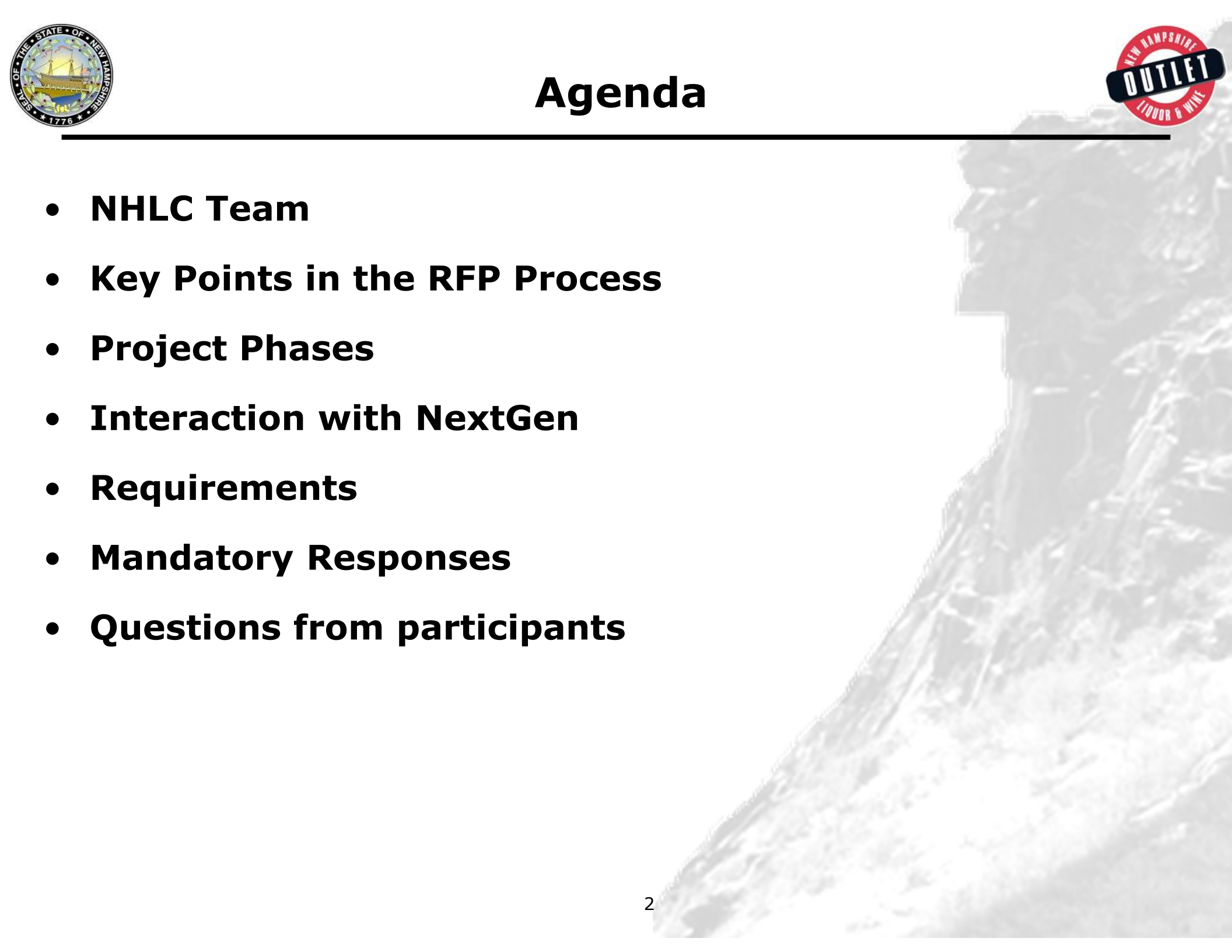




New Hampshire Liquor Commission

Vendor's Conference

May 19, 2026



Agenda

- **NHLC Team**
- **Key Points in the RFP Process**
- **Project Phases**
- **Interaction with NextGen**
- **Requirements**
- **Mandatory Responses**
- **Questions from participants**



