



STATE OF NEW HAMPSHIRE

NEW HAMPSHIRE LIQUOR COMMISSION NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS

RFP ISSUED	9/17/2025
STATE AGENCY POINT OF CONTACT	Name: Janet Donnelly Email: Janet.M.Donnelly@liquor.nh.gov
CONTRACT TYPE	Not to Exceed
PROPOSAL DUE DATE	10/17/2025 2:00 PM ET

**STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
TABLE OF CONTENTS**

TABLE OF CONTENTS

SECTION 1: Overview and Schedule of Events.....	3
SECTION 2: Proposal Submission and Vendor Inquiries.....	8
SECTION 3: Proposal Organization, Content, and Required Items.....	11
SECTION 4: Evaluation of Proposals.....	14
SECTION 5: Terms and Conditions Related to the RFP Process.....	18
SECTION 6: Contract Terms and Award.....	22
APPENDIX A: Vendor Conference Requirements.....	24
APPENDIX B: Requirements and Deliverables.....	25
APPENDIX C: Topics for Mandatory Responses.....	33
APPENDIX D: Standards for Describing Vendor Qualifications.....	39
APPENDIX E: Pricing	41
APPENDIX F: DoIT Infrastructure and Security.....	44
APPENDIX G: Merchant Card Services.....	45
APPENDIX H: Terms and Conditions.....	47
APPENDIX I: Attachments.....	51
ATTACHMENT 1: P-37 State of New Hampshire General Provisions and Exhibits	
ATTACHMENT 2: Transmittal Form Letter	

Remainder of this page intentionally left blank

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 1: OVERVIEW AND SCHEDULE OF EVENTS

SECTION 1: OVERVIEW AND SCHEDULE OF EVENTS

1.1 Executive Summary

1.1.1 Introduction

The New Hampshire Liquor Commission (NHLC or Agency) is releasing this Request for Proposals (RFP) to solicit proposals for services related to Stored Value Cards, such as gift cards and promotional cards, for use in a retail environment.

1.1.2 Overview of the NHLC

The NHLC regulates the manufacture, possession, sale, consumption, importation, use, storage, transportation, and delivery of wine, spirits, and malt or brewed beverages in New Hampshire. All sales of wine and spirits in the State, with the exception of wines sold by licensees of the NHLC or by direct shippers, are made through the 64 wine and liquor retail locations, known as New Hampshire Liquor & Wine Outlets, operated by the NHLC, through warehouses owned or contracted by the NHLC, or online through the NHLC's eCommerce website. These sales include both retail sales direct to individual consumers and wholesale sales to licensed establishments for consumption either on or off the premises. In addition to liquor and wine sales, the NHLC collects license fees for the manufacturing, sale, transportation, or warehousing of alcoholic beverages and a per gallon tax on beer sold by wholesale distributors and beverage manufacturers in New Hampshire.

The NHLC is a leading retailer in the beverage alcohol industry and a crucial resource for the State of New Hampshire. In Fiscal Year 2024, the NHLC generated \$766.7 million in annual sales, delivering \$139.9 million in revenue to support critical state programs. Twelve million customers annually from across North America make purchases from the NHLC's expansive offerings of tax-free wine and spirits. The NHLC is recognized as an industry leader for our innovative approach to retailing and customer service, accomplished through our dedicated team of 1,200 employees.

As an option for its retail customers, the NHLC offers closed loop gift cards for sale in its stores. Additionally, the NHLC at times runs marketing campaigns that include the offering of a monetary reward to the customer after a specific purchase. Such rewards take the form of a promotional card loaded with an amount of funds as determined by the campaign. Such gift and promotional cards, also known as Stored Value Cards, meaningfully contribute to the NHLC's business. In Fiscal Year 2025, the NHLC activated approximately 280,000 Stored Value Cards for a combined value of more than \$45,500,000.00, and NHLC customers redeemed Stored Value Cards for a combined value of over \$43,660,000.00

By law, the primary duties of the NHLC are to optimize profitability, maintain proper controls, assume responsibility for effective and efficient operations, and provide service to customers. The Agency is also required to enforce the laws and regulations governing the purchase, consumption, and control over alcoholic beverages throughout the State, in addition to monitoring youth access to tobacco products. The NHLC is comprised of a commissioner, who is known as the Chairman of the Liquor Commission, and a Deputy Commissioner. There are three Divisions within the NHLC: the Division of Enforcement and Licensing; the Division of Marketing, Merchandising, and Warehousing;

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 1: OVERVIEW AND SCHEDULE OF EVENTS

and the Division of Administration. The Division of Enforcement and Licensing is responsible for enforcing the State’s alcohol and tobacco laws and licensing businesses to sell such products; the Division of Marketing, Merchandising, and Warehousing oversees the NHLC’s functions related to purchasing, merchandising, warehousing, and distributing alcoholic beverages, as well as operation of the NHLC’s retail locations; and the Division of Administration supports the NHLC’s retail and regulatory operations through its legal, human resources, information technology, finance, and internal audit units.

As the NHLC continues to innovate and modernize, the Agency has recently implemented its NextGen project. NextGen is the NHLC’s Enterprise Resource Planning (ERP) solution, based on the Microsoft Dynamics 365 software platform, which integrates and supports the full breadth of the NHLC’s operations, including point-of-sale, supply chain management, back-office financials, and eCommerce.

1.1.3 NHLC IT Environment

The NextGen system provides a unified system to operate all NHLC functions including full financial management. It is based on the Microsoft Dynamics 365 Platform and includes Azure-based resources and state data center resources.

NextGen uses three Dynamics 365 modules: Finance, Commerce, and Supply Chain Management, as well as the Store Commerce App (formerly known as MPOS). Customizations have been created in each of the modules. NextGen has a number of components outside the Dynamics 365 modules. Additionally, there is a separate subscription to support the development and test environments, which includes test copies of the above infrastructure as well as supporting infrastructure used for development, i.e. tier-1 all-in-one Dynamics 365 development servers. Our website is based on the Evenica Corp. e4 Suite. On our website, B2B and B2C consumers have the ability to purchase goods from our 64 retail outlets and the warehouse. Additionally, licensees can manage their accounts and pay open invoices. All payments go through our payment gateway, Genius Smart P2PE, provided by Cayan, LLC, a subsidiary of Global Payments Direct, Inc.

Relevant NextGen Components

Microsoft Services	Dynamics 365 Finance Dynamics 365 Commerce Dynamics 365 Supply Chain Management Store Commerce App for Windows
Evenica Corp. Services	e4Commerce – Beverage B2C (e4110) e4Commerce – Beverage B2B (e4120) e4Integrate – Enterprise Orchestration (e4220)

Each of the 64 retail locations has the same IT infrastructure. There is a carrier ethernet connection to the Department of Information Technology/State of New Hampshire data center. From the data center, access is provided to the Azure Cloud. A wired ethernet network connects between 2 and 10 cash register lanes at each retail location. Each lane has a Windows-based PC (HP RP915 or HP

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 1: OVERVIEW AND SCHEDULE OF EVENTS

EngageOne Pro) “cash register” with a Verifone M400 card processing device. These devices can only access the Store Commerce App (SCA). Store Commerce App is connected to supporting infrastructure such as the Commerce Scale Unit, and Commerce Run Time, which facilitates integration to Dynamics 365. There is a hard-wired full function PC in the store manager’s office that is used for both Dynamics Finance and Supply Chain Management back-office tasks.

The NHLC has partnered with multiple vendors to implement and support the NextGen system.

Relevant NHLC NextGen Partners

Cayan, LLC d/b/a Global Payments Direct, Inc.	<ul style="list-style-type: none">• Supply and support VeriFone pin pad devices that process credit, debit, and gift card sales at all retail locations.• Pin pads are integrated with the State’s acquiring bank through Cayan’s P2PE PCI DSS validated payment gateway.
Bank of America	<ul style="list-style-type: none">• Acquiring bank for the State of New Hampshire.
Essintial Enterprise Solutions, Inc.	<ul style="list-style-type: none">• Provide hardware break/fix support for the retail locations.
Evenica Corp.	<ul style="list-style-type: none">• Developers of eCommerce websites for beverage broker, licensee, and citizen transactions.• Provide ongoing operational support for the web environment.
GiveX USA Corporation/ Shift4	<ul style="list-style-type: none">• Processor of all gift card transactions.
New West Technologies, Inc.	<ul style="list-style-type: none">• Provide and support the GeniusPay for D365 payment connector software.• GeniusPay integrates D365 POS with Verifone pin pads.
New Hampshire Department of Information Technology	<ul style="list-style-type: none">• Responsible for network and support services.

1.1.4 Scope of Work Overview

The selected Vendor will provide the NHLC with services to operate Stored Value Card programs including required services (a) and (b) and optional services (c) and (d) below:

- a.** Physical Gift Cards: Customers at one of the NHLC’s 64 retail locations will purchase and NHLC will activate a physical gift card for a selected value as determined by the NHLC. The transaction will be accomplished through the NHLC’s point-of-sale system interfacing to the Vendor’s system. Gift cards do not expire.
- b.** Promotional Cards: During promotional periods, retail customers receive a promotional card loaded with a value based on the amount of a retail purchase or NHLC-approved program. Promotional cards have a fixed expiration date determined by the NHLC.
- c.** Electronic Gift Cards: Customers will purchase an electronic gift card (e-gift card) through a Vendor-supplied website or hosted payment page linked to the NHLC’s eCommerce website and receive a receipt with a bar code or QR code that can be scanned at a retail location for

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 1: OVERVIEW AND SCHEDULE OF EVENTS

purchases. The NHLC intends to implement an e-gift card program in the near future at its discretion but may choose not to exercise this option.

- d. Loyalty Program: Loyalty program customers will have the ability earn points based on their purchases and redeem those points for discounts as defined by the NHLC toward a future purchase. Such a program would include various tiers (ex. silver, gold, platinum, diamond) that will be earned by customers based on their purchases. The NHLC intends to implement a Loyalty Program in the near future at its discretion but may choose not to exercise this option.

The Vendor must provide a customer focused website, or hosted payment page linked to the NHLC's eCommerce website, that allows customers to check values on existing cards, add additional funds, and purchase e-gift cards. The Vendor must also provide an administrative website or portal that allows NHLC staff to check the status of cards or e-gift cards, access reports, and download transaction and card data as needed by the NHLC. A variety of financial and transactional reports and data sets must be available to the NHLC.

The Vendor's system must interface with the NHLC's NextGen financial system and transfer required data. The NHLC's current merchant card (credit, debit, and gift) payment gateway is Genius Smart P2PE, a product of Cayan, LLC, a subsidiary of Global Payments Direct, Inc. The successful Vendor will need to provide a solution that will allow transactions to work with this payment gateway.

The Vendor must provide easy and timely creation, ordering, and delivery of physical Stored Value Cards, including a backup inventory of Stored Value Cards. The NHLC must have the ability to customize the Stored Value Cards with such details as specific text, agency logos, and program-specific branding.

The NHLC will provide a full ledger of all outstanding cards: card numbers, balances, activation/expiration dates, and PIN numbers. The selected Vendor must provide transition services to securely migrate all outstanding card data by December 31, 2025, ensuring continuity of card number and BIN/IIN (Bank Identification Number or Issuer Identification Number) recognition. The selected Vendor shall be contractually bound to honor redemptions for all outstanding Stored Value Card balances as of the date of transition.

The NHLC has an inventory of previously purchased physical cards. The Vendor must support the issuance of these cards. These cards are programmed with minimum and maximum activation amounts. A portion of these cards were purchased as promotional cards and have previously determined activation and expiration dates.

1.2 Schedule of Events

The following table provides a Schedule of Events for this RFP through contract finalization and approval. The Agency reserves the right to amend this Schedule at its sole discretion and at any time through a published Addendum.

**STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 1: OVERVIEW AND SCHEDULE OF EVENTS**

EVENT	DATE & TIME (ET)
RFP Released to Vendors / Inquiry Period Begins (on or about)	September 17, 2025
Vendor Conference	September 29, 2025 1:00 PM ET
Vendor Inquiry Period Ends (Final Inquiries due)	October 1, 2025
Final NHLC Responses to Vendor Inquiries	October 3, 2025
Final Date and Time for Proposal Submission	October 17, 2025 2:00 PM ET
Vendor Interviews/Presentations (on or about)	October 21, 2025
Estimated Date of Vendor Selection	October 24, 2025
Anticipated Governor and Council Approval	December 17, 2025

Remainder of this page intentionally left blank

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 2: PROPOSAL SUBMISSION AND VENDOR INQUIRIES

SECTION 2: PROPOSAL SUBMISSION AND VENDOR INQUIRIES

2.1 Proposal Submission

Proposals are to be submitted in both physical and electronic formats. Physical Proposals and Electronic Proposals submitted in response to this RFP must be received no later than the time and date specified in the Schedule of Events, herein. It is the Vendor's responsibility to ensure a complete Proposal is submitted.

The Price Proposal must be labeled clearly and submitted separately from the Technical Proposal as further described below.

In the event of a discrepancy between the Physical Proposal and the Electronic Proposal submitted by the Vendor, the Physical Proposal shall take precedence.

Vendors are permitted to submit one (1) Proposal in response to this RFP. Proposals shall consist of a Technical Proposal and a Price Proposal.

Late submissions will not be accepted. Delivery of the Proposals shall be the Vendor's responsibility. The time of receipt shall be considered when a Proposal has been officially documented by the Agency, in accordance with its established policies, as having been received at the location and via email as designated below. The Agency accepts no responsibility for damaged, mislabeled, or undeliverable mailed or emailed Proposals.

A Vendor's disclosure or distribution of its Proposal other than to the State will be grounds for disqualification.

2.1.1 Physical Proposals

Physical Proposals must be addressed to:

STATE OF NEW HAMPSHIRE

New Hampshire Liquor Commission

c/o Janet Donnelly

50 Storrs Street

Concord, NH 03301

Proposals must be clearly marked as follows:

RESPONSE TO RFP: NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS

Physical Submissions shall include:

a. Package 1- Technical Proposal:

- 1.** One (1) original and seven (7) clearly identified copies of the Technical Proposal, including all required attachments.
- 2.** One (1) copy of the Proposal Transmittal Form Letter (described in Section 3.3.2: Transmittal Form Letter and included in Attachment 2) shall be signed by an official authorized to legally bind the Vendor and shall be marked "ORIGINAL."

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 2: PROPOSAL SUBMISSION AND VENDOR INQUIRIES

b. Package 2 – Price Proposal:

- 1.** A separate Price Proposal must be labeled clearly and sealed separately from the Technical Proposal.
- 2.** One (1) original and two (2) copies of the Price Proposal, as described in Appendix E: Pricing, must be bound separately.

2.1.2 Electronic Proposals

Electronic Proposals must be addressed to:

TO: Janet.M.Donnelly@liquor.nh.gov

CC: Stephanie.D.Bosstick@liquor.nh.gov

Proposals must be clearly marked as follows:

Subject: RESPONSE TO RFP: NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS

Electronic Submissions must be submitted using the following criteria:

- a.** Searchable PDF Format
- b.** Files must be less than 10MB in size.
- c.** Exception: If files are greater than 10MB in size, the Vendor will be required to submit their Proposal in parts.

Electronic Submissions shall include:

- a.** Attachment 1: Technical Proposal:
 - 1.** The Technical Proposal, including all required attachments.
 - 2.** One (1) copy of the Proposal Transmittal Form Letter (described in Section 3.3.2: Transmittal Form Letter and included in Attachment 2) shall be signed by an official authorized to legally bind the Vendor and shall be marked “ORIGINAL.”
- b.** Attachment 2: Price Proposal:
 - 1.** The Price Proposal must be labeled clearly and separately from the Technical Proposal.
 - 2.** The Price Proposal must include the information described in Appendix E: Pricing.

2.2 Vendor Inquiries

All inquiries concerning this RFP, including but not limited to, requests for clarifications, questions, and any changes to the RFP, shall be submitted via email to the following RFP Point of Contact:

Janet Donnelly, Paralegal

Email: Janet.M.Donnelly@liquor.nh.gov

Inquiries must be received by the RFP Point of Contact no later than the conclusion of the Vendor Inquiry Period identified in the Schedule of Events. Inquiries received later than the conclusion of the Vendor Inquiry Period shall not be considered properly submitted and may not be considered. The State assumes no liability for assuring accurate/complete email transmission/receipt and is not required to acknowledge receipt of inquiries.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 2: PROPOSAL SUBMISSION AND VENDOR INQUIRIES

The Agency intends to issue official responses to properly submitted inquiries on or before the date specified in the Schedule of Events section, herein. The Agency may consolidate and/or paraphrase questions for sufficiency and clarity. Oral statements, representations, clarifications, or modifications concerning the RFP shall not be binding upon the Agency. Official responses by the Agency will be made only in writing by the process described above.

The Agency will require the selected Vendor to execute a Contract using the P-37 State of New Hampshire General Provisions and any attached exhibits, a copy of which is included in Attachment A. To the extent that a Vendor believes that exceptions to the standard form contract will be necessary for the Vendor to enter into the Agreement, the Vendor must submit those proposed exceptions during the Vendor Inquiry Period.

2.3 Restriction of Contact with Agency Employees

From the date of release of this RFP until an award is made and announced regarding the selection of a Vendor, all communication with personnel employed by or under contract with the Agency regarding this RFP is prohibited unless first approved by the RFP Points of Contact listed herein. Agency employees have been directed not to hold conferences and/or discussions concerning this RFP with any potential Contractor during the selection process, unless otherwise authorized by the RFP Point of Contact. Vendors may be disqualified for violating this restriction on communications.

2.4 Validity of Proposal

Proposals must be valid for one hundred and eighty (180) days following the deadline for submission of Proposals in the Schedule of Events, or until the Effective Date of any resulting Contract, whichever is later.

Remainder of this page intentionally left blank

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 3: PROPOSAL ORGANIZATION, CONTENT, AND REQUIRED ITEMS

SECTION 3: PROPOSAL ORGANIZATION, CONTENT, AND REQUIRED ITEMS

3.1 Proposal Organization

Proposals should follow the following format:

- a. The Proposal should be printed on white paper with dimensions of 8.5 by 11 inches with right and left margins of one (1) inch.
- b. The Proposal should use Times New Roman font with a size no smaller than eleven (11).
- c. Each page of the Proposal should include a page number and the number of total pages and identification of the Vendor in the page footer.
- d. Each section of the proposal should be clearly identified.

Exceptions for paper and font sizes are permissible for: graphical exhibits, which may be printed on white paper with dimensions of 11 by 17 inches; and material in appendices.

3.2 Proposal Organization

The Proposal should be organized as follows:

3.2.1 Technical Proposal

- a. Cover Page
- b. Transmittal Form Letter
- c. Table of Contents
- d. Section I: Executive Summary
- e. Section II: Glossary of Terms and Abbreviations
- f. Section III: Narrative Responses
- g. Section IV: Corporate Qualifications
- h. Section V: Qualifications of Vendor Key Staff
- i. Section VI: Vendor Attachments
- j. Section VII: Copy of the RFP and any Addendum(s) - required in original Technical Proposal only

3.2.2 Price Proposal

- a. Cover Page
- b. Price Information as described in Appendix E: Pricing

3.3 Technical Proposal Components

3.3.1 Cover Page

The first page of the Vendor's Technical Proposal should be a cover page containing the following text:

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
RESPONSE TO RFP: NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
TECHNICAL PROPOSAL

The cover page should also include the Vendor's name, contact person, contact telephone number, address, city, state, zip code, fax number, and email address.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 3: PROPOSAL ORGANIZATION, CONTENT, AND REQUIRED ITEMS

3.3.2 Transmittal Form Letter

The Vendor must submit a signed Transmittal Form Letter with their response using the Transmittal Form Letter template provided in Attachment 2. Any electronic alteration to the content of this Transmittal Form Letter template is prohibited. Any such changes shall result in a Proposal being rejected.

3.3.3 Table of Contents

The Vendor must provide a table of contents with corresponding page numbers relating to its Proposal.

3.3.4 Section I: Executive Summary

Section I shall provide an executive summary, not to exceed two (2) pages, identifying how the Vendor satisfies the goals of this RFP. The executive summary will also provide an overview of the Vendor's proposed solution, highlighting those factors that they believe distinguish their Proposal.

3.3.5 Section II: Glossary of Terms and Abbreviations

Section II shall provide a glossary of all terms, acronyms, and abbreviations used in the Vendor's Proposal.

3.3.6 Section III: Narrative Responses

Section III solicits narrative responses to the topics identified in Appendix C: Topics for Mandatory Responses. Discussion of each topic must begin on a new page.

3.3.7 Section IV: Corporate Qualifications

Section IV shall provide the corporate qualifications of the Vendor and any Subcontractors proposed to participate in the solution. Specific information to be provided is described in Appendix D: Standards for Describing Vendor Qualifications.

3.3.8 Section V: Qualifications of Account Manager and Key Vendor Staff

Section V shall be used to provide required information on the Account Manager and the Vendor's Key Staff. Specific information to be provided is described in Appendix D: Standards for Describing Vendor Qualifications.

3.3.9 Section VI: Vendor Attachments

Section VI provides space for extra materials the Vendor may reference in Appendix C and/or Appendix D such as the Organizational Chart.

3.3.10 Section VII: Copy of RFP and Addendum(s)

Section VII shall include a copy of NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS and any subsequently issued Addendums. This section is required in the original Technical Proposal only.

3.4 Price Proposal (Sealed Separately)

The Price Proposal must be labeled clearly and submitted separately from the Technical Proposal. The Price Proposal must include the following:

**STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 3: PROPOSAL ORGANIZATION, CONTENT, AND REQUIRED ITEMS**

3.4.1 Cover Page

A Cover Page that includes the Vendor's name, contact person, contact telephone number, address, city, state, zip code, fax number, and email address, as well as the following text:

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
RESPONSE TO RFP: NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
PRICE PROPOSAL

The cover page should also include the Vendor's name, contact person, contact telephone number, address, city, state, zip code, fax number, and email address.

3.4.2 Price Details and Information

Vendor shall provide the proposed price of the Vendor's solution by including all rates, costs, and fees as indicated in Appendix E: Pricing.

Remainder of this page intentionally left blank

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 4: EVALUATION OF PROPOSALS

SECTION 4: EVALUATION OF PROPOSALS

4.1 Criteria for Evaluation and Scoring

Each responsive Proposal will be evaluated and considered with regard to the Solution and Services proposed, qualifications of the Vendor and any Subcontractors, experience and qualifications of proposed candidates, and price.

If the NHLC determines to make an award, the Agency will begin negotiations with a Vendor based on these evaluations. Should the NHLC be unable to reach agreement with the high scoring Vendor during Contract discussions, the Agency may then undertake Contract discussions with the next high scoring Vendor and so on; or the Agency may reject all Proposals, cancel this RFP, or solicit new Proposals under a new acquisition process.

The Agency will use a scoring scale of one hundred (100) points. Points will be distributed as set forth in the table below.

Table 4.1: Scoring of Proposal

CATEGORIES	POINTS	
Technical Proposal Potential Maximum Points:		70
Proposed Solution	30	
Administrative Portal and Reporting	20	
Customer Portal	15	
Vendor Company and Experience	5	
Price Proposal Potential Maximum Points:		30
TOTAL POTENTIAL MAXIMUM POINTS AWARDED		100

The NHLC will select a Vendor based upon the criteria and standards contained in this RFP and by applying the weighting in this section. Vendor interview/presentation and reference checks, to the extent they are utilized by the NHLC, will be used to refine and finalize technical scores.

