

Website

Q: Is there a tentative launch date set for the new website?

A: Yes. The current NextGen Project Plan calls for Go-Live for the entire solution, including new websites to occur late autumn of 2018.

Q: Who is developing the site?

A: Evenica is developing the new websites as subcontractors to AlfaPeople, Inc., the NHLC's NextGen vendor.

Q: Has the current agency of record been commissioned to complete the current scope of website work?

A: No.

Q: What Content Management System (CMS) is the new website leveraging?

A: Microsoft D365 will replace the current content management system.

Q: In addition to managing the new website, would the selected agency be responsible for providing hosting?

A: The new websites will be hosted in the Azure cloud through the State's contract with SHI International Corp. and Microsoft.

Q: On page 7 of the RFP, it is stated that the selected agency will need to "Develop and maintain website for Enforcement Divisions". Would this be a new website build that is expected to replace the existing web presence for the Enforcement Division?

A: The intent is to replace the existing website.

Microsoft Dynamics 365

Q: Can you describe the work that has been done to integrate Microsoft D365 into your marketing and sales operations thus far?

A: No integration will occur until the Microsoft D365 solution is ready for use.

Q: What systems are currently in sync with Microsoft D365?

A: All systems currently used by the New Hampshire Liquor Commission will be replaced by Microsoft D365 functionality or with add-on solutions that are integrated with Microsoft D365.

Q: Do you have a Marketing Automation system that you use in conjunction with Microsoft D365?

A: Click Dimensions will be used in conjunction with Microsoft D365 for Sales (CRM) and Microsoft D365 for Finance and Operations.

Point of Sale System

Q: Are you using Microsoft D365 as the platform for your new POS/Accounting system?

A: Yes, Microsoft D365 will replace the current platform.

Q: At what stage of development is the POS system?

A: The entire NextGen project is in the Development Phase. Initial Design has been finalized for Retail Operations and customizations are in development.

Q: Are orders currently being run through Microsoft D365?

A: No, the functionality is not available at this time.

Q: Will the new website allow for any e-commerce integration, e.g. sale and delivery of wine and spirits? If yes, is this a custom build or will it be leveraging a 3rd party ecommerce platform such as Magento?

A: Yes – it will allow for integration for those purposes. The entire e-commerce solution is a custom build by Evenica through AlfaPeople, Inc.

Q: Are there plans to leverage e-commerce opportunities via a mobile app?

A: Yes this is currently being explored.

Q: Can you briefly describe the current and planned (if any) in-store audio/video system features and capabilities (network connectivity, distribution system)?

A: All stores have network connectivity with bandwidth consistent with each store's number of lanes (the greater the number of lanes in a store, the greater the bandwidth). Larger and newly renovated stores are on fiber. Smaller stores are on copper. Many of the larger and newly renovated stores have iPads connected to Wi-Fi for use by customers for product research. We currently have audio and video capabilities for marketing efforts through wall-mounted televisions as well as audio ads that are available through some of our liquor and wine outlet stores.

Service Offerings

Q: Has there been any consideration of a delivery service?

A: Yes this is currently being explored.

Q: Has there been any consideration of a Rewards program?

A: Yes this is currently being explored.

Q: Has there been consideration of any other alternate service offerings, such as curbside pick-up?

A: Yes this is currently being explored.

Miscellaneous

Q: How much employee training have you been able to implement in order to increase their product knowledge?

A: During the calendar year of 2017, the NHLC Wine Marketing Specialist and/or vendors have conducted 848 various training sessions to employees at all of our liquor and wine outlet stores across the state to increase product knowledge of both wine and spirits.

Q: Are there plans (or discussions) to increase the emphasis on in-state NH marketing?

A: The NHLC is bound by statute by RSA 175:4, III to expend 80% of advertising funds for out-of-state media.

Q: Is a brand style guide available?

A: The NHLC utilizes branding through our logo and messaging through our marketing efforts.

Q: Are there plans (or discussions) to update the NHLC brand identity?

A: There are no current plans to change the brand identity at this time.

Q: For clarification, how many days will the selected agencies have to prepare for the Oral Presentation hypothetical winter campaign?

A: Bidders who are selected for an Oral Presentation and Agency Tour shall be notified no later than March 29 for scheduled tours April 2-4, so it is difficult to calculate exactly how many days preparation will be available. The schedule will be based on availability of the agency and the RFP Review Team.