

Bidder Questions & Answers
RFP No.: MSL 2023-001
Internet Sales Platform and Related Services

Question No.	Solicitation Section	Page No.	Bidder Question	Lottery Response
1	N/A	N/A	Please describe how the current iLottery vendor and all third-party content suppliers are compensated, including rates. How much was each vendor compensated in 2022?	The current iLottery vendor contract includes a 6% commission on gross sales of draw tickets and 17.4-18.4% percent commission for all instant ticket net gaming (wagers - wins - promos). Third-party game providers are paid a 4.5% commission of instant net gaming for the games they provide. A data sheet titled "RFP 2023-001 Q&A Data" is posted at https://www.michigan.gov/msl/2023001 and includes data regarding vendor compensation for 2022.
2	N/A	N/A	What is the current size of your player database? Could you please provide the number of Unique Monthly Depositors for each month since the launch of the iLottery program? What is the anticipated quarterly growth in unique monthly depositors?	As of August 2023, the player database is approximately 13TB. MSL has not calculated anticipated quarterly growth in unique monthly depositors. Historical data regarding unique monthly depositors is in the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
3	N/A	N/A	Please specify what consumer research has been conducted for MSL in the past year.	In the past year, MSL has conducted a variety of consumer research including, post launch game surveys, product specific focus groups, loyalty program theme surveys, in-game control focus groups for online instants, online game persona research, ongoing website customer satisfaction surveys, various A/B testing, various concept testing, and compilation of feedback through the player support centers and app comments.
4	N/A	N/A	How much did the Lottery spend in 2022 on player acquisition and player retention, respectively? What input, if any, does the vendor have in shaping the Lottery's acquisition and retention strategy?	MSL spent approximately \$3.5 million on acquisition and awareness, which includes digital advertising (\$2.4 million), affiliate payments (\$1 million), and promotional offers (\$71,000). MSL sets strategy and makes all final decisions after considering all input, including input from vendors. Bidders are welcome to consider acquisition and retention strategy support as part of a bid and indicate any impact within the pricing proposals. MSL spent approximately \$28 million on retention through digital advertising (\$715,623) and bonuses (\$27.2 million).
5	N/A	N/A	Can you please provide a schedule of historical eInstant game launches? How many eInstant game launches does the Lottery plan in an average year going forward?	For data regarding the historical online instant game launches, please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 . In an average year going forward, MSL estimates launching at least 48 online instant games per year.
6	N/A	N/A	What restrictions or regulatory parameters does MSL have with	A comprehensive list of restrictions or regulatory parameters regarding game content is not available. Generally, games are evaluated on an individual basis. At a minimum, MSL must

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			regards to eInstant game content and/or wagering? For example, are there any restrictions on payouts or return-to-player [RTP]? Are all games required to be depleting pools or is the use of RNG permitted? Are there any restrictions on features such as autoplay or round times? Are there any compulsory systemic Responsible Gaming limits on deposits, wagering, loss, or session times? Please provide any other known restrictions or regulatory parameters along these lines.	comply with all State and federal law, including, but not limited to the Michigan Constitution, the Michigan Lottery Act, and the administrative rules promulgated by the Michigan Lottery. RTP is an MSL decision made on a per-game basis, with most games around 87% to 88%. Online instant games are expected to be depleting pools with the exception of draw style games, which are RNG based. Autoplay is not used by MSL. Round times are an MSL decision and made on a per-game basis. MSL has a current default deposit limit of \$505 dollars per week. MSL requires an in-game clock that displays local time and serves a session check-in every two hours after login to ask players if they wish to continue playing. Other Responsible Gaming Tools are explained at https://www.michiganlottery.com/responsible-gaming .
7	N/A	N/A	Can you please provide a breakdown of performance by game in 2022?	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
8	N/A	N/A	Please provide the following quarterly, monthly, and annual data: <ul style="list-style-type: none"> ▪ # of eInstant Games over time ▪ # of eDraw Games over time ▪ Performance across lineup of eInstant Games over time ▪ Performance across lineup of eDraw Games over time ▪ Player Churn 	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
9	N/A	N/A	Pricing for outbound messaging channels is often dependent upon the volume of sends. Please provide guidance for anticipated send volumes for the messaging channels listed in the RFP (email	MSL has not calculated anticipated send volumes for the messaging channels listed in the RFP. Historical data regarding send volume is in the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .

