

BUTRINT MANAGEMENT FOUNDATION

Electronic Ticketing and Access Control Project for Butrint Archaeological Park

Outline for vendors	2
The Site at Butrint	2
Archaeological Importance	2
The Project	3
Requirements for the System	3
Core Characteristics	3
Core Functionality	6
Suitability, Training, Implementation and Go-live Support	8
Experience	8
Project Plan	8
Visitor Facing Interfaces	8
Submissions and Scoring	8
Submissions Timeline	8
Scoring Methodology	9
Required Documentation in your Submission	9
Requests for Additional Information	11

Outline for vendors

The Site at Butrint

Butrint, located in the southwestern part of Albania, is an ancient city and archaeological site situated near the Greek border, about 18 kilometers south of the city of Saranda. It is nestled on a small peninsula between the Vivari Channel and Lake Butrint, offering a strategic position with natural protection and access to the Ionian Sea.

Archaeological Importance

Excavations: Systematic archaeological excavations began in the 1920s, uncovering a wealth of artifacts and well-preserved structures from different periods of its history.

UNESCO World Heritage Site: In 1992, Butrint was designated a UNESCO World Heritage Site in recognition of its outstanding historical, cultural, and architectural significance.

Modern Relevance

Tourism: Today, Butrint is one of Albania's most visited tourist destinations, attracting visitors interested in its historical ruins and natural beauty.

Conservation: Efforts are ongoing to preserve and protect the site from environmental and human threats, ensuring its legacy for future generations.

Cultural and Educational Impact

Butrint serves as an educational resource, providing insights into the ancient civilizations of the Mediterranean and the historical interplay between different cultures and empires in this region. The site is also a testament to Albania's rich cultural heritage and historical depth.

Overall, Butrint is not only a key archaeological and historical site but also a symbol of Albania's ancient heritage and its ongoing efforts to preserve and promote its cultural landmarks.

The Project

Transition of Governance

In accordance with the Law 50/2022, the management of the cultural heritage and cultural landscape areas, part of Butrint National Park will be transferred from the Ministry of Economy, Culture and Innovation to the Butrint Management Foundation.

Operations, staffing and the site itself will continue in much of its current form.

Butrint currently has an electronic ticketing system in place and this has worked well for the site, however, that system is owned and operated centrally by the National Agency of Information Society. Upon transfer of the site management from the Ministry of Economy, Culture and Innovation to the Butrint Management Foundation, the latter must ensure a dedicated infrastructure for the ticketing system at the site.

We are therefore searching for a supplier who is able to offer us a system that meets our needs and our customers' expectations.

The supplier must be able to contract and implement the system to meet our timelines. We will expect evidence of your ability to meet these needs and will score submissions accordingly.

Site Visits

So that all vendors can appreciate the site, its layout and its current operations, there will be site visits available on 28/08/24 between 09:00 and 13:00 where members of BMT staff will be able to show you the site and answer any site specific questions, as well as giving you the opportunity to take photos or measurements. Please contact tenders@bmf.al to confirm if you are to attend,

Requirements for the System

Core Characteristics

Ownership by Butrint

Butrint requires that the system is a software owned and operated by the Foundation, as opposed to an agency service. This is to ensure that both data and financial control remains with the Foundation.

This model will ensure that the data collected from visitors is owned and controlled by Butrint (in line with any present or future data protection legislation).

Similarly, all financial transactions will be between the Foundation and the visitors, with money being deposited directly into the Foundation's bank account.

Simple yet complete

Butrint needs a system to deliver core expected functionality like every other visitor attraction in Europe. It is vital that the functionality is sufficiently developed to effectively ticketing the venue, without being overly complicated. We are looking for the perfect balance of simplicity and completeness.

Great visitor experience

We know Butrint is an amazing site, packed full of historical and architectural significance, but we need to make sure that the welcome we give our guests is just as impressive. The tools, hardware and interfaces of your solution should enable us to deliver this.

Internationalization

As tourism attractions in Albania continue to draw more visitors from neighboring and far away countries, we need our systems to be as accommodating to different languages, currencies and cultural expectations. The system should enable the purchasing of tickets, delivery of these and other interfaces for a range of languages.

Mobile first

With so many visitors being on vacation when they buy tickets, it is vital that the experience is designed from the ground up with a mobile first design in mind. Guests do not have desktops or printers on vacation, so the pages, payments and ticket delivery should look to use the inbuilt core functionality of modern-day smartphones.

