TENNESSEE EDUCATION LOTTERY CORPORATION
REQUEST FOR PROPOSALS FOR
WEBSITE REDEVELOPMENT

A. PURPOSE
The Tennessee Education Lottery Corporation (“TEL” or “Corporation”) is seeking to improve the effectiveness of its existing website. As such, the TEL is requesting proposals for the redevelopment of its website, www.tnlottery.com, as described in this RFP. It is the TEL’s desire to select a vendor that is able to provide a redevelopment of an existing website, including, but not limited to, the development of several proposals for the new website, a plan and schedule and the implementation of the plan, as approved by the TEL.

Proposal documents shall be submitted to the TEL in accordance with the instructions and specifications detailed herein.

B. PROPOSAL SUBMISSION
This RFP has been issued on Friday, June 10, 2016. Questions and requests for clarifications relating to this RFP must be directed to the TEL’s Contract Compliance Coordinator. The Contract Compliance Coordinator is to be the sole point of contact at the TEL for vendors, effective with the date of release of this RFP and until a vendor is selected. Contact in connection with the subject matter covered by this RFP with any representative of the TEL, other than the Contract Compliance Coordinator, will result in disqualification. The TEL’s Contract Compliance Coordinator is:

Ms. Jamica McGill
Tennessee Education Lottery Corporation
26 Century Blvd., Suite 200
Nashville, TN 37214
Phone: (615) 324-6669
Fax: (615) 324-6537
Email: procurement@tnlottery.com

Written questions and requests for clarifications must be received by the Contract Compliance Coordinator by 3:00 p.m. C.T. on Thursday, June 16, 2016. Written questions and requests for clarifications may be submitted by email, facsimile, metered mail, or hand delivery. Questions and requests for clarification received after the aforementioned time and date will not be responded to, accepted or reviewed. Responses to these inquiries will be posted on the TEL’s website under “Website Redevelopment RFP Schedule, Questions and Answers” no later than 5:00 p.m. C.T. on Tuesday, June 21, 2016. The TEL reserves the right to change any dates contained in this RFP. Any such changes to this RFP will be posted to the TEL’s website.
Delivery of six (6) copies of the proposal, with original signatures, to the Contract Compliance Coordinator at the above address is due no later than **Friday, July 8, 2016 by 3:00 p.m., C.T.** Proposals received by the TEL Contract Compliance Coordinator after this date and time will be rejected, **WITHOUT EXCEPTION. No provisions are made for extenuating circumstances in this RFP. Proposals transmitted electronically will not be accepted.**

A proposal may not be altered after delivery, unless requested by the TEL. A proposal may be withdrawn up until the submission deadline.

**C. GENERAL PROVISIONS**

All potential vendors should read and become familiar with the Tennessee Education Lottery Implementation Act, T.C.A. §4-51-101 et seq. (the “Act”) which is available through a link on the TEL’s website, [www.tnlottery.com](http://www.tnlottery.com), under the “About Us” tab.

A contract will be awarded to the vendor whose proposal is determined to be the most advantageous for the TEL, considering all the conditions set forth in this RFP, which is otherwise qualified in all respects to perform fully the contract requirements without delay and which will provide the greatest long-term benefit to the TEL. While price will be an important factor, it alone will not be the deciding factor in the selection process. In accordance with the Act, the vendor selected may be required to pass a security and financial responsibility background check.

1. **Open Records and Public Meetings Acts**

All data, materials and documentation originated and prepared for and delivered to the TEL pursuant to this RFP shall become the property of the TEL and may be used as the TEL deems appropriate. Said materials shall belong exclusively to the TEL and may become available to the public in accordance with the Tennessee Public Records Act, Tenn. Code Ann. § 10-7-101 et seq., and the Tennessee Open Meetings Act, Tenn. Code Ann. §§ 8-44-101 to 8-44-201; however, the TEL will make reasonable attempts to maintain, in accordance with all applicable laws, the confidentiality of any trade secrets or proprietary information identified by vendors if such vendors properly identify the particular data or other materials which are trade secrets or proprietary information in writing by page, paragraph and sentence prior to or upon submission to the TEL of the data or other materials to be protected. All markings or identification of trade secrets or proprietary information must be conspicuous; use color, bold, underlining or some other method in order to conspicuously distinguish the mark from the other text. Do not mark the entire page if only portions of a page are protected. Vendors should also state the reasons such confidentiality is necessary. However, under no circumstance will the TEL be liable to any vendor or to any other person or entity for any disclosure of any such trade secret or confidential information.
2. **Misunderstanding or Lack of Information**

By submitting a proposal, a vendor covenants and agrees that it fully understands and will abide by the Act and the terms and conditions of this RFP and will not make any claims for, or have any rights to, cancellation, remedy or relief because of any misunderstanding or lack of information. Any oral communications shall be considered unofficial and non-binding with regard to this RFP.

