SYSTEMS INTEGRATION
A community project at United Way

The Monroe County Systems Integration Project (SIP)

Data Ecosystem

Phase 1

Request for Proposal (RFP)

July 29, 2020

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1.0 Project Background

1.1 Objective

The Monroe County Systems Integration Project (SIP) seeks qualified software and systems integration vendors to design, develop and implement an integrated Data Ecosystem that enables coordination and collaboration across the health, human services, and education sectors.

The SIP is a multi-year initiative and will implement solutions incrementally with full implementation completed by March 31, 2024. The project fiduciary is the United Way of Greater Rochester. Since the SIP is a project and therefore a temporary endeavor, it should be noted that between now and March 2024, the SIP Data Ecosystem is expected to transition to a different legal entity and physical location to support its continued operations.

The focus for this RFP is on identifying vendor partners who will help the SIP achieve its Phase 1 goal which is to design, develop and test a 360-degree view of a person dashboard (and supporting infrastructure) by March 31, 2021. The accompanying business requirements, data architecture strategy and use case documents describe the Data Ecosystem's required capabilities.

The SIP invites interested parties that meet the qualifications listed in this document to submit proposals regarding their product and related service offerings. Joint responses from two or more vendors who are interested in working together on this project are encouraged, provided that a prime contractor responsible for solution delivery is specified. All proposals must be submitted in the specified format to be considered.

Interested parties may obtain further information from:

Angee Brown, Sr. Project Manager
Angee.Brown@uwrochester.org
(585) 242-6516

2.0 Instructions to Vendors

Vendor proposals in response to this RFP are due by 5:00pm Eastern on September 9, 2020. Submissions must be emailed to Angee.Brown@uwrochester.org in Microsoft Office format.

The proposal should be signed by a person, or persons, duly authorized to bind the vendor to contracts.

All financial information submitted by the vendor will be used for evaluation purposes only and will be held in the strictest confidence.

2.1 RFP Questions and Clarifications

The SIP will facilitate a Pre-Bid Conference Call from 3:00pm-5:00pm Eastern on July 31, 2020 to field vendor questions. Additionally, vendors may email their questions or requests for clarification and submit to Angee.Brown@uwrochester.org no later than 5:00pm Eastern on August 3, 2020. Requests for clarification received, and the SIP's response, will be supplied in writing to all parties that have received copies of the RFP, without identifying the source of the inquiry. Vendors may not contact with SIP with RFP questions after the August 3rd deadline. Further, vendors may not discuss their proposal submission with any member of the SIP unless and until invited to present their solution to the Procurement Committee.

2.2 RFP Response Format

Vendors must address all information specified by this RFP in their proposals. All questions must be answered completely. The SIP (United Way of Greater Rochester) reserves the right to verify any information contained in the vendor's RFP response, and to request additional information after the RFP response has been received.

Marketing brochures included in the bid response shall not be considered. Vendors are encouraged not to include such material. Marketing brochures must not be used as a substitute for written responses in the body of the proposal.

2.2.1 Cover Letter

The proposal must be accompanied by a cover letter, signed by an individual authorized to bind the vendor entity submitting the proposal.

2.2.2. Nondisclosure Agreement

The proposal must include a signed copy of the United Way of Greater Rochester's Mutual Nondisclosure Agreement.

2.2.3 SIP's MWBE and EEO Policy

The vendor's response must include a signed copy of the SIP's Minority and Women-Owned Business Enterprises (M/WBE) and Equal Employment Opportunity (EEO) Policy Statement.

2.2.4 Vendor Response

The vendor's response to the questions and information requested in section 4.0 of this document should follow the same order and use the same section headings and sub-headings as provided. Note that a completed version of Table 2 described in section 4.3 must be included in the vendor's response and use the provided vendor component delivery status descriptions.

2.2.5 Financial Information

The SIP intends to use publicly available information to evaluate the financial health of vendors who respond to the RFP. The purpose is to understand whether the vendor is financially stable and will be able to fulfill contractual obligations if selected.

If selected as a finalist, the vendor shall provide a copy of its corporate annual report and a complete set of audited financial statements for the past three years. All financial statements should be prepared in accordance with generally accepted accounting principles.