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			and web inbox) over the life of the contract.	
10	N/A	N/A	Pricing for mobile messaging channels (such as In-App Inbox & Push Notifications) are often dependent upon active user volumes. Please provide the anticipated Monthly Active Users of the mobile app and website (distinctly, not combined) over the life of the contract. Please provide your definition of MAUs. <ul style="list-style-type: none"> ▪ SMS/Text ▪ Push Notifications ▪ Pop Ups ▪ In-App messages 	MSL has not calculated anticipated monthly active users of the mobile app and website over the life of the contract. Historical data regarding monthly active users of the app and website is in the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
11	N/A	N/A	Can you please provide inbound call, chat and email volume statistics for 2022?	Total Inbound Call Volume – 68,304 Total Chat Volume – 113,377 Total Email Volume – 38,868
12	N/A	N/A	Can you please provide the top ten most common issues received by player support? What is the Average Handle Time?	Average handle time for phone is approximately 8 minutes. Average handle time for chat is approximately 12 minutes. Average handle time for email is approximately 18 hours. <ol style="list-style-type: none"> 1. Site and Technical Issues 2. Pending Cashout Inquires 3. Site and Game information 4. Deposit/Purchase Issue 5. Bonus Issue 6. Bonus Questions (What bonuses are available? How does X bonus work? Etc.) 7. Deposit Limits 8. Game technical Issues 9. Large Prize Winners 10. Forgot Password

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13	N/A	N/A	Are you prohibited from releasing eInstant progressive jackpot content?	No.
14	N/A	N/A	For the period January 2018 through June 2023, please provide (in Excel format) the following data in relation to e-instants, preferably by week, but at most by month: Total Gross Sales, Total Prize cost, Total Bonus cost	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
15	N/A	N/A	For the period January 2018 through June 2023 please provide (in Excel format) the following data for each draw game sold online (ie Mega Millions, Powerball, Fantasy 5, Lucky for Life, and Lotto 47), preferably by week, but at most by month: Total Gross Sales, Total Prize cost, Total Bonus cost	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
16	N/A	N/A	For each month of 2023 (i.e. January, February, March, April, May and June) please provide the NGR generated by each individual e-instant (in excel format), showing Gross Sales, Prize cost and Bonuses.	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
17	N/A	N/A	For each month (or week if easier) since January 2018, please provide the number of: i) unique e-instant players (i.e. those players who only played e-instants), ii) unique DBG players (i.e. those players who only played DBGs), and iii) unique	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .

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			players who play both e-instants and DBGs (i.e. those players who played both e-instants and DBGs)	
18	N/A	N/A	For each month (or week if easier) since January 2018, please provide the number of players who have played in the last 30 days (or similar timeframe)	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
19	N/A	N/A	Please provide the number of e-instant games on sale by month since January 2019	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
20	N/A	N/A	Not all DBGs are sold online (eg Daily 3, Daily 4). Does MSL plan to sell any of the current retail-only games online in future? If so, please provide a timeframe.	No.
21	N/A	N/A	Please clarify if the Contractor must build and provide a new MSL website and MSL mobile app, using new UI components and a new CMS system.	The Contractor will not be required build a new website or mobile application and will not be required to provide a new CMS. The contractor will be required to provide APIs or UI functions through an i-frame or other means to meet the requirements in the RFP to facilitate login, account functions, sales of tickets, registration, etc.
22	N/A	N/A	The RFP asks for a number of business intelligence reporting, analytical, personalization and promotional services to be provided. Our data services are distinct to our iLottery services. We would propose these services are hosted in the cloud, is that acceptable and does the Michigan location constraint apply to cloud?	Business Intelligence may be hosted in the cloud.
23	N/A	N/A	How will the draw scheduling, processing and winner selection take place? Is there an existing host system that Contractor is	For games sold only online, the Contractor's system would handle draw scheduling, processing, and winner selection. The Contractor's system does not handle draw scheduling, processing, and winner selection for games sold at both retail and online. There is not a host system with which the Contractor will have to integrate.