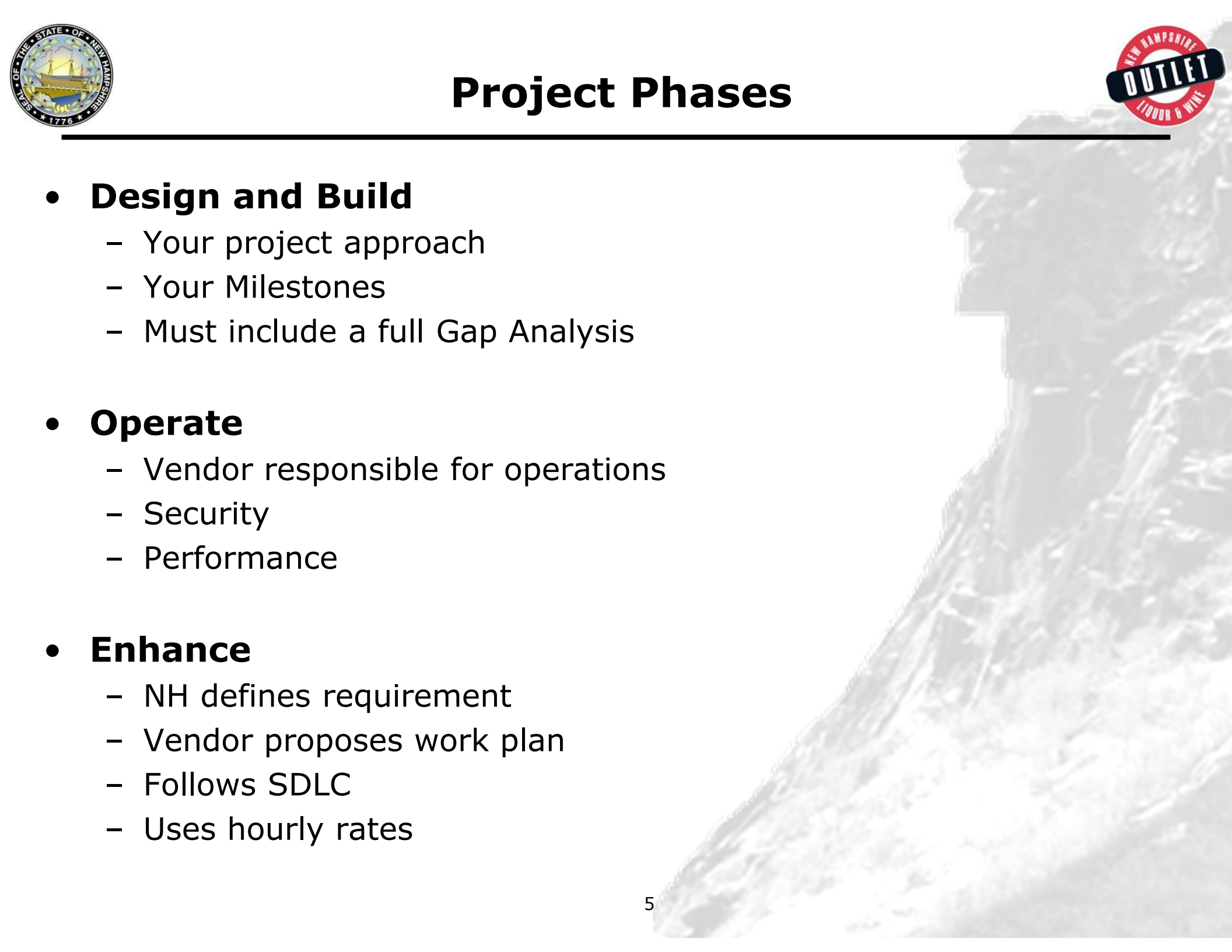
NHLC Team

- **Steve Gagnon – Chief Systems Officer**
- **Patricia Peters – Director of Administration**
- **Mark Roy – Director of Marketing**
- **Vanessa Chase-Cook – Division of Marketing**
- **Laura Black – Division of Marketing**
- **Cassandra Sweetser – Division of Marketing**
- **Vito Mancini – Division of Finance**
- **Stephanie Bosstick – Legal Council**
- **Danielle Daley – NextGen Support**
- **Ron Shute – NextGen Support**
- **Kathryn Michener - DoIT**
- **Alan Volpe – DoIT**
- **Richard Bailey – Special Projects**
- **Janet Donnelly – YOUR POINT OF CONTACT**



RFP Response – Do's and Don'ts

- **All contact to NHLC goes through Janet Donnelly**
- **Official information is on the website**
- **Changes to the RFP only occur through amendments**
- **NH Standard Terms and Conditions**
 - Get the RFP to your legal team early
 - Requesting changes to terms and conditions must include proposed language
 - Contract Negotiations CANNOT change terms and conditions
- **Ask questions early**
 - You may need to raise a question about our answer
- **Pricing information separated from technical response**
 - Don't talk price in executive overview
- **Submission deadline is ABSOLUTE (July 17th at 2pm)**



Project Phases

- **Design and Build**
 - Your project approach
 - Your Milestones
 - Must include a full Gap Analysis
- **Operate**
 - Vendor responsible for operations
 - Security
 - Performance
- **Enhance**
 - NH defines requirement
 - Vendor proposes work plan
 - Follows SDLC
 - Uses hourly rates



