SINGAPORE AIRLINES

TENDER FOR SALES ANALYSIS TOOL
FOR PERIOD *1 APRIL 2017 TO 31 MARCH 2020
REFERENCE NO: TR 1152

(*Estimated dates. Exact dates will be confirmed at the time of the quotation award)

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1.   INSTRUCTIONS

1.1   Singapore Airlines Limited (SIA) is sourcing for a vendor to provide and implement a Sales Analysis Tool ("system") that can effectively consolidate and analyse multiple datasets for real-time analysis of sales outlook and market share situation on a common platform.

1.2   All tenderers [except those from European Monetary Union (EMU) Member countries] are required to quote in Singapore Dollars and the local currency of their home country. Tenderers from EMU Member countries must quote in Singapore Dollars and Euro only. Tenderers in Singapore are required to quote in Singapore Dollars only. **SIA reserves the right to award the contract in any of the currencies quoted**.

1.3   The tender award is for a period of 36 months (three years) with the option of extending twice thereafter for a period of one year each on the same terms and conditions including the prices.

1.4   The specifications of the product and services required are listed in this Annex B. Suppliers must provide the timeline needed to provide and implement the tool from 1 April 2017. If you are unable to commence the service from 1 April 2017, please indicate the earliest date of commencement.

1.5   Suppliers are required to declare and show proof of past experiences in providing a product of similar nature for other clients.

1.6   Tenderers are required to complete the Bid Form (Annex C) accurately. **No modifications are permitted to the Bid Form**. Please complete and endorse, with company stamp and authorized signatures, Annex C (Tender Bid Form), Annex D (Interested Party Transaction Form, Declaration Form and Vendor Profile Form) and Annex E (Confidentiality Agreement), and submit them in a sealed envelope addressed to:

The Secretary
Tenders Committee
Singapore Airlines Limited
No. 4 Airline Road
SIA Pass Office
Changi Airfreight Complex (CAC)
Singapore 819825

by 12 noon, 25 October 2016 (Singapore time). Please seal the envelope and mark "Reference No: TR 1152 – Tender for the Sales Analysis Tool" on the top left hand front corner of the envelope. **Faxed submissions will not be accepted and late submissions will be rejected.**

1.6   If you have any questions or need any assistance with this tender, please liaise with the following person:

Mr Kevin Seet (Email: kevin_seet@singaporeair.com.sg)

2. PRODUCT AND SERVICE SPECIFICATIONS

The system will have to possess the below essential capabilities.

2.1 Data Scope
- Search booking and ticketed market share data from multiple sources (direct sales or GDS) can be viewed individually or in a consolidated manner.
- Processing of data from GDS (Amadeus, Axess, Infini, Sabre, Travelport, Travelsky etc.) and airlines' direct sales.
- The forwards booking details should be split into a multi-tier hierarchy in an organized order, from regional collated data-set to very specific point of sales
- Data range should consist of historical, current and forward data
- Frequency of processing schedule: customizable (monthly/weekly/daily)

2.2 Analysis Tools
- Evaluate patterns from forward booking information to extrapolate possible trends for making optimal business decisions aimed at capturing maximum market share (based on direct sales & attainable GDS-derived data)
- Ability to identify marketing/operating carrier
- Market analysis to forecast booking trends and monitor existing market share
- Comparison of sales with direct competitors on every level across segments and channels

2.3 Output Files
- Dashboard projection of analysis and statistics in a user-friendly readable manner. Visual diagrams or plots in extractable forms
- Convenient file formats for communication over a web based application or transfer to internal communication channels (emails, portable storage devices)
- Automatic refreshing of data and its pre-defined outputs
- Integration with Salesforce. Generation of Salesforce dashboards and reports from the system's output files

2.4 System Performance and Support
- Supports 24/7 constant usage by multiple users excluding maintenance downtime
- System back-up and storage of historical data
- Round the clock help desk in case of emergencies. Singapore Airlines seeks to establish regularly-scheduled calls with support person/point of contact from the vendor's organization for discussion and feedback on the performance or issues related matters.
- Efficient upgrade patches to fix glitches, bugs (<1 week)

2.5 Training and Analysis Support
- System and sales data analysis classroom training to be provided during the initial stages of implementation
- Development of self-learning e-courseware
- Development of self-reference guides
- Refresher training should be available on request and/or on a yearly basis
- Any major upgrade/development to system is to be accompanied by a refresher training
- Support in sales data analysis and creation of data analysis templates should be available on request during contract duration

