

# **Request for Proposal**

## **SERS Telecommunications Platform**

APRIL 2022



***SCHOOL EMPLOYEES RETIREMENT SYSTEM OF OHIO***

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## **I. INTRODUCTION**

The School Employees Retirement System of Ohio (SERS) is requesting proposals from qualified vendors to implement and migrate its current on-premise private branch exchange (PBX) system, voice mail, and contact center to a cloud-hosted solution.

In early 2022, SERS commissioned a strategic review to evaluate its current on-premise PBX system, explore alternatives, and prioritize recommendations to move away from our current configuration. The review recommended:

- 1) SERS migrate from its current on-premise solution to a cloud-hosted solution.
- 2) The review also recommended SERS identify a single vendor to provide PBX, voice mail and contact center as a cloud hosted solution.

## **II. BACKGROUND**

SERS is a statewide defined benefit retirement system for non-certificated persons employed by the public schools within the state's cities, villages, and counties, as well as local districts, vocational and technical schools, community colleges, and The University of Akron. SERS provides service retirement, disability, survivor benefits, and access to health care coverage for benefit recipients and their dependents. General administration and management of the plan is vested in the Retirement Board established under [Chapter 3309](#) of the Ohio Revised Code.

SERS is a mid-sized organization located in Columbus, OH employing approximately 180 people, working a 3/2 hybrid schedule. The facility includes Intel-Microsoft personal computer (PC) workstations and thin client Virtual Desktop Infrastructure. Additional technology includes enterprise servers, virtualization technology, storage, security controls, internal and external connections, and M365 E5 GCC tenant. [SERS Comprehensive Annual Financial Report](#)

## **III. SCOPE OF SERVICES**

It is the goal of this project for SERS to have a fully available cloud-hosted Unified Communication as a Service (UCaaS) and Contact Center as a Service (CCaaS) solution. SERS requires contact center and unified communications availability 24 x 7 x 365, including business continuity and disaster recovery availability, hybrid work options, better communications/collaboration tools, and availability of all services necessary to support SERS' business and member communication needs.

SERS is seeking to implement an architecture to support omnichannel for its contact center. The new technology will allow SERS to introduce a member engagement suite of tools that will enable SERS to provide a first-class member experience. The Contact Center architecture must include multi-channel capabilities, such as voice, email, chat, mobile, and SMS.

SERS is seeking a solution and services from a qualified, professional service provider who offers comprehensive, industry leading, UCaaS & CCaaS solutions.

SERS is currently using the following telephony equipment and services. These components, along with other services, will be upgraded and/or replaced by the proposed cloud solution, as part of this RFP:

### **CURRENT ENVIRONMENT:**

#### **PBX:**

- Avaya CS1000e 7.6 PBX (Nortel)
- 240 M39xx series phones (includes: 69 M3905 call center phones)
- 86 Analog devices (18 Fax, 9 Polycom, 24 CFAs, 15 Wall phones, 20 misc.)
- 33 i2050 softphone clients
- 3 ISDN PRI trunks
- 600 DID numbers (approx. 300 in use, recording for out of service numbers)
- 5 Toll Free numbers
- Traffic: Total Calls - 22K avg/month, 82K Minutes avg/month

#### **Voicemail:**

- Avaya CallPilot 5.1 (Nortel)
- 186 mailboxes (user and department)
- Applications: Voicemail, Auto-Attendant with TOD, AACC integration
- 24 Voicemail & AA ports, 8 AACC integration ports

#### **Contact Center:**

- Avaya Aura Contact Center 7.1 (AML)
- Skillset based call routing with scripting (3 Primary and 6 Secondary skillsets)
- Agent priority level to skillset utilized
- 45 Voice agent license pool
- 5 Voice supervisor license pool
- Historical reports, Real Time Display, Agent Desktop Display
- Current open hours: 7:45am – 4:30pm M-F
- Traffic: Incoming Calls – 13K avg/month, 61K Minutes avg/month

