DFW

REQUEST FOR INFORMATION (RFI)

Online Pre-Booking System

Deadline for RFI Response Submittal:
September 9, 2016 at 2:00 p.m. (Central Time)

Location: *DFW Airport Procurement Office*
                 P.O. Box 619428
                 DFW Airport, TX 75261-9428

                 OR Submit by facsimile or scan/email to the contact below:

Airport Board Contact:

Mr. Ron Duncan, Contracts Manager
972-973-5601 (fax)
rduncan@dfwairport.com

NOTE: If you received this document in a PDF format, it can be sent to you in a Word format for ease in response by contacting Mr. Duncan by email. You will receive this document by email reply.

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1. Overview

The Dallas Fort Worth International Airport (DFW) Board ("Board") is seeking information from interested parties for an online pre-booking system ("OBS") to be used as a basis for yield management by the DFW Parking Business Unit ("PBU").

The purpose of this Request for Information (RFI) is to gather information. No award will be made based on the results of this process; however, if sufficient interest is expressed by firms, the Board will consider a separate Request for Proposal (RFP) process that may result in a contract for a parking pre-booking system subject to the Board's approval. The Board's Chief Executive Officer has identified this online pre-booking and yield management capability as a prime project objective for the airport and its customers.

The information provided by interested firms will be used in the formation of a formal request for proposal for a hosted online system that provides the traveling public the ability to pre-book and prepay for airport parking products and services simply and reliably. The Board does not currently provide these services; however, services of a similar nature are widely available in major European and Australian airports.

Any portion of the RFI Response that a responding firm considers confidential, proprietary, or to contain trade secrets of the firm, must be marked accordingly. This marking must be explicit as to the designated information. This designation may not necessarily guarantee the non-release of the information under the Public Information Act or as otherwise required by law, but does provide the Board with a means to review the issues thoroughly and, if justified, request an opinion by the Attorney General's office prior to releasing any information requested under the Public Information Act.

2. Background

DFW provides over 40,000 parking spaces to the public, including five garages designated Terminal Parking, two Express parking lots and two Remote parking lots. DFW has recently upgraded its parking access and revenue control system (PARCS) to state of the art and offers other leading technologies – parking guidance system, toll tag integration, license plate recognition – as the basis for a world class customer parking experience.

In the travel industry, pre-booking, prepayment and yield management are common, with airlines and hotels leading the way. The parking industry is increasingly adopting the same practices, and DFW wishes to remain at the forefront of such technology by offering customers the facility to pre-book and prepay parking online, including on mobile devices such as laptops, tablets and smart phones. The PBU intends to use the system to quickly and easily launch new products, promotions, seasonal discounts and other marketing initiatives to engage the public. At the same time, the OBS will serve as the platform for yield management, by providing robust and timely reporting on all initiatives for the PBU to assess their performance and enable real time changes and adjustments.

Ultimately, the OBS also may be used as a platform for a number of other services: cross functional initiatives, such as sales of retail products and lounges, a customer marketing database, a third party sales portal and loyalty program fulfillment.

3.   Requirements

The online pre-booking system must have the following characteristics:

- be deployed already, with installations that have been live for at least three years
- have ability to integrate with the Skidata PARCS in place at DFW
- offer payment services that are PCI compliant
- be optimized for online and mobile viewing
- have ability to integrate with the MicroStrategy Business Intelligence Data Warehouse in place at DFW

4.   Questionnaire

Interested firms shall review the following questions then submit responses in accordance to the instructions. Companies may submit a response to all, or only part of, this RFI questionnaire. Those electing to provide a partial response are asked to state "No Response" to any portion they chose not to respond to.

4.1   COMPANY INFORMATION

1. Company Name and Headquarters Mailing Address
2. Contact Name, telephone and email
3. Company Website URL
4. Location of Customer Support Staff for the Airport business
5. Type of Organization (Corporation, Partnership, etc.)
6. How long has the company been in business in its current form?

[RESPONSE]

4.2   INSTALLATIONS

How many active pre-booking installations are currently in place and in use by clients?

Please list up to 10 installations with the following details:

- City, state and country
- Type of business where installed (airport, hotel, shopping center, etc.)
- Number of years installation has been in place and live
- Number of parking spaces served
- Range of annual transactions in tens of thousands (e.g. >10,000, 10,000 – 20,000, 21,000 – 30,000, etc.) per installation
- PARCS system in use at the location

[RESPONSE]

4.3   CUSTOMER BOOKING EXPERIENCE

Describe how your online pre-booking and prepayment solution provides the following functionality:

- How does your system allow customers to easily check parking availability by parking product with pricing options?
- How many steps are required for a customer to make a booking? Please describe the steps.
- What types of payments are accepted?
- What types of access identifiers are provided for entry into a parking facility (e.g. bar code, license plate, etc.?)
  - o   Do these identifiers allow for hands free access into the car park?
  - o   What happens if a person forgets his confirmation with identifier – does the system support a lookup by another identifier?
- How far in advance does your system require a booking to be made? Is this airport configurable?
- How far in advance does your system allow a booking to be made? Is this airport configurable?
- Can a customer modify and/or cancel a booking before entry into the parking facility? If yes, describe the process.
- What method of delivery is used for booking confirmations? What information is contained in the confirmation and is it airport configurable?
- What method of delivery is used for receipts? What information is contained in the receipt and is it airport configurable?
  - o   Can a person source a duplicate receipt?
- Is there a facility for the customer to provide feedback on his purchase/experience?
- Can a customer create an account? If yes:
  - o   How is the account created and what details are required?
  - o   What are the benefits of having an account?
- Does your system allow a customer to purchase non-parking products at some point in the booking path? If yes, describe this functionality.
- Does your system provide a customer the opportunity to accrue loyalty points associated with his purchase? If yes:
  - o   Describe the loyalty functionality
  - o   Is this functionality a part of your system or an integration into a third party system?

