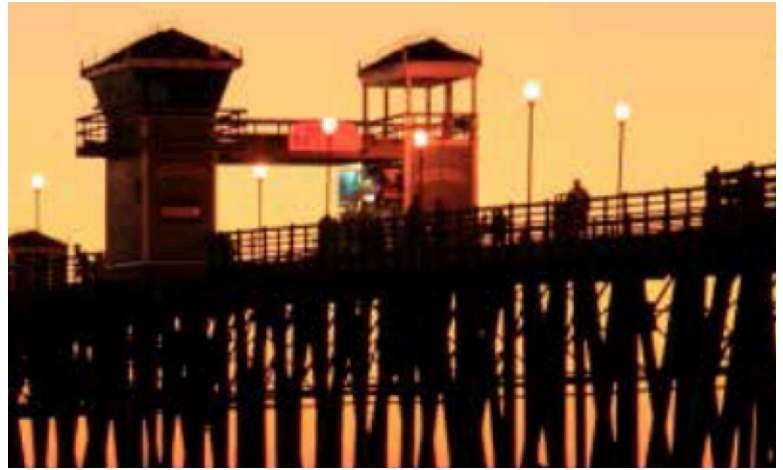


# Request for Proposal



Brand USA  
Human Resources Information System  
December 2015



## INTRODUCTION

Brand USA is a public-private not for profit organization created by the Travel Promotion Act of 2009. The mission of Brand USA is to generate increased international visitation to the United States and to grow its share of the global travel market. Brand USA will accomplish this via marketing campaigns and programs and partnerships with the travel industry. The incremental increase in international visitation will generate billions of dollars of revenue, which will in turn create new American jobs.

While the United States welcomed 60 million visitors in 2010, its share of the international travel market has decreased significantly over the past decade. The U.S. share of long haul international travel fell from 17.2 percent in 2000 to 12.4% percent in 2010. Brand USA, the U.S.'s National Tourism Marketing Organization will reinvigorate the nation's image and recapture a greater share of the market.

Brand USA delivers a dynamic marketing program that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selected its marketing tools and target audience after vigorous analysis of existing and original market research.

Brand USA is governed by an 11-member Board of Directors. Each director is appointed by the U.S. Secretary of Commerce. Each director represents a sector of the travel and tourism industry as identified by the Travel Promotion Act. Brand USA's executive leadership team possesses strong expertise and experience in the travel, tourism, and advertising industries.

Brand USA is committed to including diverse firms as an important part of its sourcing and procurement activities. In furtherance and support of this goal, we encourage minority, women, and locally owned firms to pursue business opportunities with us. Minority and women-owned firms who otherwise meet the minimum requirements set forth in this Request for Proposal (RFP) are encouraged to submit a Notice of Intent to Bid. In addition, Brand USA seeks to do business with firms that recognize the value of diversity and inclusion in the composition of their workforce and in their own contracting, subcontracting or teaming activities. We encourage such firms who meet the minimum bidding requirements (regardless of size or ownership) to also submit a Notice of Intent to Bid. Brand USA reserves the right to give weight or allocate bidding credit to diverse firms or those with a demonstrated commitment to inclusion, as part of its evaluation process.

## PURPOSE

The purpose of this RFP is to identify and ultimately select the human resources information system (HRIS) and its associated implementation services that best meets the business needs of Brand USA. Proposals from competing vendors (bidders) will be evaluated as a part of the selection process. The software suite desired is a cloud based, integrated system that provides workflow administration; performance management/goal setting; applicant tracking; onboarding; off boarding; benefits; payroll; learning management; reporting; interface reporting; timekeeping; and administration functionality to its administrators and end users.

Brand USA will be the sole judge of proposals and reserves the right to evaluate all proposals without divulging the results of the evaluation.

Brand USA will have approximately 70 employees based out of Washington, DC. Currently, we do not have an HRIS solution. We are seeking an HRIS solution that will host information related to full & part time employees, interns, temporary staff, and consultants.

## SCOPE OF WORK

Brand USA request for proposals are intended to be a part of a competitive negotiation process. To be considered during the evaluation of proposals, vendors are required to submit all requested information including pricing details.