#### **Call Recording:**

- TelStrat Engage 5.4 Call Recording
- TALC integration to PBX – 80 ports (69 ports in use)
- Recording Inbound Skillset calls only
- Call recording retention period: 120 days
- Quality Evaluation review / Coaching modules

#### **CDR Reports:**

- Impact Technologies Traffic Analyst
- Organization file & Call Record reporting

#### **Network:**

- SERS occupies 7 floors with 7 data closets and an on-site datacenter. The LAN infrastructure is comprised of Cisco 10 GB uplinked POE switches with 2 links connected and 1GB allocated for phone access shared with data.
- A second DR site is currently being moved from a physical location to a hosted/cloud environment.
- SERS has two internet connections in addition to a private connection to the DR site and a Test lab hosted with AWS. 1GB primary, 100MB secondary. Wireless LAN 100MB uplink

#### IV. MINIMUM QUALIFICATIONS

SERS is seeking a qualified vendor to migrate SERS telephone systems including, but not limited to, the contact center, to a suitable Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) VOIP solution. The proposer must offer both UCaaS and CCaaS in their portfolio. It is not acceptable for a UCaaS and different CCaaS vendor to submit a joint proposal. A single vendor must be responsible for both the UCaaS and CCaaS solutions. All requests for information received on or before the proposal due date and time and at the location specified in the RFP, will be evaluated to determine whether they meet the following Minimum Qualifications:

- Vendor must have a Unified Communication as a Service (UCaaS), Interactive Voice Response and Contact Center as a Service (CCaaS) solution that is commercially available to all customers. The solution will require minimal modifications/customization and will meet substantially all of SERS' defined requirements, as identified in Appendix B, UCaaS, CCaaS Requirements Matrix.
- The proposed solution must be based upon the vendor's existing commercially available UCaaS and CCaaS product offerings, and vendor must be able to demonstrate substantially all of SERS' defined requirements, as identified in Appendix B, UCaaS, CCaaS Requirements Matrix.
- Vendor must have a minimum of (5) five years' experience in successful implementation of their cloud-hosted UCaaS and CCaaS solutions and in successful migration from on premise to their cloud-based solutions, preferred experience with, but not limited to, migration from Avaya/Nortel on premise solutions.
- Vendor must have completed at a minimum two fully operational system implementations of similar or larger size and scope and at least averaging over 800 contact center incoming calls per day.
- Vendor must demonstrate strong relevant and successful experience in providing similar services / solutions to similar industry organizations, as evidenced by client qualifications and references. Proposer must provide at least 3 references for work completed with similar requirements as to those described in this RFP.
- Vendor must provide supporting evidence to substantiate that their overall solution is open, flexible, scalable, and portable.
- Proposer must complete this RFP's "UCaaS, CCaaS Requirements matrix" (Appendix B) and provide appropriate supplemental system information and documentation to demonstrate their software's functionality and responsiveness.
- Vendor will be responsible for a turnkey solution of all components of the total solution.
- The Vendor Project Manager will be a key role and responsible for all interactions with solution team members for the design, delivery, and configuration implementation and testing. SERS' Assistant Director of IT Infrastructure Services will sign off on the delivered solution prior to implementation.
- Vendor will manage the proposer resources as a single SERS delivery team and will provide dedicated (not shared) resources to perform the migration and implementation work.
- Vendor must clearly demonstrate how they will have sufficient resources to serve

and be readily accessible to SERS both during the implementation project and for post implementation support.

- Vendor must be able to provide and support both an UCaaS and a CCaaS solution and the stated requirements.

SERS will consider only proposals for the goods and/or services as described above.

*Responses submitted for other goods and/or services will not be considered.*

## **V. REQUIREMENTS OVERVIEW (UCaaS, CCaaS, VOIP)**

SERS seeks to implement a comprehensive CCaaS solution to support SERS' business transactions serviced by SERS' Contact Center. This section is a narrative overview intended to complement the requirements articulated in the detailed Appendix B, UCaaS, CCaaS Requirements matrix. This section is not intended to suggest in any way that certain requirements are more important than others and does not describe all requirements articulated in Appendix B, UCaaS, CCaaS Requirements matrix.

