



ALASKA RAILROAD CORPORATION
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September 26, 2023

Addendum Number 1
IRFP 23-40-210940 Salesforce Solution Consultant

This addendum is issued to provide information as follows:

There will be a non-mandatory pre-proposal meeting on September 27, 2023 at 9:00 am Alaska Time. Please use the link below if you wish to attend:

Topic: RFP 23-40-210940 Salesforce Solution Consultant Pre-Proposal Meeting
Time: Sep 27, 2023 09:00 AM Alaska

Join Zoom Meeting

<https://us05web.zoom.us/j/84958985646?pwd=r3zfNt6ArZ0qsIgfTEkKTb67TLoCmf.1>

Meeting ID: 849 5898 5646

Passcode: ARRC

Bidders Questions:

1. How many employees are currently using salesforce?

We have 13 licenses. Three of those licenses are administrative in nature and the other ten are for departmental employees.

2. Would we be able to meet with a representative from ARRC before the RFP submission deadline to answer detailed questions we have about your existing Salesforce implementation?

A pre-bid conference will be scheduled. We may opt to limit the amount of questions about our existing Salesforce implementation as we are soliciting in this RFP for a consulting contract and not a scope based project.

3. Would we be able to get access to a developer sandbox of your Salesforce org so we may analyze the existing metadata?

This is a solicitation for consulting services and we expect that this would happen after a consultant vendor is selected.

4. The statement of services specifies that you are seeking a term service contract. We interpret this as a managed services agreement. However, based on the rest of the description of the scope of work, we recommend a paid discovery phase that would result in a project

proposal for both Freight and Passenger that includes a scope of work, timeline and price. Would ARRC be open to our RFP proposing this structure? We generally recommend a managed services agreement after the first project is completed.

Once a consultant is selected, there would be a period of paid discovery followed by the creation of Task Orders for each project and initiative which will include a scope of work, timeline and price per the consultant agreement.

5. Would you be able to give more detail regarding the Freight scope of work's integration with internal systems and third party freight pricing systems? How many systems are you envisioning integrating with?

We are looking to replace our internal freight pricing system. This may include integrating with:

- Our On Premise JD Edwards financial system for Accounts Receivable and Customer Master.
- Our On Premise Wabtec Transportation Management System/Revenue Management System that supports our freight operations.
- Various rail industry systems that assist with managing interline freight operations, pricing and billing

6. Can the agency further describe the meaning of a successful implementation?

We feel this is self-explanatory. There will be many different implementations of features using Task Orders. ARRC desires to use Salesforce efficiently to support the operation and growth of our business lines.

7. Can the agency further describe the meaning of a successful partnership?

This again is self-explanatory. Our desire is to work with consultants that give us the best value for our investment.

8. What do you see as the greatest challenge(s) facing your organization today?

In terms of Salesforce, our greatest challenge is to learn and utilize the software so we can leverage the most efficient solution to operate and grow our business lines.

9. Do you have a Quality Assurance Plan?

We do not have a formal Quality Assurance Plan for Salesforce. This would be developed for each project and evolve over time.

10. How many and what type of Salesforce licenses does ARRC have?

ARRC currently has 13 regular Salesforce licenses.

11. How many people are on ARRC's internal Salesforce team and what are their roles?

Three of ARRC's licenses are administrative in nature: Reservation software vendor (1), ARRC IT System Administrator (1), Integration user (1). The other ten are for departmental employees. Four are assigned to Freight sales staff. Five are assigned to Passenger employees: Travel Trade

sales staff (2), Reservations staff (2), Marketing (1). And one is assigned at a manager level overseeing both Freight and Passenger staff.

12. Do you prefer training to be onsite or remote?

We are comfortable with remote training. There may be instances where on-site training may be preferable but that would be an exception.

13. Do you have a Project Start & End Date in mind for the proposed process improvements in the scope of work?

This will be determined by the development and execution of Task Orders after this RFP is awarded.

14. Does ARRC currently work with a Salesforce partner and did you use a partner to implement Salesforce originally?

No

15. Is there an anticipated/ballpark budget for this engagement?

ARRC's budgets are determined annually and varies depending upon need. Each Task Order would have its own budget.