3. DELIVERABLES IN THE PROPOSAL

Vendors are to ensure they provide Singapore Airlines with the following as part of their submission

3.1 Vendor Profile
- Vendor Profile Full name, address, and telephone number of organization

- Date established
- Background of firm
- Ownership (public company, partnership, subsidiary, etc)
- Years of experience in similar Sales/Intelligence tool projects
- Number of current established customers with similar projects
- Authorized negotiator (Name, contact and position of persons in the organization)

3.2   Executive Summary
- Detailing the objective and scope of capability of the sales analysis tool.

3.3   Proposed Solution
- Outline objectives, approach and processes behind the functions of the analysis tool
- Describe proposed solutions for Sales Analysis tool and processing procedure
- Elaborate on the reporting or display format for the data and analysis
- Provide screenshots and sample reports of key features of the Sales Analysis tool
- Complete responses to System and Technical Requirements on attached Appendices 1 and 2 and include additional functions deemed necessary or beneficial
- Describe user and governance structure
- Include proposed escalation procedures containing specific flows of queries/solutions through organizational structure internally and externally
- Project Schedule with estimated dates for completion of individual segments
- Plans for product enhancement; internal ongoing and future developmental processes of system capabilities, avenues for user initiated developments and customization with a summary on conditions for acceptance

3.4   Project Consultants and Organizational Structure

3.5   Resources and Requirements on Singapore Airlines' Part

3.6   Information Security Policies
- A detailed elaboration of data privacy and information sharing policies of the company, potential risks involved in the usage of data.

3.7   Quality Assurance Process

Administrative and procedural activities are to be implemented to monitor the processes, compare with a standard and corroborate outputs during the initial stage of system tests, to ascertain the fulfilment of adequate technical, performance requirements of the system. The vendor is allowed to provide factual data and statistics to verify the reliability of its outputs. This will benefit the assessment of the vendors' product.

3.8   Service Level Agreement (SLA)

The vendor should propose service standards for the Sales Analysis Tool with an accompanying SLA that define compensation for any service lapse.

3.9   Training Plan
A training plan should be submitted along with proposal with the following details. Singapore Airlines aims to have about 500 users and 160 Administrators across 80 departments/stations.

1. Method of training
2. Length of training
3. Scope of training
4. Frequency of training
5. Refresher trainings
6. Cost of training

3.10   Risk Assessment

The vendor should identify all reasonable risks both in the project implementation phase and during Singapore Airlines' day-to-day use of the system, highlighting in particular all reliability issues in the integrity of outputs from the system. The vendor is to include procedure for corrective measures to mitigate avoidable risks. Factual statistical comparison of risk factors with similar rival products is permitted.

3.11   Implementation

Provide implementation plan and define time range of each phase and specify mandatory cooperation on Singapore Airlines' side during each phase. The vendor is expected to approximately quantify the amount of resources required prior to the implementation phase to facilitate the process.

3.12   Help Desk and System Support Plan

A convenient mode of communication between organizations during office hours as well as an emergency mode of contact are to be established.

3.13   Pricing

Framework depicting cost incurrence throughout the duration of project to be submitted within Annex C.
- Implementation Fees
- Recurring Fees, if any
- Payment Terms
- Any other costs

3.14   Recommendations

Suggestion of any other business tool, datasets or guidelines which may be useful for Singapore Airlines in its sales analysis project, based on your knowledge and expertise, and that are not specified in this RFP, are welcomed.

4   CONFIDENTIALITY, EXCLUSIVITY AND ACCESS

4.1   As private fares are commercially sensitive information and must not be released to the wrong parties, the vendor is required to sign a non-disclosure agreement with SIA. The vendor should also demonstrate how they would maintain strict confidentiality of such private fares.

4.2   The vendor must also agree to allow SIA personnel to visit their work premises for verification and audit checks with reasonable notice. All SIA related records must be made accessible to SIA.

APPENDIX 1

TECHNICAL REQUIREMENTS

System Access

The system should be web-based and should be accessible over the internet using secured log-in protocols.

Security and System Administration

System should allow role-based access to the user. The roles will be created into the system. On the basis of the roles, a user will only be allowed access as set by the system administrator.

Accuracy

The operations, data storage, computations and reporting by the system must be accurate.

