



# New Hampshire Liquor Commission

RFI NHLC 2024-10-eCommerce

REQUEST FOR INFORMATION FOR:

## eCommerce Solutions

ISSUED October 17, 2024



## 1. GENERAL INFORMATION

### 1.1. Purpose

The New Hampshire Liquor Commission (NHLC) is considering the replacement of its current eCommerce platform. This Request for Information (RFI) is intended to provide the NHLC with information needed to develop a strategic plan for its eCommerce environment.

### 1.2. Background

New Hampshire is one of 18 alcoholic beverage control jurisdictions. The NHLC licenses and manages the wholesaling and retailing of beer, wine and spirits within the State. The NHLC operates 65 retail locations for the sale of wine and spirits. It licenses 3 agency stores in rural areas for the sale of spirits, over 2,163 businesses for the on-premises consumption of beer, wine and spirits, and over 1,541 businesses for the off-premises consumption of beer and wine.

In April of 2024 the NHLC replaced its 40-year-old inventory management and point-of-sale system with a Microsoft Dynamics-based application. The new system is called NextGen and provides financial management, inventory management and retail point-of-sale. The eCommerce platform will function as the interface for multiple user groups to interact with the NHLC electronically. The user groups include:

#### 1.2.1. Public:

- 1.2.1.1. Retail Customers who will use a website for information about products and for placing and paying for orders to be picked up at a specific NHLC retail store.

#### 1.2.2. Licensees:

- 1.2.2.1. On-premises licensees who sell beer, wine and spirits for consumption by customers while on the business premises (e.g. restaurants and taverns).
- 1.2.2.2. Off-premises licensees who sell beer and wine for consumption off the business premises (e.g. grocery stores and convenience stores).
- 1.2.2.3. Liquor and Wine Representative (Broker) licensees who offer for sale or solicit orders for the sale of liquor and wine to the NHLC. The license is issued to persons designated as authorized New Hampshire representatives by Liquor and Wine Vendors. There are 34 Liquor and Wine Representative licensees.
- 1.2.2.4. Liquor and Wine Vendors who may sell liquor to the NHLC for resale. Liquor and Wine Vendor licenses may be issued only to a manufacturer of liquor, or

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to the person designated by the manufacturer as the sole supplier of its products. There are 174 Liquor and Wine Vendors in the State of New Hampshire.

- 1.2.2.5. Manufacturers and Vendors who submit monthly reports to the Division of Enforcement and pay fees on the product they sell by the 15<sup>th</sup> of each month. There are over 550 licensed manufacturers and vendors, including:
  - 1.2.2.5.1. Beverage Manufacturers who are authorized to manufacturer beverages and specialty beverages to Wholesale Distributors. They are also authorized to sell beverages and specialty beverages to the public and to licensees, with restrictions.
  - 1.2.2.5.2. Brew Pubs who manufacturer beer or cider primarily for consumption on the licensed premises. They are authorized to sell directly to the general public and to licensees, with restrictions.
  - 1.2.2.5.3. Beverage Vendors who represent out-of-state manufacturers and sell beverages and specialty beverages to Wholesale Distributor licensees.
  - 1.2.2.5.4. Beverage Vendors who are authorized to sell directly to New Hampshire retail licensees, with limitations.
  - 1.2.2.5.5. Tenant Brewer licensees who may produce or package beer or specialty beer on the premises of a host brewer licensed as a Beverage Manufacturer.
  - 1.2.2.5.6. A Liquor Manufacturer licensee must ferment and distill liquor from raw materials, and may blend, age, and bottle those liquors or wine produced at the licensed premises in this state. It may sell the liquor it manufactures to the NHLC for resale in this state and may transfer in bond to other licensed rectifiers, wine manufacturers, and liquor manufacturers.
  - 1.2.2.5.7. Wine Manufacturers may ferment fruit or other agricultural products containing sugar to produce table wine, and fortified wine. Each Wine Manufacturer in this state shall have the right to sell and to transport and deliver wines manufactured by it directly to the holders of On-Premises or Off-Premises licenses issued by the NHLC.
- 1.2.2.6. Wholesale Distributors are licensed to purchase beer, wine and spirits from manufacturers and distributors and then re-sell the products in original containers to Licensees for use in accordance with their license type.

