



NRFP DC-2019-CD-04 Master Data Management Software, Business Intelligence Software and Implementation Services

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From: CTC Procurement

To: All Vendors

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Following is one (1) amendment to the requirements of the above noted NRFP.

Section D – Mandatory Criteria Questionnaire, criteria D.2.4 is deleted in its entirety:

D.2.4 The Proposed Cloud-based Data Management Software has been in operation for the past five (5) years and continues to be maintained, updated and enhanced. Are you able to comply with this requirement?

And replaced with:

D.2.4 The Proposed Cloud-based Business Intelligence Software has been in operation for the past five (5) years and continues to be maintained, updated and enhanced. Are you able to comply with this requirement?

Below are answers to question(s) submitted in regards to the above noted NRFP as of September 20, 2019.

Q1. Can Destination Canada give information on the number of dashboards for development that are in scope of this project? - Section C.10.4 Item J

Answer: Destination Canada (DC) currently uses 7 - 8 dashboards with around 25 - 30 pages in total. The existing dashboards would be redeveloped as part of this project as well as development of multiple dashboards for the sharing of additional insights/information with DC partners and staff as well as on DC's corporate website.

Q2. Can Destination Canada provide the number of users they would like to train, and if they prefer a train-the-trainer model? - Section C.10.4 Item K

Answer: DC estimates that between 10 and 20 power users would be trained in the first year, with ongoing refreshers. DC is open to different training models, including train the trainer.

Q3. Does Destination Canada plan on directly connecting the Business Intelligence Tool directly to data sources or do they anticipate needing to create an analytic data store to feed the BI tool? – Section C.10.4 Item J

Answer: DC expects proponent(s) to suggest the best development strategy to meet the overall project objectives.

- Q4. Will Destination Canada be evaluating the Cloud MDM & Cloud BI solutions + implementations separately? If DC chooses two separate vendors, would there be a work overlap?
- Answer: Each Scope of Work will be evaluated separately; the evaluation approach for each Scope of Work is set out in section B.2 of the NRFP. Once the contractor(s) are selected, DC expects collaboration and an element of work overlap to ensure that the project outcomes are achieved.
- Q5. After shortlisted vendors are selected, what would be the following steps to engage in a contractual agreement?
- Answer: As set out in section B.2 in the NRFP, the evaluation for Scopes of Work A and B are different from the evaluation of Scopes of Work C and D. For Scopes of Work A and B, shortlisted proponents will be further evaluated based upon Proposed Pricing and Proof of Concept. For Scopes C and D, shortlisted proponents will be further evaluated based upon Presentations and Management Interviews. Please refer to section I.10 for details regarding the Negotiation process ahead of Contract Award, section I.11.
- Q6. Are there any other requirements that must be submitted once a vendor is selected? (i.e. Financial statements, credit check, anything of this nature?)
- Answer: As set out in section I.20 of the NRFP, DC may request additional information including but not limited to proof of insurance, financial statements or other documents as part of its vendor verification process.
- Q7. Are you planning on hosting a vendor information session?
- Answer: DC will not be hosting a vendor information session.
- Q8. Is there any problem if we are not based in Canada and don't have offices there?
- Answer: DC does not require proponent(s) to be based in Canada or have offices in Canada. However, as set out in sections D.1 and D.2, it is a mandatory criteria that any proposed solution is hosted in Canada or countries unaffected by the Patriot Act.
- Q9. Regarding section C.3 Current Systems Overview, specific to this statement, "DC is committed to utilizing Amazon AWS to support its cloud infrastructure needs." how open is DC to other cloud platforms to host the MDM/BI solutions?
- Answer: DC uses AWS RDS to host the data and is open to other platforms for MDM / BI solutions.
- Q10. Please define Master Data Management with respect to this NRFP.
- Answer: DC is seeking a cloud based Master Data Management (MDM) software that can help DC establish its Data Governance strategies including integrating and persisting various data sources in a common data storage product (AWS RDS instance). The MDM software should be capable of assigning data sources to various data stewards, help them to follow quality standards for the data and to efficiently monitor the data as covered in Section C.10.1 of the NRFP.
- Q11. Regarding Section E.2.1, Q.14 - What type of entities, would DC like to master (individuals, organizations, locations, products, etc...)?
- For example, I am looking to create a 360-degree view of my (customer / product / location)
- Answer: The entities are Organizations (partners), markets (countries) and geographic regions (tourism regions), marketing content (paid, earned and owned media that is both online and offline), and travellers.
- Q12. From your many data sources, are you receiving aggregated data or detailed transactional data? For example, IATA Airline bookings show individual's first name and last name, passport ID, date travelled, etc... or is this the number of people on a particular airline that arrived in Canada.
- Answer: At this point, no data contains PII (Personally Identifiable Information) and all data is aggregated and anonymized to mask PII. In general, DC works with aggregated or anonymized data and seeks to minimize the PII it holds.