3. **Rejection of Proposals, Amendments to or Cancellation of RFP; Reissue of RFP**

Issuance of this RFP does not constitute an offer to purchase the services or a commitment on the part of the TEL to award a contract pursuant to this RFP. The TEL reserves the right to make changes to this RFP at any time and from time to time by issuance of written addendum/addenda, amendment(s) or clarification(s) for housekeeping matters or any other issues determined as necessary and appropriate by the TEL’s legal counsel. Any such change to this RFP will be posted to the TEL’s website, under the “Procurement” tab.

4. **Incurred Expenses**

The TEL shall not, under any circumstance, be responsible for any costs or expenses incurred by a vendor in preparing and/or submitting a proposal.

5. **Proposal Tenure**

All proposals shall remain valid for 180 calendar days from the proposal due date (the “Proposal Offer Period”). A proposal constitutes an offer by the vendor to contract with the TEL in accordance with the terms of the proposal, which offer is irrevocable for the duration of the Proposal Offer Period and may not be withdrawn or amended during the Proposal Offer Period without the written consent of the TEL.

6. **Non-Disclosure**

A vendor submitting a Proposal acknowledges that in connection with the process of submitting a proposal to the TEL pursuant to this RFP, and if applicable, in negotiating a contract with the TEL, it may receive or have access to trade secrets (as defined by applicable law) and/or confidential information (as defined by applicable law) of the TEL. By submitting a proposal, a vendor covenants and agrees to maintain the strict confidentiality of, and not to copy, transfer, use or disclose any such trade secrets and confidential information: (a) with regard to each item constituting a trade secret, at all times during which such item constitutes a trade secret under applicable law; and (b) with regard to any confidential information, at all times during the selection process for the contract for which the vendor has submitted an RFP, during the term of any contract awarded to the vendor by the TEL and for three (3) years after any termination of such process or contract, whichever occurs later.
7. **Non-Exclusive Rights**

By this RFP, the TEL does not intend to grant any vendor the exclusive rights to provide all materials and services required by the TEL during the period covered by any contract resulting from this RFP. If the TEL determines that creation and production of materials and services by various vendors is in the TEL’s best interest, the TEL shall have the right to purchase, contract for and use these materials and services without infringing upon or terminating any contract resulting from this RFP.

8. **Prohibition Against Unauthorized Contacts**

The TEL is committed to a competitive procurement process that maintains the highest level of integrity. Therefore, except as expressly contemplated in this RFP, or in connection with normal business activities not associated with this procurement, no contact or other solicitation initiated by vendors or any person employed by vendors, including, but not limited, to their attorneys, representatives or others promoting their position, will be allowed with any member of the Board of Directors (the “Board”) of the TEL or with any officer, employee of or consultant or adviser to the TEL, individually or otherwise, during the application and selection process associated with this RFP. All contact and other solicitations made by a vendor submitting a proposal or any person employed by such a vendor shall be directed towards the contact person identified in Section B of this RFP, above. Any violation of this prohibition shall result in disqualification. Any attempt to influence any TEL employees, officers, consultants, advisors or Board members with respect to this procurement, whether such attempt is oral or written, formal or informal, is strictly prohibited and shall result in disqualification.