SERS is seeking a highly automated, self-service approach to call and other inbound/outbound interaction channels. This approach maximizes the ability of the member to self-serve and automates the delivery of information when it's the members preferred method to obtain information or outside of normal business hours.

Managers will have the ability to monitor and continuously improve the overall quality of call center service by reviewing CSRs' performance (e.g., call records and chat sessions), identifying areas for improvement, and scheduling those representatives for additional training.

For the initial phase of the project, SERS plans to focus on implementing the voice channel. As a longer-term vision, members will be able to interact with SERS in a self-service IVR through speech recognition and touchtone (DTMF). SERS envisions that virtual agent/virtual assistant functionality will shape the Member experience in the IVR environment by responding to natural language. Members will be able to authenticate their identity using voice biometrics or using their member number or other unique personal identifiers. Upon authentication, the solution will tailor personalized interactions, messaging, and predictive routing for individual Members, based on that Member's account and interaction history. The Member can change self-service channels – for example, starting the interaction in a self-service chat (virtual assistant) and seamlessly moving into a self-service phone interaction via click-to-call.

Service Provider (proposer) responsibilities include, but are not limited to, the design, provisioning, enablement, management, training, maintenance, administration, and on-going support of the CCaaS and VOIP components.

### **A. Voice Requirements**

SERS staff and call center agents work a 3/2 hybrid schedule where the remote location is often a home office. Remote user features and E911 support and seamless integration with the M365 cloud platform are essential. SERS envisions a solution that supports recording of inbound contact center calls and other channel interactions with screen captures, playbacks, and other quality assurance tools. We need the ability to define retention periods for recordings.

As a longer-term vision, Desktop screen pops will provide contact center agents with key information regarding inbound member interactions, including member information and activity performed in IVR on member portal, by the member immediately preceding their transfer to a live agent, as well as the members prior interaction history with SERS.

Proposer should provide details on scripting tools, IVR, and API capabilities. Please explain if

the IVR product is native to the product or provided by another vendor. Address the platform used for natural language speech processing. Describe the visual tools used to develop and maintain IVR routing routines. Explain how the IVR solution integrates and performs screen pop functionality.

### **B. UC Endpoints**

SERS staff prefer softphones with headsets over a desk phone. Please describe in detail the features available in the softphone client, including browser compatibility for both a standard and contact center user.

SERS will configure and modify routing of inbound calls using Dynamic Routing capabilities based on member traits and CSR's competencies. Please provide details on the tools for setting up and managing call routing and messaging. Describe your visual tool used to develop and maintain messaging.

### **C. Voicemail, Messaging, and Presence**

To facilitate a high level of customer service, SERS envisions a solution that will include a robust set of Agent Desktop capabilities for handling Member communications:

- CSRs will be able to respond to and interact with Members utilizing an array of multichannel communication tools that include voice, chat, text, and email and use multi-modal interactions with the same member.
- CSRs will be able to seamlessly transition Members from one channel to another **as needed during the same interaction**. For example, a member is interacting via chat and pivots to a phone call to speak with a CSR, the solution must be able to access chat history (platform TBD) and present the information, via screen pop, to the CSR.

A comprehensive set of internal communication tools, including instant messaging and warm call transfer will facilitate seamless call escalation between CSRs and their Managers, as well as in- call coaching by Managers ("whisper" functionality).

### **D. Maintenance and Release Management**

Describe system maintenance procedures, including schedules, communications, and unavailability. Response should include information on all types of releases, such as security updates, system maintenance, and enhancements to UCaaS and CCaaS.

Provide a detailed description of how SERS system administrators and Call Center Management can control implementation of which new features are implemented and (accept or delay) feature changes in major/minor releases.

### **E. Audio, Video and Web-based Conferencing Solutions**

SERS uses the M365 platform, including Teams and Outlook for calendar, emails, messaging, and web-based conferencing. SERS also uses Zoom for large group web-based conferencing with members, employers, and staff.