Q13. Are you receiving structured insights from your data sources or are you receiving unstructured content such as videos?

For example, The YouTube source, will you receive videos or statistics about video usage?

Answer: The majority of DC data is structured at this point, however DC will be to incorporating unstructured data sources such as Tweets, Instagram feeds, social media comments, text (such as articles) and multimedia formats (videos / audios etc.) for advanced analytics.

Q14. How often do you receive new data, how much data, and how long is the time window to update the repository for analysis?

Answer: Most of the data received is at monthly, quarterly or annual granularity level. However, in the future, we might receive data from social media campaigns at daily or even finer granularities.

Q15. How many users will develop integration processes?

Answer: Between 10 and 20 users.

Q16. How many users will analyze the quality of the sources?

Answer: Between 10 and 20 users.

Q17. How many users will govern the information?

Answer: Between 10 and 20 users.

Q18. Can you provide details on the type, format, and volume of data from each source?

Answer: Most of the data today is in structured format (Excel, CSV, Fixed Length, API based). In the future DC might receive unstructured data sources / multimedia sources for advanced analytics. The following table describes the volume data from each source.

Data Source	Data Format	No. of Rows
Statistics Canada	CSV, Excel	2,200,000
Payment Processors	CSV	50,000,000
CBRE	Excel	25,000
IATA	Excel	API based data access
Bank of Canada	CSV, Excel, API	300,000
CBSA	API	Not known
Global Tourism Watch	SPSS	300,000
Simpleview CRM	API	Not known
SAP	API	Not known
Taleo	API	Not known
Media Agency	API	1,000,000
Facebook Ads Manager	API	100,000
Facebook Insights	API	100,000
LinkedIn Ads	API	10,000
Display and Video 360	API	100,000
DoubleClick Campaign Manager (DCM)	API	100,000
DoubleClick Bid	API	50,000

Manager		
Google Adwords	API	5,000,000
Google Analytics (standard)	API	5,000,000
Google Search Console	API	10,000
Bitly	API	6,000,000
Instagram Insights	API	100,000
MailChimp	API	10,000
Twitter Analytics	API	10,000
Simple Reach	API	1,000,000
YouTube	API	50,000

Q19. Does Destination Canada require a separate analytics data store for the BI portion?

Answer: DC expects the proponent(s) to suggest the best strategy for the analytical data storage.

Q20. Item I in section C.10.1 states: Platform needs to make it easy for anyone to certify and reconcile data. Can you define what you mean when you say 'certify data'? Is only certified data to be made available to the end user?

Answer: Yes, data that is certified / validated / approved by the data steward should be available to end users.

Q21. Item J in section C.10.4 state the need to migrate existing dashboards and reports and create new dashboards and report. Can you tell us the number of existing dashboards and reports to be migrated and the estimated number of new dashboards and reports to be created?

Answer: DC currently uses 7 - 8 dashboards with around 25 - 30 pages in total. The existing dashboards would be redeveloped as part of this project as well as development of multiple dashboards for the sharing of additional insights/information with DC partners and staff as well as on DC's corporate website.

Q22. Is all ETL to be event based as stated in Section C.10.1 Item C?

Answer: DC expects ETL to be event based or manually triggered.

Q23. Is there an existing solution with artifacts or components that DC would like to become a part of the solution proposed in the NRFP?

Answer: DC currently uses AWS RDS for data storage. DC does not have any other solutions that would become a part of the solution proposed in the NRFP. DC is open to moving their Oracle instance out of AWS if there is a sufficient technical merit / cost saving in doing so.