9. **Dispute Procedures**

All claims and disputes, including, but not limited to, protests related to this RFP, will be handled under the Tennessee Education Lottery Corporation Dispute Resolution Procedures (the “Dispute Resolution Procedures”), as adopted and/or amended from time to time by the Board in accordance with the Act. All vendors should read and be familiar with the Dispute Resolution Procedures, which are available through a link on the TEL’s website, under the “Procurement” tab. The Dispute Resolution Procedures include provisions governing the deadline for the filing of a dispute resolution request. Any claim or dispute relating to this RFP or the contract by an aggrieved person, as that term is defined in the Dispute Resolution Procedures, must be timely filed by delivery by hand or courier to the CEO of the TEL with a copy to the General Counsel of the TEL, along with a dispute bond in the amount of $100,000.00, for binding resolution under the Dispute Resolution Procedures. Any vendor that submits a proposal hereby expressly acknowledges and agrees that the Dispute Resolution Procedures represent the exclusive procedure and the exclusive forum for binding resolution of all claims, disputes, complaints and dispute resolution requests of any kind relating in any way to any RFP, bid, offer, quote, proposal or agreement entered into by the TEL and agrees to be bound thereby.
10. Advertising; News Releases

In submitting a proposal, the vendor agrees not to use the results thereof as a part of any commercial advertising without the prior written consent of the TEL.

The TEL is the only entity authorized to issue news releases relating to this RFP, its evaluation, and the award of any contract and performance thereunder. Under no circumstances shall any vendor issue any such news releases without the express prior written consent of the TEL in each instance.

11. Non-Assignability

Any award resulting from this RFP cannot be assigned in whole or in part without the prior written approval of the TEL, which consent may be unreasonably withheld, delayed or conditioned in the sole discretion of the TEL.

12. Equal Opportunity

The TEL prohibits discrimination on the basis of race, color, gender, religion, national origin, or disability in connection with employment of any person, or the award of any contract with the TEL.

The TEL will provide equal opportunities without regard to race, color, gender, religion, national origin, or disability, by requiring that any firm doing business with the TEL provide equal opportunity to persons and businesses employed by, or contracting with the supplier of products and services to the TEL.

D. MINORITY PARTICIPATION

It is an overall objective of the TEL to encourage involvement by minority-owned businesses in any commerce generated by the TEL, while assuring that such activities will be conducted in accordance with all applicable laws.

Furthermore, in accordance with the Act, it is the declared policy and intent of the TEL to strive to maximize participation of minority owned businesses to achieve a minimum participation of fifteen percent (15%) through all business contracting opportunities. All vendors should read and be familiar with the TEL’s Equal Business Opportunity Program which is posted on the TEL’s website, under the “Procurement” tab.

Vendors interested in doing business with the TEL are required to complete the Equal Business Opportunity Form B, attached hereto as Exhibit B, and include within its proposal a short narrative describing its commitment to assist the Corporation in striving to maximize participation of minority-owned businesses. In order for Form B to be considered complete by the evaluation committee, the vendor must provide the information required in each field, provide the information requested in the table, and must have the form signed by vendor’s authorized representative. If minority-owned
businesses are unavailable to subcontract or otherwise participate in the proposal, or if the proposer is a minority-owned business, the vendor should so note in Form B.

**E. EVALUATION OF PROPOSALS**
The TEL will establish an Evaluation Committee (“Committee”) prior to the receipt of proposals. The Committee will be responsible for evaluating the proposals received from interested vendors. The general categories to be used by the Committee in evaluating the proposals will be as follows: (1) compliance with the RFP; (2) ability to provide the services required; (3) pricing structure; (4) experience and expertise of the vendor; (5) schedule of completion; and (6) client references. These criteria are presented for informational purposes only and do not necessarily represent the order of importance or weight that each factor will have in the final scoring of proposals.

**F. EVALUATION PROCEDURE**
The Committee will review the proposals submitted and may request clarification of information or representations in the proposal, address technical questions or seek additional information regarding any proposal before completing the initial evaluation. Requests for clarification from vendors and any information received in response thereto will become part of the evaluation record.

The Committee may select finalists it deems to be the most highly qualified to perform the requested services. In the event that finalists are selected, each finalist will be notified that it is expected to make a formal live presentation of its proposal to the Committee. The oral presentation must be made by the personnel who will be assigned to work on the account. Instructions for oral presentations will be distributed to finalists, if any finalists are selected, at or around the time of the announcement of the need for oral presentations. Finalists, if any, should expect a very short time frame for notification.

**G. SCOPE OF SERVICES**
The scope of services for the website redevelopment can be found in Exhibit C, attached hereto and incorporated herein.