Brand USA is seeking a system that addresses the functional and non-functional requirements listed in **Attachment 5 - Brand USA Human Resources Information System (HRIS) Requirements**. These requirements not only describe the desired solution's functionality, they imply the need for extensive implementation assistance from the successful bidder. The scope of work includes:

1. Deployment/use of an implementation methodology that improves the likelihood of project success
2. Configuration of a hosted, web based solution that meets the requirements identified in Attachment 5
3. Full implementation of the proposed solution utilizing a proven methodology (identified in item 1, above)

A high level summary of the functionality described as requirements in Attachment 5 is as follows:

## **Workflow Administration**

Easily track workflow processes online. Email alert notification when an approval is needed or if a change has been made. Ability to identify reporting/approval hierarchy for given modules (applicant tracking system (ATS), Performance, Onboarding, Off boarding, Timekeeping, etc.) Looking for flexible workflows that are easy-to-use, and able to be adjusted depending on business needs/new projects.

## **Performance Management/Goal Setting**

Seeking a performance management & goal setting solution that will streamline our manual performance review and goal setting process. Solution will allow Brand USA to align and track employee goals, measure employee performance, close skill gaps, and manage career plans. The solutions should increase morale and create a culture of accountability in order to minimize concerns associated with a manual review/goal setting process.

## **Applicant Tracking System**

The applicant tracking system must fully integrate with the HRIS. ATS should be able to easily and effectively transfer interns/temps/full time employees (FTE) from ATS to HRIS for tracking and conversion purposes. Able to cross post on other websites, host a job library, incorporate approval workflow, etc. Allow for communication between the Recruiter and Candidate. Seamless ability to onboard/"Hire"/close job. Reporting capabilities including diversity recruitment metrics; posting requirements in compliance with industry standards. Reporting ability on Time to Fill and Time to Hire.

## **Onboarding**

The onboarding requirements will allow employees to seamlessly transition from candidate to employee. The module will provide a forum to send emails to candidates (Welcome Emails, etc.) as well as internal notifications to the Operations Department, Hiring Manager, and C-Suite Member. Integration with HireRight (background check provider) or similar, ability to edit offer letters within the system, obtain approvals, change start dates, etc.

## **Off boarding**

The off boarding requirements will allow employees to seamlessly exit the company from active to inactive. This module will act as a notification portal to key shared services teams including Operations Department, Information Technology (IT), and Hiring Manager. Off boarding requirements include notification to key benefit vendors, payroll, etc.

## **Benefits**

Benefit module should integrate with our current payroll solution (ADP). Ability for benefit data to automatically update the payroll solution in real time, or via a batch process. Incorporate calculations based on federal legislation, etc. Ability to enroll/change/terminate benefits from self-service and administration levels. Ability to view employee benefits "at a glance" and capability to run comprehensive reports.

## **Payroll**

The payroll solution would allow for an integrated HRIS/Payroll solution. Any changes entered into the HRIS would automatically feed into payroll either in real time or via batch updates. Ability to customize the payroll deduction. Benefits enrollment/changes/terminations are to be integrated with the payroll solution. The HRIS solution must satisfy Affordable Care Act (ACA) reporting requirements (1094B, 1095B, 1094C, 1095C, etc.).

## **Learning Management System**

The learning management requirements include the ability to upload customized training materials. LMS would have a library of courses available to all employees. Ability to run management reports regarding LMS activity. The automatic enrollment/removal of new hires and terminations from the LMS.

## **Interface Reporting & Feed**

Reporting requirements related to Benefits, 401K, ACA, Compliance, etc. Ability to run reports related to all aspects of the HRIS. The capability to produce customized reports. Ability to run reports based on ATS data.

## **Timekeeping**

The timekeeping functionality must include the ability to track all non-exempt hours. Integrated system between recording/requesting personal time off (PTO), and daily timecard tracking. Integration between the payroll solution and the financial management system (FMS) general ledger (GL).

Each Bidder has been provided a Microsoft Excel workbook version of Attachment 5 with this RFP for completion. **DO NOT** alter the contents of the columns labeled “**Number**”, “**Category**”, and “**REQUIREMENT**”.

The goal is to have the proposed solution fully implemented no later than **Monday, August 1, 2016**.

Bidders who choose to submit a proposal by combining various software packages must submit a single proposal.

## **QUALIFICATIONS**

Total project cost is a major factor in the decision process, but not the only consideration. Other decision factors are the demonstrated track record of the vendor with the implementation of the proposed solution at other companies of similar size and complexity to Brand USA; the vendor’s identification and understanding of Brand USA’s functional and non-functional requirements; the experience and qualifications of key vendor implementation team members; and the vendor’s verifiable history of providing quality post-implementation customer support.

