***Seneca Gaming Corporation***



DATA WAREHOUSE CONSULTANT

RFP #SGC-0033-21CS

The Seneca Gaming Corporation Procurement Department is requesting bids for the above-mentioned goods and/or services

APRIL 13, 2021

Introduction

Seneca Gaming Corporation is a wholly owned, tribally chartered corporation of the Seneca Nation of Indians (the “Nation”) which operates all of the Nation’s Class III gaming operations in Western New York.

Seneca Gaming Corporation, through its wholly owned subsidiaries, owns and operates Seneca Niagara Resort & Casino in Niagara Falls, New York, Seneca Allegany Resort & Casino in Salamanca, New York, and Seneca Buffalo Creek Casino in Buffalo, New York.

For additional information, please visit our website at [www.Senecacasinos.com](http://www.Senecacasinos.com).

# RFP Objective

Seneca Gaming Corporation (hereinafter referred to as SGC) is seeking to secure a partner who could provide consulting services to guide and assist SGC in the development of a Data Warehouse / Business Intelligence (DW/BI) Blueprint including but not limited to the points outlined in Section II (pages 5-8). Expectation would be to have the consultant engaged by May 1, 2021.

## Contact Information

Please use the following name and email address for all correspondence with SGC concerning this RFP. Suppliers who solicit information about this RFP either directly or indirectly from other sources will be disqualified.

**Coordinating Buye**r:

Name Charles Saxe

Email [csaxe@senecacasinos.com](mailto:csaxe@senecacasinos.com)

## Schedule of Events

RFP issue date: April 13, 2021

Bidder questions due: April 20, 2021

**Bid Submission Deadline: April 27, 2021 by 5:00 PM Eastern Time**

## Intent to Bid

Potential Bidders must submit an email confirming their intent to bid to the Coordinating Buyer by the date and time indicated in the above schedule of events.

Submission of the intent to bid notice constitutes the Potential Bidder’s acceptance of the RFP schedule, procedures evaluation criteria and other administrative instructions of this RFP.

## Bidder Questions

Bidders must submit any questions to the Coordinating Buyer’s email address directly. *No telephone questions will be accepted or considered*.

Questions must reference the specific RFP paragraph number and page and quote the passage being questioned. SGC will respond to questions promptly and will send answers to Bidders as a group.

## Submission of Proposals

Proposals must be submitted in electronic form, preferably in Microsoft Word and/or Microsoft Excel formats. **Note: SGC’s email system rejects incoming messages with attachments exceeding 20 MB**. Bidders are encourage to confirm that the Coordinating Buyer received their bid, prior to the bid submission deadline (date and time) indicated in the above schedule of events.

The Coordinating Buyer must receive proposals on or before the bid submission deadline. **Proposals received after the bid submission deadline will not be considered.**

## Proposal Format

**Bidder proposals must conform to the following proposal format**:

**Part-1 Company Overview**

Section 1: Company Overview

Provide a brief description of the overall organization of your company including the location of corporate headquarters, primary industries and markets served, how long the company has been in business and what experience your company has serving multi property and Native American-owned casinos and casino resorts, if any.

Section 2: References

Include a minimum of three contracts for goods or services similar to those in the RFP’s Requirement Specifications that were awarded within the last three (3) years, along with contact information for each client reference. Wherever possible, include casino and casino-resort clients in these references.

**Part-2 RFP Proposal**

Section 1: Executive Summary

The purpose of this section is to summarize your proposal for SGC evaluators and decision makers. The summary should include, at minimum, key proposal elements, your vectors of competitive differentiation and an overview of your pricing model.

Section 2: Response to Requirements

Include complete responses to all requirements outlined in the Requirements Specification section of this RFP. Reponses are to follow the outline of the Requirements Specification herein (including companion documents, if any) and refer to each requirement being addressed. Requirements that cannot be supported in whole or in part should be identified as such.

Section 3: Bidder Supplemental Information

The purpose of this section is to afford Bidder an opportunity to present necessary information that was not requested. Use this section to indicate, for example, alternative methodology or additional functionality that may be outside the scope of the RFP but could enhance the value of services delivered or potential issues that are relevant to the RFP and your proposal.

Section 4: Product and Service Delivery

This section summarizes for your standard fulfillment processes, including delivery scheduling, response to emergency orders, disaster recovery and equipment installation, maintenance, repair and replacement plans.

**Part-3 Pricing Proposal and Quotes**

Section 1: Pricing Model and Terms

This section summarizes Bidder’s pricing model and applicable terms. Additional offers, discounts, rebates, etc. should be noted separately. Where applicable, pricing should cover the entire term of the contract indicated in the RFP, including any options to renew, where applicable.