### **F. Mobile Communications**

SERS uses the M365 platform and InTune, including Teams and Outlook for calendar, email, messaging, and web-based conferencing on both iOS and Android platforms.

### **G. Survivability, Redundancy and Network Reliability**

## **SECURITY**

The organization must follow an industry standard such as CSA, CIS, NIST, or ISO27001. The solution proposed must be compliant with at-least one of the industry standard security frameworks such as Cloud Security Alliance (CSA) – STAR Level 2, SSAE18/SSAE16 SOC2, or similar.

The proposer shall describe the shared security responsibility model and clearly define the roles and responsibilities of SERS and the vendor. Describe the approach to security during the development process such as design, secure coding practices, third-party components, testing and validation, management of security findings, vulnerability response and disclosure, managing culture and training. Describe the data available for ingest by a SIEM in a CIM compliant log format.

Please describe how security, fraud, abuse, and privacy are built into the solution to prevent the following:

- Account takeover
- Abuse of network or service
- Infrastructure-based attacks
- Applications based attacks
- Man-in-the middle (Eavesdropping)
- Session hijacking/impersonation
- Phishing/Pharming
- Spoofing (IP or CLI/ANI)
- Traffic Pumping to toll-free numbers
- Voicemail hacking
- Impersonation (other than spoofing)
- Callback scheme
- Toll Fraud
- Robocalls/Nuisance calls
- Access to Call and Screen Recordings
- Call Logs
- Intentional or unintentional download of HIPAA/PII information
- Insecure backup of recordings or long-term storage

The Proposer will be required to notify SERS within 24 hours of any identified security breach within the solution provided or exposure of PII information. Please explain the methodology used to assess security and make recommendations to SERS staff.

Describe your supply chain risk management strategy and how you stay informed of possible hygiene issues related to your vendors. Describe any security breaches you may have had in the past 5 years.

## **DISASTER RECOVERY**

SERS telecommunications functionality is a mission-critical system. Proposer's solution to provide redundant data centers (US based) at the provider level for SERS purchased services. Calls should remain active and not drop during the failover unless specifically disclosed in the proposal.

If one data center were to fail, the solution should be able to continue to make 911 calls during the hosted location outage.

If a site loses connectivity, all automated attendants will continue to be played and transferred to



Voice Mail or held in Queue for contact center. Calls unable to be answered on site will be answered by Voice Mail which will allow staff to retrieve those messages via cell phone or after connectivity is restored. For users that have single number reach programmed, the calls will ring on the preprogrammed devices i.e., cell phone.

Include in the proposal Disaster Recovery, Business Continuity Testing:

- How SERS can (or cannot) participate in initial testing process, annual drills, and any restrictions.
- Describe how the proposer will provide reporting and communications to SERS. For example, how outages are reported, and ongoing communications are handled during a service impacting event or outage. (Service impacting is defined as 20% of the UCaaS solution and 5% of the contract center solution.)
- Describe how system incidents are tracked, classified, and reported, including resolution and escalation procedures.
- Describe any system outage in the last 2 years which resulted in customer disruption of more than 30 minutes.

## **H. System Management**

### **DASHBOARDS AND REPORTS**

SERS envisions a CCaaS solution with extensive dashboard reporting and analytics capabilities for all interaction types, including deep insights into call volume, call time, call subject, member characteristics and CSR's performance. The solution will enable real-time views and reporting to monitor ongoing CSR activity and historical reporting and trend analysis. Please provide a list of standard reports and details on the tools used to create custom real-time and historical reports.

### **API TECHNOLOGY AND INTEGRATION**

SERS envisions a solution that will integrate seamlessly with key commercial and custom applications. For proprietary applications, the solution must support implementation of custom integrations (e.g., web services, SQL database).

Integrations will typically key off a primary identifier and need to be able to trigger business rules in the IVR to deliver personalized scripting and messaging to the Member, such as a benefit distribution or status of an application.