[RESPONSE]

4.4 ADMINISTRATION

Please describe how administrators use your system, both the customer facing portions and the administrative back end.

- Does your system allow the Administrator to modify content and images? If yes:
    - o What areas of your site are airport configurable?
    - o How easy are content uploads or modifications for users with no technical background?
- Does your system allow an administrator or customer service representative to make or modify customer bookings?
- Does your system allow real time dynamic management of all parking products and pricing? If yes:
    - o Describe how products are created and updated
    - o Describe how prices, pricing tables and other pricing mechanisms allow nimble price changes
        - ▪ Are pricing changes automated?
- Does your system provide access in real time to 'big data', e.g. transaction details, future booking information, parking demand curves, and so forth. If yes:
    - o Please describe the data available to airport administrators and provide descriptions or screen shots.
- Please describe the standard reports provided by your system.
    - o Can reports be customized by you or by the airport administrator?
    - o Are reports available in your system with user configurable fields?

[RESPONSE]

4.5 AIRPORT OPERATIONS

Please describe how your system interacts with operations to facilitate a seamless operating environment.

- Does your system process payments in advance? If yes
    - o How are overstays handled?
    - o How is PCI compliance assured and is your system PCI DSS certified?
- How does your system allow for troubleshooting for onsite (at the parking facility or in the control room) staff?
    - o Are booking details readily accessible and easily searched by authorized staff?
- How does your system enable end-to-end auditing of all booking transactions?
- How long does your system retain booking information and where is it stored?

- Does your system allow full integration with existing airport systems, processes, and technologies, for example:
  - o PARCS
  - o bank card payment processing
  - o capacity management
  - o financial and operational reporting
  - o airport police and security, if applicable
  - o other technologies, e.g. LPR, toll tag, PGS

Please provide any details you believe are relevant.

[RESPONSE]

4.6   MARKETING

Describe how your online pre-booking and prepayment solution supports marketing, channel sales and customer communication.

- Describe how your system integrates into the main airport website.
- Describe how your system integrates into the main airport mobile application
- Is your site search engine optimized and how often is this updated?
- How is the Airport branding supported by your website/mobile apps?
- Does your system build a customer database? If yes:
  - o What types of information are stored?
  - o Does the customer record allow detailed analysis of purchase patterns and volumes?
  - o Does the customer record allow customer segmentation by geography, airline flown or other criteria?
  - o How does your system facilitate direct (e.g. email, SMS) marketing?
  - o How is customer privacy assured?
- Can your system integrate into common platforms for social media marketing, content management, web analytics, CRM, etc., e.g. HubSpot, Google Analytics, SalesForce?
- Does your system allow up-selling and cross-selling within the car park product suite?

[RESPONSE]

4.7   THIRD PARTY INTEGRATION

Describe how your system supports channel sales and integrations with third parties, including airlines, travel agents and corporations.

- Does your system provide a facility for third party sales? If yes:
    - Describe the third party sales functionality, including the customer experience, the back end administration for the third party, and the back end administration for the Airport.
    - Please address the following points:
        - Are all products offered to the third party or is the offering customized?
        - How are multiple brands addressed?
        - Is the parking offered in path? Via a white label site?
        - Can commissions and discounts be configured into the system?
        - What sorts of reports are available to the third party and to the Airport?
        - How does the customer experience vary when booking through a third party versus the Airport?
- Does your system support cross sales with other Airport departments and products (e.g. food and beverage, retail, lounge, etc.)? If yes:
    - How does your system support recognition and fulfillment of promotions and promotional codes produced by the online booking site

[RESPONSE]

4.8   TIMELINE

Please provide a sample timeline from project launch to go-live. Describe the resources provided by your company and resources required from the Airport.

[RESPONSE]

4.9   OTHER INFORMATION

Please provide any other information about your system that you believe is relevant may not have been covered in the questions above.

[RESPONSE]

4.10   REFERENCES

Please provide three references we may contact who have used your system for a minimum of one year, including the following information:

- Company name and address
- Site name and address (if different)
- Contact Name, email, phone number
- Role played in the OBS selection, implementation, and ongoing administration

[RESPONSE]

END OF QUESTIONNAIRE

The Dallas/Fort Worth International Airport Board appreciates your participation in this RFI and its interest in partnering with the Board in this revenue opportunity that provides added value services to the Airport's traveling public. This online pre-booking system meets both our mission and our core values to provide exceptional customer service and revenue-producing opportunities to the Board and to the firms we partner with. We reserve the right to make inquiries about the RFI Response either on site or by teleconference. Our intent is to issue a Request for Proposal at a later date. We look forward to your response.

SUBMITTAL OF RFI RESPONSE

This Response to the RFI is submitted by:

Name of Company	Address	City/State/Zip
Phone	Facsimile	Email Address
Signature	Title	Date