**H. COMPENSATION**
Each proposal must include the vendor’s proposed compensation for undertaking the services requested and outlined in this RFP. Vendors are reminded that the cost quotation should include travel expenses, as well as cover all of the services covered by this RFP to be provided by the successful vendor during the term of the contract.

**I. FORM OF PROPOSAL**
Each proposal must be prepared simply and economically, providing a clear description of the vendor’s capabilities to meet the requirements of this RFP. Vendor is under an obligation to notify the TEL of any changes to the information, data, or facts submitted to the TEL. In order to expedite the evaluation process, respondents are required to submit their proposals in the following format:
Section 1  Submit completed copies of the following exhibits, attached hereto:

Exhibit A  Proposal Signature and Authorization Form
Submit along with proposal. Form must be signed by an authorized representative of vendor.

Exhibit B  Equal Business Opportunity Form B
Submit along with a short narrative describing your commitment to assist the Corporation in striving to maximize participation of minority-owned businesses. EBO Form B must be signed by an authorized representative of the vendor.

Section 2  Provide a brief profile of the vendor and its joint venture partners or subcontractor team members, if any, including, but not limited to, each company’s history, list of notable achievements or benchmarks, and experience in website development. Indicate the main attributes that differentiate you from your competitors.

Section 3  Vendor and its joint venture or subcontractor team members must each provide five (5) references that the Committee may call to discuss information regarding vendor and/or its joint venture or subcontractor team members.

Section 4  Provide a written plan outlining how you propose to provide the services outlined in Exhibit C “Scope of Services,” including a timeline for implementing and completing the project.

Section 5  Provide one copy of the cost proposal in a sealed and labeled envelope separate from the other sections of the proposal. No cost information is to be included in the technical portion of the proposal.

J.  PROPOSAL SIGNATURES AND PACKAGING
A representative who is authorized to contractually bind the vendor must manually sign all copies of the proposal. The vendor also must provide the TEL with the name, business address, business telephone number, and email address of a person who will act as the contact person for all inquiries that the TEL may have during the proposal evaluation process. Such person must be authorized to make representations for and bind the vendor contractually.

K.  ACCEPTANCE OF PROPOSAL BY THE TEL
The TEL reserves the right to accept or reject any and all proposals submitted in response to this RFP, in whole or in part, and to award a contract pursuant to this RFP or cancel this RFP if it is considered to be in the best interests of the TEL and the State of Tennessee.
L. **CONTRACTUAL TERMS AND CONDITIONS**

Upon selection by the TEL of a successful vendor, the TEL and the successful vendor will negotiate the final terms and conditions of the contract. A schedule outlining payments based upon achievement of agreed upon milestones by the successful vendor will be incorporated into the contract.
EXHIBIT A

TENNESSEE EDUCATION LOTTERY CORPORATION

Proposal Authorization

We propose to furnish and deliver any and all of the deliverables and services named in the Request for Proposal (“RFP”) for Website Redevelopment. The terms offered herein shall apply for the period of time stated in the RFP.

We further agree to strictly abide by all of the terms and conditions contained in the RFP and the Tennessee Education Lottery Implementation Law, as amended from time to time. Any exceptions are noted in writing and included with our bid response.

It is understood and agreed that we have read the Tennessee Education Lottery Corporation’s (“TEL’s”) specifications shown or referenced in the RFP and that this bid is made in accordance with the provisions of such specifications. By our written signature on this proposal, we guarantee and certify that all items included in this proposal meet or exceed any and all of the TEL specifications, including a completed Exhibit B (EBO Form B). We further agree, if awarded a contract, to deliver goods and services that meet or exceed the specifications.

BID SIGNATURE AND CERTIFICATION

(Authorized representative must sign and return with bid)

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I understand collusive bidding is a violation of State and Federal Law and can result in fines, prison sentences and civil damage awards. I understand and agree to abide by all conditions of the RFP and certify that I am authorized to sign this bid for the responding contractor or vendor.

