

## A G E N D A



## Recommendation for Council Action (Purchasing)

Austin City Council

Item ID:

39760

Agenda Number

29.

Meeting Date:

February 26, 2015

Department:

Purchasing

## Subject

Authorize award, negotiation, and execution of a 12-month contract with UNGERBOECK SYSTEMS INTERNATIONAL for the purchase and implementation of an event booking software system in an amount not to exceed \$600,000, with five 12-month extension options in an amount not to exceed \$120,000 each, for a total contract amount not to exceed \$1,200,000.

## Amount and Source of Funding

Funding in the amount of \$400,000 is available in the Fiscal Year 2014-2015 Operating Budget of the Austin Convention Center Department. Funding for the remaining four months of the original contract term and extension options are contingent upon available funding in future budgets.

## Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing  
Language:

Best evaluated proposal of two proposals received.

Prior Council  
Action:For More  
Information:

Shawn Willett, Corp Contract Compliance Manager, 512-974-2274

Boards and  
Commission  
Action:

Related Items:



MBE / WBE:

This contract will be awarded in compliance with City Code Chapter 2-9C (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

## Additional Backup Information

This contract is for the purchase of event booking software including software licensing, implementation services, legacy-data migration, training, and annual maintenance and support. This software will manage all aspects of booking and facilitating the services associated with events and event space for the Austin Convention Center Department (ACCD). Funding for this project will come from facility revenue and Hotel Occupancy Tax. No general funds will be used to procure the proposed event booking software.

In August 2000, ACCD entered into an end-user licensing agreement with NewMarket International, Inc. to utilize CC Breeze 3.1 sales and catering computer software; this became ACCD's primary booking and event-management software system. In 2013, ACCD received notification that the developer was no longer going to support or maintain the software system because it has become obsolete.

The legacy system is inadequate and suffers from periodic lack of connectivity, interface/data-input constraints, and access issues which in turn, impedes ACCD's goal to provide outstanding customer service. As a result, ACCD had to create a secondary in-house database application to maintain compatibility and be able to interface (export/import and run/create reports) with add-on programs. This limiting functionality has resulted in an unsustainable business solution required to support and manage the growing business demands and needs associated with sales, event and catering management.

The acquisition of the proposed system will enhance the following internal and external ACCD capabilities:

Internal to ACCD:

- Provide a single system to access and manage all information related to an event.
- Provide easy-to-understand dashboard views of critical metrics for sales team and individual sales representatives.
- Streamline booking activity and the use of the booking data.
- Simplify the management of the catering and event operation.
- Reduce the need for staff to physically manage paper copies of event documents.
- Improve communication between (and amongst) clients, contractors, and staff who may be in different departments and/or in various locations.
- Increase efficiency in collaboration, scalability, and accessibility by ACCD and its external partners.
- Minimize costs for maintaining and configuring the system over the long term as new and changing requirements emerge.

External to ACCD:

- Ability to interact with ACCD remotely.
- Ability for clients/exhibitors to securely and electronically submit event documents, manage and/or review contracts, and pay online for services.
- Improve communication between clients and ACCD.

- Reduce the cycle time and/or number of cycles to submit and review event documents and contracts.

At the start of 2014, ACCD along with the Engineer Architect Group (a division of Communications & Technology Management (CTM), began mapping the sequence of events which are necessary when hosting and organizing conventions, trade shows, consumer shows, and conferences. From this mapping process, the tam identified the technical and functional requirements and incorporated those requirements into a Request for Proposal.

An Evaluation Committee composed of personnel from ACCD and CTM with expertise in this area evaluated the proposals and based on the criteria, scored this software solution as the one which best meets ACCD's requirements. Evaluation criteria included total cost, response to technical requirements, response to functional requirements, response to supplemental requirements, and local business presence.

MBE/WBE solicited: 8/5

MBE/WBE response: 0/0

#### **PRICE ANALYSIS**

- Adequate competition.
- 307 notices were sent including eight MBEs and five WBEs. Two responses were received, with no response from the MBEs/WBEs.

#### **APPROVAL JUSTIFICATION**

- Best evaluated proposal.
- The Purchasing Office concurs with the Austin Convention Center Department's recommended award.
- Advertised in the Austin American Statesman and on the Internet.