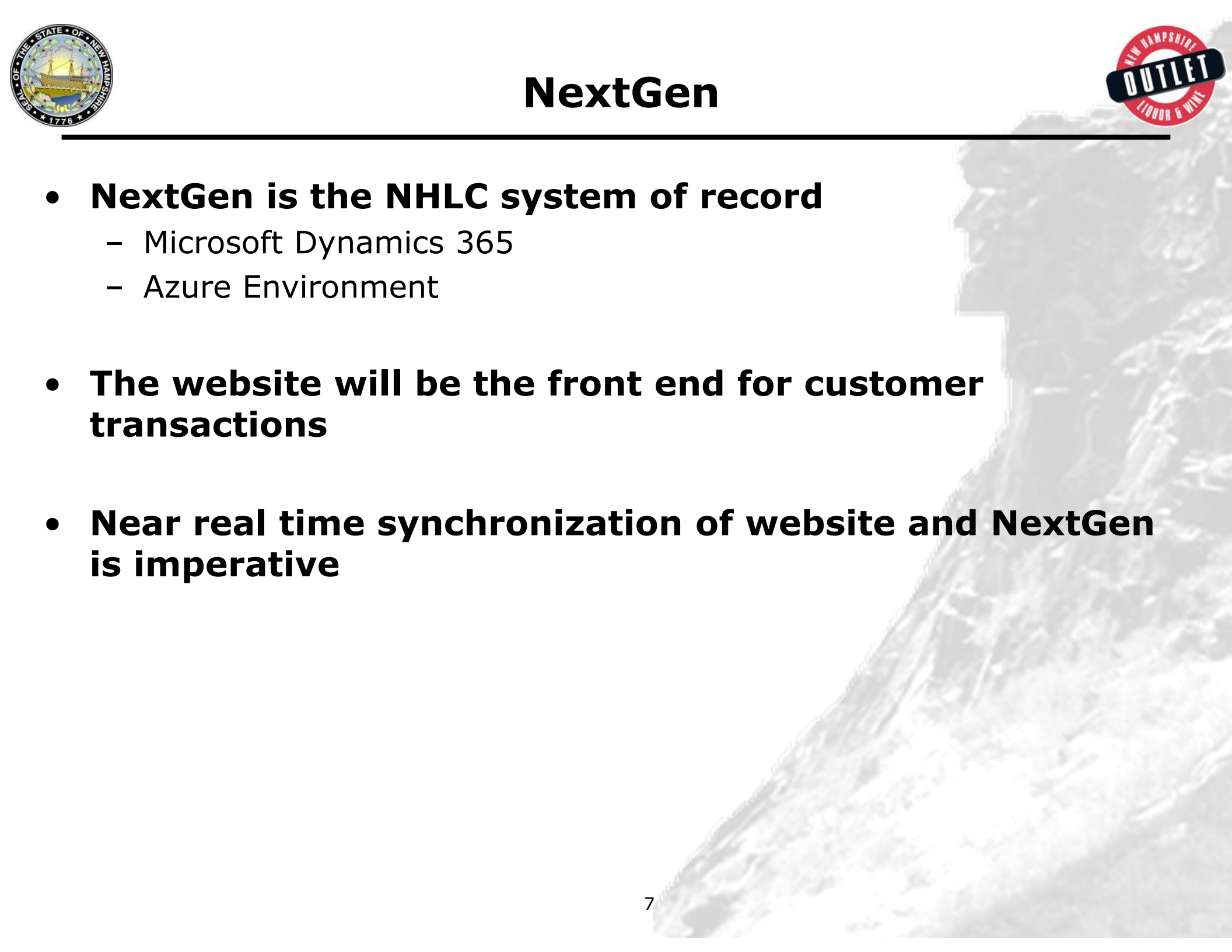
Work Plan and Milestones

- **Work Plan**

- Can follow Vendor's preferred methodology
- Must include "gap analysis"
- Duration and order of tasks is important
 - Start date will depend on selection and contracting process

- **Milestones**

- Based on Vendor's methodology
- Payments to be based on Milestones
 - Payments must be reasonably associated with effort



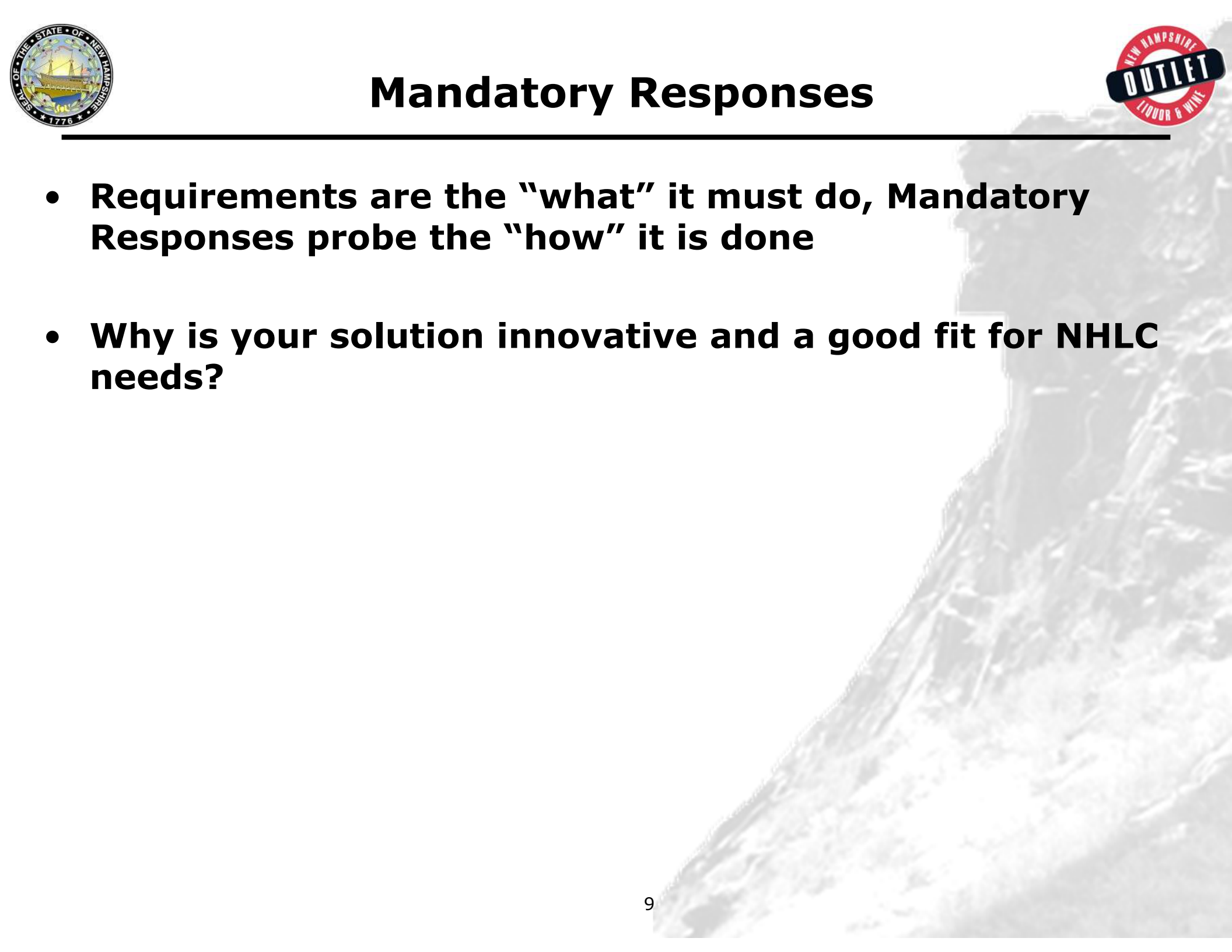
NextGen

- **NextGen is the NHLC system of record**
 - Microsoft Dynamics 365
 - Azure Environment
- **The website will be the front end for customer transactions**
- **Near real time synchronization of website and NextGen is imperative**



