

ADDENDUM NO. TWO

October 7, 2015

This Addendum forms a part of the contract Documents and modifies the original plans and specifications dated September 14, 2015. Acknowledge receipt of this Addendum on the Proposal Form. Failure to do so may subject Proposer to disqualification.

Reference made to Specifications and Drawings shall be used as a guide only. When Specification Sections or drawings are issued, changes made in Specifications or on Drawings will take precedence over narrative explanation below. Proposer shall determine for themselves the work affected by Addendum items.

This Addendum consists of 5 pages

Integrated Stadium Application RFP Questions and Answers

1. Is there a requirement to promote or notify non-app (mobile web) users with similar offers and promotions as those with app experiences?

Yes

2. Has/will the organization identified/standardized on the backend systems/solutions for CRM, Ad Management and/or Campaign Manager?

No, the MSFA/SMG has not yet standardized on backend solutions for CRM, Ad Management and/or Campaign Manager. The MN Vikings use Microsoft Dynamics for CRM.

3. Can the organization expand on the likely content (rich media) sources / formats which might be imported into the application?

The rich media strategy is in development but nit yet completed.

4. Is it acceptable to recommend/link to 3rd party applications to provide desired or additional features or functionality?

Yes. Third party solutions are acceptable, and should be incorporated into the proposed scope of services and contract.

5. In “off-line mode” is there a desired or minimum set of content that should be made available, and has this been determined?

TBD

6. Will the stadium concessions POS expose API's, can you share an example of the APIs?

It is anticipated that the POS will expose APIs. MSFA is currently evaluating POS proposer solutions, and no examples are available at this time.

7. Will users use the same login (and signup flow) across mobile web, captive portal and App? Will all the user information be stored in the CRM system?

Consistent login and signup flow is preferred. It is anticipated that all the user information be stored in one or two CRM systems.

8. Does the CRM system have an API for sign-in and new user sign-up?

A CRM system selection has not yet been finalized. MSFA is open to CRM recommendations or comments regarding functionality and integration. The MN Vikings use Microsoft Dynamics for CRM.

9. Is the requirement to have a single app encompass all the features? Is there a need to have a separate app or apps for events, etc.?

MSFA's goal is to implement a unified Stadium Application environment. The proposed solution should address all desired functionality detailed in the RFP, and seamlessly integrate with ticketing, POS, CRM and accounting applications.

10. Can you describe the length of term you are looking for?

MSFA is looking for a long-term solution. The minimum proposed term is 5 years.

11. Can you share questions and answers from all prospective bidders with everyone who attended the pre-proposal meeting on September 23?

All questions and answers are incorporated in this Addendum.

12. Can you provide an overview of the planned Wi-Fi deployment at the venue?

Full Wi-Fi coverage of the U.S. Bank Stadium, perimeter and Plaza will be provided by a Cisco 802.11ac Wi-Fi system.

13. Kindly confirm or update the attached table of incumbent or pre-selected/likely systems/vendors and the assumptions regarding required integrations with the Stadium App.

See below.

14. What sorts of disabilities are you looking to address via the Stadium App?
The RFP says “accessibility and support services for senior citizens, persons with disabilities, and convenience functionality”.

The proposed Integrated Stadium Application should, at a minimum, meet all ADA and W3C standards.

15. Do you simply require navigation information related to wheelchair accessibility – e.g., ramps, elevators, etc.?

Navigation and way finding functionality is desired for ALL Stadium Application users.

16. What, specifically, are you looking to highlight for children and seniors? Or do you just need an ability to segment your customer base based on age for targeted messaging, communications, and content?

The proposed Integrated Stadium Application should, at a minimum, meet all ADA and W3C standards. In addition the ability to provide messaging about accessible features and services available at U.S. Bank Stadium events is beneficial.

17. Relative to the requirement for “interaction with and analytics for partners existing applications”, are you wanting the RFP proposal to include a consolidated dashboard on the back-end?

Any ability to provide a consolidated dashboard solution should be identified and detailed in your response to the RFP.

18. Do you require the app to be supported in languages other than English? If so, which ones?

According to Metropolitan Council (Metrocouncil.org,) over 400,000 people living in the Twin Cities speak a language other than English at home. Predominant languages spoken by new Americans in the Metro area include; Spanish (129,000), Somali and Oromo, (54,000), Hmong (51,000), Vietnamese (18,000), Chinese (17,000), and Russian (11,000). We are interested in any multi-language capability you have incorporated and can deliver in your proposed solution, as well as the capability you have and cost estimate to add additional languages.

19. Will we have a detailed map with dimensions of the venue for determining beacon placement, etc.?

A U.S. Bank Stadium map with dimensions is incorporated in this Addendum.

20. Do you intend to utilize Ticketmaster for all 400 annual events, or will there be multiple ticketing systems, depending on the events outside of Vikings' games?

Yes.

21. If the latter, do you want all ticketing systems integrated with the mobile platform or just TM?

The Stadium Application must seamlessly integrate with Ticketmaster.

22. Will we have an opportunity to do a stadium walk-through prior to the October 30th submission deadline? If so, for when can we schedule this visit?

No. A walk-through of U.S. Bank Stadium is not available at this time.

(See workbook sheet below)

System/Category	Incumbent Vendor	Recommended Vendor	Assumptions
			Integration w/ App
DAS	Verizon Neutral Host Multi-Carrier	N/A	No
WiFi	Cisco HD WiFi	TBD	Yes
Data Warehouse	TBD	TBD	Yes
Bill		TBD	No
Concessionaire	Aramark	N/A	No
POS - F&B	Selection Process Underway	TBD	Yes
POS - Merchandise	Selection Process Underway	TBD	Yes
On-Seat Ordering & Delivery	TBD	TBD	Yes
LED Display Boards	Daktronics	TBD	No
Digital Monitors	Samsung	TBD	No
Digital Signage Software	Cisco StadiumVision IPTV	N/A	Yes
CRM	MS Dynamics	TBD	Yes
Email Marketing		TBD	No
Access Control		TBD	Yes
Website CMS		TBD	Yes
Social Media Platforms	Twitter, Facebook, Instagram	N/A	Yes
Mobile App - Vikings	YinzCam	TBD	Yes
Ticketing	Ticketmaster	N/A	Yes
Parking Access Control		TBD	Yes
Loyalty/Membership		TBD	Yes
Beacons	TBD	TBD	Yes
Experience Purchases, Upgrades		TBD	Yes
Experiential Marketing/RFID		TBD	Yes

END OF ADDENDUM TWO