers:

- Does Arkansas require a physically separate platform for a test & development system for this data warehouse solution (vs. production), or will a single physical platform with multiple data sets & databases suffice (e.g. one set for production, one set for development, and one set for test)? Single platform will suffice
- Does Arkansas require a physically separate disaster recovery or business continuity solution facility for the data warehouse, or could all systems be located in a single facility? Preference is for a physically separate solution
- If Arkansas requires physically separate platforms for data warehouse production vs. test-dev, will the Arkansas allow coordination between the production and test-dev systems in order to provide automatic failover between the two in the event of a disaster? In such a scenario, critical production data warehouse applications and their related production data are kept fully available to the user community at all times. This can eliminate the need for a separate disaster recovery system and possibly result in smaller systems overall, as they would be sized appropriately for the critical applications. This type of solution can include workload balancing between the platforms to ensure delivery of service within service level agreements. This is an acceptable solution

Question: **Backup and Recovery (BAR) for Data Warehouse:**

Answers:

a. What are the Recovery Point and Recovery Time objectives for the data warehouse backup?
   i. The recovery time objective (RTO) is the duration of time within which data and processing must be restored after a disaster or disruption. We ask that vendors provide their recommendation/best effort as part of the their RFP
   ii. The recovery point objective (RPO) is the maximum tolerable time period in which data can be lost from an IT service due to a major incident. We ask that vendors provide their recommendation/best effort as part of the their RFP
b. Does the Arkansas have an existing BAR system that we should plan to integrate with? If so, please describe its software and hardware. No
c. Does the state Arkansas to encrypt data on BAR media? No

Question: **Encryption:** Does Arkansas wish to encrypt data at rest within the database solution for this project?

Answer: Yes, we are interested in encryption

Question: **Hosted Environment:** Is Arkansas open to the solution being hosted by the vendor or hosted in the public cloud such as AWS?

Answer: Yes

Question: **Google Analytics:** Is Arkansas using Google Analytics Premium?

Answer: No

Question: The ticketing (Spectra formerly Paciolan) and advertising databases, what type of databases are these?

Answer: The ticketing data is hosted by Spectra, our official ticketing provider and is a SQL Server database. Spectra clients share ticketing, fundraising and customer data from this platform with 3rd party downstream partners. The advertising database is Adobe Campaign (PostgreSQL). Addition digital advertising data on Facebook Ads Manager, Google Display Network and AdRoll

Question: Are these databases hosted internally or externally?

Answer: Externally

Question: What are the volumes of ticketing (Spectra) and advertising databases?

Answer: The Spectra ticketing database is 32 GB, the advertising databases are a small fraction of the ticketing data.

Question: How long is data retained within the ticketing (Spectra) and advertising database? Is there a lot of historical data?

Answers: The Spectra ticketing database initially contains 5 years of historical seasonal data. More seasonal information can be added to the database through the ETL from the transactional database if available. All customer information is contained within the database.

The Adobe Campaign database retains 6 months of delivery data (sent success/fail/quarantine) and 12 months of tracking data (web visits, open, clicks).

Question: In regards to the other data sources such as:

Answers:

- Digital advertising campaigns run by UADA
- Customer Appends - API or flat files, depends on third party client selected
- Customer data from Fanatics - Flat Files
- Customer data from secondary ticket platform Lyte - API
- Customer data and buying insights from concessionaire - API
- Google Analytics on ArkansasRazorbacks.com

Question: Besides from Google Analytics as I am aware we could leverage an API to extract and obtain the data for the data warehouse solution. For the other 5 data sources above (Digital advertising campaigns run by UADA, Customer Appends, Customer data from Fanatics, Customer data from secondary ticket platform Lyte, and Customer data and buying insights from concessionaire), what are types of protocols to access this data? Is there an API available, are files provided in flat file, can we have a direct ODBC connection if the data is stored in a database?

Answer: See answers above

Question: For the Ticket reconciliation between Athletics Ticketing Platform and University of Arkansas reporting systems. What type of current reporting solution is currently being used at UADA today?

Answers: University's behalf. More information about Basis can be viewed here: https://basis.uark.edu/

Question: Are there any high-level timelines in which UADA would like to shoot for?

Answers: Launch of warehouse and initial dashboards 90 days after the completion of the contract.

Question: Is AUDA currently leveraging a ETL solution such as Informatica PowerCenter, IBM InfoSphere DataStage or etc?

Answers: No

Question: How many users would use the dashboard and reports from the new data warehouse solution? What are their roles and responsibilities? This question is being asked because not all user groups will use the same report or dashboard. Need to know at a high level the different groups and users in which will be using the dashboard/reporting solution.

Answers:

- 5 C-Suite users (high level data)
- 5-7 Department Head users (granular data but no manipulation)
- 3 Managers that will make decisions & run the platform
- 3 Ticket Office assistants (some manipulation and dashboards)
- 4 Ticket Sales Account Executives (dashboards)
- 3 Development users (dashboards)

Question: Has UADA already defined a data governance model? Have stewards, custodians, trustees have been identified?

Answers: No, we would like a recommendation

Question: What advertising system is the Athletic Department currently using, and what type of access will be made available to SSB to connect to the database?

Answer: UA is currently using these platforms and connection would be coordinated through each platform's existing data source:

- Facebook Ads Manager
- Google Display Network
- AdRoll

Question: In addition to establishing the data warehousing foundation for many of our clients, SSB also helps them with establishing a forward looking vision/roadmap involving future data sets. In addition to the sources listed in Section 12, do any of the following exist right now in Athletics that Arkansas may want to integrate in the future?

Answers:

- Athletics Fundraising – Yes, currently exists
- Email Service Provider or Marketing Automation – Yes, currently exists
- Wifi – No, but we would want to integrate if it does exist in the future
- Surveys or Form Collection Systems – No
- CRM – Yes, Salesforce
- Social Monitoring Platforms – No, but possible in the future
- Any others?