NML Ticketing Tender Questions & Answers

Q - Is there a preference of how the solution will be deployed i.e on premise vs hosted?

A - There is no preference. Obviously the cost of both will be taken into consideration as part of the cost of the whole solution. We will also take into consideration whether all functionality can be delivered as part of each model.

Q - Which third party ticketing providers currently offer online sales for the museum/s.

A - Ticket Quarter and Eventbrite currently used but we would be looking to other third parties potentially for Terracotta Warriors.

Q - We offer two options for online sales. The first being a white label site hosted, the second option is to use our web API and build the ecommerce process within the museums own web site. Do you have a preference?

A - This depends on the flexibility of the solution and costs.

Q - What percentage of online sales are you expecting from the 500,000 tickets?

A - We would hope that we could drive a large portion of the ticket sales online but do not currently have existing data to give a defined figure.

Q - Do you plan to stop using Raisers Edge as part of this project? the tender document suggests integration will be required to it for membership. Would the museum be open to stop using Raisers Edge?

A - We would need a solution that could work using the existing Raisers Edge database in the short term. The longer term plan would be to move all databases to a combined CRM solution.

A - Do you still plan to use both Priava and Artifax for corporate and schools bookings once live with the new ticketing system?

A - The core tender requirement is to provide ticketing and CRM solutions. Priava and Artifax will still be operated in the short term but moving over to a suitable booking solution that works across the organisation would be considered in the longer term.

Q - Why is event bookings not part of the core brief of this project?

A - The core tender requirement is to provide ticketing and CRM solutions. Event bookings are not a current priority of the organisation but will be reviewed in the future subject to funding. A bid that can provide a suitable Events booking would be an advantage, but the delivery of this would be in the longer term.

Q - How will you manage capacity management if tickets and group/school bookings are process in different systems?

A - We are looking to manage group booking for ticketed events in the ticketing solution. We are looking to manage school bookings in Artifax. If schools are booking for a ticketed event their ticket allocation will be managed in the ticketing solution. The groups/schools bookings team will have access to both solutions. If the solution chosen allows all the transactions to happen in one solution this is desirable but meeting the ticketing and CRM criteria is a priority.

Q - We would need to discuss the options available of integration Verteda with Agilisys are you happy for us to make contact with them, do you have an account manager .

A - We can introduce shortlisted tenderers to Verteda prior to tender interviews. If you could demonstrate where and how you have integrated with Epos and inventory in venues previously or how you have assisted with stock management at ticketing epos and online.

Q - What is the difference between a box office sales user and a in venue sales user

Box office relates to telephone sales, in venue is Epos sales. Box office will handle group bookings.

A - The tender document offers no insight into how many CRM users there may be, can you confirm

Can you bid based upon 25 CRM users.

Q - Access Control - How many scanners would be required?

A - At the moment we have not defined how many will be required. Initially we may only purchase one and buy others later. Can you cost for one unit and we can then scale.

Q - Ticket Printers – How many are required

A - At the moment we have not defined how many will be required. Initially we may only purchase one and buy others later. Can you cost for one unit and we can then scale.

Q - Can you offer any further details on other hardware required EPOS terminal, ticket printers etc

A - What detail are you looking for? Are you looking for quantities? Please cost for a single Epos set up including cash drawer, cash drawer insert, receipt printer, screen, keyboard, mouse etc.

Q -Mobile sales points – How many mobile sales points would be required

A - At the moment we have not defined how many will be required. Initially we may only purchase one and buy others later. Can you cost for one unit and we can then scale.

Q - How many users would require web browser based version of the report writer and why does it need to web based

A - Can you bid based upon 10 report writer users. We suggested web browser as we need a simple, easy to use solution that can be used across many platforms.

Q - The tender talks about six venues – is the brief for all six venues from day one? Is the requirement to implement the software across all venues by August?

A - Initially this will need to be launched in World Museum by August but roll out to other venues will be required within the next 3-6 months.

Q - Do they user numbers you give cover all six venues? Can you offer a breakdown across each venue?

A - Yes they cover all six venues. We cannot give a breakdown by venue as we are looking for an organisation wide solution. The usage in each individual venue will change month by month dependant upon the various exhibitions, etc in the various venues.

