ITSO Card Production Bureau Call Off Guidance Notes

National Procurement Framework

2018 - 2022

SAM→®

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1. Introduction

These Guidance Notes are for a SAM Member seeking an ITSO Card Production Bureau service. The Card Production Bureau is a service that enables cards to be produced and encoded in the ITSO world. There is a great importance on the ability of the Card Bureau to interact reliably with other non ITSO and ITSO components to ensure full transparency of the relevant Member's card creation activities.

These Guidance Notes are to assist a SAM Member with the process of using the National Procurement Framework to purchase their own ITSO Card Production Bureau service from our range of contracted Suppliers. The Notes will cover:

- Who Are Smart Applications Management (SAM)
- What Is the National Procurement Framework
- Who Can Use the Framework
- Which Suppliers Are Available from the Framework
- How Do I Identify the Best Supplier
- Mini-Competitions
- Cost of Using the Framework

2. Who Are Smart Applications Management

Smart Applications Management (SAM) is the trading name of South West Smart Applications Ltd (SWSAL), a not-for-profit mutual Company limited by guarantee – no. 07205882. The founding rationale and business case behind the creation of SAM is to deliver scale-based procurement efficiencies for its public and private sector Members to access both ITSO and wider smart ticketing services and goods.

Launched by the Parliamentary Under-Secretary of State for Transport in 2010, SWSAL is owned by its Membership: Public Sector Transport Authorities; and bus operators. Membership is open to any Public Sector Transport Authority or Bus Operator, as defined within SWSAL's Articles of Association.

The Company has 4 Public Sector Transport Authority and 4 Bus Operator Directors and an independent Chairman. Full details about SAM are available at www.talktosam.co.uk.

3. What is the National Procurement Framework

The National Procurement Framework is a series of OJEU compliant Framework Contracts, covering 13 specialist ITSO and wider Ticketing Lots, procured through an open and transparent process, compliant with best practice in public purchasing, offering contracts that are both effective and offer economically advantageous value for SAM Members. The original vision of the National Procurement Framework was:

"to complete an open and transparent OJEU procurement process, compliant with best practice in public purchasing, which will deliver framework contracts that are both effective and offer best value. This will allow both SWSAL and our Members to implement ITSO based smart ticketing schemes in a cost efficient, timely and effective manner, either through the SAM Managed Service and supported delivery we provide, or by Members procuring some or all elements of their scheme directly from the framework agreements themselves."

In total the Framework hosts 13 Lots, of which 12 are available for SAM Members:

Lot Title	Lot Summary
ITSO Electronic Ticket Machines (ETM)	The supply of ITSO compliant electronic ticket machines (on vehicle and hand held) and their supporting software.
ITSO Card Production Bureau	ITSO certified bureau smartcard production and distribution services.
Smart Cards and Smart Card Printers	The supply of ITSO compliant smart card media and smartcard printing and encoding equipment and software
ITSO AMS-HOPS	Provision of an ITSO AMS/HOPS and appropriate integration services.
ITSO CMS	Customer Management System to facilitate the management of cards, ITSO shells, products and usage.
Consultancy Services	ITSO and wider ticketing transport consultancy and travel operator management
Transit Settlement System	A multi operator, ITSO & FCA compliant travel money settlement system
Web Portal	Web portal to allow customer to manage their cards, ITSO shells and products within an ITSO ticketing environment.
Mobile Ticketing Application	Development of mobile phone based application to allow purchase and collection of ITSO and other ticketing products
ITSO Retail Devices	The supply of ITSO compliant smart card ticketing retail point of service terminals and associated software
ITSO Ticket Vending Machines (TVM)	The supply of ITSO compliant unattended ticket vending machines (indoors or outdoors) and their supporting software
ITSO Part 11 Solutions	The provision of services to facilitate the collection and purchase of ITSO products.

