

CALL FOR PARTICIPATION (CFP) - INAUGURAL INFOCOMM TECHNOLOGY SOLUTIONS FAIR FOR THE TRAVEL INDUSTRY

Organised By :



1.0 Background

Following a study in May 2010 to gain insight into IT needs of travel agencies, the Singapore Tourism Board (STB), National Association of Travel Agents Singapore (NATAS), Infocomm Development Authority of Singapore (IDA) and Singapore infocomm Technology Federation (SiTF) will be co-organizing an IT Solutions Fair for the travel industry in September 2010.

The IT Solutions Fair is aimed at helping the Travel Agents (mostly SMEs) in Singapore harness infocomm technologies to engage today's increasingly IT-savvy customers. The focus will be to build up their eCommerce capabilities and improve productivity.

2.0 Objective

This Call for Participation (CFP) invites suitable solution providers to submit their applications for the opportunity to showcase solutions that meet the needs of the travel agencies.

3.0 Scope of Solution Offerings for this CFP

3.1 eCommerce

3.1.1 Web Design

Solution providers who preferably had previously or are currently working with travel agencies in creating B2B or B2C booking engine and/or travel related content (hypertext or hypermedia) that are in turn delivered to the target end-users through the World Wide Web, by way of a Web browser or other Web-enabled software e.g. Internet television clients, microblogging clients and RSS readers.

3.1.2 Content Management

Content Management Systems(CMS) that are likely to contain any or all of the following properties :

- Automated templates
- Easily editable content
- Scalable feature sets
- Web standards upgrades
- Workflow management
- Delegation
- Document management
- Content virtualization
- Content syndication
- Multilingual

3.1.3 eCommerce Website

e-Commerce Website Design / Development packages that may also help travel agents with enhancing online competency and larger customer outreach e.g. Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Experience with helping clients to actually gain online presence and business reach with SEO and/or SEM would be a strong advantage.

3.1.4 Customized Development Services

Solution providers who are experienced or are capable of developing/delivering on the customized requirements of the travel agents e.g. integrating the eCommerce website with commonly used online booking/distribution management systems e.g. Galileo, Amadeus, Abacus, and accepting XML feeds, if needed.

3.2 Productivity Tools

3.2.1 Travel Management System(TMS)

Software applications that manage business processes and data that are related to travel, for example:

- Travel modules
- Lodging modules
- Traveler and Employees files
- Accounting
- Pick-up service(Drivers)
- Reporting

3.2.2 Enterprise Resource Planning(ERP)

Solutions that reduce the need for multiple software systems and therefore eliminating redundancies, streamlining existing business processes, providing insight to internal and external customers via business intelligence & reporting; fast and effective answers to queries through quick and easy access to online information.

3.2.3 Customer Relationship Management(CRM)

Solutions to help the travel agents manage and nurture their interactions with the customers, clients and sales prospects through the organizing, automation, and synchronization of business processes in sales, marketing, customer service. The agents will also be looking at this to find, attract, and win new clients, nurture and retain those the company already has; entice former clients back into the fold; and reduce the costs of marketing and client service.

4.0 Eligibility Criteria of Participating Solution Providers

4.1 Customer references

All participating vendors should have at least three (3) customer references. The evaluation committee, comprising of representatives from STB, IDA and NATAS, reserves the right to contact any of the customers for verification.

4.2 Travel industry experience

Prior experience/knowledge in travel industry (at least the lead solution provider) strongly preferred. For vendors without such experience/knowledge, they are encouraged to find a partner who has the necessary know-how.

4.3 End-to-end eCommerce solution experience

Interested eCommerce solution providers should be experienced with at least one (1) eCommerce cycle (i.e. setting up ePayment Gateway, getting TrustSG certified for a client etc). The ability to provide one-stop eCommerce assistance for the travel agents would be an advantage. It is equally important to demonstrate the ability to bring the travel agents to new markets, possibly through the inclusion of a marketing plan alongside the proposal.

4.4 Track records

Participating solution providers should not have any adverse track records in past projects or customer service e.g. complaints logged with Small Claims Tribunal or Consumer Association of Singapore.

4.5 Compliance by partners and alliances

Lead solution providers are to ensure their partners and alliances are compliant with criteria (4.1) and (4.4).

5.0 Packaging & Pricing

- The application of innovative/competitive bundling or pricing models is highly encouraged, for example but not limited to :
 - Utility model : pay-as-you-use/per transaction, software-as-a-service etc.
 - Revenue/profit sharing e.g. as a technology business partner with the travel agencies.
- Modular and quick to implement packages (less than three(3) months) which may lead to subsequent phases or overall integration.
- Suggested budget cap of S\$20,000 per project

6.0 Submission Guidelines

Interested solution providers should submit their applications

- electronically to the email address : eddie_liew@ida.gov.sg
- as .doc or .pdf attachments only
- the following information(headings) must be included :
 1. Full legal name of company
 2. Website address of the company
 3. Full name of the contact person
 4. Designation of the contact person
 5. Contact phone number and email address of the contact person
 6. Number of full-time employees in the company
 7. Financial statements for the last 3 years
 8. Description of not more than five hundred(500) words under any one or more of the following headings :
 - a. Web design (Travel Industry Focus)
 - b. Content management
 - c. eCommerce Website (Travel Industry Focus)
 - d. Customized development
 - e. Travel management system
 - f. Enterprise Resource Planning (Travel Industry Focus)
 - g. Customer relationship management
 9. At least three(3) customer references providing information on customer company name, contact person, contact number/email) and the project done, each in less than one hundred(100) words(note: the organizers reserve the rights to contact and verify with the customer references in the submission.
 10. Description of the company's experience with the travel industry (if any)
 11. Description of eCommerce implementation experience, if eCommerce solution is being proposed.
 12. Proposed pricing scheme/model of the solution offering/s.

7.0 Vendor Briefing

A vendor briefing will be held on: [23 July 2010 at 2 pm at IDA \(Suntec Tower 3, #14-00 Singapore 038988\)](#) to provide further details.

8.0 Closing Date

All submissions should be received at the email address as in (6.0) by [29 July 2010](#). Incomplete or late entries will be disqualified automatically. Selection is at the sole discretion of the organizers and the organizers are strictly under no obligation to explain the final selection. Only the shortlisted solution providers may be notified by email and/or phone.