#### **Potential IVR/CTI Solution Integration points:**

SMART is an enterprise pension administration solution for SERS and is based on MS windows technology with .NET Framework (C#) and a SQL DB. Computer telephony integration (CTI) for screen pops to agent, and the IVR will be integrated to SMART in a future development phase.

SERS uses M365 E5, GCC tenant and uses Teams for internal messaging and meetings with both internal and external participants. The proposal should describe how it will interface/integrate with MS Teams and Outlook.

Please list all prebuilt API integrations to third party solutions for the proposed CCaaS & UCaaS solution.

## **VI. PROPOSAL SUBMISSIONS**

### **A. Intent to Respond**

If the vendor intends to respond to this RFP, a Notice of Intent to do so should be sent to SERS

by **June 17, 2022**. The Notice should be sent by email or fax to the SERS contact listed in Paragraph C. below, and contain the vendor's name, its intent to respond, the name of a contact person, and the contact person's telephone number, email, and fax number. Submitting this Notice will not obligate a vendor to submit a Response nor be a prerequisite for submitting a Response but will allow SERS to send out any necessary information to interested vendors.

#### **B. Response Deadline**

The Response deadline has been extended to June 17, 2022. All completed Responses must be received by Friday, June 17, 2022 by 5:00 Eastern Time. Responses received after the Response deadline will not be considered.

Any previously submitted Responses may be modified or updated, so long as the revised Response is received by the deadline.

#### **C. Delivery**

Contact person for all responses, and communications:

Mike Flanagan, Assistant Director IT Infrastructure Services  
School Employees Retirement System  
300 East Broad Street, Suite 100  
Columbus, OH 43215  
SERS\_RFP\_Response@ohsers.org  
Telephone: 614-222-5932

Unbound original and 8 copies of the Response are to be sent by mail or delivery service, as well as an electronic version sent to the above contact person. Faxed transmissions are not acceptable and will not be considered.

#### **D. Response Documents**

The following documents must be submitted together and, in the order listed.

1. A Cover Letter submitting the vendor's Response on the vendor's letterhead signed by at least one individual who is authorized to bind the vendor contractually.
2. The Questionnaire in Appendix A. with the question and/or request duplicated in the Response before the answer or response.
3. Completed Appendix B, UCaaS, CCaaS Requirements matrix
4. Project Plan for delivering the products, training, and services set forth in Appendix A
5. A tentative schedule for performing the services with estimated hours by major task.
6. Sample Dashboard Reports, both real-time and historical.

#### **E. Submitted Responses**

Any Response submitted will become the property of SERS. SERS reserves the right to retain all Responses submitted, and use any information contained in a Response, except as otherwise prohibited by law. All Responses and the contents thereof will be deemed to be a public record which is open to public inspection after a vendor has been selected and contract has been executed, if any. A vendor may include one additional copy of its Response with any proprietary trade secret information redacted and marked as such with a brief written basis as to why it believes the information is protected from disclosure. If SERS receives a public records request to which, in SERS' sole discretion, any of a vendor's materials are responsive, SERS may release the vendor's redacted materials, or in the event no redacted materials are submitted, the vendor's unredacted materials will be submitted without notice to the vendor. In

the event any of the vendor's redactions are challenged, the vendor shall have sole responsibility to defend such redactions at its cost and expense. SERS will not institute any legal action to defend any of vendor's redactions but will notify the vendor of such challenges.

#### **F. Communications with SERS**

Vendors who intend to submit a Response should not contact any member of SERS Staff or members of the Retirement Board. An exception to this rule applies to vendors who currently do business with SERS, but any contact made by such vendor(s) with persons should be limited to that business and should not relate to this RFP.

#### **G. Questions Relating to this RFP**

All questions concerning this RFP must be received in writing or email by the Contact person by **Friday, April 29, 2022, 4:00 p.m.**, Eastern Time. Answers to questions received by this deadline will be available to all vendors by a posting at [www.ohsers.org](http://www.ohsers.org). Questions submitted after 4 p.m. **April 29, 2022**, or other than in writing or email will not be considered.

