NHLC 2024-10-eCOMMERCE INQUIRIES

1. **Is there a timeline in pursuing the project?**

    No fixed timeline has been established. Information gathered from responses to this RFI will help the NHLC establish a strategic plan.

2. **Is there a current vendor providing this service? Or is it a new requirement? And if there is a current vendor, could you please provide the current contract documents/information?**

    Evenica is the current vendor. Current contract and amendments are provided as Attachment A.

3. **What is the anticipated contract value for this service?**

    The value is unknown until a strategic plan is established and the scope defined.

4. **As we understand from the NHLC RFI document, we see NHLC is using Microsoft Dynamics ERP. Does NHLC prefer to use Microsoft Dynamics eCommerce platform? Or is NHLC open to considering other eCommerce platforms as well?**

    NHLC is interested in all possible solutions regardless of software suite.

5. **As we understand from NHLC RFI document, multiple functionalities are mentioned such as Retail Customers, Licensees and Business Entities. Is NHLC open to having two different eCommerce applications? One for Retail customers, the other for licensees and business entities?**

    This architecture would be considered, but the complexity of maintaining two software suites would be a factor.

6. **In the NHLC RFI document, referring to section 1.3.2, a few customer roles such as Account Manager, Employee, etc., are mentioned. May we request NHLC provide the full list of such roles?**

    The current customer (business account) roles are: Primary Account Manager, Account Manager, and Employee. Please see Attachment B for current Business Account User Management.

7. **In the NHLC RFI document, Section 1.3.1, "User ID for user identification, to allow multiple users per email address," does this refer to a requirement where one email address is used by multiple user id's maintaining individual user id's identity intact?**

    The basis for this question is the situation where one individual (usually at a corporate office) has a role in ordering and paying for product for multiple locations which all have

unique licenses as required by NH law. There are also business accounts that use one email address for multiple users.

8. **In the NHLC RFI document, Section 1.3.3, referring to "Create allocation of product to certain licensees" and "Create out of state inventory transfer," these requirements appear to be ERP functions. Does the Microsoft Dynamics ERP have functionality to fulfill these requirements? If so, should that functionality be exposed in an eCommerce solution?**

   Licensees do not have direct access to D365. All licensee product and offer submissions are entered into eCommerce, approved by the NHLC, and passed to D365.

9. **What is NHLC's total number of orders per annum? And average monthly orders?**

   Anticipated total number of orders per year is approximately 70,000. The anticipated average number of orders per month is approximately 5,800.

10. **What is NHLC's total orders value per annum? And average monthly orders value?**

   Anticipated total orders value per year is approximately $175,000,000. The anticipated average orders value per month is approximately $14,600,000.

11. **When does NHLC anticipate implementing a new eCommerce solution? Can we expect 2025, second quarter implementation?**

   A timeline will be established after the plan is developed and the scope defined.

12. **What are the top challenges/shortcomings with the current solution that you want to be addressed?**

   A new solution must have easy-to-use interfaces for the various customer groups, be developed with cybersecurity considerations included in its core architecture and be easy to maintain.

13. **How many legal entities/countries/markets are in scope?**

   NHLC only sells products to people or businesses that are physically present in New Hampshire.

14. **Are there currently any critical manual processes that you are looking to automate into the new solution?**

   Those decisions will depend on the feature sets available from products in the market or being developed.

15. **Please share the overall "as-is" architecture diagram and entire application ecosystem along with integrations, customization, ISVs, etc., if that is available for the current system.**

The new solution will need to integrate to NHLC's Dynamics 365 environment. Architecture of the current system is not relevant to future architecture.

16. **How are current eCommerce orders consumed/landed to Dynamics 365 in the current landscape? Which integrating system/connector is being used?**

   There are inbound and outbound APIs between the current eCommerce solution and D365.

17. **Is any other critical upstream/downstream system integrated with the existing eCommerce platform? Please explain a bit.**

   There are integrations with New Hampshire's third-party warehouse, the NHLC's product content solution, as well as integrations with the Global Payments' payment gateway and the State of New Hampshire's bank for the processing of eCommerce payments.

18. **In Section 1.3.1 "Purchase product with option for in-store or curbside pickup" - What are the different Omni Channel fulfilment scenarios apart from BOPIS (Buy Online Pick up in Store (BOPIS)) that are already implemented/supported in the current system?**

   Only items in stock at a location can be ordered from that location. For retail customers, items ordered and paid for online can be picked up in store or at curbside at participating outlets. For NHLC licensees, items ordered and paid for online can be picked up or scheduled for delivery from the NHLC's third-party warehouse, or for pick up at any of the NHLC's 65 outlets.

19. **Are different pricebook features to be available on B2C and B2B sites based on user login (Customer, Employee, vendor etc.)?**

   NHLC pricing is passed from D365 to the eCommerce solution through an API call at the time an order is placed. Discounts are based on customer type, products purchased, and location of purchase. Customers see eligible discounts based on account type. If browsing the site while not logged in, retail pricing is displayed.

20. **What payment connectors are integrated with the systems? Like Adyen, Shift 4, UPI, Cards or anything else. (Section 1.3.1)**

   New West provides the payment connector.

21. **Are loyalty rewards based on points or discount coupons as part of redemption? (Section 1.3.1)**

   Currently there is no loyalty program, but it could be a future addition.

22. **Do we have any credit limits configuration for B2B to ensure the no defaulters? (Section 1.3.2)**

   Yes.