Non-Functional Requirements

Time is of the essence. Preference will be given to solutions able to deliver in the shortest time possible to meet immediate requirements

No.:	Specification	Vendor Response
1.	**Hardware – if required**	
1.1	Recommended – Minimum **Server** Configuration	
1.2	Recommended – Optimal **Server** Configuration	
1.3	Recommended – Minimum **Client** Configuration	
1.4	Recommended – Optimal **Client** Configuration	
2.	**Operating System**	
2.1	Required Server Operating System with version and patch details	
2.2	Required Client Operating System with version and patch details	
3.	**Software – if required**	
3.1	Provide list of required Software required in Server Side.	

3.2	Provide list of required Software required in Client Side.	
3.3	Describe the Architecture of the application	
3.4	Does the application provide any auto recovery tools in case of software or hardware failure	
3.5	Is Customization available? If yes in what level?	
4.	**Browser**	
4.1	What kind of browser does the application support?	
5.	**Speed of Application**	
5.1	How do you rate the application speed?	
6.	**Security and Control**	
6.1	Specify Password logic (for each user), history of sign on, sign off, visited reports	
6.2	Does the system support Single-Sign on functionality?	
6.3	Does system have an audit trail?	
6.4	Can you offer different level of security for the various users/administrators?	
7.	**System Support**	
7.1	Do you have 24x7 support?	
7.2	Detail the arrangements for global support	
7.3	Are upgrades, recurrent user training included as part of the price?	
7.4	Are user-initiated customizations available?	

8.	New Releases/Versions	
8.1	Duration of new releases	
8.2	Will the contract cover new releases?	
8.3	What is the procedure for implementing new versions?	
8.4	Will training be provided for major upgrades?	

APPENDIX 2

GENERAL, DATA PROCESSING AND

SYSTEM REQUIREMENTS

GENERAL:

Processing Flexibility – the processing should provide the flexibility for SQ to customize its trip build logic and use of a custom SQ-provided class translation file

Consulting component – SQ would like the opportunity of add-on consulting services in order to increase utilization and leverage value out of the products. Consultants should be able to assist SQ in using the data and tools efficiently and optimally understand the data, as well as guide SQ to use the data in accordance with industry best practices.

The detailed functions and capabilities are outlined below. It is a form that vendors must complete in response to each requirement/question that is listed.

	ANALYSIS TOOL	
Feature No.	**Requirements/Questions**	**Vendor Response**
1	Can accommodate 200 or more role-based users. To specify any restriction in number of users	
2	Ability to track usage by individual user	
3	Historical data retention of up to 25 months and 12 months' advanced bookings	
4	Availability of snapshots	
5	Multiple Point of Sale levels customisable to fit SQ's sales hierarchy	
6	Specify true O&D reports that are available in the proposed System	
7	Specify Segment-level reports that are available in the proposed System	
8	Specify Via Point reports that are available in the proposed System	
9	Processed data is required to be viewed in directional and non-directional formats and non-directional format with directional detail	
10	Data display by: • Point of Sale • Market • Airline • Top Booking Outlets/Agencies • GDS • Individual or summarised cabin/yield classes • Booking volume and share	

11	Scheduling of Reports based on following criteria: • Frequency • Bookings/Share/Class • Include Graphs • Email to Individual or User-Defined Groups	
12	List all the data fields available for display in the analysis tool	
13	Specify available growth reports for period-over-period comparisons	
14	Specify available trend reports and graphing capabilities	
15	Specify monitoring or benchmarking features	
16	Specify Report views – daily, weekly, monthly, quarterly, etc. and periods for comparison (month-over-month; year-over-year, period-over period, etc.)	
17	Specify Travel Date Period Selection: Quarter(s), Month(s), Week(s), Day(s)	
18	Specify Booking Date Period Selection: Quarter(s), Month(s), Week(s), Day(s)	
19	Availability of multiple graph formats	

	SALES/MIDT PROCESSING	
Feature No.	**Requirements/Questions**	**Vendor Response**
1	Ability to process Global data from major GDS vendors	
2	The MIDT processing and trip-build logic should be customisable to reflect SQ's specific requirements	
3	Ability to assign unique identifiers to "non-IATA" locations for identifying and tracking booking activity of non-IATA agencies	
4	Ability to include non-MIDT data sources (i.e., QSI, Market Size, Average Fare, Revenue)	
5	Ability to provide periodic flat file output of processed MIDT to use as a feed for other internal SQ systems	
6	Specify vendor's standard trip build rules	
7	Specify availability of dominant or concatenated processing	