4.2 Scoring Detail

4.2.1 Scoring of the Proposed Solution

The Vendor's proposed Solution will be allocated a maximum score of thirty (30) points. The main purpose of this section is to measure how well the Solution meets the business needs of the NHLC. The NHLC will consider Vendor's responses regarding, but not limited to, the following: Stored Value Card offerings and programs, data migration and implementation, data security, and training approach.

Scoring is primarily measured using Vendor responses in the following sections:

- a. Proposal Section III: Narrative Responses
- b. Vendor Interviews and/or Presentations (if applicable)

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 4: EVALUATION OF PROPOSALS

4.2.2 Scoring of Administrative Portal and Reporting

Vendor's proposed Administrative Portal and Reporting solution will be allocated a maximum score of twenty (20) Points. In this section, the NHLC will score the Vendor's offering for a portal for NHLC staff to administer the proposed Stored Value Card program. The NHLC will consider the Vendor's responses regarding, but not limited to: proposed implementation, security, and support for the Administrative Portal, ease of use, available reporting options, and compatibility with the NHLC's current and future systems.

Scoring is primarily measured using Vendor responses in the following sections:

- a. Proposal Section III: Narrative Responses
- b. Vendor Interviews and/or Presentations (if applicable)

4.2.3 Scoring of Customer Portal

Vendor's proposed Customer Portal will be allocated a maximum score of fifteen (15) Points. In this section, the NHLC will score the Vendor's offering for a portal for NHLC customers to access the offerings of the proposed Stored Value Card program. The NHLC will consider the Vendor's responses regarding, but not limited to: proposed implementation, security, and support for the Customer Portal, ease of use, the user interface, and compatibility with the NHLC's current and future systems.

Scoring is primarily measured using Vendor responses in the following sections:

- a. Proposal Section III: Narrative Responses
- b. Vendor Interviews and/or Presentations (if applicable)

4.2.4 Scoring of Vendor Company and Experience

Vendor Company qualifications will be allocated a maximum score of five (5) points. It must be established that the Vendor Company is capable of completing all requirements as outlined in this RFP.

Scoring is primarily measured using Vendor responses in the following sections:

- a. Proposal Section IV: Corporate Qualifications
- b. Proposal Section V: Qualifications of Account Manager and Key Vendor Staff
- c. Vendor Interviews and/or Presentations (if applicable)
- d. References

4.2.5 Scoring the Price

The Vendor's price will be allocated a maximum score of thirty (30) points. The NHLC will only consider Pricing provided in the Price Proposal, the requirements for which are found in Appendix E: Pricing. The price information required in a Proposal is intended to provide a sound basis for comparing price. The Vendor's Price Score formula described in Section 4.3.5 below will be utilized for this scoring portion.

4.3 Planned Evaluations

The NHLC plans to use the following process:

- a. Initial screening to ensure that the Proposals comply with submission requirements.
- b. Review of Technical Proposals
- c. Oral interviews and/or presentations (if desired by the NHLC).
- d. Evaluation of Technical Proposals and scoring.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 4: EVALUATION OF PROPOSALS

- e. Review of Price Proposals and scoring.
- f. Selection of the highest scoring Vendor and contract negotiation.

4.3.1 Initial Screening

The NHLC will conduct an initial screening step to verify Vendor compliance with the submission and content requirements set forth in the RFP. The Agency may waive or offer a limited opportunity to cure immaterial deviations from the RFP requirements if it is determined to be in the best interest of the State. A Proposal that fails to satisfy either submission requirements or minimum standards may be rejected without further consideration.

4.3.2 Technical Proposal Review

The Agency will establish an evaluation team for the RFP. The evaluation team will review the Technical Proposals.

4.3.3 Oral Interviews and/or Presentations

At the Agency's discretion, Vendors may be invited to oral interviews and/or presentation including demonstrations of any proposed technical solutions. The Agency retains the sole discretion to determine whether to conduct oral interviews or presentations, with which Vendors, the number of interviews and the length of time provided for the interview or presentation. The Agency may decide to conduct oral interviews or presentations with less than all responsive Vendors.

The purpose of oral interviews and/or presentations is to clarify and expound upon information provided in the written Technical Proposals. Vendors are prohibited from altering the basic substance of their Proposals during the oral interviews or presentations. The Agency may ask the Vendor to provide written clarifications of elements in their Technical Proposal regardless of whether it intends to conduct oral interviews.

Information gained from oral interviews and/or presentations will be used to refine Technical Proposal scores. All costs associated with oral presentations/interviews shall be borne entirely by the Vendor.

4.3.4 Final Scoring of Technical Proposals

Following oral interviews and/or presentations (if applicable), reference checks (if appropriate) and/or review of written clarifications of Proposals requested by the Agency, the evaluation team will determine a final score for each Technical Proposal.

4.3.5 Price Proposal Review and Scoring

Price Proposals will be reviewed upon completion of final scoring of the Technical Proposals. The Vendor's Price Proposal will be allocated a maximum potential score of thirty (30) points. Vendors are advised that this is not a low bid award and that the scoring of the Price Proposal will be combined with the scoring of the Technical Proposal to determine the overall highest scoring Vendor.

The following formula will be used to assign points for Price:

Vendor's Price Score = (Lowest Proposed Price / Vendor's Proposed Price) x Maximum Number of Points for Price Proposal.

**STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 4: EVALUATION OF PROPOSALS**

For the purpose of use of this formula, the lowest proposed price is defined as the lowest price proposed by a Vendor meets the requirements for consideration on the Technical Score.

4.4 No Best and Final Offer

The Proposal should be submitted initially on the most favorable terms that the Vendor can offer. There will be no best and final offer procedure. The Vendor should be prepared to accept this RFP for incorporation into a resulting contract. Contract negotiations may incorporate some or the entire Proposal.

4.5 Rights of the Agency in Accepting and Evaluating Proposals

The Agency reserves the right to:

- a. Make independent investigations in evaluating Proposals.
- b. Request additional information to clarify elements of a Proposal.
- c. Waive minor or immaterial deviations from the RFP requirements, if determined to be in the best interest of the State.
- d. Omit any planned evaluation step if, in the Agency's view, the step is not needed.
- e. At its sole discretion, reject any and all Proposals at any time.
- f. Open contract discussions with the second highest scoring Vendor and so on, if the Agency is unable to reach an agreement on Contract terms with the higher scoring Vendor(s).

Remainder of this page intentionally left blank

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 5 – TERMS AND CONDITIONS RELATED TO THE RFP PROCESS

SECTION 5: TERMS AND CONDITIONS RELATED TO THE RFP PROCESS

5.1 RFP Addendum

The Agency reserves the right to amend this RFP at its discretion, prior to the Proposal submission deadline. In the event of an addendum to this RFP, the Agency, at its sole discretion, may extend the Proposal submission deadline, as it deems appropriate.

5.2 Non-Collusion

The Vendor's signature on a Proposal submitted in response to this RFP guarantees that the prices, terms and conditions, and Work quoted have been established without collusion with other vendors and without effort to preclude the Agency from obtaining the best possible competitive Proposal.

5.3 Property of the State

All material received in response to this RFP shall become the property of the State and will not be returned to the Vendor. Upon Contract award, the State reserves the right to use any information presented in any Proposal.

5.4 Confidentiality of a Proposal

The substance of a Proposal must remain confidential until the Effective Date of any Contract resulting from this RFP. A Vendor's disclosure or distribution of Proposals other than to the Agency without the Agency's prior consent may be grounds for disqualification.

5.5 Public Disclosure

In general, the State is obligated to make public the information submitted in response to this RFP (including all materials submitted in connection with it, such as attachments, exhibits, addenda, and presentations), any resulting contract, and information provided during the contractual relationship. The Right-to-Know law (RSA 91-A) obligates the State to conduct an independent analysis of the confidentiality of the information submitted, regardless of whether it is marked confidential.

In addition, the Governor and Council (G&C) contract approval process more specifically requires that pricing be made public and that any contract reaching the G&C agenda for approval be posted online.

Information submitted in response to this RFP is subject to public disclosure under the Right-to-Know law after the award of a contract by G&C. At the time of closing date for Proposals, the State will post the number of responses received with no further information. Pursuant to RSA 21-G:37, the State will also post the name and rank or score of each Vendor pursuant to the timeliness requirements therein. Notwithstanding the Right-to-Know law, no information concerning the contracting process, including, but not limited to information related to proposals, communications between the parties or contract negotiations, shall be available until a contract is approved by G&C, or, if the contract does not require G&C approval, until the contract has been actually awarded. This means unsuccessful Vendors shall not be notified of the outcome until that time.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 5 – TERMS AND CONDITIONS RELATED TO THE RFP PROCESS

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 request for proposal 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 RFP, 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 proposal, attachment or section as confidential shall neither be accepted nor honored by the State. 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.”

Submissions which do not conform to these instructions by failing to include a redacted copy (if necessary), by failing to include a letter specifying the rationale for each redaction, by failing to designate the redactions in the manner required by these instructions, or by including redactions which are contrary to these instructions or operative law may be rejected by the State as not conforming to the requirements of the proposal.

Pricing, which includes but is not limited to the administrative costs and other performance guarantees in Proposals or any subsequently awarded contract shall be subject to public disclosure regardless of whether it is marked as confidential.

Notwithstanding a Vendor’s designations, the State is obligated under the Right-to-Know law to conduct an independent analysis of the confidentiality of the information submitted in a proposal. If a request is made to the State by any person or entity to view or receive copies of any portion of the proposal, the State shall first assess what information it is obligated to release. The State will then notify you that a request has been made, indicate what, if any, information the State 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 State, a Vendor must initiate and provide to the State, 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 proposal, Vendors acknowledge and agree that:

5.5.1 The State may disclose any and all portions of the proposal or related materials that 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 RFP;

5.5.2 The State 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 proposal; and

5.5.3 The State 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.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 5 – TERMS AND CONDITIONS RELATED TO THE RFP PROCESS

5.6 Electronic Posting of Resulting Contract

RSA 91-A obligates disclosure of contracts resulting from responses to RFPs. As such, the Secretary of State provides to the public any document submitted to G&C for approval, and posts those documents, including the contract, on its website. Further, RSA 9-F:1 requires that contracts stemming from RFPs be posted online. By submitting a Proposal, Vendors acknowledge and agree that, in accordance with the above-mentioned statutes and policies, (and regardless of whether any specific request is made to view any document relating to this RFP), any contract resulting from this RFP that is submitted to G&C for approval will be made accessible to the public online.

5.7 Non-Commitment

Notwithstanding any other provision of this RFP, this RFP does not commit the Agency to award a Contract. The Agency reserves the right, at its sole discretion, to reject any and all Proposals, or any portions thereof, at any time; to cancel this RFP; and to solicit new Proposals under a new acquisition process.

5.8 Proposal Preparation Cost

By submitting a Proposal, a Vendor agrees that in no event shall the Agency be either responsible for or held liable for any costs incurred by a Vendor in the preparation of or in connection with the Proposal, or for work performed prior to the Effective Date of a resulting Contract.

5.9 Ethical Requirements

From the time this RFP is published until a contract is awarded, no Vendor shall offer or give, directly or indirectly, any gift, expense reimbursement, or honorarium, as defined by RSA 15-B, to any elected official, public official, public employee, constitutional official, or family member of any such official or employee who will or has selected, evaluated, or awarded an RFP, or similar submission. Any Vendor that violates RSA 21-G:38 shall be subject to prosecution for an offense under RSA 640:2. Any vendor who has been convicted of an offense based on conduct in violation of this section, which has not been annulled, or who is subject to a pending criminal charge for such an offense, shall be disqualified from applying to the RFP, or similar request for submission and every such Vendor shall be disqualified from applying to on any RFP or similar request for submission issued by any State agency. A Vendor that was disqualified under this section because of a pending criminal charge which is subsequently dismissed, results in an acquittal, or is annulled, may notify the Department of Administrative Services (DAS), which shall note that information on the list maintained on the State's internal intranet system, except in the case of annulment, the information, shall be deleted from the list.