Requirements

- **Section 2.1 mandatory Table -**
 - “No” and you are OUT
- **Sections 2.2 allow up to 25 no’s from approximately 500 requirements**
 - Point impact if you say “no”
- **Section 2.2**
 - Vendor indicates whether function is:
 - Core Product (Base)
 - Configuration
 - Customization
 - Vendor option for concise comments on how functionality is met
 - Lengthy or Detailed explanations belong in Mandatory Responses



Mandatory Responses

- **Requirements are the “what” it must do, Mandatory Responses probe the “how” it is done**
- **Why is your solution innovative and a good fit for NHLC needs?**



Citizen Users

- **May choose to stay anonymous and browse for product information and inventory availability**
- **May “opt in” and create an account**
 - Self Help creation
 - Unique user id with password
 - Place orders
 - See order history
 - Pick default store to shop in
 - “Opt in” for communications from NHLC



Licenses

- **On-Premises Licensees – (1,892)**
 - Sell beer, wine and spirits for consumption by customers while on the business premises (e.g. restaurants and taverns).
- **On-Premises Beverage and Wine Licensees – (372)**
 - Sell beer and wine with limited lower alcohol percentages for on-premises consumption (e.g. Bed and Breakfast with limited service)
- **Off-Premises Licensees – (1,665)**
 - Sell beer and wine for consumption off of the business premises (e.g. grocery stores and convenience stores).
- **Agency Licensees – (3)**
 - Are authorized to sell spirits for consumption off of the business premises. This is a limited number of licenses with businesses located in areas that are not served by an NHLC retail outlet.



Licenses

- **Liquor and Wine Representative (Broker) Licensees –(174)**
 - Offer for sale or solicit orders for the sale of liquor and wine to the NHLC. The license is issued to persons designated as authorized New Hampshire representatives by liquor and wine vendors.
- **Liquor and Wine Vendor Licensees –(550)**
 - May sell liquor to the NHLC for resale. Liquor and wine vendor licenses may be issued only to a manufacturer of liquor, or to the person designated by the manufacturer as the sole supplier of its products.



Licenses

- **Wholesale Distributors (7)**
 - Licensed to purchase beer, wine and spirits from manufacturers and distributors and then re-sell the products in original containers to licensees for use in accordance with their license type.
- **Direct Shippers (1,243)**
 - Are authorized to ship beer, wine or spirits directly to consumers or licensees in the State of New Hampshire.



Licenses

- **Manufacturer Licensees, of which there were over 550 as of March of 2026, including but not limited to:**
 - Beverage Manufacturer Licensees
 - Brew Pub Licensees
 - Beverage Vendor Licensees
 - Tenant Brewer Manufacturing Licensees
 - Liquor Manufacturer Licensees
 - Wine Manufacturer Licensees



Licensee User Accounts Requirements

- **Every real person has a unique User Account**
- **NH law requires each location to have a license**
 - One license type, one location
 - One license type, multiple locations
 - Multiple license types, one location
 - Multiple license types, multiple locations
- **Our Term Business Enterprise**
 - A virtual entity authorized by the NHLC to have authority over multiple specific Licenses
- **Role based user privilege model**
 - HQ staff can see all, pay bills and multi site order
 - Local staff can order for their location (Licenses)
 - Admin privilege can authorize new accounts and assign privileges



Complex Business Enterprises

- **Food Services Organization**

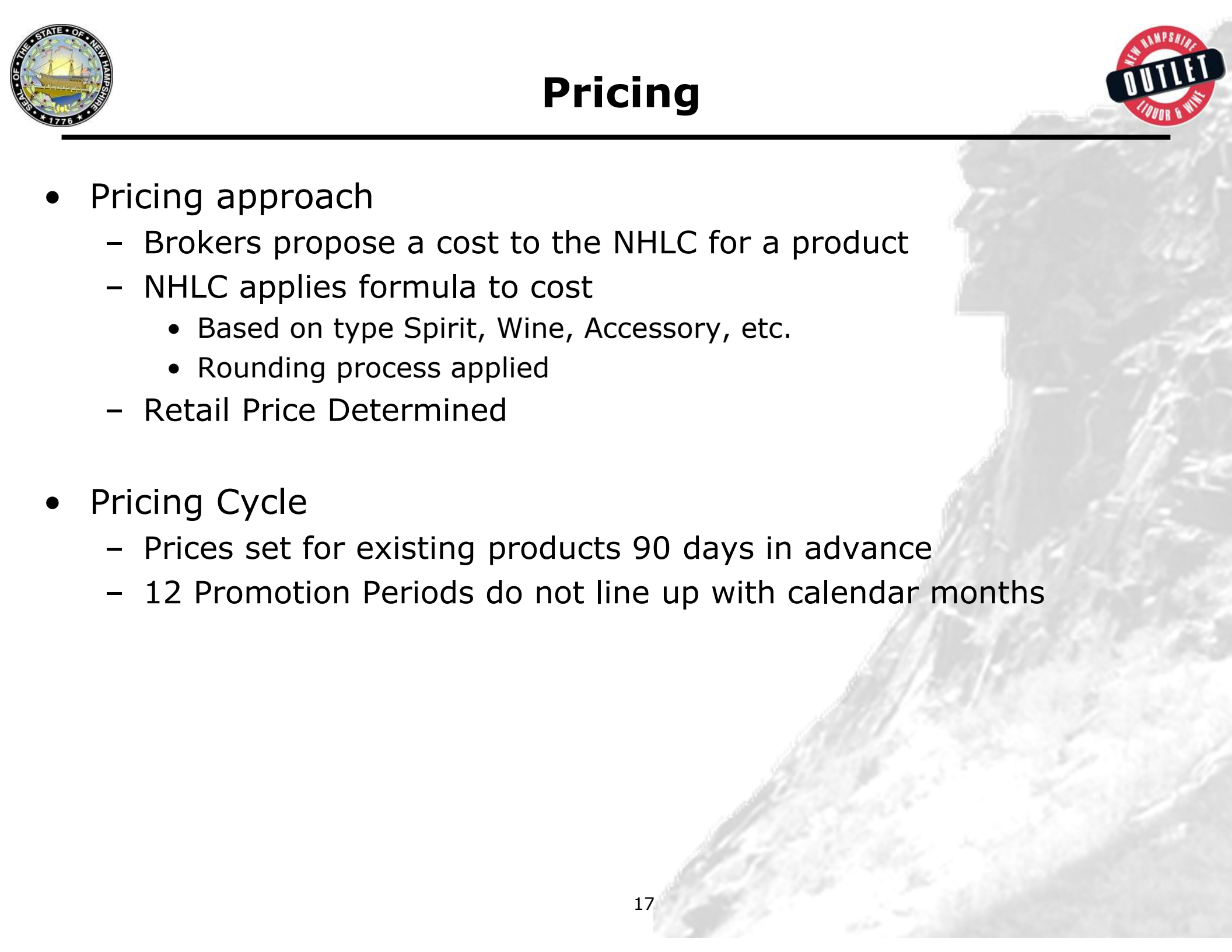
- 30 On Premises licenses
- 20 Off Premises licenses
- Centralized Bill pay and oversight
- Individual site ordering