16. What is the Freight and Passenger sales team and management structure? (i.e. one manager and five sales people per team)

Both the Freight and Passenger sales and management teams are under the Vice President of Marketing and Customer Service

17. Freight: Two Account Managers and one Customer Service Manager report to the Director of Freight Sales & Marketing

Passenger: Two Account Executives report to the VP Marketing and Customer Service.

Manager of Reservations & Ticketing and three Operations Managers report to Director of Guest Services

Is there overlap between Freight and Passenger sales teams, or are the teams separate?

They are separate teams that report to the same VP.

Is sales data current in Salesforce for Freight and Passenger? If not, what is the estimated data volume that must be migrated into Salesforce?

There is some Freight data for pricing quotes being maintained in Salesforce that is not currently integrated with anything. At present our Passenger Service Travel Trade Partners customer data is being synchronized with our reservation system. If data migration becomes a requirement then that analysis will become a part of the Task Order generation process.

18. How are leads sourced today?

For Freight, customers contact sales staff directly by phone or email.

For Passenger, sales staff perform a variety of outreach activities and manage their leads manually or on excel spreadsheets.

19. Are leads sourced through web-to-lead forms?

For Freight, on our website there is a "Request a Quote" form on our website Freight section.

For Passenger, on our website there is a form for customers (Direct and Travel Trade) to request brochures and a form to register as a Travel Trade Partner.

Does the sales team currently use Outlook or Gmail?

20. Outlook Does AKRR have a Salesforce administrator?

An IT Applications resource has been acting as the Salesforce administrator.

21. Freight: Are products and quotes managed in Salesforce today for Freight sales processes?

At present, the Freight sales team is using Salesforce to input customer quote data. Products are not currently managed in Salesforce.

22. Freight: What quote-to-cash would AKRR like to run in Salesforce?

This is outside the scope of this RFP. This may be evaluated after a consultant is selected and we begin the Discovery and Task Order generation processes.

23. Freight: What internal systems does AKRR intend to integrate with Salesforce, and for what functions?

This is outside the scope of this RFP. This may be evaluated after a consultant is selected and we begin the Discovery and Task Order generation processes.

24. Freight: What third-party freight pricing systems does AKRR intend to integrate with Salesforce?

This is outside the scope of this RFP. This may be evaluated after a consultant is selected and we begin the Discovery and Task Order generation processes.

25. Freight: What is the data duplication issue alluded to in the integration with third party Freight-specific paragraphs?

At present, our workflow for finalizing and entering pricing details often involves entering the same information into multiple systems. We will not be providing more detail as this may be evaluated after a consultant is selected and we begin the Discovery and Task Order generation processes.

26. Passenger: What data is the Travel Trade/Rail Studio integration with Salesforce syncing today, and what updates to the integration would AKRR like in the future?

At present, Travel Trade Partner customer data is synchronizing with Salesforce. We have future integration plans with the Rail Studio reservation system software vendor to synchronize booking details and direct passenger customer details. We will not be providing more detail on future desired integrations as this may be evaluated after a consultant is selected and we begin the Discovery and Task Order generation processes.

27. Passenger: What type of customer uses Travel Trade (i.e. direct booking, travel agent, tour operator)?

Travel Trade is meant to encompass customers that book the Alaska Railroad on behalf of their customers and receive a sales commission. These are typically Travel Agents, Tour Operators, Travel Wholesalers, Hotel Concierge, etc.

28. Passenger: What are the pain points in the Travel Trade registration and onboarding process?

ARRC desires for our current process to be more automated and to have visibility into the registration status. We will not be providing more detail as this may be evaluated after a consultant is selected and we begin the Discovery and Task Order generation processes.

29. Passenger: What are the opportunities to enhance pre- and post-departure engagements, canceled trains, and irregular operation engagements? (i.e. SMS/email/phone communications to customers, customer complaint or issue tracking, other?)

ARRC desires to have a more streamlined process to communicate with customers about their inquiries and/or booked services when needed. We will not be providing more detail as this may be evaluated after a consultant is selected and we begin the Discovery and Task Order generation processes.

Please acknowledge receipt of this and all addendums via email. **All other dates, terms and conditions remain unchanged.**

Please direct all responses and/or questions concerning this solicitation to Candice Humphrey, via email HumphreyC@akrr.com.

Respectfully,

Candice Humphrey
Contract Administration Specialist