The OJEU procurement process was undertaken in 3 stages between July 2015 and September 2017. Full details about the procurement process, the project team, and the full list of suppliers can be found at https://www.talktosam.co.uk/framework/

4. Who Can Use The Framework

To use the Framework, you need to be a Member of SAM. Membership of SAM is free, and joining details are available at https://www.talktosam.co.uk/about-us/join-sam/. Here you will find the SAM Articles of Association, details of all current SAM Members and a Membership Application Form. All applications are considered by the SAM Board of Directors.

As soon as Membership is approved, you will be given an access code to the Members Section of the SAM Website, which provides access to core National Procurement Framework documentation including Technical Specifications and Framework Agreements on a per Lot basis.

5. Which Suppliers are Available from the Framework

The ITSO Card Production Bureau Lot has 4 Suppliers who have completed and signed a Framework Agreement. These Suppliers are:

- Burrall Infosmart Ltd   https://www.burrall-infosmart.com
- ESP Systex Ltd   https://www.the-espgroup.com
- Euclid Ltd   https://www.euclid.co.uk
- SmartCitizen Ltd   https://www.smartcitizen.net

6. Identifying the Best Framework Supplier

Stage 1:   Talk to SAM

The 1st step is to make contact with the SAM National Procurement Framework Team. This can be achieved through the SAM website at https://www.talktosam.co.uk/about-us/contact-us/

SAM will then respond, and discuss your current situation and requirements, to enable us to understand what you wish to achieve through using the National Procurement Framework.

As a SAM Member we will be happy to provide you and your procurement team with access to our core technical and contractual documentation from the OJEU Procurement process associated with the ITSO Card Production Bureau Lot, and SAM will answer any procurement questions you may have.

Stage 2:   Scoping your Requirement

For the ITSO Card Production Bureau Lot, SAM will then work with you in scoping your requirements against the core parameters of the Lot. To do this we have developed a simple Proforma of core Bureau requirements and options, which we will provide to you to complete. The content of the Proforma is shown over.

Framework 1 Lot 4 Card Production Bureau

This sheet provides a summary to SWSAL of the potential Lot 4 needs of a member. We will take this infromation and compare it against all OJEU Suppliers on the Framework to identify for the Member, the Most Economically Advanatgeous Supplier, and who is 2nd, 3rd etc.. The Member is then able to select the Supplier they wish and SWSAL will provide the contract support to enable this to happen.

SWSAL MEMBER - CONTRACTING BODY

[insert SWSAL Members name]

SWSAL MEMBER CONTACT

[insert SWSAL Members Contact Details]* [1]

OTHER KEY PERSONNEL (in line with Clause 6.1)

[insert details of Key Personnel]*2

ORDER & DATES SUMMARY

[insert narrative summary of Order Requirement
i.e. additional concessionary cards AND dates for delivery]* [3]

ARE YOU A SWSAL MEMBER BASED IN SCOTLAND, AND WISH THE PROVISIONS OF CLAUSE 11.1 TO APPLY?	Yes	No	please highlight relevant box
WOULD YOU REQUIRE A FULL OUTLINE PROJECT PLAN WITH MILESTONES FROM THE SUPPLIER* [4]	Yes	No	please highlight relevant box
WOULD YOU REQUIRE THE SERVICES AND GOODS TO BE TESTED AS PART OF THE ORDER DELIVERABLES* [5]	Yes	No	please highlight relevant box
WOULD YOU BE HAPPY FOR SWSAL TO REMAIN THE DESIGNATED REPRESENTATIVE?* [6]	Yes	No	if No, please provide details of your own Designated Representative