- **Grocery Chain**

- Four subsidiary Groups
- Each Group has multiple licenses
- Centralized Bill Pay and Ordering
- Centralized ordering

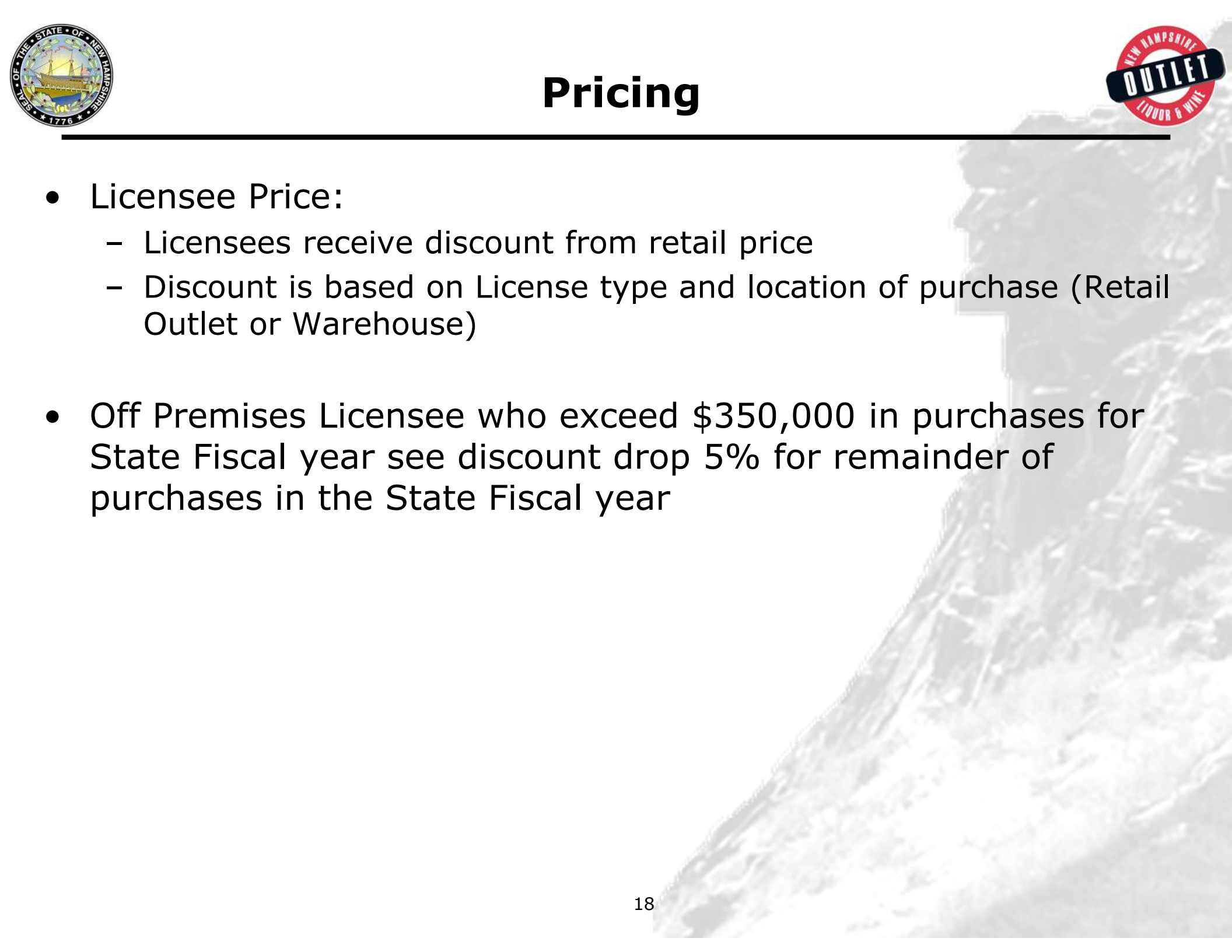
- **Agency Location**

- Agency allows the sale of spirits
- Also hold and Off Premises license for Beer and Wine sales



Pricing

- Pricing approach
 - Brokers propose a cost to the NHLC for a product
 - NHLC applies formula to cost
 - Based on type Spirit, Wine, Accessory, etc.
 - Rounding process applied
 - Retail Price Determined
- Pricing Cycle
 - Prices set for existing products 90 days in advance
 - 12 Promotion Periods do not line up with calendar months