If a vendor is unable to supply financial statements as requested, the United Way of Greater Rochester's Chief Financial Officer will determine the documentation that could be provided instead to provide evidence of the company's financial health. Each vendor should note that the SIP reserves the right to purchase credit reports and additional financial information, as it deems necessary.

2.3 Proposal Submission

Vendors' proposals should be:

- Emailed to: Angee.Brown@uwrochester.org
- With the subject line: "Systems Integration Project: RFP Response from <COMPANY>" Please note that when submitting a response on behalf of multiple vendors who agree to partner on this project, only the lead company's name should be specified in the email subject line.

It is the vendor's responsibility to ensure that the proposal and all other required documents are received at the address named above by the submission deadline specified above.

The SIP will be the sole judge of the qualifications of all prospective candidates and reserves the right to reject any and all submittals without recourse or explanation.

The SIP is aware that information contained in the proposals indicates the vendor's current operations. Therefore, use of this information shall be confined to this request and will be treated as confidential.

Vendors shall bear all costs associated with preparing and submitting responses to this RFP, and the subsequent evaluation phase. The SIP will, in no case, be responsible for these costs, regardless of the conduct or outcome of the evaluation process.

2.4 Proposal Evaluation

The evaluation process will include:

- A preliminary examination to determine substantial commercial and technical responsiveness to this proposal;
- A detailed technical evaluation to determine conformity to general and functional requirements.
- The SIP will determine vendor finalists based on a preliminary examination and detailed technical evaluation.
- Vendor finalists will provide a demonstration of proof of concept (POC).

2.4.1 Preliminary Examination

The SIP will examine the proposals to determine whether they are complete, that the documents have been properly signed, and that they are generally in order. The SIP reserves the right to discard any proposals deemed incomplete.

2.4.2 Detailed Technical Evaluation

An evaluation of proposed products will generally include an assessment of the viability of those products in the market. These assessments will be based on an established installed base, market share and growth trends, for which vendors must provide supporting information.

Evaluation will also include the fit and integration with related SIP infrastructure, systems, environments and business applications.

Technical merits and features will be reviewed against the requirements identified in the Business Requirements Document and Phase 1 Use Cases Document.

2.4.3 Proof of Concept (POC)

2.4.3.1 Demonstration

After the detailed technical evaluation phase, selected vendor finalists will be required to demonstrate their proposed solution within SIP’s environment, using relevant scenarios, data, infrastructure and personnel, where appropriate.

2.4.3.2 Logistics

All vendors selected for the POC phase will be given detailed requirements for testing at its start. Instructions for demonstrating POC will be provided in writing at that time. The SIP will designate a key contact for any questions relating to the POC phase. Designated contact information will be provided to the selected vendors upon notification.

If the POC is based on a solution deployed in the cloud, the SIP shall have full access to the aspects of the solution in the cloud that would typically be exposed to end users of the solution. This includes, but is not limited to, configuration options, tuning parameters, administration features and the underlying operating system in a Software as a service (SaaS) model.

If the POC is based on an appliance, this appliance must be installed on-site at the United Way of Greater Rochester’s office location. POCs performed at the vendor site will not be evaluated.

2.4.3.3 Evaluation

Following the execution of the POC project, vendors will meet with a larger group of executives, project team members and other selected individuals to provide a POC review. Vendors will be required to demonstrate how their POC leads to a completed Phase 1 delivery, as well as describe in detail the specifics of their solution.

2.5 Notification of Award

Contract(s) will be awarded based on the evaluation of the RFP response, the POC results, and the satisfactory outcome of financial negotiations.

After the contracts have been awarded, the SIP will notify the non-selected vendors.

The SIP reserves the right to rescind an awarded contract in the event that claims or representations by the vendor of the winning submission are subsequently proven false or fraudulent. In the event that such action is necessary, the SIP will be the sole arbiter of the selection of a new vendor, which may or may not include reissuing the RFP or selecting a previously submitted proposal.

2.6 Proposed Award Schedule

We recognize that due to circumstances beyond our control, we may need to adjust the schedule. We will notify all RFP recipients via email and update our website if the schedule changes.

