



ITSO Customer Management System (CMS) Call Off Guidance Notes

National Procurement Framework

2018 - 2022



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1. Introduction

The ITSO Customer Management System (CMS) Lot offers Members access to a range of open, fully defined, dependable back office systems for managing customers efficiently and effectively. All Suppliers available through the Lot have CMS Systems available to support a range of Smart Ticketing Schemes from a standard Concessionary Entitlement Scheme to the most complex of Commercial Schemes.

All CMS's available under the Framework can be fully integrated with the other Lots from the National Procurement Framework, including the ITSO AMS-HOPS and Web Portal Lots. The Guidance Notes are to assist a SAM Member with the process of using the National Procurement Framework to purchase their own ITSO Customer Management System (CMS) 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 Customer Management System (CMS) Lot has 4 Suppliers who have completed and signed a Framework Agreement. These Suppliers are:

- Ecebs (Rambus) Ltd <https://www.rambus.com>
- ESP System Ltd <https://www.the-espgroup.com>
- SmartCitizen <https://www.smartcitizen.net>
- Unicard Ltd <https://www.unicard-uk.com>

In addition, a fifth Supplier [ACT Ltd] was approved by the SAM Board and has been offered a Framework Agreement, but has not yet progressed to signature.

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 Customer Management System (CMS) Lot, and SAM will answer any procurement questions you may have.

Stage 2: Scoping your Requirement

For the ITSO Customer Management System (CMS) Lot, SAM will then work with you in scoping your requirements against the core parameters of the Lot. *For example*, in relation to the ITSO CMS Lot, key parameters we would seek to discuss with you might include:

1. Number of CMS partitions your scheme requires
2. Number of Customer Records you expect your scheme to generate
3. Number of Retail POSTs or Web Portals you wish your scheme to integrate with and whether those Supplier contracts are already in place
4. Number of Card Bureau(s) you wish your CMS to integrate with
5. Number of Concessionary and Commercial products you wish to offer to Customers
6. Level of ongoing Supplier Support you wish to receive

In addition, as part of the scoping process, we will also work with you to understand the role of your ITSO CMS 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 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.

The ITSO Customer Management System (CMS) Lot has 4 different scale based scenarios costed by each Supplier. The calculator will identify which option within the option thresholds 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 ITS0 CMS 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.

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 Customer Management System (CMS) 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 Customer Management System (CMS) Lot is shown in the table below:

Lot Title	Framework Access Charge
ITSO CMS	3%

Order Set Up Fee

SAM Members who already receive the ITSO AMS-HOPS Package from SAM – see <https://www.talktosam.co.uk/managed-service/> and who wish to use the National Procurement Framework to access the Customer Management System (CMS) Lot are exempt from having to pay the usual Framework Access Charge, and will only need to pay a Call-Off Contract Set-Up Fee, capped at £1500.

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/>