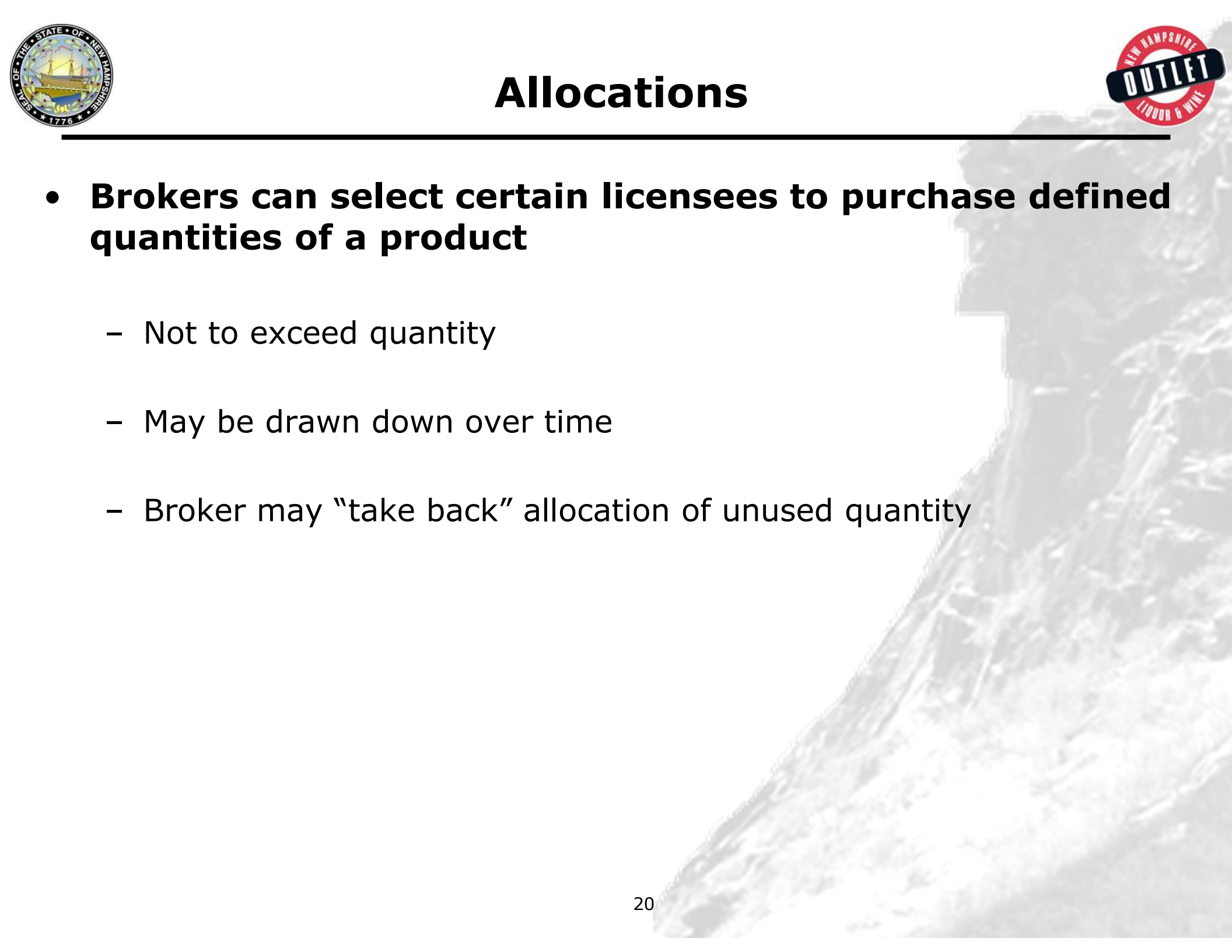
Pricing

- Licensee Price:
 - Licensees receive discount from retail price
 - Discount is based on License type and location of purchase (Retail Outlet or Warehouse)
- Off Premises Licensee who exceed \$350,000 in purchases for State Fiscal year see discount drop 5% for remainder of purchases in the State Fiscal year