Q24. Does DC have a prioritized list of the sources to be integrated into the solution?

Answer: DC does have a prioritized list of sources, which would be shared with the contractor(s) upon project initiation.

Q25. For implementation services, you are requesting a blended rate and a rate card (not for evaluation purposes). How will you be calculating the overall expected cost of implementation?

Answer: The cost of implementation will be estimated during project initiation and will be based on the level of services required from contractor(s).

Q26. Are blended rates to include travel and living expenses, or will these be billed as incurred?

Answer: Travel and living expenses are not to be included in the blended rate.

Q27. Is DC expecting a blended rate for the 5-year term or a rate for each year?

Answer: Proponents should propose one rate for the entire term.

Q28. Can DC confirm that there will be no access to GDPR data. If there will be access to GDPR data, please describe the data and the expected use.

Answer: Currently, DC does not have access to GDPR data.

Q29. For appendix 5, General Contract Terms, will respondents be able to negotiate these terms as part of contract negotiations? If not, how should respondents identify any issues with General Contract Terms as part of the response?

Answer: As set out in Section I.10 of the NRFP, proponents are invited to negotiate with DC and DC reserves the right to negotiate contract scope and terms.

Q30. Regarding Section F.3 and F.4 can DC confirm that it is expecting to pay time and materials based on the rate cards provided for all items described in the scope sections.

Answer: For Scopes of Work C and D, as set out in Section J of the NRFP, any Contractor selected to provide services may be required to execute a statement of work. Statements of work may be billed on a time and materials basis or may be negotiated on another financial model, e.g. fixed rate.

Q31. Can DC confirm that any pre-existing IP is excluded from the IP statements in the General Contract Terms?

Answer: Yes. As set out in Appendix 5 to the NRFP, all Intellectual Property (IP) created by the Contractor will be the property of DC. This is limited to IP created by the Contractor for or in which the Contractor assisted in the creation during the course of providing Services under contract to DC.

Q32. Regarding Section E.1.2. Service team: requirement is to provide specific resumes. Will DC consider accepting indicative Resumes, to be confirmed post-selection and within 90 days of the start of the project? With such long time frames and long contract term, it is difficult to identify specific resources as part of the RFP response.

Answer: Proponents should, where possible, provide resumes for specific personnel that would be assigned to the DC account. However, where this is not known, indicative resumes can be provided.

Q33. Regarding Section D.4.2, would implementing a Cloud-based BI tool for the Marketing Department for a global Travel Payments firm meet this requirement?

Answer: Yes, this would meet the requirement.

Q34. Regarding Section D.4.2, would implementing a BI tool for a Canadian Airport meet this requirement?

Answer: Yes, this would meet the requirement.

Q35. We are making the assumption that Destination Canada expects the vendor to pay for the cloud hosting of the MDM or BI solutions. Explicitly, we assume that the vendor pays the hosting based on the volume requirements stated in F2 (Volume of Data in GB*) but DC owns the software on the hosting service? Is the assumption correct?

Answer: Yes, that is correct, DC expects the contractor to pay for the cloud hosting costs.

Q36. Is there a mechanism to pay for hosting that is either between the 50GB - 200G or Over 200GB. Or would this be negotiated at contract award? For instance, in Year 2 Destinations Canada need 100GB.

Answer: This would be negotiated with the successful proponent(s).

Q37. Assuming Appendix 4 is fulfilled and it is clear what part the sub-contractor is fulfilling in the delivery of the services within this bid can the sub-contractor experience be included as part of the bid?

Answer: Yes, the subcontractor experience can be used for the work that will be performed by the subcontractor.

- Q38. Is it ok to include optional services on a per diem basis eg. Tier 1 Service Desk or would that simply be part of F3.1 rate card and optional?

Answer: Any optional services may be included in the rate card as per Section F.3.

- Q39. E.2.3 and E.2.4 generally states "Maximum response length: 150 words per question unless otherwise stated", will a bid be deemed non-compliant if this limit is exceeded?

Answer: No, a bid would not be deemed non-compliant for exceeding the response length. However, evaluation panel members may not read answers beyond the word or page limit specified.