Proposals submitted in response to this RFP **must not exceed 30 pages** and must provide qualification related information including:

1. Description of the bidder’s company ownership, including type (e.g., corporation, sole proprietor, publically traded), year established/founded, and number years providing the proposed services and software solution.
2. List of relevant client projects completed in the past three (3) years.
3. An overview of the system implementation methodology that will be followed, with

- particular emphasis on the role that Brand USA will play on the project.
4. A discussion of how the bidder's methodology identifies and mitigates implementation risks, especially those that may negatively impact the system go-live date and effective end user training.
  5. Identification of additional relevant bidder qualifications e.g., not-for-profit industry, human resources, and HRIS implementation consulting services.

## BUDGET

Bidders must submit an appropriate and realistic budget, outlining the proposed cost of the goods and/or services for each of the activities/products proposed in response to this RFP. The budget must include costs for all services, hosting, connection, licensing, integration, consulting or support fees, out-of-pocket costs, and administrative fees (e.g., telephone, postage, travel, shipping).

## MINIMUM REQUIREMENTS

Proposals may be rejected if minimum requirements are not met. All bidders wishing clarification of this RFP must submit questions in writing to Brand USA via email to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com) no later than **3:00PM EDT on January 11, 2016**.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid (Attachment 1)** **must** be received by **3:00PM EDT on January 4, 2016**. The notice must be sent via email to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com). The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.
2. **RFP Responses** are to be submitted as two volumes: Volume 1 – Technical Response, and Volume 2 – Cost Proposal. **ALL cost related information is to be included in Volume 2 ONLY. DO NOT include cost related information in Volume 1.**
3. **Proposal Volume 1 – Technical Response** **must** contain the following information:
  - a. Executive Summary
  - b. Services and Activities: Provide a description of the nature of the organization's services and activities. Note when the business was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed.
  - c. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed. If no conflict of interest exists, a statement to that effect is required.
  - d. Project Manager/Team: Identify one individual on the proposer's account team who will manage the project. Identify the role of each member who will be assigned to the project. Current resumes must be attached for each person proposed as a member of the project team.
  - e. Past Performance: Provide at least three (3) references, including client organization name, point of contact name, address, telephone number, email address, project role, project start and end dates, and description of the project.
  - f. Completed version of Attachment 5 (printed and Microsoft Excel version). For

each requirement listed (in the column labeled “**MEETS (YES/NO)**”) indicate whether or not the proposed solution meets the requirement. The Bidder is to respond **YES** if the proposed solution meets the requirement, or **NO** if the proposed solution does not meet the requirement. Bidders are encouraged to add explanatory information in the column labeled “**COMMENTS**” if such information will aid in the evaluation of the proposed solution.

- g. Preliminary Project Work Plan: Include a Timeline and Project Plan for the entire implementation effort.
4. **Proposal Volume 2 – Cost Proposal** **must** contain a description of the methodology and/or basis for the cost buildup for the proposed solution, including implementation services. The cost proposal **must** clearly delineate the component costs for the proposed solution. Components will include, but are not limited to:
    - a. Software licenses for all necessary components, including middleware or any other products to interface with Brand USA systems noted in Attachment 5.
    - b. Hosting and associated storage.
    - c. Implementation services broken down by activity (e.g., requirements validation, system configuration, testing, training, data conversion, deployment, support). Within each activity the level of effort (i.e., person hours) and cost (i.e., hourly and/or fixed rates).
  5. **Certification Form (Attachment 2)** **must** be signed and included in Proposal Volume 2 – Cost Proposal.

## TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

- |   |                                  |
|---|----------------------------------|
| 1. RFP Release  | December 16, 2015                |
| 2. Notice of Intent to Bid Due                            | 3PM EDT, January 4, 2016         |
| 3. Written Questions Due                                  | 3PM EDT, January 11, 2016        |
| 4. Questions Answered & Posted to Brand USA Website       | January 19, 2016                 |
| 5. <b>All Bidder Responses (Proposals) Due</b>            | <b>3PM EDT, January 29, 2016</b> |
| 6. Proposal Evaluation (by Brand USA) Complete            | February 10, 2016                |
| 7. Notification & Scheduling of Finalist Interviews/Demos | February 12, 2016                |
| 8. Finalist Interviews/Demos Complete                     | February 29, 2016                |
| 9. Interviews/Demos Evaluation (by Brand USA) Complete    | March 3, 2016                    |
| 10. Notice of Intent to Award Contract & Public Posting   | March 10, 2016                   |

## DELIVERY OF PROPOSAL

Each bidder is required to deliver **one (1) electronic copy and seven (7) typed** and collated copies of its proposal, including **one (1) electronic copy and one (1) hard copy** of the completed Attachment 5 Microsoft Excel workbook to Brand USA's office at the address listed below, no later than **3:00PM EDT January 29, 2016**. The copies of Volume 2 - Cost Proposal are to be submitted in a sealed envelope labeled "**Volume 2 - Cost Proposal**". Therefore, the Bidder's complete proposal submission will consist of one (1) electronic copy and seven (7) copies of Volume 1 - Technical Proposal and (in a separate, sealed envelope) one (1) electronic copy and seven (7) copies of Volume 2 - Cost Proposal, along with one (1) hard copy and one (1) electronic copy of the completed Attachment 5 - Brand USA HRIS Requirements.