1.2.2.7. Direct Shippers are authorized to ship beer, wine or spirits directly to consumers or licensees in the State of New Hampshire.

### 1.2.3. NHLC Staff

1.2.3.1. The Division of Enforcement & Licensing - Administrative Services issues all liquor licenses in the State of New Hampshire, collects all monthly tax forms for Wholesale Distributors, Beverage Manufacturers, Brew Pubs, Tenant Brewers, Beverage Vendors, Liquor Manufacturers, Rectifiers, Direct Shippers/Carriers, and Wine Manufacturers, and collects all fees associated with the monthly reporting requirements. The Auditing Unit and Direct Shipping Unit audit these reports for accuracy and completeness and to ensure compliance with state law

1.2.3.2. The Marketing Division works with Liquor and Wine Representatives and Vendors to review and approve submissions of new products, quarterly cost changes, and monthly sale pricing on items for our 65 retail outlets and wholesale customer licensees (On-Premise, Off-Premise & Agency Stores).

## 1.3. eCommerce Functions

Each of the user groups has a set of functions that must be supported in order to meet their needs. These include:

### 1.3.1. Retail Customer (B2C):

NHLC Information

Find store locations

Sale notifications

Create User Accounts and secure profiles

User ID for user identification, to allow multiple users per email address

Set default store location

Select store to shop

Purchase product with option for in-store or curbside pickup

Save carts for checkout later

Search for product by name, product code, category, special offer, etc.

Add product to cart and adjust quantities

Change password

See inventory availability by store location

Securely pay for orders online by credit card or gift card

See order history

View detailed product information and pricing

View upcoming events with link to purchase tickets

Read information provided as marketing (e.g., blogs, recipes, articles, etc.)

Join loyalty program

Sign up for limited release raffles

**1.3.2. On- and Off-Premise Licensees (B2B):**

Everything in Retail Customer (B2C), plus....

Secure Portal

Individual user accounts for all users.

Ability to have a parent account with access to manage sub-accounts

Ability for parent account users to order on behalf of sub-accounts

Ability for parent account users to view account and pay invoices on behalf of sub-accounts

Ability for parent account users to order for multiple locations through single bulk upload

Multiple roles with varying access (Account Manager, Employee, etc.)

Ability for designated user roles to add/remove/edit other users

Set or change default shipping carrier

Address management

Enroll in paperless billing

View account balance

Make an account payment by e-check or credit card

Order using NHLC house credit ("On account") or credit card

View invoice summary and details, with the ability to print and the ability to export to excel

Ability to shop from warehouse location, in addition to retail store locations

Ability to select delivery or pickup at warehouse

Ability to select ship date for warehouse and pick up date for store order

Ability to create, edit and save order sheets

Order upload with Excel template

Order History summary and detail

Ability to re-order from a past order

See and order product allocated to licensee

Download reports and price lists provided by NHLC

View pricing by license type and shopping location (warehouse vs store)

Ability to assign authorized buyers for retail locations

Enforces Purchase restrictions based on License Type

Enforces Payment restrictions based on tenders approved for each licensee

**1.3.3. Brokers, Vendors, Manufacturers (B2B):**

Everything in On- and Off-Premise Licensee (B2B) and Retail Customer (B2C), plus....

For products they represent:

View all inventory

Edit product details

Submit product image

Create allocation of product to certain licensees

Create allowance offer (product level discount)

Create out of state inventory transfer

- Submit product costs
- Submit request for acceptance of new products
- View status of approvals
- Download reports

**1.3.4. License Enforcement Functions (B2B):**

Everything in On- and Off-Premise Licensee (B2B) and Retail Customer (B2C), plus....

- Ability to submit forms
- Form template downloads
- Ability to make fee payment by e-check and credit card

**1.3.5. Entities with more than one license (B2B):**

National Account Management, where the user can access all license secure portals that connect to that entity within one log in.