Fraud Prevention

Ticketing and visitor attractions over the world can easily become victims of fraud. Fake or duplicated tickets, credit card fraud, cash leakage are all areas that organizations such as Butrint Management Foundation battle against. The chosen provider will need to have some core functionality and demonstrate what they have done to reduce fraud. Examples include detection tools to report and alerts on suspicious activity and events (such

as a gate being held open for long periods, counters to detect multiple people entering at one time, as well as robust permissions in the back office, automatic kiosks for cash transactions. Any other relevant experience or functionality you can explain, and offer would be welcomed.

Intuitive Back Office

It is vital that staff who will be expected to use the system can be trained and supported with a 'light touch' approach. From first exposure to the system, we would expect users to be able to sell a ticket and handle some basic functions with a minimal amount of training. Similarly, more advanced users or administrators should be able to function without a need for excessive coaching, or complex manuals and processes.

Hardware and Access Control

The access to the archaeological park is currently done through automated access control (turnstiles), including for wheelchair/stroller, which may need to be replaced due to their damaging from time to time. Chosen suppliers must have a clear solution to deliver these, as well as the supply chain and local support to obtain, deliver, commission and support these. We also need to introduce an automated kiosk solution to handle all cash transactions.

Alternate Locations for Hardware in the Future

There are existing locations on site for the proposed system and any hardware to be located for go-live.

Under the continued management and development of the site it is expected that the location will change in the coming year, so the hardware must be capable of being relocated without significant costs or supplier's intervention.

Future Proofing

The cultural attractions have seen continued evolution of technology, concepts and innovation over the last 15 years, and there is nothing to suggest that this will not continue. The supplier that we select must be able to show a history of innovation, as well as a clear strategy to improve and adapt as the market and technology landscape shifts in years to come.

Core Functionality

The following is a non-exhaustive list of core functionality that we expect the supplier to document through annotated screenshots in their submission.

Ticket salesperson / online / online travel agents

The system must have fast and efficient user interfaces, making ticket sales and other tasks quick, simple to understand and reduce errors by the users.

The system must have an out of the box online sales path that can be branded with colors, styles and imagery from Butrint. The path must be secure and optimized for mobile devices.

The system should also be able to integrate with distribution channels, such as tour operators and online travel agents, such as Butrint does now (<https://www.myticket.al/mbasket.php?cit=8>) . You should be able to provide basic schematic diagrams of how this can be accomplished.

Comprehensive reporting

The system must be delivered with standard sales reports to allow for daily (and other periodic) financial reporting to comply with general accounting practices, reconciliation and tax declarations.

The system must have the ability for the venue to generate audit level reports to examine individual transactions by multiple factors, such as operator, date range, workstation, amount or any similar differentials.

Ideally the system will allow for custom reports to be designed and saved by the venue for repeated use without vendor intervention.

Please provide a link to a folder of some standard report examples with your submission.

Hardware kiosk / turnstiles

The supplier must be able to provide and link to turnstiles or other hardware to control access to the site only to ensure only valid ticket holders are admitted.

The supplier must be able to provide an automated ticket sales kiosk that will be used exclusively to process cash transactions.

Butrint needs to implement tools and technology to reduce the risk of ticket related fraud, in addition to the turnstiles. This may be the use of cameras, people counters or others tools to be able to spot trends and occurrences, such as gates being held open, multiple people entering or one ticket.

Please outline the tools and technology you can offer to give Butrint a solution for this.

Pricing and packaging and promotion including commissions

The system must have the ability to create many varied ticket prices, based on buyer types, days or time periods, group size or other variations.

The system ideally will be able to schedule or adjust pricing based on factors such as capacity, times (or time-slots) or other factors we see now in similar venues to Butrint.

Combinations of tickets and other items e.g. guide book / audio tour, should be allowed to produce packages that are easy to sell, to enhance and encourage guest to spend more on their visit.

API led

The system must be designed to deliver a commission free API to allow for additional opportunities to be explored by Butrint, such as link to other sites, services or software in the future.

Examples of how your clients have used your API to drive and develop their business would be welcome in your submission.

Hosting that offers Security and Reliability

The system must be secure and designed with a privacy and data security first approach. The system will ideally be cloud hosted, with the ability to operate in 'offline' mode, should the internet connection not be available, but we are willing to look at proposals which require a local server.

You must outline clearly how your system has been designed to ensure platform stability and security, including your approach to data redundancy, back and disaster recovery, as well as the server location(s) you are proposing and why you believe it gives the most secure and reliable system.

Suitability, Training, Implementation and Go-live Support

Experience

We will only consider working with providers with a proven track record in delivering solutions in the region and to similar visitor or cultural attractions.

It is vital that any potential suppliers summarize their experience and why they think their organization is ideally placed to service this opportunity.