5.10 Debarment

Vendors who are ineligible to apply to proposals, bids or quotes issued by the Department of Administrative Services, Division of Procurement and Support Services pursuant to the provisions of RSA 21-I:11-c shall not be considered eligible for an award under this proposal.

5.11 Challenges on Form or Process of the RFP

A Vendor questioning the Agency's identification of the selected Vendor may request that the Agency review its selection process. Such request shall be made in writing and be received by the Agency within 5 (five) business days after the rank or score is posted on the agency website. The request shall specify all points on which the Vendor believes the Agency erred in its process and shall contain such argument in support of

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
SECTION 5 – TERMS AND CONDITIONS RELATED TO THE RFP PROCESS

its position as the Vendor seeks to present. In response, the issuing Agency shall review the process it followed for evaluating responses and, within 5 (five) business days of receiving the request for review, issue a written response either affirming its initial selection of a Vendor or canceling the application. In its request for review, a Vendor shall not submit, and an Agency shall not accept nor consider any substantive information that was not included by the Vendor in its original application response. No hearing shall be held in conjunction with a review. The outcome of the Agency's review shall not be subject to appeal.

Remainder of this page intentionally left blank

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 - STORED VALUE CARD PROGRAMS
SECTION 6 – CONTRACT TERMS AND AWARD

SECTION 6: CONTRACT TERMS AND AWARD

6.1 Non-Exclusive Contract

Any resulting Contract from this RFP will be a Non-Exclusive Contract. The State reserves the right, at its discretion, to retain other contractors to provide any of the Services or Deliverables identified under this procurement or make an award by item, part or portion of an item, group of items, or total Proposal.

6.2 Award

Any resulting Contract is contingent upon approval of the Contract by Governor and Executive Council of the State of New Hampshire and upon continued appropriation of funding for the Contract.

6.3 Anticipated Contract Term

The Vendor shall be fully prepared to commence work after full execution of the Contract by the parties, and the receipt of required governmental approvals, including, but not limited to, Governor and Executive Council of the State of New Hampshire approval (“Effective Date”).

The initial Contract Term will begin on the Effective Date and continue through February 29, 2028. The Contract Term may be extended for up to four (4), two-year terms (“Extended Contract Term”) at the sole option of the State, subject to the party’s prior written agreement on terms and applicable fees for each extended Contract Term, contingent upon satisfactory Vendor performance, continued funding and Governor and Executive Council approval.

Transition Period: Upon written request by the NHLC at least thirty (30) days prior to the expiration of the Contract Term or applicable Extended Contract Term, Vendor shall continue performing the services outlined and agreed to in the Contract resulting from this RFP during a transition period of no longer than six (6) months following the expiration or termination of this Agreement (“Transition Period”). Vendor shall cooperate fully and promptly with the transition of the services and related data to another provider if applicable. If the NHLC requests that Vendor provide contracted services during the Transition Period, NHLC shall continue paying applicable fees and charges as set for the Contract.

6.4 Standard Contract Terms

The Agency will require the successful Vendor to execute a Not to Exceed Contract. The P-37 State of New Hampshire General Provisions and Exhibits, identified in Appendix I and included in Attachment 1 will form the basis of any Contract resulting from this RFP.

To the extent that a Vendor believes that exceptions to the standard form Contract will be necessary for the Vendor to enter into the Agreement, the Vendor should note those issues during the Vendor Inquiry Period. The Agency will review requested exceptions and accept, reject or note that it is open to negotiation of the proposed exception at its sole discretion. If the Agency accepts a Vendor’s exception the Agency will, at the conclusion of the inquiry period, provide notice to all potential Vendors of the exceptions which have been accepted and indicate that exception is available to all potential Vendors. Any exceptions to the standard form contract that are not raised during the Vendor inquiry period are waived. In no event is a Vendor to

**STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 - STORED VALUE CARD PROGRAMS
SECTION 6 – CONTRACT TERMS AND AWARD**

submit its own standard contract terms and conditions as a replacement for the State's terms in response to this solicitation.

6.4.1 Contract Negotiations and Unsuccessful Vendor Notice

If a Vendor is selected, the State will notify the selected Vendor in writing of their selection and the State's desire to enter into contract discussions. Until the State successfully completes discussions with the selected Vendor, all submitted Proposals remain eligible for selection by the State. In the event contract discussions are unsuccessful with the selected Vendor, the evaluation team may recommend another Vendor.

6.4.2 Subcontractors

The Vendor shall remain wholly responsible for performance of the entire Contract regardless of whether a Subcontractor is used. The State will consider the Vendor to be the sole point of contact regarding all contractual matters, including payment of any and all charges resulting from any Contract.

6.5 Related Documents Required

The selected Vendor will be required to submit the following documents prior to Contract approval:

- a. Certificate of Good Standing obtained by the Secretary of State of New Hampshire.
- b. Certificate of Authority/Vote - The Certificate of Authority/Vote authorizes, by position, a representative(s) of your corporation to enter into an Agreement or amendment with the State of New Hampshire.
- c. Certificate of Insurance - Certificate of Insurance evidencing coverage as required under the Contract.
- d. Workers' Compensation coverage must comply with State of NH RSA 281-A.

Remainder of this page intentionally left blank.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX A: VENDOR CONFERENCE REQUIREMENTS

APPENDIX A: VENDOR CONFERENCE REQUIREMENTS

An optional Vendor Conference will be held over Microsoft Teams on the date and at the time identified in the Schedule of Events.

All Vendors who intend to submit Proposals are invited to attend the Vendor Conference. Vendors intending to attend are required to RSVP via email at least twenty-four (24) hours prior to the Vendor Conference date, indicating the number of individuals who will attend the Vendor Conference, their names, and their email addresses. Conference call information will be emailed to registrants after receipt of the RSVP.

An RSVP for the Vendor Conference should be sent to the RFP Point of Contact:

Janet Donnelly
Email: Janet.M.Donnelly@liquor.nh.gov

Vendors will have an opportunity to ask questions about the RFP and the NHLC will make a reasonable attempt to answer questions it deems appropriate. Questions may include, without limitation, a request for clarification of the RFP; a request for changes to the RFP; suggestions or changes to the RFP that could improve the RFP competition or lower the offered price; and to review any applicable Documentation.

Vendors are encouraged to email inquiries at least twenty-four (24) hours prior to the Vendor Conference. No responses will be given prior to the Vendor Conference. Oral answers will not be binding on the State. The State's final response to Vendor inquiries and any requested changes to terms and conditions raised during the Vendor Inquiry Period will be posted to the NHLC website by the date specified as the final date for State responses to Vendor inquiries as specified in the Schedule of Events.

Remainder of this page intentionally left blank.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX B: REQUIREMENTS AND DELIVERABLES

APPENDIX B: REQUIREMENTS AND DELIVERABLES

B-1 Statement of Work

B-1.1 Mandatory Requirements and Qualifications

The following requirements and qualifications must be met by a Vendor in order for a submitted Proposal to receive consideration. Proposals that do not demonstrate or articulate a clear ability to meet these requirements will not be considered or scored.

The NHLC anticipates final contract approval and execution of any contract resulting from this RFP to occur in mid-December of 2025.

B-1.1.1 Transition Deadline

The Vendor must demonstrate the ability to transition all current NHLC Stored Value Card data, including card numbers and balances, so that the gift and promotional cards can be used without interruption to NHLC customers on January 1, 2026.

B-1.1.2 Compatibility

The Vendor's solution must work with the NHLC's current information technology infrastructure as outlined in Section 1 and in this Appendix B so that NHLC Stored Value Card usage and reporting can continue without interruption on January 1, 2026.

B-1.2 Product Needs

As a retailer, the NHLC makes available to its customers different payment options to effectuate the purchase of its products. In addition to traditional methods such as cash or credit/debit transactions, the NHLC issues physical gift cards to customers. The NHLC anticipates implementing the sale of e-gift cards in the near future. Additionally, the NHLC runs a variety of promotions throughout the year as a method of increasing sales. As a component of certain promotions, the NHLC issues promotional cards to customers, generally after the customer's purchase of a specified product or dollar amount.

The NHLC also has an interest in and the means to create a Loyalty Program. Through such a program, the NHLC envisions the use of a Loyalty Card that a customer would use in conjunction with purchases and would require a tracking and data collection component.

Each of these types of Products have different needs as outlined in the following subsections.

B-1.2.1 Required Programs: Gift Cards and Promotional Cards

- a. Gift Cards:** Gift cards are physical cards available for purchase by customers at NHLC retail outlets that are loaded with a dollar value as determined by the customer so that the funds are available for future use. Gift cards have the following specific requirements:
 1. Gift cards must not expire.
 2. The Vendor's solution must accommodate the ability of a customer to purchase and pay for a single gift card or multiple gift cards through the NHLC's Point-of-Sale system, from any one of the NHLC's retail outlet locations, and in any denomination.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX B: REQUIREMENTS AND DELIVERABLES

3. The Vendor's solution must accommodate the ability to add dollar value to previously purchased gift cards.
- b. **Promotional Cards:** Promotional cards (also known as bonus cards) are physical cards that are provided to customers by the NHLC typically in conjunction with a marketing promotion. Promotional cards are loaded with a dollar value as determined by the parameters of the promotion. Promotional cards have the following specific requirements:
 1. Promotional cards may have an expiration date.
 2. The Vendor's solution must accommodate the ability of the NHLC to apply value and issue single or multiple promotional cards through the NHLC's Point-of-Sale system, from any one of the NHLC's retail outlet locations, and in any denomination.
 3. The Vendor's solution must accommodate the ability to add dollar value to a previously issued promotional card.
 4. The Vendor's solution must allow the NHLC staff to remove the balance from any promotional cards that have passed the expiration date. This removal process should allow for the NHLC staff to remove that value in bulk from all cards that have passed the expiration date at one time in addition to having the ability to remove the balance from an individual card.
- c. **Requirements of both Gift and Promotional Cards:** Both types of cards have the following requirements:
 1. The Vendor's solution must provide the ability to easily request and access card balances. Cardholders shall be able to check card balances at any time by telephone and/or via an Internet portal that the NHLC can link to its website or through the cashier at the point-of-sale.
 2. The Vendor shall provide custom-printed, plastic or laminated, cards as requested by the NHLC.
 - a. Artwork shall be provided by the NHLC and the NHLC shall have final approval of the design and text. Customizations may include, but are not limited to, customized wording, agency logos, and program-specific branding.
 - b. Cards will be standard size, ISO/IEC 7810 ID-1 format.
 - c. Cards will have a magnetic stripe, scannable barcode/QR code, and a Visible Human Readable number.
 3. The Vendor must provide a system through which cards can easily and timely be created, ordered, and delivered to the NHLC in quantities determined by the Agency.
 4. The Vendor must provide detailed tracking and capabilities to monitor card distribution and redemption.
 5. The Vendor shall provide responsive customer service support 24 hours per day, 7 days per week, 365 days per year.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX B: REQUIREMENTS AND DELIVERABLES

6. The Vendor shall comply with the Payment Card Industry Data Security Standard (PCI DSS) and all applicable federal, state, and local laws and regulations related to data protection, privacy laws, and Stored Value Cards.
7. The Vendor must have robust data security measures to protect sensitive customer information and provide evidence of ongoing security audits and compliance certifications.