- RFP released: July 29, 2020
- Pre-bid conference: July 31, 2020 – details below
- Requests for clarification due: August 3, 2020
- Proposals due: September 9, 2020
- Finalists notified: October 30, 2020
- POC execution: November 16, 2020
- Proposed notification of award: December 18, 2020

Pre-Bid Conference Call: July 31, 2020 – 3:00pm to 5:00pm Eastern Time

Zoom: https://us02web.zoom.us/j/82460298292?pwd=SGd1N3lzMkpjSlh5S2tlZFhWNGhYZz09

• Meeting ID: 824 6029 8292

• Passcode: 136817

• Dial by your location

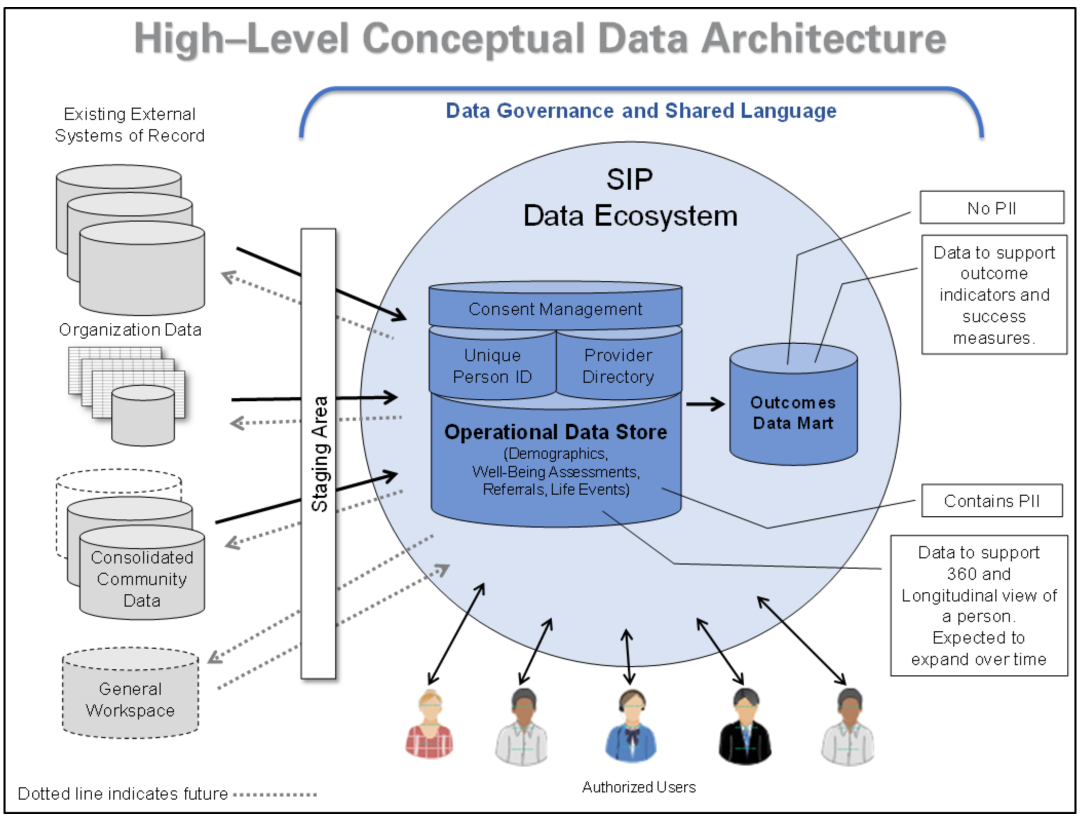
- +1 929 205 6099 US (New York)
- +1 301 715 8592 US (Germantown)
- +1 312 626 6799 US (Chicago)
- +1 669 900 6833 US (San Jose)
- +1 253 215 8782 US (Tacoma)
- +1 346 248 7799 US (Houston)
- Find your local number: https://us02web.zoom.us/u/koEmlHrXg