**Part-4 Bidder Representations and Certifications**

A corporate officer or person who is authorized to represent Bidder must complete, sign and date the Bidder Certifications and Representations, Section VII of the RFP.

**Part-5 Appendix**

Appendix-A: Evidence of Insurance

If requested, evidence of current insurance is to be provided to the satisfaction of SGC’s Risk Management Department. Insurance requirements vary depending upon the nature of the services and the degree of risk. Standard requirements include minimum $5 million general liability coverage (per occurrence and in the aggregate) [$10 million for construction-related contracts], $1 million automobile liability coverage, combined single limit, for all vehicles brought on-site, worker’s compensation and employer liability insurance in accordance with state law. Additional types of insurance, including, without limitation, professional liability insurance and network privacy/data security/cyber liability insurance, may be required in specific circumstances. SGC and related persons and entities will be additional insured under the general liability and automobile liability policies of insurance.

SGC’s Risk Management Department has discretion to increase, decrease, or dispense with insurance in appropriate cases. They may, in addition to or instead of insurance, require signature of a Waiver, Indemnification and Hold Harmless form by any individuals who will be present on SGC property.

For additional details, see section 22 of SGC’s Standard Terms & Conditions at <https://senecacasinos.com/media/zqdd2j1f/sgc-standard-terms-and-conditions-v-10-30-20.pdf>

Appendix-B: Standard Agreements

Bidders are invited to include their standard form of agreement (preferably in Word format) to form the basis of the contract should it be awarded to them. However, SGC reserves the right to utilize its own standard form of agreement.

## Proposal Evaluation/Vendor Selection

Proposals will be evaluated to determine their completeness and compliance with the mandatory requirements and qualifications specified throughout this document. Failure to comply with one or more of these requirements may result in the proposal being rejected as non-responsive. SGC reserves the right to waive deviations it deems non-material and/or to reject any and all Proposals in its sole discretion.

The successful Bidder(s) will be notified by email of the award of contract, conditional upon appropriate licensure through SGC’s regulatory authority, the Seneca Gaming Authority (“SGA”), providing proof of insurance to the satisfaction of SGC’s Risk Management Department, and signature of a contract and/or issue of a Purchase Order. It is only following all of these actions that the successful Bidder will be considered a Vendor of SGC.

Successful Bidders must complete SGC’s Vendor Registration Form and W-9 (or equivalent for non-U.S. persons/entities). If required, they must also complete and submit to the SGA the requisite vendor license application. They are also responsible for payment of SGA processing or vendor license fees plus the Seneca Nation of Indians Business License fee. Fees range from $750 to $2,500 depending upon the nature of the services. These requirements must be completed and, if applicable, the requisite SGA vendor license issued, prior to signature of the contract. Vendor licenses and fees must be renewed every two years. SGA may also, in an appropriate case, require the licensure of individual employees who perform certain services that are or may be closely associated with SGC’s casino operation. As SGA retains the discretion to make this type of determination on a case-by-case basis, SGC is unable at the RFP point in the bidding process to state definitively whether such licensure will be required in any particular case.

## General Bidder Information

This RFP does not commit SGC to award a contract, to pay any costs incurred in the preparation of the RFP, nor to procure or contract for services or supplies.

It is the policy of SGC that all Proposals are to be held unopened and confidential until after the closing date and time. At the bid opening, Proposals will be opened by the contact Coordinating Buyer and are reviewed by a compliance representative.

Bid Validity. Bidder’s bid submission must remain valid for a minimum of ninety (90) days from the bid closing date.

Minority Bidders:SGC gives priority to Bidders who are Native American, minority, women-owned or small disadvantaged businesses. If your company falls into any of these categories or has contracted with such businesses for the purpose of the proposal, please note as such on your proposal.

Alternative Proposals*(if applicable)*are accepted based on the following conditions: SGC will consider alternative proposals from Bidders provided they have submitted a response based on the original requirements. The alternative Proposal will be submitted separate and apart from the basic Proposal. It is assumed that the materials included in the alternative Proposal meet all of the qualifications of the original Proposal.

Substitutes. Any recommended substitutions should be attached separately. *Products may require testing before acceptance. Bidder’s pricing must include the conversion calculations if your size, pack, weight, etc. is not the same as the specified product(s).* SGC solicits Bidders’ recommendation(s) for new products and/or services leading to lower costs.