Date: __________________________________________

Authorized Signature: ________________________________

Print Name: _________________________________________

Title: _____________________________________________

Company Name: ____________________________________

NOTE: PLEASE ENSURE THAT ALL REQUIRED SIGNATURE BLOCKS ARE COMPLETED. FAILURE TO SIGN THIS FORM AND INCLUDE IT WITH YOUR PROPOSAL WILL RESULT IN REJECTION OF YOUR PROPOSAL.
**EXHIBIT B**

**TENNESSEE EDUCATION LOTTERY CORPORATION**

**EQUAL BUSINESS OPPORTUNITY PROGRAM**

**EBO FORM B**

**PROPOSED MINORITY-OWNED BUSINESS UTILIZATION PLAN**

*(TO BE SUBMITTED WITH THE PROPOSAL)*

**RFP:** Website Redevelopment

**Company:**

________________________________________________

does certify that on the above noted procurement opportunity, the following minority-owned businesses

may be utilized as subcontractors, joint-venturers, suppliers, or provide professional services:

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<th>Name</th>
<th>Description of Work</th>
<th>% of Contract Value</th>
<th>Joint Venture (Yes/No)</th>
<th>% of Minority Ownership</th>
<th>Certified (Yes/No)</th>
<th>Certification Agency</th>
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*(If additional space is needed this form may be duplicated)*

**ESTIMATED TOTAL % OF MINORITY BUSINESS PARTICIPATION:**

__________________________

Submitted by:

_____________________________________

Authorized Representative Signature

_____________________________________

Title

_____________________________________

Date
EXHIBIT C

SCOPE OF SERVICES

Project Background:

The Tennessee Education Lottery Corporation (the “TEL”) began sales in January 2004. At that time, the TEL developed its website, www.tnlottery.com, for the main purpose of announcing winning numbers, introducing new instant ticket games, providing players with retail locations and promoting winner awareness. The website also provided a mechanism for the TEL to make information available to retailers interested in selling lottery products in their stores. Over time, the TEL added more features to the website. With the addition of more features, more people are using the website as a main source of information about the TEL. In addition, the website has broadened its reach as more and more people access the Internet via computers and mobile devices.

The TEL conducts drawings for its Cash 3, Cash 4 and Tennessee Cash drawing-style games. In addition, the TEL currently participates in four (4) multi-jurisdictional games: Powerball; Mega Millions; Hot Lotto; and Cash 4 Life. Jackpot amounts and winning numbers for these drawing-style games are made available on the website. These webpages are among the most heavily visited pages in our website.

The TEL offers approximately seventy (70) instant ticket games for sale at any one time. Each month the TEL introduces up to four (4) new instant ticket games. Information about each of these instant ticket games is made available on the website.

The TEL also uses its website to publicize winning players, press releases, special events, retailer promotions, beneficiary information, procurement opportunities and employment opportunities. Visitors to the website can access information about how to play our lottery games, where to find retailer locations and district office locations, and how and where to claim a prize.

In addition to the above key functions, the website also links to other websites of importance to the TEL and its player base, including www.tnvipsuite.com.

Primarily, the TEL uses Facebook, Twitter, Instagram and YouTube as its social media channels. These channels have been used mostly to disseminate information, to host contests, and to provide other limited player engagement opportunities.

The TEL’s website contains approximately 160 webpages. In January 2016, the TEL’s website experienced approximately 4,000,000 sessions by approximately 1,200,000 users. These users viewed approximately 11,900,000 webpages. The average session duration is approximately two (2) minutes. Users visit the website from four (4) predominate browsers: Internet Explorer, Safari, Chrome and Android Browser.
**Scope of Work:**

The TEL is seeking to redevelop its website. The current TEL website has not been significantly updated since its creation in 2004. The TEL has added functionality over time and now requires optimization for a more robust user experience.

The TEL desires to have its website be its primary source of information for persons interested in the TEL, in its products and in opportunities to do business with the TEL. The TEL desires to improve the user experience by improving the organization of webpages and data within the website and to make the website more visually appealing. The successful redevelopment of the website shall be a cost-effective, easy to navigate, interactive, and architecturally sound website that will support existing traffic levels, reduce time and effort in content publishing and content updating, and be easily scalable to meet the projected growth in website visitors and page views. The successful respondent to this RFP will work with TEL personnel and with the TEL’s advertising agency of record (“AOR”), which will be responsible for the visual strategy and creative design of the updated site.

The TEL also is seeking to integrate the contents of the www.seehowitaddsup.com website within the www.tnlottery.com domain, including Educator of the Month voting capability. This website currently is maintained by the TEL’s AOR.