3.0 Scope of Work

3.1 Description of SIP Data Ecosystem & Current State

The SIP is a five-year, multi-million-dollar initiative. The community-driven project is seeking vendor partners to design, develop and implement an integrated data ecosystem that will enable and support improved service delivery across health, human services and education. Core components of the data ecosystem include:

- Consumer-driven, informed-consent and preference management functionality;
- A shared digital dashboard that offers authorized users a 360-degree view of more than 150,000 individuals;
- A shared digital closed-loop referral system utilized by more than 300 health, human service and education providers; and
- A shared data hub to aggregate and analyze person-level and population level data to both inform the development and application of evolved cross-sector workflows, and provide the means for measuring shared accountability for outcomes, including evaluation of return on public and private investments



The above diagram represents the high-level, conceptual data architecture that shall be extended to include Data Governance, bi-directional data exchange rules, models, standards and associated policies. Vendor's response should include optimizations where applicable.

3.1.1 Description of Operational Objectives

The SIP is working to implement an integrated, person-centered system that enables empowered and thriving individuals, families and communities. The objectives of the data ecosystem are to:

- Ensure privacy, security and choice for individuals and families (upon whose data the system depends)
- Enable improved, trusted integrated service delivery
    - Individuals and families have better access to the resources and services necessary to overcome challenges and thrive in their daily lives; and
    - Health, education and human services providers have better information and workflows to proactively help their patients, students and clients achieve their desired goals.
- Enable informed, data-driven decision-making
    - In addition to improving service delivery at an operational level, the SIP will help researchers, funders, policy makers and others by aggregating and measuring data to drive shared accountability and continuous improvement.

These objectives are elaborated upon further in the Business Requirements Document, Sections 2.3-Objectives, 6-Future State, and 7-Functional Requirements.

3.1.2 Project Implementation Timeline

The SIP has committed to iteratively deliver the full scope outlined in the Business Requirements Document by March 31, 2024. For this initial phase, the SIP must design, develop and test the 360-degree view of a person dashboard (and supporting infrastructure) as described in the Phase 1 Use Cases Document by March 31, 2021.

3.1.3 Phase 1 Components

The software and service components that the SIP seeks to procure through this RFP are outlined in the table below. Vendor proposals should be clear about the components that are included in the proposal and those that are excluded. The SIP is prepared to contract with multiple vendors as needed to meet the full scope of Phase 1. All vendors selected will work with the SIP's selected Systems Integrator who will be accountable for Phase 1 solution delivery.

Table 1. List of Phase 1 Components

Component	Description
UC-1	Digital Front Door - Provide Information & Resources That Compel A Person to Create an Account (or Log in)
UC-2	Identity Management - Centrally Manage Account-Based Access to the Data Ecosystem
UC-3	Consent Management - Inform and Collect a Person’s Consent Enabling Authorized Individuals and Service Providers to Share Person’s Data
UC-4	Data Integration - Receive, Consume, Combine and Normalize Data from Individuals and Service Providers
UC-5	Master Data Management - Apply Business Rules to Match, De-duplicate, and Standardize Data to Create a Unified Record
UC-6	360 Degree View of a Person - Display Personalized Dashboard of an Individual’s Demographics, Status Across Various Domains (self-assessment), Care Team, and Referral History
UC-7	System Performance - Respond to requests *(e.g. Response Time)*
NFR-10	Systems Integrator – SIP requires a Systems Integrator to manage the implementation of a technically complex Data Ecosystem solution

3.1.4 Future Infrastructure and Standards

In this initial implementation phase, the SIP wants to establish functional and scalable infrastructure for the Data Ecosystem. The solution should take into consideration security requirements of data and cybersecurity in the application layer. External data sources that the SIP would like to communicate with, in future phases beyond Phase 1, are being identified and prioritized.

3.2 Business Requirements Document

Business Requirements-SIP.pdf outlines the requirements for the SIP’s Data Ecosystem. It contains the business requirements, user requirements, functional and non-functional requirements. Additionally, a reference architecture is included in the appendix to provide potential vendors with an example of how the solution could be architected.