Projected Volume. Bidders are advised that the volumes or quantities indicated on the RFP are for reference purposes only and must not be taken as guaranteed or as constituting representations by SGC. Actual volume and quantities may vary depending upon the needs of the SGC departments or business units for which the goods and/services are destined and fluctuations in the business cycle.

## SGC Standard Terms and Conditions

Any purchase order or contract flowing from this RFP (in the absence of language to the contrary in the contract) is subject to the terms and conditions hereof as well as to Seneca Gaming Corporation’s Standard Terms and Conditions which are available on the following website: <https://senecacasinos.com/media/zqdd2j1f/sgc-standard-terms-and-conditions-v-10-30-20.pdf>.

Reference to, or inclusion of, the Bidder’s preprinted terms and conditions with Bidder’s Proposal will not be considered as an exception to SGC Terms and Conditions.

# Requirements Specification

**Consulting Engagement Requirements**

The Seneca Gaming Corporation (SGC) is seeking to secure consulting services to guide and assist in the development of a Data Warehouse / Business Intelligence (DW/ BI) Blueprint including but not limited to;

• Analysis and S.W.A.T. of Contemporary Compute platforms options in alignment with SGC Architecture principles (e.g. On-Premise, Consumption Based, Cloud, etc.)

• Contemporary DW/BI technologies offerings (e.g. Hybrid Data Warehousing, Logical Data Warehousing, etc.)

• Analysis and expert guidance on evaluation of contemporary DW/BI tools (e.g. Amazon Redshift, MS Azure, Google BigQuery, Snowflake, Teradata, Amazon DynamoDB, PostgreSQL, etc.)

• Analysis and expert guidance on evaluation of contemporary report, dash boarding and visualization tools (e.g. Tableau, Phocas, Juicebox, Domo, Oracle, MS, AWS, etc.)

• Analysis and expert guidance on evaluation of contemporary middleware tools (Application integration tools (e.g. WebSphere, TIBCO, Infomatica, MS Azure, etc.)

Important: Vendor and/or product selection is NOT within the scope of this phase of the

project. Respondents must be vendor / solution independent.

The ideal candidate(s) must demonstrate both deep and wide knowledge / experience in all of areas listed above. Experience with enterprise data warehouse and business intelligence in the gaming and hospitality industry is preferred. The candidate(s) must employ total objectivity in their analysis of each category of items listed above. The candidate(s) must not have any affiliation or derive any monetary motivation with any of the vendors and/or technologies that will be evaluated.

**Business Opportunity**

Digital business demands a modern data and analytics platform capable of supporting all aspects of data from acquisition, transformation, storage, analysis and delivery. It is widely accepted that advanced analytics is in the critical path to competitive advantage. Organizations with a modern data and analytics architecture can derive insights from information to surpass their competition and achieve market dominance.

**Executive Summary**

The purpose of this project is to drive business innovation with a modernized data warehouse environment that will support data driven decision making. This will be a multi-phase project. This RFP will focus on the first phase will focus on Preliminary Discovery to evaluate how Seneca Gaming can utilize an Enterprise Data Warehouse (EDW) / Business intelligence (BI) solution to further the strategic objectives of the organization.

**Background**

SGC, specifically, Marketing, Human Resources (HR), Sports Betting, Finance and Slot operations, are beginning to identify analytical and decision support requirements that require some sort of EDW/BI capability. To date, we have invested in the Bally Business Intelligence for Slot Operations, Tableau tools for HR, Sports Betting, & Marketing, and various forms of Data extraction & conversion tools including SQL, Showcase, Info PM10, Microsoft Excel and Microsoft Access.

In addition, SGC has developed custom interfaces and continues to develop more custom interfaces to accomplish the extraction of information from various internal and external systems. It is imperative that SGC invest the time and resources to select and implement a BI suite that aligns with business goals and fosters end-user adoption. Right now, we are populating ‘one off’ ‘data mart’ and workstation targets so that analytics, reporting and dash boarding can be accomplished. We do not currently have an enterprise-class strategy for addressing all of our business needs. Indeed, the speed at which our business units are defining more and more requirements for DW/BI capabilities is outpacing our ability to effectively and efficiently deliver and support such needs without a comprehensive Enterprise DW/BI Strategy and Technical Architecture. Therefore, continuing to build ‘one off’ solutions for each new requirement will quickly become unmanageable, costly, and fall short of the business needs.

Information Technology team has spent 9+ months raising their IQ understanding of the EDW/BI market landscape and enterprise architecture for digital transformation. We have participated in workshops, conferences, analyst calls, and poured over market research. We have also leveraged trusted community partners & colleagues, market leaders and external resources to mature and expand our breadth of knowledge on the discipline of EDW/BI to maximize and optimize any participation in the discovery phase of this project so that we aren’t starting the discovery phase learning what we should already know.