SWSAL MEMBER PURCHASE ORDER REF:

n/a

Order Details	NUMBER REQUIRED	Per Card Type	1-500	501-5,000	5,001 - 10,000	10,001- 25,000	25,001- 50,000	50,001 - 100,000	100,001 +	COST
Core Elements		£	£	£	£	£	£	£	£	
Card Design, Testing & Management										
Design Service										£0
Initial CMS & Card Set Up, Encoding Configuration & Management (without a sQuid Retail Purse)										£0
Initial CMS & Card Set Up, Encoding Configuration & Management (with a sQuid Retail Purse)										£0
Variation to Card Specification (i.e. additional product)										£0
Change to Design										£0
Cost per 10 Test Cards										£0
Printing & Encoding (unit cost per CMD2 card - Including card)										
1 side colour & Encoding										£0
2 side colour printing & Encoding										£0
1 side colour, 1 side black text overlay & Encoding										£0
Laminate overlay (incremental cost) n/a all cards inc laminate overlay										£0
Hologram (incremental cost) this price is for applying the hologram										£0
Other (incremental cost)										
Printing & Encoding (unit cost per CMD2 card - Excluding card)										
1 side colour & Encoding										£0
2 side colour printing & Encoding										£0
1 side colour, 1 side black text overlay & Encoding										£0
Laminate overlay (incremental cost) n/a all cards inc laminate overlay										£0
Hologram (incremental cost) this price is for applying the hologram										£0
Other (incremental cost)										
Printing & Encoding (unit cost per CMD2 card - card provided by Contracting Body)										
Encoding of pre-printed cards (& printing of card number)										£0
Printing & Encoding (unit cost per CMD7 card - Including card)										
1 side colour & Encoding										£0
2 side colour printing & Encoding										£0
1 side colour, 1 side black text overlay & Encoding										£0
Laminate overlay (incremental cost) n/a all cards inc laminate overlay										£0
Hologram (incremental cost) this price is for applying the hologram										£0
Other (incremental cost)										
Printing & Encoding (unit cost per CMD7 card - Excluding card)										
1 side colour & Encoding										£0
2 side colour printing & Encoding										£0
1 side colour, 1 side black text overlay & Encoding										£0
Laminate overlay (incremental cost) n/a all cards inc laminate overlay										£0
Hologram (incremental cost) this price is for applying the hologram										£0
Other (incremental cost)										
Printing & Encoding (unit cost per CMD7 card - card provided by Contracting Body)										
Encoding of pre-printed cards (& printing of card number)										£0
Printing & Encoding (unit cost per CMD4 card - Including card)										
1 side colour & Encoding										£0
2 side colour printing & Encoding										£0
1 side colour, 1 side black text overlay & Encoding										£0
Other (incremental cost)										
Printing & Encoding (unit cost per CMD4 card - Excluding card)										
1 side colour & Encoding										£0
2 side colour printing & Encoding										£0
1 side colour, 1 side black text overlay & Encoding										£0
Other (incremental cost)										
Printing & Encoding (unit cost per CMD4 card - card provided by Contracting Body)										
Encoding of pre-printed cards (& printing of card number)										£0

Fulfilment & Postage (unit cost per card)

Fulfilment with Individual Letters & Envelopes to Individual Addresses (excluding postage)									£0
Fulfilment to central address with Individual Letters & Envelopes (excluding postage)									£0
Fulfilment to central address of bulk cards i.e. shrink wrapped (excluding postage) this is nominally based on packs of 250 cards									£0
Inclusion of up to 2 x flyers per envelope (incremental cost)									£0
Inclusion of additional flyer (incremental cost)									£0
Faster Fulfilment - 3 days or sooner									£0

Miscellaneous

Paper Input of Application Forms - data entry varies according to the amount of data to be captured e.g. disabled are more extensive than elderly. This figure is based on the elderly and young models									£0
Printing of return address on envelopes									£0
Online Input - customer direct to bureau (no CMS) we offer a web portal for this purpose									£0
Saving for 7 Working Day Fulfilment N/A we are geared to next day despatch									£0

Helpdesk Support Hours)