### **VII. SELECTION PROCESS**

SERS staff will evaluate all timely and complete Responses. SERS reserves the right to request that any Response be clarified or supplemented. Proposals will be evaluated based on the following criteria:

- Understanding of the project
- Expertise and experience of vendor's team
- Soundness of the approach and quality of the work plan
- Vendor qualifications
- Cost

Proposals will be evaluated, based on the criteria listed above. During the evaluation process, SERS may, in its sole discretion, select any or all vendors to make oral presentations. Such presentations will provide vendors with an opportunity to answer questions regarding the vendor's proposal. If SERS requests oral presentations, not all vendors may be asked to present, and any vendors not selected to make oral presentations will be notified that they are no longer under consideration.

If SERS requests oral presentations, SERS will re-score proposals following the presentations and will make any final decision to award the contract. After final evaluation of the proposals, SERS will commence sequential negotiations on any aspects of the proposals SERS deems appropriate, beginning with the highest-scoring finalist. If SERS does not reach agreement with the highest scoring finalist, or if in the opinion of SERS negotiations with that finalist reach an impasse, SERS may decide not to award the contract or may begin negotiations with the second-highest scoring finalist. SERS may choose to continue such negotiations with subsequent finalists on the same basis until a contract is negotiated, no other finalists remain, or SERS decides not to award the contract pursuant to this RFP.

### **VIII. TENTATIVE TIMETABLE**

The following is the tentative time schedule for SERS' search for vendors to provide the requested services. All dates are subject to modification by SERS without prior notice.

- **Issuance of RFP: April 15, 2022**
- **Intent to Respond: April 22, 2022**
- **Question Deadline: April 29, 2022**

- **Response to Written Questions: May 12, 2022**
- **RFP Response Deadline: June 17, 2022**
- **Production demo June 21 – July 15, 2022**
- **Projected Commencement Date: July 31, 2022**
- **The selected vendor must enter into a contract.**

## **IX. QUESTIONNAIRE**

Vendors must complete the Questionnaire appearing in *Appendix A*. Responses to the questions should repeat the question and be answered in order. Limit each response to no more than one-half page.

## **X. TERMS AND CONDITIONS**

SERS makes no representations nor warranties, expressed or implied, as to the accuracy or completeness of the information in the RFP, and nothing contained herein is or shall be relied upon as a promise or representation, whether as to the past or the future. The RFP does not purport to contain all the information that may be required to evaluate the RFP and any recipient hereof should conduct its own independent analysis of SERS and the data contained or referenced herein. SERS does not anticipate updating or otherwise revising the RFP. However, this RFP may be withdrawn, modified, or re-circulated at any time at the sole discretion of SERS.

SERS reserves the right, at its sole discretion and without giving reasons or notice, at any time and in any respect, to alter these procedures, to change and alter any and all criteria, to terminate discussions, to accept or reject any Response, in whole or in part, to negotiate modifications or revisions to a Response and to negotiate with any one or more respondents to the RFP.

SERS is not and will not be under any obligation to accept, review, nor consider any Response to the RFP and is not and will not be under any obligation to accept the lowest offer submitted or any offer at all. SERS is not and will not be under any obligation to any recipient of, or any respondent to, the RFP except as expressly stated in any binding agreement ultimately entered into with one or more parties, either as part of this RFP process, or otherwise. Any decision to enter into a binding agreement with a respondent to this RFP is in SERS' sole discretion.

This RFP is not an offer but rather a request to receive a Response. SERS will consider a Response as an offer to develop an agreement based upon the contents of the Response. Respondents agree that the contents of their Responses are valid for one year from the date of submission. SERS will not be liable for any cost incurred in the preparation of a Response and will not reimburse any respondents for their submission. Expenses related to the production of a Response are the sole responsibility of the respondent.

# **Appendix A**

## **QUESTIONNAIRE**

Responses to the following questions should repeat the question and be answered in order. Limit each response to no more than one-half page.