3.3 Phase 1 Use Cases Document

Phase 1 Use Cases Document.pdf outlines the Phase 1 Scope and Use Cases for the SIP’s Data Ecosystem. It references the SIP Business Requirements Document. This is a key document for focusing project stakeholders, including potential vendors, on what is considered a critical, “must-have” priority during the project’s first procurement cycle.

3.4 Data Architecture Strategy

Data Architecture Strategy.pdf provides a high-level understanding of what kind of data needs to be included in the Data Ecosystem. This does not define physical data structures or technology, which will be part of the solution selected through the RFP process.

4.0 Vendor Response

4.1 Vendor Profile and Demographics

Provide a statement giving a brief history of your company, how it is organized and how its available products and resources will be used to meet the SIP's requirements. The vendor shall submit the following information:

- Vendor's legal name, any applicable trade name, and address. The vendor shall also indicate what type of entity it is — for example, a corporation, a limited liability company, or a partnership.
- The name, address, telephone number and email address of the person to receive correspondence, and who is authorized to make decisions or represent the vendor in this procurement. Please state the authorized person's capacity within the company.
- The total number of years the vendor has been in business and, if applicable, the number of years under the present business name.
- The number of years that the vendor has been providing software or service that meets the requirements of the RFP.
- A description of the vendor's operations: facilities, business and objectives, geographic presence, and the number of employees. Indicate if the vendor is a NY State certified Minority or Women-Owned Business Enterprise.
- A description of the vendor's Diversity, Equity and Inclusion practices including diversity hiring and supplier diversity initiatives.
- A description of support options provided by the vendor, including SLAs and typical response and resolution time for raised issues based on priority.
- A description of availability of skills in the market that are directly related to the vendor's product.
- Approximate number of in-production implementations of the vendor's product, including general characteristics (data volume under management, user population, typical workload, etc.)

4.2 References

The vendor should provide details of a minimum of two and a maximum of five customers for reference. References should be for customers with requirements similar to those of the SIP. References should include information about the contract (specific products in use, date of contract execution, "go live" date and any services provided).

If vendor is selected as a finalist, the SIP will request contact information for the references identified in this section, as well as contact information for the customer's project manager or other senior staff members familiar with vendor's product and the specific project. The SIP reserves the right to contact these references and discuss the customer's level of satisfaction with the vendor and its products.

4.3 Vendor Component Delivery Status

The vendor is required to declare their delivery components for each item in Table 2 below using the descriptions as follows:

A. **Functionality not provided:** The proposal does not contain the functionality.

B. **Functionality provided; requires customized integration with third party:** Vendor has established a relationship with a business partner to provide this functionality, but it needs customizing and integration with a partner (no working around options).

C. **Functionality provided by the vendor, but requires customization:** The functionality can be accomplished with the vendor's products, but some customizing or working around is required.

D. **Functionality provided seamlessly by third-party product:** The vendor has established a relationship (for example, as an OEM) with a business partner to provide this functionality integrated within its solution, and no customizing or working around is needed.

E. **Functionality provided out of the box:** The vendor provides the functionality from its own code base. No customizing or working around is required.

The comments column is provided for clarification, when necessary. The vendor is expected to demonstrate evidence of the capabilities declared throughout remainder of the proposal.

Table 2. Vendor Component Delivery Status

A Completed Version of this Table Must Be Included in Vendor's Response.

Component	Description	Vendor Component Delivery Status	Comments
UC-1	Digital Front Door - Provide Information & Resources That Compel A Person to Create an Account (or Log in)		
UC-2	Identity Management - Centrally Manage Account-Based Access to the Data Ecosystem		
UC-3	Consent Management - Inform and Collect a Person's Consent Enabling Authorized Individuals and Service Providers to Share Person's Data		
UC-4	Data Integration - Receive, Consume, Combine and Normalize Data from Individuals and Service Providers		
UC-5	Master Data Management - Apply Business Rules to Match, De-duplicate, and Standardize Data to Create a Unified Record		
UC-6	360 Degree View of a Person - Display Personalized Dashboard of an Individual's Demographics, Status Across Various Domains (self-assessment), Care Team, and Referral History		
UC-7	System Performance - Respond to requests *(e.g. Response Time)*		
NFR-10	Systems Integrator – SIP requires a Systems Integrator to manage the implementation of a technically complex Data Ecosystem solution		

4.3.1 Description of Solution

The vendor should provide a general description of its proposed solution for the SIP based on the overall business requirements, data architecture strategy, and phase 1 use cases.