			Year 1	Year 2	Year 3	Year 4	Year 4+1	Year 4+1+1	Total / Average	
Core		Helpdesk Mon - Fri 0900 - 1700 p.a (excl relevant public holidays)								£0
Priced Increments		Mon - Fri 0700 - 1800 p.a (excl relevant public holidays)								£0
		Saturday 0800 - 1700 p.a (excl relevant public holidays)								£0
		Out of Hours support p.a. (inc relevant public holidays) Please define - 17:30 to 22:30 Mon-Fri which can be pro-rata extended to cover weekends. Note that this service will be provided by our Group call-centre operators (Journeycall). We also offer a 'blended service' based on recorded minutes at rates between 60-70 pence per minute dependant on volume.									£0

Note: Our Helpdesk Services are based on dedicated resources for stakeholder & public calls

Additional Staff Costs (Daily Rates)

		Year 1	Year 2	Year 3	Year 4	Year 4+1	Year 4+1+1	Total / Average	
	Project Director								£0
	Project Manager								£0
	Technical Manager								£0
	System Developer								£0
	Business Analyst								£0

Additional Requirements*[7]

	Year 1	Year 2	Year 3	Year 4	Year 4+1	Year 4+1+1	Total / Average	
								£0
								£0
								£0

Payment

Payment to be made within 28 days of receipt of invoice

TOTAL COST £0

In addition, as part of the scoping process, we will also work with you to understand the role of your ITSO Card Production Bureau within your wider scheme and your aspirations for the future.

Stage 3:   Identifying Supplier Options

Stage 3 is based upon the process required for a public sector Member of SAM to be able to Call Off from the Framework. It is designed to ensure compliance with the Public Procurement Regulations 2015. We fully recognise that our private sector Operator Members have more freedom on the Supplier they may wish to select than a public sector Member, however, our experience is that they benefit equally from the approach as outlined.

When both parties are happy that we have a full understanding of your Lot needs, SAM will then undertake an appraisal of all Suppliers available within the Lot, against the individual needs of the Member.

This appraisal will cover 3 core areas:

Technical Analysis

SAM will review the Members technical requirements and compare them to the breakdown of the technical scores awarded to each Supplier from the Tender process. In particular, careful attention will be given to considering (where relevant) any technical limitations of a Supplier and whether this may impact upon the specific needs of the Member.

If such a discrepancy is identified, the Member will be notified to enable them to make an informed choice as the way to progress, including rejecting a Supplier based on technical capabilities; or running a Mini-Competition if a there is a technical requirement not already covered within the Technical Specification.

Financial Analysis

Using the information provided to SAM by the Member, SAM will cost the requirements of the Member using a comparison calculator, developed specifically for this purpose.

As shown in Stage 2, the ITSO Card Production Bureau Lot has different scale based pricing options costed by each Supplier. The calculator will identify which option is the most financially advantageous from each Supplier as well as between Suppliers.

Depending on the original Tender received, SAM will also consider whether any Supplier's discount might apply to the Members specific scenario. For example, a Supplier may give a discount for multiple Lot purchasing, or if the Member is already a customer of the Supplier and an existing ITSO Card Production Bureau is in place.

Contractual Analysis

Using the contractual appraisal and scoring of the original Tender submissions, SAM will provide an overview of any contractual areas where the Supplier has confirmed they are not compliant with the original contractual requirements.

Stage 4:   Feedback to the Member

Having completed the appraisal based upon the three core criteria, SAM will provide the Member with a draft of its score based appraisal of the Suppliers, as well as relevant support material. This draft score will use the same weightings as applied to the original procurement process, namely:

Principal Criteria	Weighting
Technical	50%
Financial	40%
Contractual	10%

The Suppliers will be ranked a % out of 100%.

The original OJEU procurement ITSFT document stated that when the final scores had been identified and two Suppliers were within 5% of each other, then a public sector Member of SAM would be entitled to select either Supplier, when considering which Supplier was the most economically advantageous Supplier in meeting their needs. If this scenario arises, it will be highlighted within the draft appraisal.

Having provided the information to the SAM Member, a discussion or meeting would be arranged to go through the draft information in detail, and to answer any questions the Member has.