- Ability to make one invoice payment across multiple license accounts

**1.3.6. NHLC Marketing:**

- Approve/Reject new products
- Approve/Reject allocations
- Approve/Reject out of state transfers
- Approve/Reject allowance offers
- Approve/Reject product images

**1.3.7. NHLC Customer Support:**

- Account creation and updates
- Password changes

## **2. INFORMATION REQUESTED**

To assist the New Hampshire Liquor Commission in refining the strategic approach to the use of an eCommerce solution, please provide responses to the following questions. Vendors are welcome to include any additional information they deem relevant in their responses.

- 2.1.** Describe your offerings for eCommerce platforms based on the needs outlined above. Please provide any applicable marketing materials.
- 2.2.** Have you implemented eCommerce solutions that support all the customer groups identified above? If not, which groups have you not provided support for?
- 2.3.** Please identify any of the requirements above that are not satisfied by your base product functionality. Have you ever added these functions through customizations for other customers?

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- 2.4.** Describe your approach to eCommerce solution implementations. For instance, is your offering custom developed for each customer, a framework that is modified for each customer, or a product that is configured for each customer?
- 2.5.** Describe your system architecture.
- 2.6.** Describe your experience interfacing with Microsoft Dynamics 365 environments.
- 2.7.** Do you provide a solution hosted in your environment? Can your solution be hosted in Microsoft Azure?
- 2.8.** Please describe your approach to authentication and authorization of user accounts. Does your solution allow one user with one email address to have multiple roles for multiple user accounts? New Hampshire law requires each sales location to be licensed separately even when part of one corporate entity. Do you support “National Accounts” where certain users (usually at corporate HQ) can place orders and pay bills on behalf of multiple licenses/locations?
- 2.9.** Please describe your approach to managing web page “banner” information that the authorized marketing users would change periodically in response to changing product sales or other current information that may need to be shared with customers. Does your solution allow different banner information for different customer types?
- 2.10.** Describe your experience and approach to interacting with payment card processing. How do you maintain PCI security standard compliance?
- 2.11.** What approaches, both procedurally and architecturally, do you take to prevent malicious use of the website?
- 2.12.** Has your system successfully met the requirements of a SOC2 audit on behalf of one of your existing clients?
- 2.13.** The current eCommerce environment includes an Order Fulfillment Tool. Once an online order for store or curbside pickup is placed, the store is notified that an order needs to be picked. Store staff then uses a tablet to support picking the order. Once picked, the order is verified by a second staff member and marked as ready for pickup. The customer is then notified that their order is ready. Does your solution provide an Order Fulfillment function? If so, what options do you support for notification of the retail outlet that orders need to be picked?
- 2.14.** In addition to providing an eCommerce solution, does your organization provide other marketing and advertising services? This may include but is not limited to: creative design and image branding; production of marketing materials, artwork, and advertising for retail environments, such as signage, brochures, shirts, and in-store

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advertising; web-based, electronic, and traditional advertising in such spaces as social media, targeted email, radio, and/or print; and special event development, management, and promotion. Please describe your marketing and advertising services and capabilities.

**2.15.** Please provide URLs for publicly available current production sites that your organization has implemented.

**2.16.** Please describe your approach to post implementation support.

**2.17.** Describe your pricing model.

**2.18.** Would your organization be willing to contract to provide services at fixed prices in a 5-year engagement? In a 7-year engagement?

**2.19.** Please provide any additional information you feel would be helpful.

### **3. RESPONSE INSTRUCTIONS**

#### **3.1. Response Submission and Due Date**

Vendors are requested to submit their response by December 5, 2024. Vendors are encouraged to respond even if their solution only meets part of the requirements. Responses should include answers to the questions in Section 2 above, as well as information for a vendor point-of-contact.

Please provide an original and four hard copies of your response to:

Janet M. Donnelly  
NH Liquor Commission  
ATTN: RFI NHLC 2024-10-eCommerce  
50 Storrs St  
Concord, NH 03301

#### **3.2. Schedule of Events**

| <b>DATE</b>               | <b>EVENT</b>                  |
|---------------------------|-------------------------------|
| October 17, 2024          | RFI Issued                    |
| October 30, 2024          | Vendor Questions Due          |
| November 8, 2024          | Responses to Vendor Questions |
| December 5, 2024          | Vendor Responses Due          |
| Beginning January 7, 2025 | Optional Vendor Presentations |



### **3.3. RFI Inquiries and Vendor Questions**

All inquiries and questions regarding this RFI must be submitted by October 30, 2024. To submit an inquiry or question, please e-mail:

Janet M. Donnelly  
NH Liquor Commission  
50 Storrs St  
Concord, NH 03301  
Email: Janet.M.Donnelly@liquor.nh.gov

The NHLC will issue responses to submitted inquiries on or before the date specified in the Schedule of Events listed in Section 3.2. Official responses by the NHLC will be posted in writing on the NHLC's website.