Proposals **MAY NOT** be faxed. Proposals are to be emailed AND mailed (U.S. Postal Service), or sent by courier such as Federal Express, UPS, etc., or hand delivered to:

Brand USA  
C/O RFP Administrator  
1725 Eye Street NW, Suite 800  
Washington, D.C. 20006  
ATTN: **RFP RESPONSE - Brand USA Human Resources Information System**  
Phone: (202) 536-2060  
Email: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

## EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project.

**Attachment 3 - Proposal Evaluation**, and optionally **Attachment 4 - Oral Interview/ Demonstration Evaluation**, outline the evaluation criteria that will be used by Brand USA.

This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.

## ATTACHMENT 1

### NOTICE OF INTENT TO BID

Due: **3:00PM EDT on January 4, 2016**

**SEND TO:**

Brand USA

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

**ATTN: RFP RESPONSE - Brand USA Human Resources Information System**

Phone: (202) 536-2060

Email: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

NAME OF BIDDER / COMPANY:

CONTACT PERSON:

MAILING ADDRESS:

TELEPHONE:

FAX:

E-MAIL ADDRESS:

SIGNED:

## ATTACHMENT 2

### CERTIFICATION

Please include this statement as part of the Proposal

#### Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's authorized signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of Proposer and Brand USA.

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Authorized Signature

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Title

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Typed or Printed Name

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Date

#### Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

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Official Contact Name

---

Telephone Number

---

Official Contact Title

---

Facsimile Number

---

Email Address

---

Street, City, State, Zip

## ATTACHMENT 3

### PROPOSAL EVALUATION

#### FOR BRAND USA USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

### PROPOSAL EVALUATION CRITERIA

The evaluation committee will judge each written proposal based on the following criteria:

EVALUATION CRITERIA	MAX. POINTS	SCORE
1. Proposed solution fits with the requirements defined in Attachment 5	20	
2. Extensive expertise and experience in system Integration, human resources, and complex system implementation	30	
3. Staffing, including the breakdown of staff and support after launch Training	25	
4. Bidder's financial viability, expertise and experience implementing the proposed solution at organizations similar to Brand USA	5	
5. Proposed solution's cost	10	
6. Demonstrated ability to meet Brand USA implementation timeline including prioritization of modules	10	
<b>TOTAL POINTS</b>	<b>100</b>	

## ATTACHMENT 4

### ORAL INTERVIEW / DEMONSTRATION EVALUATION

#### FOR BRAND USA USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

### ORAL INTERVIEW / DEMONSTRATION CRITERIA

The evaluation committee may, if it deems necessary, select certain proposers for oral interviews and/or demonstrations. Interviews/demonstrations apply only to the top finalist(s), as determined by the evaluation committee. The oral interviews/demonstrations will allow finalists to demonstrate their understanding of the project objectives and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the oral interviews/demonstrations via teleconference, at the Brand USA office, at the finalist's and/or the proposed subcontractor's site, or other designated site.

The evaluation committee reserves the right to designate one or more members of the committee to perform the oral interviews/demonstrations, if needed, so that grading of oral interviews/demonstrations may be done by fewer than the entire committee.

If interviews/demonstrations are not required, the maximum number of points is 100. If interviews/demonstrations are deemed necessary, the maximum number of points is 150.

If a finalist cannot meet on the designated interview/demonstration date, the evaluation committee reserves the right to disqualify the finalist as non-responsive.

The following criteria will be used for scoring the oral interview/demonstration:

EVALUATION CRITERIA	MAX. POINTS	SCORE
1. Demonstrated comprehensive expertise of proposed human resources & payroll solution by Key Project Team members	15	
2. Demonstrated fit of proposed solution to Brand USA requirements (Attachment 5)	15	
3. Demonstrated ease of configuration and use of proposed solution (IT, Financial System, Benefit Carriers, etc.)	10	
4. Discussion of a robust implementation methodology and tentative project plan for a target go-live date of August 1, 2016	10	
<b>TOTAL POINTS</b>	<b>50</b>	