- Q40. E.2.3 Q3 and Q4 states "Maximum response length: 2 pages (1 page double-sided)" Is this for both questions or each? Will a bid be deemed non-compliant if this limit is exceeded?

Answer: As set out at the beginning of section E.2.3, the maximum response length is 150 words per question unless otherwise stated. As there is no specified length for Q.3, the maximum response length is 150 words. For Q4, the maximum response length is 2 pages (1 page double-sided). A bid would not be deemed non-compliant for exceeding the response length. However, evaluation panel members may not read answers beyond the word or page limit specified.

- Q41. Just to clarify that, for the BI stream, D.2.3 and D.2.4 talk about the software itself and not about the bidder. Whereas Sections D.3 and D.4 is about the bidders experience with BI software

Answer: Section D – Mandatory Criteria Questionnaire is split into four sections, one for each scope of work:

Section D.1: Scope of Work A: Cloud-based MDM Software

Section D.2: Scope of Work B: Cloud-based BI Software

Section D.3: Scope of Work C: MDM Software Implementation Services

Section D.4: Scope of Work D: BI Software Implementation Services

D.1 and D.2 sets out the requirements for the software. D.3 and D.4 sets out the requirements for implementation services, i.e. the skillset of the proponent.

- Q42. Is SOW A in relation to software which is already in existence? Would the Scope of Work merely be a recommendation of the Cloud Solution and products within that solution which would be ideally suited?

Answer: No, DC currently does not have MDM Software. Please refer to Section A.1 and C.2 for further information.

- Q43. Is SOW B in relation to software which is already in existence? Would the Scope of Work merely be a recommendation of the product that would be ideally suited?

Answer: No. Although DC does currently use a BI software platform, DC is seeking to upgrade or replace the software. Please refer to Section A.1 and C.2 for further information.

- Q44. "DC is committed to utilizing Amazon AWS to support its cloud infrastructure needs. All other systems will be evaluated as part of the NRFP process..." Is this for data-storage and management (MDM) or Business Intelligence (BI), or some hybrid of both? Can current data be funneled into a different cloud solution, if the other cloud solution is more suitable and logical for the requirements? (C.3 Current Systems Overview)

Answer: The Amazon AWS is used for data storage; it may not necessarily be used for the MDM & BI solutions. DC is open to moving their Oracle instance out of AWS if there is a sufficient technical merit / cost saving in doing so.

- Q45. Does Destination Canada currently have access to Impression Level Data from DV360 and GA360? (C.4 Data Sources and Volume)

Answer: DC has access to impression data on Google Analytics, Google Ads, and Facebook Ads Manager. We do not have GA360 access. However, DC may receive DV360 data from other DC contractors.

Q46. Do we have to take existing infrastructure and expand it or can we use our current infrastructure (current API connections to platforms)? Can we modify existing code?

Answer: The proponent(s) is to suggest what they think is the best use case. Should code require modification this will be discussed at project initiation.

Q47. What data points does Destination Canada have access to at the moment? (C.4 Data Sources and Volume)

Answer: DC has access to all the data points mentioned in Section C.4.

Q48. Do we need to transform on premises data sources to cloud ones or just connect to on premises systems? (C.4 Data Sources and Volume)

Answer: The selected software / implementation contractor(s) will need to transfer on premises data sources to cloud.

Q49. Do we need to migrate legacy data sources to cloud and integrate to BI system? (C.4 Data Sources and Volume)

Answer: Yes that is correct.

Q50. Is there any segregation of the data by projects or dates or would all data be reported on in 1 dashboard? (C.4 Data Sources and Volume)

Answer: There will be segregation of data by projects.

Q51. The RFP mentions 250gb of data? Is this in total or based on a time period like “per day”? (C.4 Data Sources and Volume)

Answer: 250 GB in total including anticipated growth.

Q52. The RFP says the cloud environment has to reside completely in Canada (Section C.10.1 P), but later in section R (Section C.10.1 R) that to ensure availability it can be replicated to countries outside of Canada? Could we clarify this point?

a. Does this mean that data has to reside in Canada for storage, but can be outside during processing?

b. Does the BI software also have to be hosted in Canada?

c. Do we need multiple replicated instances in different Canadian geographic regions, or is it sufficient to have a single Canadian region and replicate to other (non-Patriot-Act) region(s)?