23. **Which shipment solution is being used for delivering the order from warehouses or stores in the current landscape? (Section 1.3.2)**
A limited number of carriers are authorized to make deliveries from the third-party warehouse to licensees. Licensees can either pick an authorized carrier to pick up from the warehouse or go to the warehouse themselves.

24. **There are multiple functions that Brokers, Vendors, and Manufacturers (B2B) directly do on platform. Does this require any approvals from NHLC before B2B/ B2C orders? (Section 1.3.3)**

    All new product offerings, regular pricing and sale pricing must be approved by NHLC prior to being offered to the customer groups.

25. **Are there any quality checks for the Broker, Vendor, or Manufacturers' (B2B) product submissions? Does uploading the data by Brokers, Vendors, or Manufacturers (B2B) require any validations to be passed? (Section 1.3.3)**

    All broker submissions must be reviewed and approved by the NHLC Marketing Division.

26. **Does customer service obtain order details from customers and then create the order? (Section 1.3.7)**

    No, orders are normally submitted by the customer. Customer Service would only add an order on behalf of the customer in an unusual situation.

27. **Do we have pay-by-link feature enabled for customer service orders? Any plan to implement the feature in the current future? (Section 1.3.7)**

    A pay-by-link feature is not currently enabled. Decisions regarding available features will be made as part of the strategic planning process.

28. **What are the pain areas with the existing platform per user group?**

    A new solution must have easy-to-use interfaces for the various customer groups, be developed with cybersecurity considerations included in its core architecture and be easy to maintain.

29. **What is the peak volume of transactions for each group?**

    Anticipated total number of orders per year is approximately 70,000. The anticipated average number of orders per month is approximately 5,800.

30. **Do we have any abandoned cart feature already available to notify the customer about the unfinished cart?**

    Not currently.

31. **What is the data source in the existing eCommerce platform? This helps in understanding the data migration scope.**

    Microsoft SQL Server.

32. **In Section 1.3.2 "Multiple roles with varying access (Account Manager, Employee, etc.)" - What are the different security roles needs to be covered in terms of User login? Is there any existing customization or standard OOB feature leveraged?**

    The current customer (business account) roles are: Primary Account Manager, Account Manager, and Employee. Each role has a different level of access. Please see <u>Attachment B</u> for current Business Account User Management. Yes, there is customization.

33. **Is this a phase wise plan per user group (Staggered) or all at once (Big Bang) as part of this implementation?**

    That decision will be made as part of the strategic planning process.

34. **Please let us know the list of mobile devices & OS other than standard laptops and desktops for which the implementation needs to be extended.**

    That decision will be based on the features of the products available on the market.

35. **What are the different browsers that need to be supported for the new eCommerce platform?**

    Edge, Safari, Firefox and Chrome.

36. **What challenges did the state face with the previous eCommerce project that led to this RFI?**

    This RFI is a normal step in the periodic re-acquisition required by New Hampshire Executive Branch procedure.

37. **Will the eCommerce solution include the sale of beer to agency stores and licensees?**

    No.

38. **Do all stores offer Buy Online for In-Store Pickup?**

    No.

39. Is Curbside Pickup available for licensees?

    No, only in store pickup is available.

40. **How does pricing vary across stores and warehouses? Are these price differences tracked in D365?**

Please see the answer to Question 19. Yes, price differences are tracked in D365.

41. Is there more to Order Sheets than providing a way to upload an order with an Excel file?

Not for individual licensees, but for national account functionality (corporate ordering) these files are consolidated into one and need to be parsed out by license number.

42. How do you manage payment tender restrictions by licensee? Is this data available within D365?

Yes, the data is available within D365.

43. What is the workflow for an out-of-state transfer?

Out-of-state transfers occur when a Broker or Manufacturer has placed a quantity of product in the warehouse in New Hampshire and retained ownership but decides that they need to move the product to another jurisdiction for sale.

44. Are there options for licensees to order unlisted items?

No, all items must be approved by NHLC before they are available for sale.

45. What reports do Brokers and Vendors need to be able to receive?

Reports Including: Brand Master, Store Inventory, UPC to Brand Cross Reference, Warehouse Price Change, Vendor/Broker/Product Cross Reference, Depletion (Invoices), Product Sales, Warehouse Projection, License Name and Address, Quarterly Price List, Broker Name and Address, Vendor Name and Address, Purchase Order, Purchase Confirmation, Gross Profit, Product List, Warehouse Inventory (Concord), Allowance Offer, Store Name and Address, Licensee Price Lists (6 – OnPrem Reg/Sale; OffPrem Reg/Sale; Agency Reg/Sale).

46. Will vendors be permitted to participate in digital trade marketing on the eCommerce solution?

No, NHLC is responsible for all marketing material presented to customers.

47. Given that B2B users have different access level requirements, use cases, purchasing timelines, and relationships with other tiers, why would the state bundle B2B with consumer features and vendor/broker operational requirements? Are there other efficiencies that the state is looking to gain by bundling these features together?

NHLC would consider a solution that has separate approaches to B2C and B2B but would consider the effort required to maintain two separate software suites.

48. Will the state require the solution provider to provide a product content catalog as one of their requirements?

No.

49. How important is it to the state for the solution provider to have pre-existing vendor relationships?

It is not a factor.

50. How important is it to the state for the solution provider to have experience with B2B eCommerce for a control state?

Specific experience is beneficial, but not likely to be a disqualifier.