B-1.2.2 Future Optional Programs: Online Gift Card Sales and Loyalty Program

The Vendor must respond to the requirements for online gift card sales and Loyalty Programs as defined below. At its discretion, the NHLC may choose to exercise the option to implement either or both of these programs during the term of a resulting contract. As the resulting contract will be non-exclusive, in the event that an Optional Future Program is implemented with a different vendor, the Vendor will be required to work collaboratively with all NHLC partners to ensure all programs function optimally with a positive customer impact.

- a. **Online Gift Card Sales (Physical and E-Gift Cards):** The NHLC hopes to expand its gift card offerings by providing its customers with the option to purchase gift cards online. This would include the option to purchase a physical gift card to be shipped and to purchase gift cards in electronic form (e-gift cards) via the Internet in addition to the physical gift cards that are currently offered for purchase in the retail stores. The NHLC is interested in Vendor capabilities to enable expansion into this area. Specific requirements for e-gift cards include:
 1. All requirements listed in Section B-1.2.1(c)(1), (4), (5), (6) and (7) above.
 2. The physical representation of the e-gift cards must have a scannable barcode and/or QR code and a visible human readable number.
 3. The proposed solution must be compatible and certified with NHLC's payment gateway as described in Section 1.1.3 of this RFP, or selected Vendor must be able to provide an alternative payment gateway certified with Bank of America with processing services and fees included.
 4. The vendor's solution must accommodate the ability for a customer to order, purchase, and pay for single or multiple e-gift cards through the NHLC's website in any denomination.
 5. E-gift cards must be customizable, with options including but not limited to personalized messages, agency logos, and program-specific branding.
- b. **Loyalty Program:** The NHLC is interested in implementing a Loyalty Program through which repeat customers may receive benefits for continued shopping with the NHLC. Such a program would require data tracking and monitoring that bears similarities to Stored Value Card management systems. The NHLC is interested in Vendor capabilities to enable expansion into this area. The Loyalty Program will include the ability for customers to earn points based on their purchases and redeem those points for discounts defined by the NHLC for use toward a future purchase. Additionally, the Loyalty Program will include various tiers (ex. silver, gold, platinum, diamond) that will be earned by customers based on their purchases. i.e. The more a customer purchases the higher their tier, with rewards commensurate with each tier.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX B: REQUIREMENTS AND DELIVERABLES

B-1.3 Technical and Business Requirements for Stored Value Cards

The Vendor's solution must be compatible with the NHLC's existing Information Technology architecture. The NHLC's IT requirements for its Stored Value Card Programs Vendor are as follows:

B-1.3.1 Existing Payment Devices

Vendor shall supply a Stored Value Card solution that is compatible with existing Verifone M400 and e285 payment devices. These devices are currently utilized by the NHLC in its retail stores. Vendor's solution must accommodate transactions including but not limited to the following on the Verifone M400 and e285 devices:

- a. Issuance/Activation
- b. Redemption
- c. Add Value/Reload
- d. Balance Inquiries

B-1.3.2 Future Devices

The Stored Value Card solution shall be compatible with most credit card terminal models from major manufacturers, including but not limited to Verifone and Ingenico. The solution shall also be compatible with a wide variety of Point-of-Sale (POS) cash register systems and capable of running on most Windows-based platforms or through web-based terminal interfaces.

B-1.3.3 Payment Connector

Vendor shall supply a Stored Value Card solution that is compatible with NHLC's current payment connector provided by New West Technologies, Inc. This Genius Pay connector must support Vendor's Stored Value Card Solution out of the box or with minimal changes to the configuration of the payment connector.

B-1.3.4 Payment Gateway

The Vendor shall supply a Stored Value Card solution that is compatible with NHLC's current payment gateway provided by Cayan, LLC/Global Payments Direct, Inc. (GPI). Vendor shall be willing to accommodate a future change to the NHLC's payment gateway to avoid interruption in Stored Value Card services if such a change were to occur.

B-1.3.5 Card Functionality

The Vendor's solution must allow:

- a. Gift and promotional cards to be activated with a preloaded set value (ex. \$25.00) as determined by the NHLC
- b. Gift and promotional cards to be activated with a value within a range determined by the NHLC (ex. a card may be activated for any amount between \$5 and \$10,000)
- c. No expiration date for gift cards
- d. Expiration date as determined by the NHLC for promotional cards
- e. Valid use dates (i.e. Beginning and End dates) as determined by the NHLC for promotional cards
- f. Bulk and individual deactivation of promotional cards as determined by the NHLC

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX B: REQUIREMENTS AND DELIVERABLES

- g.** In real time, NHLC staff must be able to:
 - 1.** Issue/activate cards
 - 2.** Bulk load cards
 - 3.** Add value to a card
 - 4.** Redeem a card
 - 5.** Conduct a balance inquiry from the POS system and a telephone number and/or a provided website
 - 6.** Access a card's history
- h.** In real time, NHLC customers must be able to:
 - 1.** Conduct a balance inquiry from a telephone number and/or a provided website, or through a cashier at the point-of-sale.
 - 2.** Access a card's history

B-1.3.6 System Conversion

The selected Vendor's solution must be fully operational and integrated with NHLC's systems by December 31, 2025. Required functions of a fully operational system include but are not limited to:

- a.** Support for NHLC's current inventory of un-activated Stored Value Cards.
- b.** Support for NHLC's existing supply of issued Stored Value Cards with a current balance. These cards must be supported on December 31, 2025.
- c.** An operational Customer Portal that provides gift card balances to the consumer
- d.** Ability of the NHLC to purchase new Stored Value Card stock
- e.** An operational administrative system permitting NHLC staff to:
 - 1.** Access real-time card balances
 - 2.** Redeem Stored Value Cards
 - 3.** Issue Stored Value Cards
 - 4.** Add value to an existing Stored Value Card
 - 5.** Generate reports as detailed in Section B-1.4 below

B-1.3.7 Technical Support

The Vendor shall provide the NHLC with support for technical and operational issues with the Stored Value Card programs and solutions. Real-time support must be available 24 hours per day, seven days per week, 365 days per year. Vendor shall provide the NHLC with a toll-free telephone number and/or web-based access to technical service staff that can resolve issues including but not limited to data or reporting errors and errors related to the issuance, redemption or balance verification of Stored Value Cards.

B-1.3.8 Updates

The Vendor shall provide the NHLC a minimum one hundred twenty (120) days' notice of any proposed updates to the Vendor's solution that would require a change to NHLC IT Environment so as to ensure that any needed changes are completed prior to the update. Vendor shall support software updates to the NHLC's IT Environment as required.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX B: REQUIREMENTS AND DELIVERABLES

B-1.3.9 Uptime

The platform provided for the Stored Value Card solution must have an Uptime Availability of 99.95% for all Stored Value Card processing functions.

B-1.3.10 SOC2 Compliance

It is preferred that the Vendor's relevant data center(s) are SOC2 Type 2 compliant and, if so, a current certificate of attestation must be provided to NHLC at least annually and upon request.

B-1.3.11 Training

The selected Vendor will provide training for six (6) NHLC resources on how to use the Administrative Portal and reporting functionality of the new solution. This training shall be web-based or in-person, and a Vendor resource shall be available during training to answer questions and offer clarification. Training shall occur in advance of implementation and upon any changes to the Administrative Portal impacting functionality utilized by NHLC resources.

B-1.3.12 Account Manager

Vendor shall designate an Account Manager to serve as a single point of contact for the NHLC for any needs related to the Stored Value Card solution.

B-1.3.13 Web Content and Mobile Application Accessibility

All web content and mobile applications developed, delivered, or otherwise furnished by the Vendor pursuant to the terms and conditions of any resulting contract shall comply with all applicable accessibility requirements under 28 C.F.R. § 35.200 and the technical standards for web content and mobile application accessibility specified in version 2.1 of the Web Content Accessibility Guidelines (WCAG) at Level AA conformance. The NHLC may require Vendor's compliance with the web content and mobile application accessibility standards set forth in this paragraph to be determined by a third-party selected by the NHLC at its sole and absolute discretion.

B-1.4 Financial Reporting Needs

The NHLC operations related to gift cards, promotional cards, and any optional e-gift card or Loyalty Programs require reports to support operational and finance activities. The reports are necessary for measurement of card performance and success, accounting and reconciliation of results, and for analysis purposes for planning and budgeting.

The NHLC will have different reporting needs for each card type.

B-1.4.1 Reporting Parameters

Reports are required on an annual, monthly, and daily basis. Below are the reporting parameters required:

- a. Card type: gift card, promotional card, loyalty card, etc.
- b. Card bin range by card program
- c. By channel where purchase/activated/redeemed by card program
- d. Transaction detail by card program
- e. Card liability by card program

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX B: REQUIREMENTS AND DELIVERABLES

B-1.4.2 Reporting Requirements

- a. Vendor will be required to provide the monthly report of fees by channel and by type of fee.
- b. All reports required must detail activity for each NHLC location. NHLC locations should be listed by store number, Headquarters, and Store Operations. As new locations are opened or existing locations are closed, the reporting will be modified to include or remove these locations.
- c. All reports for activity by location must include card issuances, card cancellations, card refunds, card redemptions, and outstanding liability where applicable (i.e. gift cards).
- d. Where applicable, expiration information must be listed by applicable card program (i.e. promotional cards).
- e. At the inception of the program, existing outstanding card information and legacy historical information must be reportable at the same level as required reports detailed in Section B-1.4 above.

B-1.4.3 Reporting System

Vendor will provide a web-based reporting system to allow the NHLC access to data for all transactions over a filterable time period as well as total fees billed for the Stored Value Card solution. The reporting system shall meet the requirements and enable the reporting detailed in Sections B-1.4.1 and B-1.4.2 above. The reporting system should also allow for custom reporting for additional information requirements and inquiries. All monthly reports and other transaction management reports shall be available via the website or via email or file transfer as determined by the NHLC. Data should be available in tab-delimited, CSV, Excel, or other formats acceptable to the NHLC for exporting and importing into other report templates.

B-1.4.4 Real Time Transactions

All transactions shall be processed in real time to ensure that card balances are correct, new cards contain no funds until activated (except for pre-loaded and bulk-loaded cards), and redemptions occur quickly and easily.

B-1.5 Transitional Services

As the NHLC will have active Stored Value Cards with balances at the beginning of any Contract resulting from this RFP and at the conclusion of any Contract resulting from this RFP, the Vendor must provide the following transitional services to ensure that neither customers nor the NHLC are negatively impacted. The Vendor shall be contractually bound to honor redemptions for all outstanding Stored Value Card balances as of the date of transition.

B-1.5.1 Data Migration

At the outset of any Contract resulting from this RFP, the NHLC shall provide a full ledger of all outstanding cards: card numbers, balances, activation/expiration dates, and PIN numbers. The selected Vendor must securely migrate all outstanding card data by December 31, 2025, ensuring continuity of card number and BIN/IIN (Bank Identification Number or Issuer Identification Number) recognition.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX B: REQUIREMENTS AND DELIVERABLES

At the conclusion of any Contract resulting from this RFP, Vendor shall provide a full ledger of all outstanding cards: card numbers, balances, activation/expiration dates, and PIN numbers as well as transaction history from the full duration of services provided for all Stored Value Cards. The ledger should be provided in any type of non-proprietary file format, including tab-delimited, Excel, or standard database format. The final ledger should be provided within 1 business day after the conclusion of services.

B-1.5.2 Existing Stock and Card Balances

The NHLC has an inventory of previously purchased physical cards. The Vendor must support the issuance of these cards. These cards are programmed with minimum and maximum activation amounts. A portion of these cards were purchased as promotional cards and have previously determined activation and expiration dates.