Answer: The software can be hosted in any country as long as no data is accessible under the Patriot Act. All data and replicated instances must be in multiple (i.e. more than one location) geographic locations Canada or countries not affected by the Patriot Act.

Q53. Is current data normalized or denormalized, where is data currently stored and in what format? (C.4 Data Sources and Volume)

Answer: Data is mostly denormalized in cross tab format in CSV / Excel format.

Q54. How often must the system be tested after release? Is the implementation company expected to test and monitor it? (SOW C)

Answer: The proponent(s) is to propose the test plan that includes frequency of testing. The implementation contractor(s) is expected to test functionalities before delivering to DC. The UAT and the monitoring after successful UAT will be done by DC.

- Q55. What are the current data-connectors output formats/standardization? (C.4 Data Sources and Volume)
Answer: Most of the data is available in CSV, MS Excel, and Fixed Length format. Some APIs are available that retrieve data in standard formats (CSV, JSON, XML etc.).
- Q56. "Data preparation is done manually via Python". Is this expected to remain as-is but run in a cloud environment, or converting to pure cloud-based data preparation ETL? (C.3 Current Systems Overview)
Answer: No, this is expected to change. DC anticipates data preparation to be completed with minimum coding.
- Q57. For Section F – Pricing, do the rates (blended and rate card) include expenses?
Answer: No, the blended rate card does not include expenses.
- Q58. Must the implementation services work be done on-site?
Answer: Not necessarily, the proponent(s) can propose on-site / off-site / hybrid model in their proposal.
- Q59. Section F mentions that "DC is constrained by a limited budget..." Is there a defined budget range for the initial MDM and BI projects? If so, what is that budget range?
Answer: DC has not defined its budget for this project.
- Q60. Regarding MDM Software: Do you have any existing data governance (processes, data dictionary/business glossary, organizational structures) or data quality processes in place? Is the MDM platform expected to interact with them - if so, how?
Answer: DC does not have any formal data governance in place. DC runs automated tests on data pipelines but that is expected to be replaced by the new solution(s). The MDM platform is not expected to interact with current processes.
- Q61. Regarding MDM Software: Do you have existing DQ/business rules you want our product to import? What is their format - e.g. SQL code, ETL jobs, business logic defined in a spreadsheet? How many rules are there?
Answer: No, DC does not currently use DQ/business rules.
- Q62. Regarding MDM Software: Are all systems and applications listed in section C.4.1 expected to be included in the initial phase of MDM solution implementation (which is, as per section C.5, expected to finish by EOM May 2020)? If not, which of the listed systems and applications are in scope for this phase?
Answer: No, the implementation will be done in phases. The phases will be shared with the successful proponent(s).
- Q63. Regarding MDM Software: What is the (complete/full) expected volume of records that will be provided to the MDM solution in terms of the number of rows?
Answer: Currently DC has approximately 100 million rows of data. However, this volume may change over time.
- Q64. Regarding MDM Software: Do you have an idea of the expected data model for the MDM solution? If yes, can you please share it?
Answer: DC does not have a formal data model for the MDM solution.
- Q65. Regarding MDM Software: How many Data Stewards do you expect to interact with the solution? Are those the 6 current and 12 estimated "Data Architects" listed in section F1?
Answer: Yes, that is correct.

Q66. Regarding MDM Software: Do you expect the Data Stewards to be able to enter manual exceptions (merge records, split matched group)?

Answer: Yes, that is correct.

Q67. Regarding MDM Software: What are the target systems that will be consuming the data from the MDM solution? What is the expected type of integration (batch, online, MQ.)?

Answer: Target systems at this time are mostly MS Excel, various BI solutions implemented by DC and its partners and advanced analytic models run using Python / R. on data science platforms like Anaconda.

Q68. Regarding MDM Software: Do you expect a middleware solution to be in place between the MDM solution and the data consumers/providers?

Answer: DC is open to suggestions, including those for analytic store option for BI solutions.

Q69. Regarding MDM Software: Is there an orchestration workflow engine already available?

Answer: No.

Q70. Regarding MDM Software: Will there be any sources of reference data? If yes,

a. Should this Reference Data (codebooks, list of values, etc.) be managed in vendor-provided solution?

b. How many reference data sets are there? How many people will be the owners and stewards of this reference data?