### **3.4. Response Preparation Cost**

By submitting a response, the vendor agrees that in no event shall the NHLC be either responsible for or held liable for any costs incurred by a vendor in the preparation of or in connection with the response. All material received in response to this RFI shall become the property of the NHLC and will not be returned to the vendor.

## **4. VENDOR PRESENTATIONS**

Based on the review of the responses to this RFI, vendors may be invited to present an overview of their company and services to representatives of the State. There is no guarantee that a vendor will be asked to provide a presentation. All presentation costs incurred by the vendor shall be borne by the vendor. Vendor presentations are for informational purposes only and do not confer any additional status upon a vendor for any future or potential Request for Proposals or contract.

## **5. PUBLIC DISCLOSURE**

The information submitted in response to this RFI (including all materials submitted in connection with it, such as attachments, exhibits, addenda, and presentations) may be subject to public disclosure under Right-to-Know law, including RSA 91-A.

Confidential, commercial or financial information may be exempt from public disclosure under RSA 91-A:5, IV. If a vendor believes any information submitted in response to this RFI should be kept confidential, the vendor must specifically identify that information where it appears in the submission in a manner that draws attention to the designation and must mark/stamp each page of the materials that the vendor claims must be exempt from disclosure as "CONFIDENTIAL." Vendors must also provide a letter to the person listed as the point of contact for this RFI, identifying the specific page number and section of the information you consider to be confidential, commercial or financial and providing your rationale for each designation. Marking or designating an entire submission, attachment or section as confidential shall neither be accepted nor honored by the NHLC. Vendors must also provide a separate copy of the full and complete document, fully redacting those portions and shall note on the applicable page or pages that the redacted portion or portions are "confidential."

Pricing shall be subject to public disclosure regardless of whether it is marked as confidential.

Notwithstanding a vendor's designations, the NHLC is obligated under the Right-to-Know law to conduct an independent analysis of the confidentiality of the information submitted in a response. If a request is made to the NHLC to view or receive copies of any portion of the response, the NHLC shall first assess what information it is obligated to release. The NHLC will then notify you that a request has been made, indicate what, if any, information the NHLC has assessed is confidential and will not be released, and specify the planned release date of the remaining portions of the proposal. To halt the release of information by the NHLC, a vendor must initiate and provide to the NHLC, prior to the date specified in the notice, a court action in the Superior Court of the State of New Hampshire, at its sole expense, seeking to enjoin the release of the requested information.

By submitting a response, vendors acknowledge and agree that:

- 5.1** The NHLC may disclose any and all portions of the response or related materials which are not marked as confidential and/or which have not been specifically explained in the letter to the person identified as the point of contact for this RFI;
- 5.2** The NHLC is not obligated to comply with a vendor's designations regarding confidentiality and must conduct an independent analysis to assess the confidentiality of the information submitted in your response; and
- 5.3** The NHLC may, unless otherwise prohibited by court order, release the information on the date specified in the notice described above without any liability to a vendor.

## **6. NON-COMMITMENT**

This RFI has been issued to obtain information only. Responses to this RFI will not result in a contract or vendor agreement with any respondent. This solicitation for information does not commit the State to publish a Request for Proposals (RFP) or to award a contract. The RFI is not a pre-qualification for any further purchasing or procurement process. Responses to this RFI confer no advantage in any future RFP or contract award.

## **7. CLOSING**

The New Hampshire Liquor Commission thanks you for your efforts in preparing a response. Although this Request for Information does not require the State to issue a Request for Proposal or to award a contract, it is anticipated that the information gathered in this project will be highly beneficial and will inform the State's decision-making process.