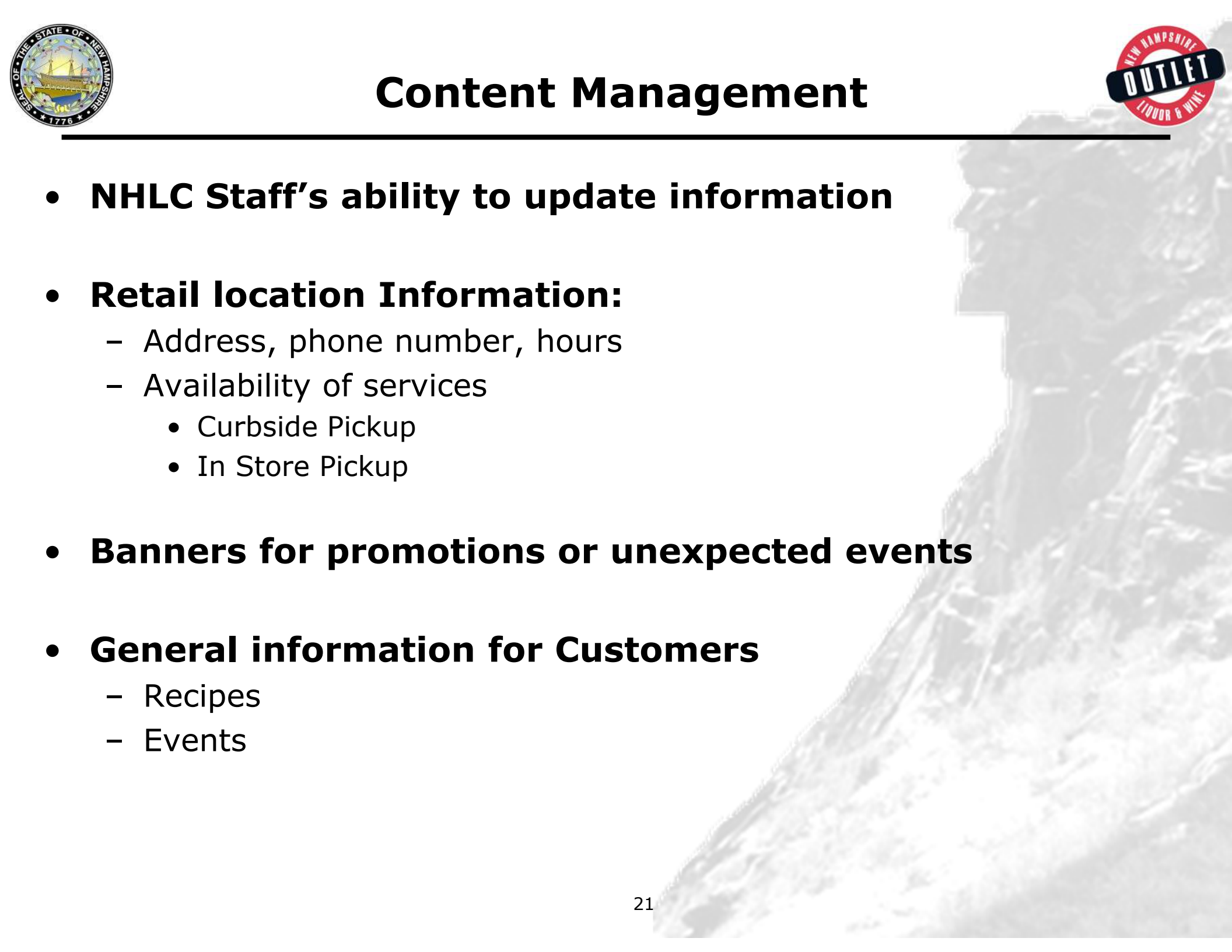
Promotions

- **Currently used promotions:**
 - \$ or % discounts on select items
 - \$ or % based on quantity (\$ or units) purchase
 - Mix and Match Offer
 - Buy a specified number of bottles from a defined list of products to obtain a discount.
 - Coupons - \$ or % discount based on qualifying purchase
 - May have a minimum and maximum threshold
 - Variables to include/exclude Customer Type, Channel, Location, Quantity(min and/or/no max), Product Type, Varietal, Size, Country/Region of Origin, Item(s)



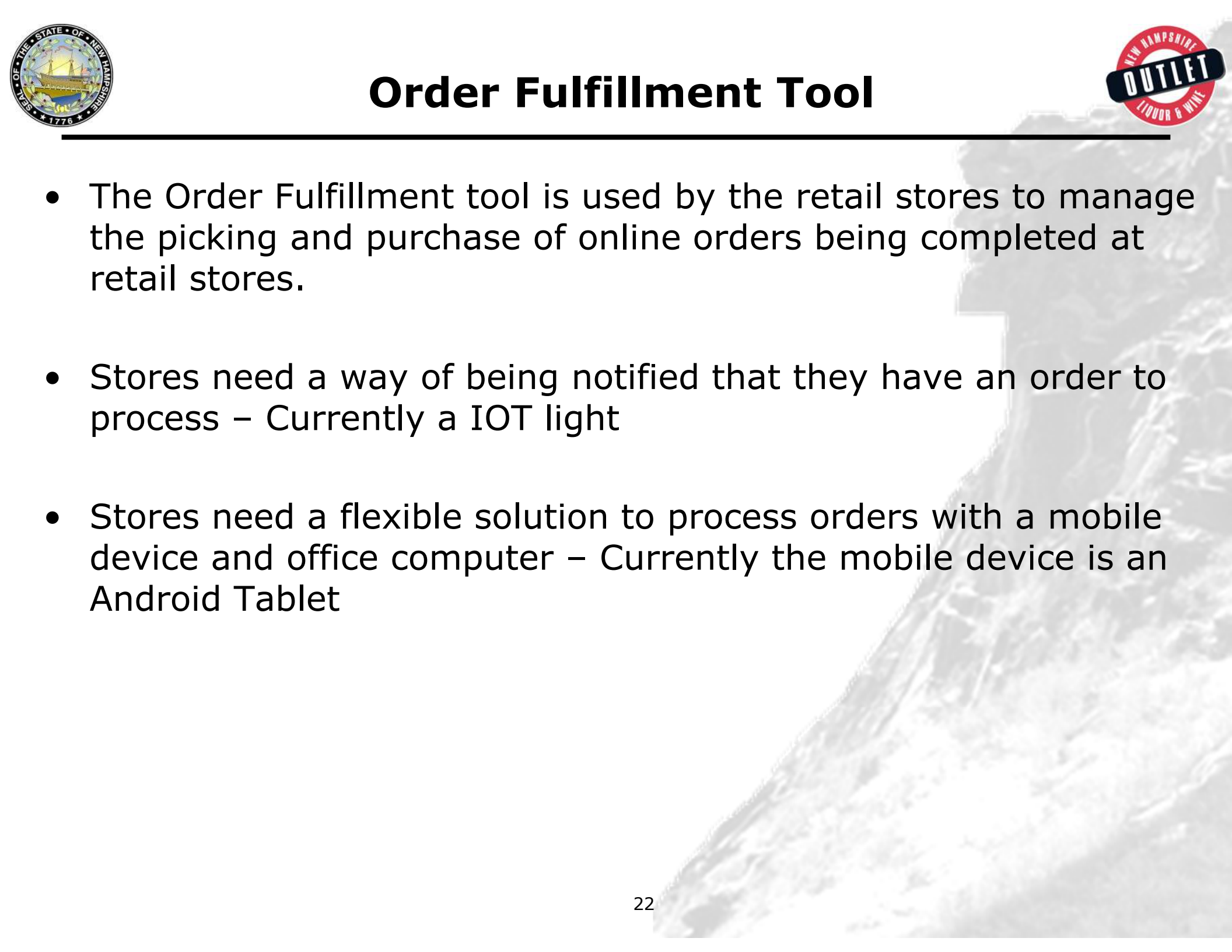
Allocations

- **Brokers can select certain licensees to purchase defined quantities of a product**
 - Not to exceed quantity
 - May be drawn down over time
 - Broker may “take back” allocation of unused quantity