Answer: No, there are no sources of reference data available. Reference data will be developed as part of the MDM and BI implementation projects.

Q71. Regarding MDM Software: For the *Cloud-based* MDM software, which of the following cloud offering options is preferred by DC?

a. Platform as a Service - The vendor hosts and operates the platform in a private cloud. The Vendor is responsible for ongoing maintenance and operation of the platform, while the Customer takes care of the project implementation (building the solution using the platform). Deployment process (RTL) is a joint effort ensuring that the configuration will not have any negative impacts on the application. Customer may request configuration optimization/fine-tuning as an extra service.

b. Managed solution - The vendor hosts and operates the solution in a private cloud that is built using the Platform, based on the Customer's requirements. Customer uses the solution via the front-end applications and APIs. The Vendor is responsible for the solution (platform + project configuration) to be available and running, configured in accordance with the agreed solution design (which reflects customer's requirements).

Answer: DC does not have any preference. The proponent(s) is to suggest what best meets the needs of DC as laid out in the NRFP.

Q72. Regarding BI Software: Does Destination Canada have a data warehouse ready?

Answer: No, DC does not have a data warehouse but does have an AWS RDS instance.

Q73. Regarding BI Software: Is there a requirement that the reports/dashboards will be required per division/department? Will there be a requirement for a master report/dashboard and sub-reports/dashboards? If possible, please quantify and this can help us with resource allocation and pricing.

Answer: There is no requirement for reports / dashboards per division / department at this time. Destination Canada (DC) currently uses 7 - 8 dashboards with around 25 - 30 pages in total. The existing dashboards would be redeveloped as part of this project as well as development of multiple dashboards for the sharing of additional insights/information with DC partners and staff as well as on DC's corporate website.

- Q74. Regarding BI Software: What tools are currently being used to develop BI reports and dashboards? Is there a preference or the tool selection process is open?
- Answer: DC uses TIBCO Spotfire to develop BI reports and dashboards. There is no preference and the tool selection process is open.
- Q75. Regarding BI Software: What is the complexity of data transformation, if required? This response can be based on existing ETL patterns.
- Answer: Most of the data transformations are fairly simple, converting / merging multiple crosstab Excel / CSV data into multiple normalized data tables.
- Q76. Regarding BI Software: Is there a requirement to meet ETL Service Level Agreements to complete the transform jobs at a faster rate? Please provide some examples.
- Answer: There is no Service Level Agreement to complete the transform jobs at a faster rate. However, they are expected to be completed in a reasonable time.
- Q77. Regarding BI Software: Is there a dependency to complete data integration before building front end?
- Answer: Yes, the data persisted using data integration would be used in the BI solution.
- Q78. Regarding BI Software: Have you completed any data quality assessment? If yes, what is the current state of data quality?
- Answer: No, we have not. The data quality can be defined as fairly good.
- Q79. Regarding BI Software: Should the BI platform or dashboards be mobile friendly?
- Answer: Yes.
- Q80. Regarding MDM Software implementation: Has there been a stakeholder analysis in various departments to determine the pain points, current outcomes, and expected outcomes?
- Answer: Yes, there has been an informal stakeholder analysis to determine the pain points and expectations from the solutions.
- Q81. Regarding MDM Software implementation: Does DC have a change management team?
- Answer: No, DC does not have a change management team.
- Q82. Regarding MDM Software implementation: Was there a risk analysis completed to identify the bottlenecks, dependencies, and which particular items that should be prioritized?
- Answer: No risk analysis has been completed however; there is a list of prioritized data sources that would be shared with selected proponent(s).
- Q83. Regarding MDM Software implementation: Overall, is there a gap in technical skills for users across departments? Will it be an intensive training and learning curve?
- Answer: The technical skill level for MDM Software implementation is medium to highly skilled for building pipelines. No DC does not anticipate intensive training or learning curves.
- Q84. Regarding MDM Software implementation: Have the key business process workflow already been defined and optimized across departments?
- Answer: Business process workflows for some of the data sources to be integrated in the first phase have been optimized. Others needs to optimized prior to the first phase implementation.
- Q85. Regarding BI Software implementation: Was mapping of data elements completed, i.e. is any Business Analyst work required?
- Answer: For the existing dashboard, the mapping of data elements is completed and for some other data sources that will need to be implemented in the first phase.