This first step of this ‘Discovery’ initiative will allow us to engage outside expertise to work with our IT Team and select Business Units to design an Enterprise DW/ BI architecture and develop the Business Case that will quantify, qualify, and justify a program to build such a capability here at SGC.

Data from ‘siloed’ sources needs to come together in one place. Every database should be sharing its information into a centralized location called a data warehouse. This is where different information from different departments can get linked together. Data sources are any data structures that support the line of business applications. They reside on many different platforms and can contain structured as well as unstructured data.

**Business Outcomes**

1. A scalable, Strategic Blueprint for an Enterprise DW/BI capability that will service current and evolving business requirements for the entire corporation.

2. Qualify the business advantages of an Enterprise DW/BI capability; specifically in the Hospitality, Gaming, and Retail industry.

3. Quantify the Cost of building an Enterprise DW/BI Capability

4. Justify the investment in an Enterprise DW/BI vs. continuing to invest in ’one-off’ solutions by showing the Return on Investment and Cost Avoidance opportunities. (ROI)

# Price and Vendor Selection Process

Please provide your consultation price and evidence of experience by the RFP deadline date of 4/27/21 by 5pm EST. After submitting your bid you may be contacted by an SGC Team Member to discuss your consultation offering via video conference call.

## Price/Fee Structure and Terms

Provide your total inclusive price to provide your consulting services.

## Price Escalation

Prices are fixed.

## Tax Exempt Status

Seneca Gaming Corporation is a governmental instrumentality of the Seneca Nation of Indians all of whose operations (except for its golf course) are on sovereign Seneca Territory. SGC will provide a New York State tax exemption certificate issued in the name of the Seneca Nation of Indians, as applicable.

## Payment Terms

SGC standard payment terms are Net 30 days after delivery of goods and/or services and receipt of a correct invoice. Bidder is encouraged to indicate any additional early payment/ discount terms in its Proposal. It is the policy of SGC not to provide deposits unless significant discounts or special circumstances apply.

## Non-disclosure Agreement

Prior to receiving specific information, the bidder may be required to sign a non-disclosure agreement with the SGC.

# Supplemental Bidder Information

## Conformity of Proposal with SGC Requirements

Bidders represent and warrant that the goods and/or services provided in their Proposal will meet SGC’s requirements **as expressed in the Scope of Work contained in this RFP** and will be fit for the purpose expressed herein.

# Vendor Requirements

## Proposal

Successful Bidders should expect that their response to the RFP and any accompanying supporting materials will be incorporated into any Purchase Order with SGC.

## Agreement

Successful Bidder will be issued a Purchase Order.

# Bidder Certifications and Representations

Bidder is a reputable company fully qualified and regularly engaged in providing products and/or services necessary to meet the terms, conditions and requirements of the RFP.

Bidder is aware of, is fully informed about, and is in full compliance with all applicable federal, state and local laws, rules, regulations and ordinances.

Bidder understands the requirements and specifications set forth in this RFP and affirms that no compensation has been received for participation in the preparation of the specifications for this RFP.

1. Bidder has reviewed and understood SGC’s Standard Terms & Conditions found at <https://senecacasinos.com/media/zqdd2j1f/sgc-standard-terms-and-conditions-v-10-30-20.pdf>

Bidder represents and warrants that all goods and services quoted in response to this RFP will meet or exceed the safety standards established and promulgated under the Federal Occupational Safety and Health Law (Public Law 91-596) and its regulations in effect or proposed as of the date of this solicitation.

All statements, information and representations prepared and submitted in response to this RFP are current, complete, true and accurate. Bidder acknowledges that SGC will rely on such statements, information and representations in selecting the Awarded Vendor. If selected by SGC as the Awarded Vendor, Bidder will notify SGC immediately of any material change in any matters with regard to which Bidder has made a statement or representation or provided information.

**I, the undersigned, hereby certify that I am authorized to sign as a representative for the Bidder listed below:**

Legal Name of Bidder: \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

DBA (if applicable): \_\_\_\_\_\_\_\_\_ \_\_\_\_\_

Address: \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ \_\_

Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_ Fax: \_\_\_\_\_\_\_

E-Mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website: \_\_\_\_\_\_\_\_\_\_\_\_ \_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Representative’s Signature: \_\_\_\_\_\_\_ \_\_\_\_\_

Representative’s Printed Name:

Representative’s Printed Title: \_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ NAICS code #