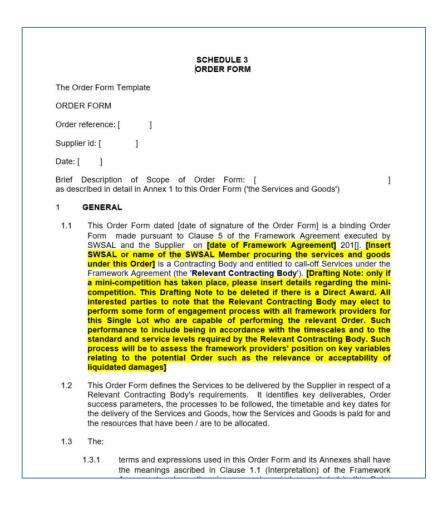Stage 5:   Liaising with the Framework Suppliers & Provision of Final Report

When the SAM Member is happy with the draft appraisal work undertaken, and any supplementary clarification questions have been identified, SAM will contact each Supplier to confirm that the technical/financial/contractual appraisal of their offer was correct. Upon the conclusion of this work, SAM will provide the Member with final advice, enabling the Member to make an informed choice of Supplier, which meets their own procurement criteria.

Stage 6:   Preparing the Call-Off Order

A SAM Member wishing to use the ITSO Card Production Bureau Framework has two defined processes for calling-off an Order.

1. Member's Own Call-Off Order

Within Schedule 3 of the Suppliers Framework Agreement with SAM is an Order Form template as shown below:

The SAM Member will then complete the Order Form, assisted by SAM as required. Should a Member wish it, SAM has an arrangement with its Legal Advisors – Michelmores LLP who would review and comment upon a final draft, for a fixed fee. More details of this are available from SAM.

2. SAM Umbrella Order

Based upon demand from SAM Members, and the outcome of Call Off's to date, SAM has signed an 'Umbrella' Order with several of the Bureau Suppliers. This means that so long as the Members Order can be met without

the need for a Mini-Competition, then the Member only needs to complete a SAM ITSO Card Production Bureau Order Proforma to be able to order the ETM's with the full protection of the Framework.

A copy of the 'Umbrella' Order, and their respective Order Proforma's are available from SAM upon request.

7. Mini-Competition

Where required, a Mini-Competition can be considered where a specific requirement of the Member may not be fully covered by the original Tender submission, or a significant variation to it is required. Section 5.8 of the ITSO Card Production Bureau Framework Agreement outlines the process of awarding a contract following a Mini-Competition.

If the work undertaken by SAM as part of Stages 2 and 3 identifies that the Member may have additional requirements not covered by the existing specifications, then SAM will explore with the Member, their options in relation to running a Mini-Competition.

SAM already has experience of running Mini-Competitions from a National Procurement Framework Lot. Our role is to support and assist the Member, throughout this process. SAM will work with the Member to clearly identify the changes required and run the ITT process for them. An example of a National Procurement Framework – Mini Competition ITT is shown below.

8. Costs of Using the Framework

As a Membership organisation, SAM does not charge its Members for assisting with any element of Stages 1 to 5, as detailed within these Guidance Notes. The only cost of using the National Procurement Framework is based upon a Member paying either one of two charges:

1. Framework Access Charge - a % of their total Contract Value or fixed amount; or
2. An Order Set Up Fee

Framework Access Charge

This is a one-off payment covering all support and assistance with the creation of the Order Form for a Member. The cost is based upon either a fixed % or fixed amount per unit being purchased depending on the Lot being ordered. A breakdown of the cost for accessing the ITSO Card Production Bureau Lot is shown in the table below:

Lot Title	Framework Access Charge
ITSO Card Production Bureau	Free

Order Set Up Fee

SAM does not charge Members to set up an ITSO Card Production Bureau Proforma Order, or individual Call Off Order.

9. Next Steps

We hope you have found these Guidance Notes helpful in outlining the process to access the National Procurement Framework.

For further information, or an informal discussion about your procurement needs, please contact us at: https://www.talktosam.co.uk/about-us/contact-us/