The successful proposer will be required to provide a minimum of three (3) development examples that utilize a modern responsive framework, supported by a user friendly content management system. Demonstration of site engine optimization best practices and incorporation of embedded video management is a plus. The site development must take into account the capabilities of the TEL’s current technology framework. Upon the TEL’s approval of the design specifications and the design mockups for the website, the successful vendor will develop the website, with continued input and recommendations from assigned TEL staff and the AOR.

The TEL’s current technology framework includes the following:

- **Web Server:** Windows Server 2012 R2 with IIS 8 or higher;
- **Frameworks:** ASP.NET AJAX, ASP.NET Framework 4.0, and Adobe Dreamweaver
- **Database:** SQL Server 2012

The TEL would be open to additional or alternate platforms for front-end development, provided any additional or alternate platform is compatible with the technology framework listed above, and complies with the TEL data security standards.
During the development phase of the project, the successful vendor will develop requirements for the appropriate website data structure and databases within the TEL’s existing system framework/environment. The redeveloped website must be compatible with common web browsers and with common versions of mobile, cellular and handheld devices. The following features should be included as part of the proposal:

- Site search function that allows users to search for specific content within the entire page structure;

- Searchable mapping that provides graphical representation of key geographic locations, such as TEL District Offices and retailer locations, and provides the ability to display TEL scholarship information by county; and

- Ability to play streaming video

**Required Elements of the Proposal:**

Proposals shall include the following elements as part of “Section 4 - Form of Proposal:”

1. Description of Proposer’s experience and track record on similar projects, including its experience/reputation in the interactive/digital field. Proposer shall include a description of its competencies/area of expertise in digital strategic planning, user centric web and mobile design, front end development, back end development, and understanding of various content management systems and metrics.

2. Brief description of each member of Proposer’s team to be assigned to the TEL account and their respective accomplishments with similar projects.

3. Proposer’s portfolio and case studies of similar projects.

4. Written, detailed description of its methodology for providing the specified services, including the proposer’s approach to stakeholder engagement.

5. A description of proposer’s philosophy towards information architecture, including its methodology for the presentation and organization of information currently included in the website.

6. Proposer shall describe any assumptions it has made for the TEL account and any required tasks and/or information required by or from TEL employees to successfully complete the Project, including any foreseeable risks.

7. A detailed timeline and project plan outlining the steps necessary for the completion of the engagement.
8. A description of the procedure and requirements for testing and the proposed User Acceptance Testing environment prior to publishing content in the production environment.

9. A description of the approach for promoting the website, utilizing keyword indexing, site registration with major search engines, meta tag use, and other methods of driving traffic to the site.

Proposals shall address all aspects and criteria outlined in this RFP. Proposers may, however, offer suggestions of any other solutions that consist of new and/or innovative approaches to website management and content management.

10. An outline of the proposer’s development process, including the following mandatory points:

   a) Stakeholders meeting to review and address development needs. (CMS functionality, security, etc.)
   b) Two reviews of in progress development site
   c) Review phase of beta development for TEL stakeholder feedback
   d) Testing plans for the site by TEL staff
   e) Deployment of the New Site
   f) Training of TEL staff on use of Content Management System

The successful vendor shall conduct on-site user training for a core team of TEL employees who will be responsible for managing the content and routinely accessing the website. As part of the training, the successful vendor must provide a detailed and intuitive user’s manual developed for the TEL, with step-by-step instruction on the recommended content management system.

The successful vendor shall establish and maintain a secure web testing environment with sufficient bandwidth to support three (3) concurrent TEL users to test new software components or changes to software components prior to release on the production environment.

At the TEL’s direction, the successful vendor may provide future applications and web solutions. For each application/web solution, the TEL will define its requirements and then direct the successful vendor to provide the service for a mutually agreed upon cost. The successful vendor may retain, with prior written approval of TEL, a subcontractor that demonstrates the necessary competency for meeting those requirements.

The successful vendor will be responsible for ensuring that all subcontractors adhere to the security, performance, reporting, support and maintenance, and business continuity, reliability and recoverability requirements specified in this RFP.
The successful vendor shall identify and submit individual product pricing in its cost proposal for all software required to support the TEL website environment.