Content Management

- **NHLC Staff's ability to update information**
- **Retail location Information:**
 - Address, phone number, hours
 - Availability of services
 - Curbside Pickup
 - In Store Pickup
- **Banners for promotions or unexpected events**
- **General information for Customers**
 - Recipes
 - Events



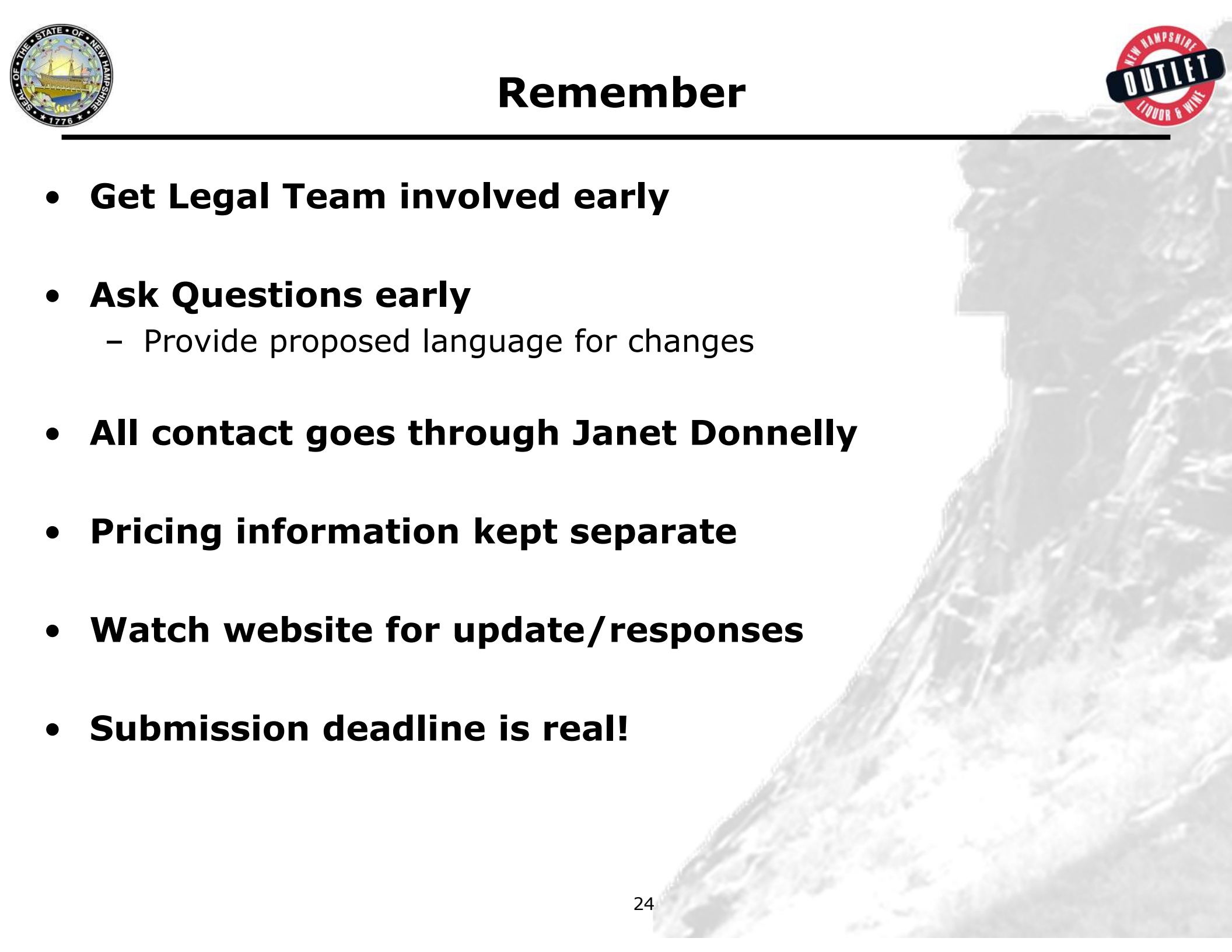
Order Fulfillment Tool

- The Order Fulfillment tool is used by the retail stores to manage the picking and purchase of online orders being completed at retail stores.
- Stores need a way of being notified that they have an order to process – Currently a IOT light
- Stores need a flexible solution to process orders with a mobile device and office computer – Currently the mobile device is an Android Tablet



Order Fulfillment Tool

- Stores need indicators of the status of each order in the fulfillment process – Currently Open, Picking, Picked, Completed
- The order fulfillment tool should allow orders to be filtered to identify orders that need to be picked, provided to the customer, or to easily find past orders
- Stores need to be provided with a printable picking/packing slip that details the order information including, items ordered, picked, and customer information



Remember

- **Get Legal Team involved early**
- **Ask Questions early**
 - Provide proposed language for changes
- **All contact goes through Janet Donnelly**
- **Pricing information kept separate**
- **Watch website for update/responses**
- **Submission deadline is real!**



Questions?