Q - Would each venue require their own ticketing site?

A - Each venue will need a branded online site/page

Q - Can you offer any insight into the levels of data migration required?

A - CRM related – specifically membership, sponsors, patrons etc.

Q - How many members do you currently have? Do offer direct debit facilities for membership?

A - Approx. 1500 members across multiple member formats, adult, family, senior etc. We are looking to move towards direct debit facilities if possible.

Q - Do members currently have printed cards?

A - Yes but these are not barcoded or mag striped, but just have membership numbers on currently

Q - Can you provide clarification (e.g. an example) of the requirement 4.1.34 in Appendix B - Requirements Detail?

A -For example – A Christmas party night may have 400 spaces available to be booked. We reserve this in our booking solution and sell the tickets to groups and corporations. We take deposits and then payment in full and can tie the bookings back to the group who have booked and manage the capacity of the total event when taking sales enquiries.

Q - What are your thoughts around a narrated video which explains the customer journey instead of screenshots? Would this be acceptable?

A - Yes this would be fine

Q - Can the table of content be adjusted? With this I don’t mean the content itself, just the Headlines/Layout? I think this would help the clarity of the document.

A - We are happy for you to change headlines/layout, etc

Q - Do you charge for people to attend any of your events?

A - Some exhibitions are charged for as well as entry to our Planetarium

Q - And do you anticipate using the platform for all 3 million attendees?

A - We don’t anticipate 3 million users, but difficult to estimate how many per year. This will vary dependant upon the exhibitions year by year.

Q + A - Information on the following would be handy, if you do charge:

* Number of paid tickets per year – this varies dependant upon the number of exhibitions
* Average ticket price – again varies dependant upon the exhibition- over the last 12 months circa £5
* % of online ticket sales – at present very low, our wish is to significantly increase online sales – hence the ticketing solution.

Q - For instance, you suggest you would want any new ticketing system to work alongside Verteda however if retail and ticketing are separate systems the museum would miss the many cross sell and up-sell opportunities a single system would offer.

A - Verteda is our chosen EPOS solution across all of our retail outlets, cafes and restaurants. Hence this will continue to be our main EPOS solution. We will sell a few select products along with tickets, hence these will be sold as merchandise in the ticketing solution.

Q - In addition, I would ask the question why bookings is not a key requirement alongside ticketing. It is clear capacity management would easier with all ticket sales and group/school bookings sitting in the one system.

A - We want to ensure that the ticketing solution meets all of our requirements, if it can also meet our event management requirements this would be wonderful. However our main aim is to get a compliant ticketing solution.

Q - We are looking forward to participating in the NML ticketing tender and I have a quick question about part "1.4 Existing Solution": Our solution comes with the ability to manage school and group bookings and has a fully integrated memberships module. Are you open to moving these parts into the new ticketing solution to consolidate and streamline NML as much as possible?

A - Our main requirement is the ticketing solution, but as described in the tender we would welcome a solution that could also provide us with an event management and CRM solution

Q - Our solution already integrate with Raisers Edge, however what level of integration would you need the solution to offer regarding Artifax and Priava? Do Artifax and Priava already offer web services or APIs?

A - Integration with Artifax and Priava is with regard to the customer databases. This could be as simple as an import of the customer databases from Priava and Artifax. I believe Priava has an API. I don’t think Artifax has an API or web service.

Q - From my understanding, you are looking for a solution at a fix price. However our business model is unique as we offer a white  glove  service  with  absolutely  all  hardware,  support and  services  inclusive  under  a  set  fee  charged  against  any  paid  transaction (and only paid transactions).  There  are  no hidden or additional fees. In fact, your success matters to us and our team don't only deliver a platform but insures constant training, new functionalities deployments and support.  Of course, we will make sure our proposal will include different simulations in order for you to clearly know what the budget would be but I wanted to make sure you would consider this option knowing that it has been very strong advantage for all our current clients.

If this is fine for you I will then ask you some details:

- Number of tickets expected next year (Free admission and paying tickets for the  different sales channels)

- Prices structure of tickets for Terracotta Warriors exhibition and eventually other paying exhibitions.