**A. Vendor**

1. Provide the vendor's name and the principal office's address, telephone number, and website and the name, address, and email address of the primary contact for this proposal.
2. Describe the vendor's primary business focus.
3. Specify how many years the vendor has been in business.
4. Describe whether within the last 18 months the vendor has undergone or intends to undergo any material change in its structure or ownership?
5. Describe the vendor's relevant qualifications and experience. Please also describe the Tier (1,2,3,4) of the facilities.
6. Describe the level of liability insurance that the vendor carries.
7. Provide at least three (3) references for projects of similar size, scope and business focus that SERS can contact. Include the name and telephone number of the reference who may be contacted and provide a summary description of services performed.
8. Provide a sample contract with your proposal for consideration if you are selected for this engagement, along with a copy of your certificate of insurance. The contract should reflect the specific scope and deliverables of this engagement

**B. Personnel**

1. Describe the vendor's bonding process and coverage of employees.
2. Affirm that no staff assigned to work on this project has been convicted of a felony.
3. Affirm that key assigned staff are full-time employees of the vendor.

SERS will require the selected vendor to perform all services requested by the RFP and to obtain SERS' written consent to subcontract any services. If you intend to use subcontractors for any part of the project, for each of the vendor's potential subcontractors provide a narrative with the following information:

- The proposed subcontractor's (firm) name and address.
- A brief description of the goods or services the subcontractor might provide.
- A statement that vendor acknowledges and agrees that it will remain liable for the provision of any services performed by such subcontractor.

Describe your firm's procedures in the event that an employee or subcontractor assigned to this engagement leaves either the firm or the project during the term of the engagement

**C. Proposed Products and Services**

**Project Schedule & SERS Status Reports**

- For the delivery of the solution, the selected proposer will assign a primary point of

contact (e.g., project manager) to work directly with SERS throughout the implementation and hold weekly project status meetings with SERS.

- The selected proposer will provide a detailed, comprehensive implementation / project plan and schedule with clearly articulated project milestones. The plan will be agreed by SERS with input from appropriate stakeholders. SERS will complete the cutover to the UCaaS first followed by the CCaaS solution.
- The selected proposer will provide status reports on a defined basis, tracking project progress against established milestones and planned activities, and describing project risks and mitigation strategies.

#### **Requirements Validation**

- The selected proposer will be responsible for validating that the requirements can be delivered as originally defined in Appendix B, UCaaS, CCaaS Requirements matrix.
- Any requirement not delivered as originally defined in Appendix B, UCaaS, CCaaS Requirements Matrix must be documented with reason/justification for the deviation.

#### **Implementation Services**

1. Proposer is responsible for:
  - a. Completing a Detailed Design
  - b. Conducting a Network Assessment of the SERS Network
  - c. Conducting site survey and station configuration for each endpoint.
  - d. Configuring and installing endpoints for each user.
  - e. Training
2. Proposer is responsible for providing and maintaining SERS' fully functioning business continuity/disaster recovery environments.

#### **Testing**

SERS requires the total solution be fully tested prior to roll out of the new solution and as new functionality is adopted or the proposer releases new software.

Proposer is responsible for creating a test environment for integration testing, preproduction staging, and production environments.

The selected proposer will provide a typical test plan as part of the proposal the proposer will customize this to SERS's configuration. The final test plan will be submitted and approved after the final design is completed.

The test plan must clearly describe how the execution of testing will confirm that all agreed upon requirements will be met as intended.

The selected proposer will be responsible for carrying out formal end-to-end functional and non-functional testing of all components specific to the SERS implementation, including integrated components.

The Proposer should describe its testing methodology including, but not limited to, feature testing, integration testing, performance, and security testing.

The proposer should describe how it provides a development, testing, and production environment.

#### **Training**

The awarded Proposer will be expected to organize training sessions at an appropriate SERS

location or/through a webinar.

- Provide classroom, web-based, or video user training for the new system: UCaaS, CCaaS and manufacturer certification level system management and operations training for administrators.
- Printed and electronic versions of SERS branded “Quick Reference Guides” for each staff member and electronic versions of all system level manuals and as-built documents to SERS upon acceptance of the system.