B-1.6 Data Location

The Vendor shall provide its Services to the State and its end users solely from data centers within the Continental United States. All storage, processing and transmission of State Data shall be restricted to information technology systems within the Continental United States. The Vendor shall not allow its personnel or sub-contractors to store State data on portable devices, including personal computers, except as specified and allowed by the Contract, and then only on devices that are used and kept at its data centers within the Continental United States. The Vendor shall permit its personnel and contractors to access State data remotely only to provide technical support and as specified or required by the Contract.

B-1.7 Additional Security and Information Technology Requirements

Vendor shall not use equipment or services on the State of New Hampshire's Prohibited Technologies List (<https://www.doit.nh.gov/sites/g/files/ehbemt506/files/inline-documents/sonh/prohibited-technologies.pdf>) or on the FCC Covered List (<https://www.fcc.gov/supplychain/coveredlist>).

B-1.8 Background Checks

The Vendor shall conduct criminal background checks and not utilize any staff, including subcontractors, to fulfill the obligations of the Contract who have been convicted of any crime of dishonesty, including but not limited to criminal fraud, or otherwise convicted of any felony or misdemeanor offense for which incarceration for more than 1 year is an authorized penalty. The Vendor shall promote and maintain an awareness of the importance of securing the State's information among the Contractor's employees and agents.

The State may, at its sole expense, conduct reference and background screening of the Vendor's Key Project Staff. The State shall maintain the confidentiality of background screening results in accordance with the Contract Agreement.

Remainder of this page intentionally left blank.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX C: TOPICS FOR MANDATORY RESPONSES

APPENDIX C: TOPICS FOR MANDATORY RESPONSES

This section provides a series of technical topics that the State of New Hampshire will consider in selecting a Solution for this RFP. Responses provided should be relevant to the Project described within this RFP. The following table identifies specific topics for narratives. A page limit is identified for each topic. If a response to a topic exceeds the page limit, the State will limit its consideration to the prescribed page limit.

TABLE C: Topics	
	PAGE LIMIT
Topic 1 – Required Current Programs	6
Topic 2 – Online Gift Card Sales	6
Topic 3 – Loyalty Programs	6
Topic 4 – Physical Card Stock	6
Topic 5 – Approach to Transitioning Current Card Balances and Information	6
Topic 6 – Payment Processing Components	6
Topic 7 – Administrative Portal	6
Topic 8 – Reporting Capabilities and Functionality	6
Topic 9 – System Security	6
Topic 10 – Hosted System	6
Topic 11 – Customer Portal and Access	6
Topic 12 – Support for the NHLC	6
Topic 13 – Training Approach	6

TOPIC 1 – Required Current Programs

The NHLC will evaluate the breadth of gift and promotional card programs offered by the Vendor.

1. Describe in detail your gift card program and how it functions.
2. Describe in detail your promotional card program and how it functions.
3. How would your Stored Value Card programs be implemented at the NHLC?
4. Are the cards reloadable?
5. Are you able to offer cards with no expiration date and cards with set expiration dates?
6. Are cards capable of being pre-loaded with a set value? Describe the activation process for set value cards.
7. Are cards capable of being bulk loaded?
8. What is the process for removing funds from expired promotional cards in bulk/batch and individually?

TOPIC 2 – Online Gift Card Sales

The NHLC will evaluate the breadth of the Vendor’s electronic gift card program and how it could be implemented for the NHLC in the future.

1. Describe in detail your electronic gift card program and how it functions.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX C: TOPICS FOR MANDATORY RESPONSES

2. Describe in detail your process for selling and fulfilling customer orders for physical gift cards online.
3. Describe how a customer would purchase and receive an electronic gift card.
4. Describe the options for customers to process payment for the e-gift card purchase.
5. Do you have your own payment gateway that could be used to process purchases of Stored Value Cards online? What fees are associated with the use of your payment gateway?
6. How would a customer redeem your electronic gift card? What hardware or software would be required in a retail store to process an electronic gift card? How would a NHLC store employee process the card?
7. What software or additional development would need to be added to the physical gift and promotional card programs to enable electronic gift card functionality?
8. Describe your model for customer support for e-gift card purchases.
9. Please describe any other features of your electronic gift card program not covered by the above questions.

TOPIC 3 – Loyalty Program

The NHLC will evaluate the breadth of the Vendor's Loyalty Program offerings and how such offerings could be implemented for the NHLC in the future.

1. Describe in detail your loyalty program offerings and how they function.
2. What options are available to tailor your program to the NHLC's needs? Are the parameters of the program configurable?
3. What information can your loyalty program(s) track? i.e. number of purchases, dollars spent, products purchased
4. What customer information would be stored by your company?
5. Is your loyalty program(s) hosted in your system or integrated and managed in Microsoft Dynamics 365?
6. Describe how customers are identified as loyalty customers in our various systems (ex. Physical cards that can be scanned or swiped, account number added to the system by customer on the payment card device or cashier in POS).
7. Describe the process of creating a customer's loyalty account.
8. Describe in detail how loyalty customers' purchasing and return transactions are tracked from a retail store.
9. Describe in detail how loyalty customers' purchases are tracked for purchases made from our online website.
10. Describe how customers can access their loyalty account to view status and balance of loyalty points.
11. What reporting is available for the Loyalty Program?
12. How is transactional data from Dynamics 365 integrated into the Loyalty Program?
13. Describe your model for customer support for Loyalty Program members.
14. Is your solution capable of integrating with other systems ?
15. Please describe any other features of your program not covered by the above questions.

TOPIC 4 – Physical Card Stock

The State will evaluate the Vendor's ability to supply the NHLC with gift and promotional cards.

1. Describe the cards you can offer for sale to the NHLC.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX C: TOPICS FOR MANDATORY RESPONSES

2. Describe the process of submitting a design and text for a card.
3. Describe the process of ordering cards.
4. How many cards can be ordered at a time?
5. What are the processing and delivery timeframes for cards?
6. Are there limitations on design or text? What are they?
7. Please describe any other features for your physical cards not covered by the above questions.

TOPIC 5 – Approach to Transitioning Existing Card Balances and Information

The State will evaluate the Vendor's migration plan for existing card data.

1. Describe the process for migrating all existing card data to your solution by December 31, 2025.
2. Describe the timeline for this process.
3. Describe your approach to providing reports for historical data.
4. Describe any potential impact on the NHLC's customers due to the required data migration.
5. Describe any potential impact on the NHLC due to the required data migration.
6. Describe the transition plan for the NHLC's current inventory of un-activated Stored Value Cards.

TOPIC 6 – Payment Processing Components

The State will evaluate the Vendor's solution as it relates to processing Stored Value Cards.

1. Provide a list of Payment Devices that your solution is compatible with.
2. Provide a list of Payment Gateway providers that your solution is certified with.
3. Provide a list of Payment Connectors that your solution is compatible with.
4. Describe your approach to PCI DSS compliance and overall data security.

TOPIC 7 – Administrative Portal

The NHLC will evaluate how the Vendor's proposed Administrative Portal or website meets the needs of the Agency.

1. Describe in detail your Administrative Portal, including features and functionality.
2. Describe how your Administrative Portal meets the business requirements in B-2 Requirements and Deliverables.
3. Describe ease of use and user friendliness of your Administrative Portal including available training and ease of navigation. Highlight in detail specific advantages to the user Interface. What methodology do you use to ensure that your user Interface is user friendly?
4. Describe the technical requirements necessary to ensure full functionality of the Administrative Portal. Are there any licensing considerations or limits to number of user accounts?
5. Is your Administrative Portal WCAG 2.1 Level AA compliant?
6. What types of anticipated future updates to the Administrative Portal are planned? i.e. maintenance or enhancements. How is content of an update communicated to clients? How long is a release supported?

TOPIC 8 – Reporting Capabilities and Functionality

The NHLC will evaluate how the Vendor's solution supplies the NHLC with the reports it needs for business and financial accounting purposes.

1. Describe in detail your solution's reporting capabilities, including data parameters and filtering options available.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX C: TOPICS FOR MANDATORY RESPONSES

2. What is the availability of reports? Are reports and reporting functions available 24 hours per day, seven days per week, 365 days per year? Are there fees associated with 24/7/365 access?
3. How long are reports stored or available in your system?
4. Are reports pre-programmed or are they able to be modified as needed?
5. Are reports limited as to who may see or access them? Is there a view-only user role for the proposed Administrative Portal?
6. How would data or generated reports be transmitted to the NHLC? In what format(s) (ex. Excel, PDF)?
7. Is data available in the Administrative Portal in real time?
8. Are fee invoices available for viewing and download in the Administrative Portal?

TOPIC 9 – System Security

The NHLC will evaluate the degree to which the proposed Solution is designed and architected to ensure the confidentiality and integrity of its valued asset, Data.

1. Describe the System security design and architectural features incorporated into the proposed Solution including:
 - a. Compliance with NIST SP 800-171, Protecting Controlled, Unclassified Information in Non-Federal Systems and Organizations.
 - b. Compliance with NIST SP 800-63, Digital Identity Guidelines.
 - c. Compliance with NIST SP 800-115, Technical Guide to Security Testing and Assessment.
 - d. Compliance with PCI DSS.
 - e. Compliance with SOC2 Type 2.
 - f. The methods used to ensure that the parties to interactions with the Application cannot later repudiate or rebut those interactions.
 - g. The Intrusion Detection methods used to ensure the detection, recording and review of attempted access or modification by unauthorized individuals.
 - h. The privacy methods used to ensure that Confidential Data and sensitive communications are kept private.
 - i. The system maintenance methods used to ensure that system maintenance does not unintentionally disrupt the security mechanisms of the Application or supporting hardware.
 - j. Your patch schedule employed to protect the solution from new security vulnerabilities as they arise.
 - k. The notification and escalation process in the event of an intrusion.
 - l. Describe the System assurance provisions incorporated into the proposed solution. At a minimum, discuss the following:
 1. What process or methodology is employed within the proposed solution to ensure Data integrity?
 2. To what degree does your approach rely on System assurance capabilities?
 3. If multiple Databases are employed, what extra procedures are employed to ensure synchronization among Databases?

TOPIC 10 – Hosted System

The NHLC prefers that Vendors are GovRAMP certified. If your company is GovRAMP certified, please include the certification. If not, please provide narrative responses to the following:

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX C: TOPICS FOR MANDATORY RESPONSES

1. Describe the service model being offered. Service is Commercial Off-the-Shelf Software (COTS), Software-as-a-Service (SaaS), Platform-as-a-service (PaaS), or Infrastructure-as-a-Service (IaaS). Refer to the glossary for definitions.
2. It is preferred the service provider's relevant Data Center(s) are certified to the Federal Information Security Management Act (FISMA) level 3 ATO4 and/or Federal Risk and Authorization Management Program (FedRAMP) CSP5 and have independent annual SOC 2 Type 2 audits performed. Provide Certifications and latest audit of the Data Center(s) being used in the Solution offered.
3. If Certifications and audits cannot be provided, please define your approach to data security. Briefly describe controls including but not limited to:
 - a. data storage, data encryption, data destruction, data location, and data handling.
 - b. business continuity and disaster recovery plan.
 - c. security incident or data breach notification.
 - d. change control.
4. Describe the information available to the State including latency statistics, user access, user access IP address, user access history and security logs for all State of New Hampshire files related to this RFP.
5. Describe the guaranteed uptime and standard Service Level Agreements.

TOPIC 11 – Customer Portal and Access

The NHLC will evaluate the Vendor's options for a customer to access their Stored Value Card information

1. Describe in detail your Customer Portal or website, including its features and functionality.
2. How would a customer access your Customer Portal?
3. What customizations are available for the proposed Customer Portal?
4. Is your web-based Customer Portal WCAG 2.1 Level AA compliant?
5. What information would be available to a customer through the Portal? i.e. balance/transaction history
6. Could a customer add value to an existing card through the Customer Portal?
7. Is there a telephone number available to customers for card inquiries?
8. Describe Vendor support available directly to customers who are experiencing issues with their cards or accessing balance information.