A - I am sorry but we require a solution that has a traditional purchase price and fixed annual maintenance/support charge. We do not want a transactional fee based solution.

Q - Regarding the potential clarification meetings on 16th May – can they be remote meetings or must someone attend in person?

A - We would prefer someone in person to attend.

Q - To enable us to provide accurate pricing please can you confirm the total amount of revenue you expect to be processed through Tessitura.

A - This is difficult to provide at this stage and would vary greatly year on year as is dependant on the temporary exhibition programme. The Terracotta Warrior exhibition will be the largest exhibition we have ever staged and is unlikely to ever be matched in terms of scale. A comparator would be our most recent  charging exhibitions which sold approx. 30K tickets in venue. The pricing strategy and third party ticketing agent options for Terracotta Warriors are still to be agreed so a revenue forecast has not yet been defined. A key reason why we are introducing charges for exhibitions is to enable NML to offer a varied and engaging exhibition programme for visitors, the ticketing income enables us to offset the exhibition costs as a primary objective.

Q - Please confirm the total number of users that will require access to Tessitura – this is not concurrency numbers but a count of everyone who will be using Tessitura as part of their work.

A - We would estimate – Ticket sales- 30

CRM – 25

Event Booking – 50

Q - Please confirm the maximum number of concurrent users that will require access to Tessitura at peak times.

A - We would estimate – Ticket sales- 10

CRM – 10

Event Booking – 10

Q - Clarification questions

a.       “1.5.1.5 The system must record all attempted security violations.” – Could you please provide an example of what this might mean? Access to different parts of the system is controlled in security and it is not possible to ‘violate’ these.

This is specifically in relation to invalid login attempts. That all invalid login attempts are logged.

b.      “2.4.3.6 The system should allow sequence controls on all interface files” – Could you please provide an example of what this might mean? We do not understand the requirement.

If files re being uploaded from other systems, etc, each individual interface file should be uniquely identified.

Q - Will access control be required?

A - We will required tickets to be scanned at the entrance to exhibitions to validate tickets

Q - Will kiosk functionality i.e. for collections be required from the start? If so how many terminals?

A - We do not intend to use un-manned kiosk. We expect visitors to arrive with tickets they have printed themselves (or to have digital tickets on their mobile phone), or to purchase tickets from our manned sales points in the venue.

Q - Would any licences be required solely for Food and Beverage or merchandise?

A - No purchases for Foob and Beverage/Mercandise alone would be handled through our existing EPOS system

Q - Will there be the requirement for any data conversion and transfer into our system?

A - We would expect to import existing visitor/member information from Raiser’s Edge and Priava

Q - Number paying tickets vs free tickets planned to be issued over the next 3 years.

A - This is difficult to provide at this stage and would vary greatly year on year as is dependant on the temporary exhibition programme and public events programme. The Terracotta Warrior exhibition will be the largest exhibition we have ever staged and is unlikely to ever be matched in terms of scale. A comparator would be our most recent  charging exhibitions which sold approx. 30K tickets in venue. We do not necessarily offer a charged for exhibition every year but would ideally be looking to do so in the future.

Q - Pricing and income from paying admissions over the next 3 years.

A - All our venues are free entry venues and visitors do not require a ticket to enter the venues so there will be no admissions income.

Q - Expectation in terms of online sales and POS. As well in terms of cash payments vs credit cards.

A - We currently use a third party agent for online ticketing sales. In our last exhibition 11% of sales were via online, and the remainder via POS. With our up coming Terracotta Warriors exhibition we would be looking to deliver a significantly larger portion of these sales online.

Q - In terms of CRM, are you considering using more in Razor Edge and priava for CRM or would you consider another tool?

A - In the short term we would need to look at continuing to use Priava and Razors Edge but would consider another suitable CRM tool in the medium to long term.

Q - Memberships: would you like our solution to fully manage the memberships or wish to use the current solution?

A - We would like to understand how your current solution could fully manage the membership solution.

Q - Would all 8 museums will have to be equipped with a POS and can you confirm how many POS and access control are required?