### **On-Going Support & Maintenance**

The selected proposer must make clear which portions of the CCaaS & UCaaS solution can be maintained by SERS and which portions must be maintained by the provider.

The selected proposer must provide detailed explanation of the ongoing maintenance and system administration delivered as part of the service.

Describe database and configuration back-ups storage and recovery for telephone set configuration, call routing, voice messaging, automated attendants IVR, ACD Agent, supervisors, and reporting.

### **Required Project Activities**

The proposer is required to complete the following list of activities as part of the completion of the scope of services (the list is inclusive but not limited to):

1. Project schedule
2. Detailed System Design & Plans
  - a. Test Plan(s)
  - b. Transition Plan
  - c. Training Plan
  - d. Operational Support Plan
  - e. Business Continuity & Disaster Recovery Plan (summary of most recent control review results - STAR Level 2, SSAE18/SSAE16 SOC2, or similar)
  - f. Security Plan (Latest network penetration test results)
  - g. Risk and Mitigation based on Design
3. Network Assessment Report
4. Site Survey Report
5. Station Configuration Worksheets for Telephones
6. Telephone Number Porting Report
7. Training Materials
8. As Built Documents
  - a. Design
  - b. Connectivity
  - c. Endpoint Configuration Worksheets
  - d. Executed Test Plan

### **Project Success Factors**

1. Acceptance of CCaaS & UCaaS solution design and project schedule by SERS.
2. Completion of implementation of project within the agreed upon timeline, within the agreed upon cost.
3. Successful implementation and delivery of a CCaaS & UCaaS solution for SERS to easily use and enhance on an on-going basis.
4. Successful future implementation of a CCaaS & UCaaS solution that maximizes self-service and leverages an IVR that is equipped to handle many Member interactions.



5. Successful implementation of a CCaaS & UCaaS solution that offers a rich, personalized omnichannel customer experience for callers.
6. An intuitive and Easy-to-use Contact Center Solution for SERS CSRs and Members.
7. Contact Center management are easily able to make changes to IVR flow with no technical assistance.
8. Upgrades / new releases easily managed with no system downtime experienced by Contact Center, business users and members.

**D. Standards of Conduct**

1. Does the firm have a firm written code of conduct or set of standards for professional behavior? If so, attach a copy and state how they are monitored and enforced.
2. Does the firm have a written anti-discrimination policy? If so, attach a copy and state how the policy is monitored and enforced.
3. How does the firm identify and manage conflicts of interest?
4. Are there any potential conflicts of interest that the firm would have in providing the requested services to SERS? If yes, explain.
5. List and describe any relationships and/or contact the firm or its officers or employees have had with any SERS Retirement Board member and/or staff member within the last 12 months.
6. Has the firm or any officer or employee given any remuneration or anything of value directly or indirectly to SERS or any of its Retirement Board members, officers, or employees? If yes, identify the recipient and remuneration or thing of value. Additional information on the Ohio ethics law in this area may be found at: [http://ethics.ohio.gov/education/factsheets/doing\\_business\\_with\\_retirement\\_systems\\_in\\_ohio.pdf](http://ethics.ohio.gov/education/factsheets/doing_business_with_retirement_systems_in_ohio.pdf).
7. Has the [company or firm or vendor] or any officer, principal or employee given any remuneration or anything of value such as a finder's fee, cash solicitation fee, or fee for consulting, lobbying or otherwise, in connection with this RFP? If yes, identify the recipient and remuneration or thing of value.

**Within the last five (5) years:**

1. Has the [company or firm or vendor], or any officer or employee of the [company or firm or vendor] been a defending party in a legal proceeding before a court related to the provision of [goods and/or services]?
2. Has the [company or firm or vendor], or any officer or employee been the subject of a governmental regulatory agency inquiry, investigation, or charge?
3. Has the [company or firm or vendor] submitted a claim to the [company or firm or vendor's] liability insurance carrier involving the type of [goods and/or services] sought under this RFP?

If yes to any of the above, describe the event and the current status or resolution; include any case citation.

**E. FEES**

See Appendix B, Pricing Tab