Provide detailed information as to the future direction (that is, product roadmap) of product development for the vendor's solution.

Indicate which third-party software packages are required for the proposed solution to function correctly (agents or clients for backup, or software distribution and security, for example), and indicate who is responsible for purchasing and maintaining licenses for this software. Describe vendor's responsibility and process for testing all functionality of the integrated solution when a third party updates their software.

4.3.2 Description of Pricing

The vendor should itemize and describe all hardware, software, maintenance, staffing, and service components required, with associated prices for both on premise and cloud deployments as applicable.

4.3.3 Total Cost of Ownership (TCO)

Document the TCO for the vendor's proposed solution in the 3 to 5-year horizon, specifically the cost of training, software upgrades, and associated infrastructure components as feasible. The vendor should include additional factors that were considered in the vendor's TCO model.

4.3.4 Ability to Meet SIP Data Ecosystem Objectives

The vendor should describe its ability to meet the SIP's operational objectives as summarized in 3.1.1 Description of Operational Objectives and detailed in the Business Requirements Document. The vendor should describe the company's experience in delivering solutions in each of the three sectors: health care, human services, and education. Moreover, the vendor should demonstrate its experience delivering solutions that work across and or integrate the sectors.

4.3.5 Ability to Integrate, Maintain and Scale Components

The vendor should describe how it will integrate its components with the rest of the Phase 1 Data Ecosystem components. Describe how components will be maintained to the most recent version, and how the SIP related additions will be maintained with those upgrades. Additionally, the vendor should describe the 3 to 5-year strategy to be used to keep the SIP Data Ecosystem up to date as it increases in scope and scale.

4.3.6 Ability to Meet Requirements of Project Timeline

The vendor should describe its ability to meet the SIP's Phase 1 target and timeline as described in section 3.1.2 Project Implementation Timeline and elaborated in the accompanying Phase 1 Use Cases document.

4.3.7 Project Management Methodology and Resources

Describe the project management methodology to be used for this project. Include information about the number of staff and types of roles that the vendor would dedicate to the project. Describe the recommended testing methodology to be used for this project and why it is recommended.

4.3.8 Insurance

Vendors must provide details of any liability or other insurance (including, but not limited to, Workers' Compensation and Cyber liability insurance) provided with regard to the project. All policies of insurance shall be primary and noncontributory and must be underwritten by a company authorized to do business in New York. The successful bidder will be required to represent and warrant that such insurance will be in effect throughout the term of the project.

4.3.9 Support and Service Warranty

Vendors should describe the support offerings available for the Data Ecosystem and associated products, including pricing options. Vendors should also describe training services offered by the vendor, including pricing options. In addition, vendors should provide a copy and description of all applicable warranties and a description of subsequent annual costs and description of what is included for any on-going maintenance associated with the proposed solution.

The vendor must indicate whether all source code for the solution will be made available to the SIP or, if not, identify the software escrow service used, give contact information and describe the vendor's policy regarding software escrow updates. Vendor should indicate if the software used in the solution will be owned, licensed or sub-licensed by vendor, including any restrictions or limitations.

4.3.10 Product Upgrades and New Version Releases

Include information about upgrades and new version releases such as:

- The process of new version releases and application of service packs to the solution;
- The pricing options for new releases or annual maintenance fees, if appropriate;
- The quality assurance/testing processes to determine whether an upgrade or custom modification is suitable for release;
- The process by which opportunities for system enhancements are identified, screened, programmed, field-tested and released to customers; and/or
- Whether the upgrade methodology includes a tracking system to report the status of the upgrade, and to record problems and bugs.

4.3.11 Additional Considerations

Please share any additional information that you would like the SIP to consider in evaluating the vendor's proposal. Describe any other product or service capabilities not specifically mentioned in the Phase 1 RFP scope, that the vendor offers and may be of interest to the SIP.