Project Plan

As the project is constrained by unmovable deadlines, we require all submissions to include a realistic project plan with key milestones and deliverables in order for us to hit the 31st October go live deadline.

It does not need to detail every element, but should summarize the key steps, dependencies and phases of scoping, survey, installation, configuration, training and final commissioning to go live and beyond.

Visitor Facing Interfaces

As we expect a significant volume of business to be driven through online interfaces, we need to understand and evaluate just how good your clients' sites can be.

For this reason, we will ask you to supply at least examples of current clients, with links to their buying process for us to evaluate the customer journey, speed and usability of the system for a variety of user profiles.

Submissions and Scoring

Submissions Timeline

As you will have read, this project is tightly time bound and as such we have a non-movable project timeline, which includes the selection of the system itself.

The key dates for the procurement are as follows

14-Aug-2024	Publication of this document
21-Aug-2024	Deadline for questions to be submitted
23-Aug-2024	Answers to questions back to potential suppliers
28-Aug-2024	Site Visit Opportunity for Suppliers (09:00-13:00)
30-Aug-2024	Deadline for submission (16:00 CEST)
3-Sep-2024	Scoring completed for submissions
4-Sep-2024	Potential follow up queries
5-Sep-2024	Preferred Supplier Selected

Suggested Dates for Next Stages

12-Sep-2024	Contracting and Final Commercial Discussions
31-Oct-2024	Go Live of System

Scoring Methodology

To be as transparent as possible, please see the breakdown for scoring the submissions

50% Price

Evaluation of total cost of ownership over 5 years, examining hardware, software purchasing and commissioning costs

40% Core functionality / Quality of Software

Your submission of functionality, user interfaces and tools.

5% Ability to deliver

Evaluation of your project plan, along with mitigations to ensure on time delivery

5% Experience and Existing Clients

Evaluation of your experience in delivering similar projects from your submissions and visiting your existing clients' sites

Required Documentation in your Submission

Overview of your software and solutions

You should provide a clear overview of your software functionality, accompanied by relevant screen shots, referencing our core functionality requirements and solution characteristics.

Costed Proposal

Your proposal needs to break out the costs including software and hardware purchasing, installation and support and maintenance.

The proposal should also include the supply and commissioning of all networking infrastructure to support the system as well as the design and supply of 100,000 tickets for the Butrint site.

The format of the pricing proposal should clearly show the totals for Year one costs and the costs for the subsequent 4 years (five in total) in the following sections

Item	Year 1	Annual (Y2,3,4&5)
Hardware Costs		
Software Costs		
Hardware Installation		n/a
Software Configuration		n/a
Hardware Support		
Software Support		
100,000 Tickets		
TOTAL		

Technical and physical specifications for hardware

These can be in the form of datasheets, with the dimensions and other key technical information. You should include any photos or plans outlining your suggestions for hardware placement on site.

Clarity on your hardware supply chain

We need to understand your ability to order, import, clear customs, deliver to site and commission the key hardware that you are proposing. This can be in the form of a simple diagram with named parties.

Proposed Project Plan

Using a preferred supplier award date of 5th September, your proposed plan to conclude commercial discussions, and deliver core parts of the project, including training to achieve our go live on 31st October. We would also like to see a basic risk and control matrix (RACM) of what you see as the key risks and mitigations to the project.

Basic Training Plan

We would like to see a basic training plan for front line and administration staff to include topics covered and indication of training time needed.

Examples of projects that are like this one

We would like you to submit a brief project overview of up two projects that are like this one, in terms of site, region or timeline, outlining what you delivered, how it was delivered and the timescales involved.

Examples of sites that you believe show an amazing customer experience
Please provide website address of sites that are selling admissions using your technology that you think shows the power, flexibility and amazing customer journey that your system can offer.

Please make your submissions as concise as possible, with only relevant information. We prefer quality submissions v a larger quantity of pages

Requests for Additional Information

Queries and clarifications on the Tender must be directed to: tenders@bmf.al and copied to andrew@aptcs.co.uk

Any questions must be received by email no later than 12 noon CET 21/08/2024 to elicit a response which will be circulated to all suppliers who have obtained this tender.

Every effort has been made to ensure that this documentation contains all the necessary information for tenderers. However, in the interests of equity, requests for additional information, clarification of content of this document and all other queries of substance must be made in writing by email as above

Site Visit Details

Please contact tenders@bmf.al to confirm if you are to attend, the time is limited to between 09:00 and 13:00. BMF Staff will be available on site at this time.

Additional Documents

Please see attached to this request for proposal other diagram and layouts of the site to help you better understand ahead of a potential site visit.