TOPIC 12 – Support for the NHLC

The NHLC will evaluate the Vendor's ability to provide support to the NHLC for issues with the solution.

1. Describe in detail the plan for supporting the NHLC's Stored Value Card programs.
2. What aspects of your solution are covered as part of your support model?
3. How will NHLC personnel access support?
4. When is support available?
5. Are reporting issues supported by Technical Support Staff?
6. Describe the process for escalating critical issues.

TOPIC 13 – Training Approach

The State will evaluate whether the training approach is likely to prepare users adequately to use the new System from the day of deployment, including maximum knowledge transfer to allow the NHLC to conduct its own training in the future.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX C: TOPICS FOR MANDATORY RESPONSES

1. Describe in detail the options for Vendor-supplied training. Include a proposed training schedule, training topics, and options for participation (e.g., in-person, webinars, one-on-one, online on-demand) that you would provide.
2. Describe in detail the Documentation that is available to support the training of users of your proposed Solution. Include help screens, online or printable manuals and Knowledge bases. If any of these resources would need to be developed or modified for your proposed Solution include a timeline for their availability. Are the resources publicly available or only accessible by a registered user?

Remainder of this page intentionally left blank.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX D: STANDARDS FOR DESCRIBING VENDOR QUALIFICATIONS

APPENDIX D: STANDARDS FOR DESCRIBING VENDOR QUALIFICATIONS

Vendor qualifications are important factors in selecting a Stored Value Card Programs Vendor. To facilitate evaluation of Vendor qualifications, the State seeks information about the corporate qualifications of each Vendor proposed to participate in the Project. This Appendix identifies specific information that must be submitted with your Proposal.

D-1 Required Information on Corporate Qualifications

Provide a brief history, number of years in business, and the major business areas of the Vendor company. Provide a high-level description of the company's organization and staff size. Discuss the company's experience with the following: the public sector, the requested services within this RFP, and providing services in New Hampshire.

D-2 Financial Strength

Provide at least one of the following for the Vendor and any proposed Subcontractor:

- D-2.1** The current Dunn & Bradstreet Report on the company; or
- D-2.2** The company's two most recent audited financial statements with related audit opinions and the company's most recent un-audited quarterly financial statement; or
- D-2.3** The firm's most recent income tax return.

D-3 Litigation

The relevance of involvement of the company in litigation will be considered. Identify and describe any claims made by clients against the Vendor or any proposed Subcontractor during the last ten (10) years. Discuss merits, current status and, if available, outcome of each matter.

D-4 Prior Project Descriptions and References

Provide descriptions of no more than three (3) similar projects completed in the last five (5) years. Include an overview of each project, covering type of client, objective, project scope, role of the company and outcome. Provide names and contact information (name, title, address, current telephone number, and email address) for one or two references from each identified prior client. If applicable, identify the names and project roles of individuals on the Vendor-proposed team for the New Hampshire Project that participated in the projects described.

D-5 Subcontractor Information

Vendors must provide information on any Subcontractors proposed to work on this Project. Required information shall include but not be limited to:

- D-5.1** Identification of the proposed Subcontractor and a description of the major business areas of the firm and their proposed role on the Project.
- D-5.2** A high-level description of the Subcontractor's organization and staff size.
- D-5.3** Discussion of the Subcontractor's experience with this type of Project.
- D-5.4** Resumes of key personnel proposed to work on the Project.
- D-5.5** Two references from companies or organizations where they performed similar services (if requested by the State).

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX D: STANDARDS FOR DESCRIBING VENDOR QUALIFICATIONS

D-5.6 Physical location of Subcontractor’s headquarters and branch offices, including offshore locations.

Subcontractors who provide solutions must meet all technical requirements defined in Appendix B.

D-6 Team Organization and Designation of Key Vendor Staff

Provide an organizational chart depicting the Vendor Team for the proposed solution. This chart should identify key staff required by the Vendor, any Subcontractors, and the NHLC. Define the responsibilities and length of assignment for each of the roles depicted in the organizational chart. Identify the positions that should be designated Key Staff.

D-6.1 Candidates for Account Manager and Key Vendor Staff Roles

Although the State recognizes that staff availability is somewhat uncertain, qualifications Key Vendor Staff are critical. Therefore, the State requires that Key Vendor Staff be identified with some degree of certainty.

For all Key Vendor Staff Roles, provide a resume not to exceed three (3) pages in length addressing the following:

D-6.1.1 The candidate’s educational background.

D-6.1.2 An overview of the candidate’s work history.

D-6.1.3 The candidate’s project experience relevant to the proposed project, including project type, project role and duration of the assignment.

D-6.1.4 Any significant Certifications held by or honors awarded to the candidate.

D-6.1.5 At least three (3) references, with publicly available contact information that can address the candidate’s performance on past projects.

Remainder of this page intentionally left blank.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX E: PRICING

APPENDIX E: PRICING

E-1 Pricing

Vendor's Price Proposal must include the information described in this Appendix. Vendors must provide the information required in Section E-1.1 formatted into a table as shown in Table E-1.1 below.

Vendors must provide actual costs for the products and services required to meet the NHLC's requirements outlined in this RFP. Below are categories of costs and fees expected to be associated with a Stored Value Card solution. Vendor must provide a detailed and itemized list of all costs and fees that will or may be incurred by the NHLC if Vendor is selected to contract with the NHLC as a result of the scoring of this RFP.

Vendors must include all costs and fees that it may seek to charge the NHLC related to the Stored Value Card solution. Costs and fees listed within a Vendor's Price Proposal will be included in any resulting contract.

The NHLC will use the costs and fees provided by the Vendor for implementation of the Stored Value Card solution and costs and fees necessary to meet the NHLC's projected requirements for the initial contract term to reach a total Price Proposal cost for each Vendor. The NHLC will apply the formula within Section 4.3.5 to the total Price Proposal cost for each Vendor to determine the Price Proposal score.

The Vendor must assume all reasonable travel and related expenses, if any. All labor rates will be "Fully Loaded", including, but not limited to meals, hotel/housing, airfare, car rentals, car mileage, and out-of-pocket expenses.

E-1.1 Price Proposal Contents

Vendors must provide the cost or fee for each item or service that would be necessary to implement the Stored Value Card Programs with the functionality and requirements described by the NHLC in this RFP. A description of what the cost or fee is and/or what it covers must be provided. Vendors should indicate the frequency with which the cost would be incurred (ex. initial set up, monthly, per transaction, etc.) or the event that would trigger the imposition of the fee (ex. cost per card activation or transaction, per promotion, etc.). Provide any discussion necessary to ensure understanding of the data provided and include any assumptions made when determining the applicable costs or fees. Vendors should indicate what costs or fees would be necessary for the Stored Value Card program to function with the requirements indicated in the RFP and which costs would be optional.

E-1.1.1 Project Development, Set Up, and Implementation

Include fees or costs associated with the development, set up, and implementation of Stored Value Card programs at the NHLC, such as but not limited to: database/solution creation, installation of software, Administrative Portal creation, creation of individual access accounts for NHLC personnel, migration of existing Stored Value Card data, access to historical data, Customer Portal creation.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX E: PRICING

E-1.1.2 Transaction Fees

Include fees or costs associated with the use of Stored Value Cards, including but not limited to activation fees, transaction fees, reloading fees, balance inquiries.

E-1.1.3 Card Creation, Purchasing, and Management

Include costs and fees associated with supplying physical cards to the NHLC and managing card usage, including but not limited to: card design fees, cost per card or bulk order, shipping fees, delivery fees, creation, implementation, and management of card parameters (ex. expiration dates or promotional terms).

E-1.1.4 Ongoing Administrative and Support Fees

Include costs and fees associated with maintaining the solution, competence, and compliance with technical requirements, including but not limited to: training costs, technical and customer support fees, licensing fees, and certifications.

E-1.1.5 Reporting Fees

Include costs and fees associated with the creation of reports or reporting tools and the transfer of reports to the NHLC, including but not limited to: set up costs, support fees, and delivery fees.

E-1.1.6 Optional Functionality

Include the costs associated with the implementation and maintenance of online gift card sale (both physical and electronic gift cards) and loyalty programs, including but not limited to: development costs, implementation costs, database creation, and support and maintenance fees.

E-1.1.7 Other Fees and Costs

Include any fees or costs, necessary or optional, that you offer or that may be required to implement and support the functionality for the Stored Value Card programs described in this RFP that have not been included above.

Table E-1.1 Fees and Costs

Itemize the fees and costs described above. Include additional lines as necessary.

Fee or Cost Name	Frequency	Cost (in USD)
Project Development / Set Up / Implementation		
1.		
2.		
3.		
4.		
5.		
Transaction Fees		
1.		
2.		

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX E: PRICING

3.		
4.		
5.		
Card Creation, Purchasing, and Management		
1.		
2.		
3.		
4.		
5.		
Ongoing Administrative and Support Fees		
1.		
2.		
3.		
4.		
5.		
Reporting Fees		
1.		
2.		
3.		
4.		
5.		
Optional Functionality		
1.		
2.		
3.		
4.		
5.		
Other Fees and Costs		
1.		
2.		
3.		
4.		
5.		

Remainder of this page intentionally left blank

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX F: DOIT INFRASTRUCTURE AND SECURITY

APPENDIX F: DOIT INFRASTRUCTURE AND SECURITY

The Project will be conducted in cooperation with the New Hampshire Department of Information Technology (DoIT). DoIT coordinates statewide Information Technology activities.

F-1 Technical Architecture

Components of the State's technical architecture include:

F-1.1 State Network Environment

The State of New Hampshire operates a Metropolitan-Area-Network (MAN) in the City of Concord, NH using a combination of leased and owned fiber optic cable. State of New Hampshire locations outside of the Concord, NH main facility are connected via multiple wide-area Networks using various technologies including Carrier Ethernet Services (CES), Microwave Wireless and Virtual Private Networks (VPN) Tunnels over the Internet. State Agency Networks have varying levels of integration and connectivity to the statewide core for resource sharing and centralized administration by the Department of Information Technology (DoIT). State agencies connect to the State's central core Network location in Concord to facilitate access to email, the Internet, and the State's financial Applications. Direct support is provided for twenty-one partner agencies; other State agencies support their own Networks, out-source the support, or use the resources of another agency.

F-1.2 Internet Access

The State of New Hampshire has purchased through American Registry for Internet Numbers (ARIN) its own External IP Address Range and Autonomous System Number. The State advertises its External IP Space and Autonomous System Number to two different Internet Service Providers to provide failover in the event of a single Internet Service Provider (ISP) Network failure.

F-2 Future Systems Environment

Future design and development efforts should conform to the emerging environment as defined by the New Hampshire Statewide Strategic Information Technology Plan. This environment is end-user-centric, utilizing the Internet whenever possible, promoting electronic transactions, and centralized common services (security, e-Commerce), where possible.

F-2.1 Security

The State must ensure that appropriate levels of security are implemented and maintained in order to protect the integrity and reliability of its information technology resources, information, and services. State resources, information, and services must be available on an ongoing basis, with the appropriate infrastructure and security controls to ensure business continuity and safeguard State Networks, Systems and Data.

The selected Vendor will be required to be compliant with Payment Card Industry Data Security Standards (PCI-DSS) and must provide a PCI-DSS Attestation of Compliance upon Contract execution and annually thereafter. (See Appendix G for complete PCI-DSS requirements.)

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX G: MERCHANT CARD SERVICES

APPENDIX G: MERCHANT CARD SERVICES

PCI DSS Payment Application Data Security Standard (PA DSS)

Whereas the selected Vendor will provide a Commercial Off-the-Shelf (COTS) product used by the New Hampshire Liquor Commission, which transmits, processes, or stores cardholder data and therefore must meet PA-DSS validation requirements

Whereas the Vendor will have access to the production environment which transmits, processes or stores cardholder data and therefore will be considered a “service provider” under Requirement 12.8 of the PCI DSS Requirements and Security Assessment Procedures of the latest edition.