A - Access control would only be required at World Museum initially in the form of hand held access scanners. The ability to use these scanners at other venues on an ad hoc basis is required going forward. Please can you quote for a single POS and access control hand held scanner and we can scale this cost accordingly.

Q - Form of Tender: could you confirm if Conditions of contracts refers to our terms and conditions?

A - Yes.

Q - Can you confirm how many users will access the CRM?

A- e expect 25 named CRM users with 10 concurrent users

Q - Could you clarify the difference between difference between Box Office sales users (8) and in venue sales users (10)?

A - Box office relates to telephone sales, in venue is Epos sales. Box office will handle group bookings.

Q - Will access control be required?

A - We will required tickets to be scanned at the entrance to exhibitions to validate tickets

Q - Is this one location or multiple (and how many if so)?

A - Long term this solution will cover all of our 8 public venues. It is difficult to say exactly how many as it will depend on the number of charging exhibitions that we have.

Q - Will there be the requirement for any data conversion and transfer into our system? We would expect to import existing visitor/member information from Raiser’s Edge and Priava

A - Is this purely member/autobiographical data, or historical transactional data also?

This will be just autobiographical data

Q - System Training – We would normally operate a train the trainer system of training, could you indicate how many staff would receive this training across all sites.

A - I would suggest approx. 20 staff in total across all sites.

#### Q - Type of licence – Named / Concurrent – Please can you confirm how many licenses will be required across all sites. Our product is sold as a one off costs, on a per works station basis, therefore we would need to assess how many licenses are required in order to provide costs.

A - Named: Ticket sales- 30

CRM – 25

Event Booking – 50

Concurrent: Ticket sales- 10

CRM – 10

Event Booking – 10

Q - Annual software support & maintenance costs for 3 & 5 year contract options - Could you possibly indicate whether there is a budget for this project, and whether that budget is for a 3 or 5 year support contract?

A - Budget is available for both options

Q - In venue sales – Could you please indicate whether you will want costs on the following items for your Epos/front desk sales; Touch screen till, customer display, receipt printer, BOCA printer, Cash drawer, fixed point scanner for retail items and scanning tickets, Yes to these items

card machine This would usually be provided by our merchant services provider but would need to be integrated with the Epos system,

web cam for memberships/record, membership card printer Please can these be quoted for separately, we have an existing membership solution but would be looking at the best way to incorporate or move to a new membership solution.

Q - Box office sales - Could you please indicate whether you will want costs on the following items for your Epos/front desk sales; Touch screen till, customer display, receipt printer, BOCA printer, Cash drawer, fixed point scanner for retail items and scanning tickets, card machine, web cam for memberships/record, membership card printer

A - The box office is for group bookings and telephone sales so we would expect this to be via a PC and integrated ‘sage pay’ or PDQ payment process. We would want a ticket printer and would link to a venue printer or any printing other than tickets.

Q - Pop up sales – Could you indicate whether you require costs for the following items for mobile ticketing; Ruggedized tablet, receipt printer.

A - Yes

Q - Access control ticket scanning – Is it a wireless PDA that you require a cost for, or alternative access control hardware?

A - Yes, wireless PDA

Q - You mention 18thAugust as the live date, but given that it’s multisite, we would normally recommend a phased implementation.

Did you have any preference to dates of sites going live and which order the roll out would be?

The more information you can provide will assist us when drawing up the project plan the better.

A - We are looking for 18th August for the implementation of the solution on our first site. We would be then looking to implement on other sites as and when the need arrives – we would be looking to carry out these further implementations ourselves

Q - is integration to your retail/Epos system definitely requirement, or would you be interested in having license costs and hardware for our stock management system?

A - We are looking for integration. Our current solution has only been in place a couple of years and services all of our shops, cafes and restaurants.

Q - If you are asking for hosting fees, does that mean you’ve ruled out an onsite system? We can provide either, but we would need to know if you require a server etc for cost purposes?

A - We are happy to consider hosted or on-premises. We will review the costs and benefits of each

Q - Do you require postcode lookup licenses and if so how many licenses do you require?

No

Q - You mention costs for hardware, which we will provide costs for a card machine, but could you tell me how many work stations require integrated card facilities for back of house payments?

A - Could you just price for one and we will than factor up.