- Q86. Regarding BI Software implementation: Have the requirements been gathered from all stakeholders and departments that will be involved in this initiative?
Answer: Some requirements have been gathered but some are still pending.
- Q87. Regarding BI Software implementation: Will the entire scope of work be handled by the contractor or will there be assistance provided by internal subject matter experts from each department?
Answer: Assistance will be provided by the internal subject matter experts, wherever necessary.
- Q88. Regarding BI Software implementation: Is there a requirement for various environments such as Test, Staging, Development, and Production? Please specify.
Answer: Yes, development and production environments would be required during the first phase. Depending upon the need, other environments could be deployed later.
- Q89. Regarding BI Software implementation: Will UAT be completed contractor or users in various departments?
Answer: DC users in various departments will complete the UAT.
- Q90. Regarding BI Software implementation: Will the contractor manage any software licensing requirements if new software is being purchased?
Answer: No, the contractor is not expected to manage any software licensing requirements.
- Q91. Regarding BI Software implementation: Is there a requirement to work from the office in Vancouver or will the work be completed remotely?
Answer: Not necessarily, the proponent(s) can propose on-site / off-site / hybrid model in their proposal.
- Q92. Regarding BI Software implementation: What is the requirement for ongoing support post implementation?
Answer: DC anticipates minimal support post implementation after successful UAT and the source code, if any, is shared with DC. Services are to include troubleshooting and problem resolution, and developing and implementing enhancements as requested by DC.
- Q93. DC mentions Tibco Spotfire 7.12 as a current BI Software, is this the primary BI dashboard and reporting target of the desired solution? Are the reporting and dashboard requirements outlined in the NRFP meant to be answered outside the context of Tibco Spotfire?
Answer: The reporting and dashboard requirements outlined in the NRFP are meant for the BI solution selected through the NRFP.
- Q94. Is DC looking for an additional BI Dashboard and Reporting tool or primarily a visual "Data Preparation and Management" "solution within the context of the Current System that support DC"?
Answer: DC is looking to select a BI solution that will be used company wide. This will be the only corporate wide BI solution used at DC.
- Q95. Can DC provide details of SPSS "Global Tourism Watch" integration requirements?
Answer: This will be shared with the successful proponent(s) at project initiation.
- Q96. Is the Virtual Private Cloud expected to be both managed and owned by Contractor?
Answer: The Virtual Private Cloud will be managed and owned by DC.
- Q97. Can DC provide source System details for the following? Please include version details, current custom integrations, orchestration and API details if possible.

Data Source	Description	Data Format
Statistics Canada	Visitation, spend, traveller, border crossing data	CSV, Excel
Payment Processors	Traveller credit / debit card spend data	CSV
CBRE	Hotel trends - AOR, ADR, RevPar	Excel
IATA	Airline bookings	Excel
Bank of Canada	Exchange rate data	CSV, Excel, API
CBSA	Events and conventions data	API
Global Tourism Watch	Visitor trend data from target global markets	SPSS
Simpleview CRM	Media, influencer, and Travel Trade data	API
SAP	Business finance data	API
Taleo	Employee recruitment insights	API
Media Agency	Paid media metadata	API
Facebook Ads Manager	Facebook paid media insights	API
Facebook Insights	Facebook channel insights	API
LinkedIn Ads	LinkedIn paid media insights	API
Display and Video 360	Display and video advertising insights	API
DoubleClick Campaign Manager (DCM)	Campaign performance insights	API
DoubleClick Bid Manager	Paid media bid insights	API
Google Adwords	Google paid search insights	API
Google Analytics (standard)	Website and campaign performance insights	API
Google Search Console	Google search trends insights	API
Bitly	Traffic insights from outbound links on third party websites and social channels	API
Instagram Insights	Instagram paid and organic performance	API
MailChimp	Email marketing insights	API
Twitter Analytics	Paid and organic Twitter insights	API
Simple Reach	Content performance insights	API
YouTube	Paid and organic YouTube insights	API

Answer: This will be shared with the successful proponent(s) at project initiation.