The Vendor agrees to the following provisions:

- a. Vendor shall comply with all credit card brand rules, as applicable, in regard to their environment. The Vendor will work with the State if any non-compliance issues occur to ensure proper remediation of any non-compliance issues.
- b. Payment Card Industry Security Standards Council (PCI SSC) – Payment Application Data Security Standard (PA DSS) – As the Vendor’s product is part of the processing, transmitting or storing of Cardholder Data it is hereby agreed that:
 1. Vendor agrees to participate in the Payment Card Security Standards Council (PCI) Payment Application Data Security Standards program (PA DSS);
 2. Vendor agrees to provide evidence of compliance, PA DSS Attestation of Validation prior to Contract approval and upon request;
 3. Vendor is required to provide a PA-DSS Implementation Guide with instructions on secure product implementation, secure configuration specifics, and to clearly delineate vendor responsibilities for meeting PCI DSS requirements. It should detail how to enable security settings within the network; and
 4. Vendor shall immediately notify the NH DoIT Chief Information Security Officer and the Merchant Card Administrator if it learns its application is no longer PA DSS compliant and shall immediately provide the DOIT Chief Information Security Officer of the steps being taken to remediate the non-compliance status. In no event should Vendor’s notification to the DoIT be later than seven (7) calendar days after Vendor learns it is no longer PA DSS complaint.
- c. PCI DSS Requirement 12.8 of the latest edition, Service Provider – If the Vendor provides Services on the production environment used in the processing, transmission and/or storage of Cardholder Data, it is hereby agreed that:
 1. Vendor agrees that it is responsible for the security of all Cardholder Data that it obtains or possesses, including but not limited to the functions relating to storing, processing, and transmitting the Cardholder Data.
 2. Vendor attests that, as of the Effective Date of this RFP, it has complied with all applicable requirements to be considered PCI DSS compliant and has performed the necessary steps to validate its compliance with PCI DSS.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX G: MERCHANT CARD SERVICES

3. Vendor agrees to supply the current status of Vendor’s PCI DSS compliance, and evidence of its most recent validation of compliance upon execution of the Contract to the New Hampshire Liquor Commission. Vendor must supply to New Hampshire Liquor Commission an Attestation of compliance at least annually and upon request.
 4. Vendor shall immediately notify NHLC Contract Manager if it learns that it is no longer PCI DSS compliant and shall immediately provide the New Hampshire Liquor Commission with the steps being taken to remediate the non-compliance status. In no event shall Vendor’s notification to the New Hampshire Liquor Commission be later than seven (7) calendar days after Vendor learns it is no longer PCI DSS compliant.
 5. Vendor acknowledges that any indemnification provided for under the Contract referenced above applies to the failure of the Vendor to be and to remain PCI DSS compliant.
- d. Vendor shall disclose any Nested Third-Party Service Provider (TPSP) that is a part of the Cardholder Environment. Vendor shall document the Nested TPSP’s allocation of liability, responsibility and costs relating to actions of outsourced contractors and/or notifying the Vendor regarding incidents. The New Hampshire Liquor Commission requires an Attestation of Compliance on an annual basis and upon request from the Nested Third-Party Service Provider.

Remainder of this page intentionally left blank.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX H: TERMS AND DEFINITIONS

APPENDIX H: TERMS AND DEFINITIONS

The following general contracting terms and definitions apply except as specifically noted elsewhere in this document.

Term:	Definition:
Acceptance	Notice from the State that a Deliverable has satisfied Acceptance Test or Review.
Commercial Off-The-Shelf (COTS) Software	Software that is purchased from a vendor and is ready for use with little or no change.
Confidential Information	<p>Information required to be kept confidential and restricted from unauthorized disclosure under the Contract. “Confidential Information” or “Confidential Data” means all private/restricted confidential information disclosed by one party to the other.</p> <p>Confidential Information includes any and all information owned or managed by the State of NH of which collection, disclosure, protection, and disposition is governed by state or federal law or regulation. This information includes but is not limited to Personal Health Information (PHI), Personally Identifiable Information (PII), Federal Tax Information (FTI), Social Security Numbers (SSN), Payment Card Industry (PCI), and or other sensitive and confidential information.</p>
Data	State records, files, forms, electronic information and other documents or information, in either electronic or paper form, that will be used /converted by the Vendor during the contract term.
Data Breach	“Data Breach” means the loss of control, compromise, unauthorized disclosure, unauthorized acquisition, unauthorized access, or any similar term referring to situations where persons other than authorized users and for another than authorized purpose have access or potential access to personally identifiable information, whether physical or electronic. With regard to Protected Health Information, “Data Breach” shall have the same meaning as the term “Breach” in section 164.402 of Title 45, Code of Federal Regulations.
Deficiency(ies)/ Defects	A failure, shortcoming or error in a Deliverable resulting in a Deliverable, the Software, or the System, not conforming to its Specifications.
Deliverable	Any written, software, or non-software item (letter, report, manual, book, code, or other) provided by the Contractor to the State or under the terms of a Contract requirement.
Documentation	All information that describes the installation, operation, and use of the Software, either in printed or electronic format.
Enhancements	Updates, additions, modifications to, and new releases for the Software or System, and all changes to the Documentation as a result of improvement in quality, value, or extent.
Hosted Services	Applications, IT infrastructure components or functions that organizations access from external service providers, typically through an internet connection.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX H: TERMS AND DEFINITIONS

Term:	Definition:
Hosted System	The combination of hardware, software and networking components used by the Application Service Provider to deliver the Hosted Services.
Identification and Authentication	Supports obtaining information about those parties attempting to log on to a system or application for security purposes and the validation of those users.
Implementation	The process for making the System fully Operational for processing the Data.
Infrastructure as a Service (IaaS)	The Contractor is responsible for ownership and management of the hardware that support the software, including servers, networking and storage.
Non-Public Information	Information, other than Personal Information, that is not subject to distribution to the public as public information. It is deemed to be sensitive and confidential by the State because it contains information that is exempt by statute, ordinance, agreement or administrative rule from access by the general public as public information.
Open-Source Software	Software that guarantees the user unrestricted use of the Software as defined in RSA chapter 21-R:10 and RSA chapter 21-R:11.
Operational	Operational means that the System is ready for use and fully functional, all Data has been loaded; the System is available for use by the State in its daily operations, and the State has issued an Acceptance Letter.
PA DSS	Payment Application Data Security Standard. The global security standard created by the Payment Card Industry Security Standards Council in an effort to provide definitive data standard for software vendors that develop payment applications.
PCI DSS	Payment Card Industry Data Security Standards. An information security standard, administered by the Payment Card Industry Security Standards Council, designed to ensure that all companies that process, store, or transmit credit card information maintain a secure environment.
Personal Information	“Personal Information” (or “PI”) or “Personally Identifiable Information” (PII) means information which can be used to distinguish or trace an individual’s identity, such as their name, social security number, personal information as defined in New Hampshire RSA 359-C:19, biometric records, etc., alone, or when combined with other personal or identifying information which is linked or linkable to a specific individual, such as date and place of birth, mother’s maiden name, etc.
Project	The planned undertaking regarding the entire subject matter of an RFP and Contract and the activities of the parties related hereto.
Proposal	A written plan put forth by a Vendor for consideration in response to a solicitation by the State.
Security Incident	“Incident” means an act that potentially violates an explicit or implied security policy, which includes attempts (either failed or successful) to gain unauthorized access to a system or its data, unwanted disruption or denial of service, the unauthorized use of a system for the processing or storage of data; and changes to system hardware, firmware, or software characteristics without the owner's

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX H: TERMS AND DEFINITIONS

Term:	Definition:
	knowledge, instruction, or consent. Incidents include the loss of data through theft or device misplacement, loss or misplacement of hardcopy documents, and misrouting of physical or electronic mail, all of which may have the potential to put the data at risk of unauthorized access, use, disclosure, modification or destruction.
Services	The work or labor to be performed by the Contractor on the Project as described in a contract.
Software	All Custom, SAAS and/or COTS Software provided by the Contractor under the Contract.
Software Deliverables	All Custom, SAAS and/or COTS Software and Enhancements.
Software License	Licenses provided to the State under this Contract.
Software-as-a-Service (SaaS)	The capability provided to the State to use the Contractor’s applications running on a cloud infrastructure. The applications are accessible from various client devices through a thin-client interface such as a Web browser (e.g., Web-based email) or a program interface. The State does not manage or control the underlying cloud infrastructure including network, servers, Operating Systems, storage or even individual application capabilities, with the possible exception of limited user-specific application configuration settings.
Solution	A proposed set of Software and Services addressing the requirements and terms of a Request for Proposal.
Specifications	The written details that set forth the requirements which include, without limitation, this RFP, the Proposal, the Contract, any performance standards, Documentation, applicable State and federal policies, laws and regulations, State technical standards, subsequent State-approved Deliverables, and other specifications and requirements described in the Contract Documents. The Specifications are, by this reference, made a part of the Contract as though completely set forth herein.
State Data	All Data created or in any way originating with the State, and all Data that is the output of computer processing of or other electronic manipulation of any Data that was created by or in any way originated with the State, whether such Data or output is stored on the State’s hardware, the Contractor’s hardware or exists in any system owned, maintained or otherwise controlled by the State or by the Contractor.
State Fiscal Year (SFY)	The New Hampshire State Fiscal Year (SFY) runs from July 1 of the preceding calendar year through June 30 of the applicable calendar year.
Stored Value Card	A type of payment card that is loaded with a monetary value and stores the funds directly on the card rather than providing access to funds from an external account or line of credit.
Subcontractor	A person, partnership, or company not in the employment of, or owned by, the Vendor, which is performing Services under this Contract under a separate Contract with or on behalf of the Vendor.

STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX H: TERMS AND DEFINITIONS

Term:	Definition:
Support Services	The maintenance and technical support services provided by Contractor to the State during the Term of the Contract.
System	All Software, specified hardware, and interfaces and extensions, integrated and functioning together in accordance with the Specifications.
Vendor/Contracted Vendor	The company whose Proposal or quote was awarded a Contract with the State and who is responsible for the Services and Deliverables of the Contract.
Verification	Supports the confirmation of authority to enter a computer system application or network.
WCAG 2.1 Level AA	Web Content Accessibility Guidelines version 2.1 at the AA conformance level. A set of guidelines created by the World Wide Web Consortium to ensure that web content is accessible to people with disabilities.
Warranty Period	A period of coverage during which the Vendor is responsible for providing a guarantee for products and Services delivered as defined in the Contract.
Work Plan	Documentation detailing the activities for the Project created in accordance with the Contract. The plan and delineation of tasks, activities and events to be performed and Deliverables to be produced under the Project as specified in Appendix B: Business/Technical Requirements and Deliverables. The Work Plan shall include a detailed description of the Schedule, tasks/activities, Deliverables, critical events, task dependencies, and the resources that would lead and/or participate in each task.

Remainder of this page intentionally left blank.

**STATE OF NEW HAMPSHIRE
NEW HAMPSHIRE LIQUOR COMMISSION
NHLC RFP#2025-07 – STORED VALUE CARD PROGRAMS
APPENDIX I: ATTACHMENTS**

APPENDIX I: ATTACHMENTS TO THE RFP

ATTACHMENT I: The P-37 STATE OF NEW HAMPSHIRE GENERAL PROVISIONS AND EXHIBITS contract template is included as ATTACHMENT 1 – Contract Template.

ATTACHMENT 2: The Transmittal Form Letter is included as ATTACHMENT 2 – Transmittal Form Letter.