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			<p>expected to integrate into? Or is Contractor responsible for providing such system? Also is such system responsible for both retail and online drawings?</p>	
24	N/A	N/A	<p>On the RFP web address, www.michigan.gov/msl/2023001, the landing page states the following: To respond, use the appropriate subject line and the email address below RFP Email Subject Lines: For Questions: RFP No. 2023-001 Proposal Questions For Proposals: RFP No. 2023-001 Proposal Submission RFP Email Address: MSL-RFP@michigan.gov Would MSL please clarify if Bidders are required to email a copy of their proposal to the above address? If so,</p>	<p>Bidders should provide digital files on a flash drive that is sent along with the physical copies. Pricing must be in a separate and clearly marked folder on the flash drive.</p>
25	N/A	N/A	<p>Would MSL please consider adding a second round of questions and answers so that Bidders have the opportunity to ask additional questions or follow-up questions to the answers that MSL provides?</p>	<p>No.</p>
26	N/A	N/A	<p>What are the current constraints that prevent MSL from delivering an optimized player experience through the current App?</p>	<p>MSL does not have current constraints. Optimizing experiences is a continual process.</p>
27	N/A	N/A	<p>What are the current constraints that prevent MSL from delivering an optimized player experience through the overall solution?</p>	<p>MSL does not have current constraints. Optimizing experiences is a continual process.</p>

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28	N/A	N/A	If the iLottery Vendor must rely on the retail central gaming system vendor for draw-based games sales, how does MSL envision that integration and the sharing of operational responsibilities between the vendors, including implications on service level agreements?	The iLottery system does not rely on the central gaming system for draw based game sales.
29	N/A	N/A	What is the timeframe that the Lottery will allocate for a second round of questions?	There is one round of questions.
30	2	3	Will MSL please specify a proposal due date?	The due date is 90 days after the publication of answers to vendor questions. The proposal due date will be posted on the website at: https://www.michigan.gov/msl/2023001
31	2	3	Will MSL please allow for a second round of questions and answers?	No.
32	2	3	Would the MSL please consider allowing for additional rounds of Q&A between the first round of answers received and the proposal due date?	No.
33	2	3	Would the MSL inform Bidders on the day answers are released as to the exact date and time proposals are due to the Lottery so there is no confusion or misunderstanding?	Yes. The proposal due date will be posted on the website at: https://www.michigan.gov/msl/2023001
34	3	6	Would the Lottery please confirm the number of hard copies required for each binder?	The physical format must be submitted as two separate binders. The first binder must contain responses to all RFP sections except pricing. The second binder must only contain proposed pricing. MSL prefers to receive five hard copies of each binder, but it is not required.
35	3	6	Would the Lottery consider proposal submission to be in digital format only (i.e., no physical copies required)?	No.

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36	3	6	Will the Lottery please clarify whether or not bidders are permitted to submit information marked as confidential or proprietary in their proposal(s)?	Bidders are cautioned to not submit any information believed to be proprietary, trade secret, or otherwise confidential. Bidders should assume that no part of any proposal(s) will be exempted from disclosure under the Michigan Freedom of Information Act.
37	3	6	Digital submission clarification - separate files or one file containing the entire proposal including pricing?	Pricing must be separated digitally, such as a separate folder on a single media or separate media entirely.
38	3	6	Would MSL please confirm one hard copy of the physical format is required for submission, separated into two binders?	The physical format must be submitted as two separate binders. The first binder must contain responses to all RFP sections except pricing. The second binder must only contain proposed pricing. MSL prefers to receive five hard copies of each binder, but it is not required.
39	3	6	Would MSL please confirm if a Report Cover is acceptable for the proposed pricing, rather than a binder?	The physical format must be submitted as two separate binders. The first binder must contain responses to all RFP sections except pricing. The second binder must only contain proposed pricing. MSL prefers to receive five hard copies of each binder, but it is not required.
40	3	6	Would MSL please confirm if the 600-page maximum includes the proposed pricing?	Yes, the 600-page limit includes all content combined between the two required binders.
41	3	6	Would MSL confirm that Bidders are allowed to use tabs in the binder, as well as corresponding pages to separate the "Parts" in the digital file, without these items being included in the 600-page limit?	Tabs and dividers will not be counted against the 600-page limit.
42	3	6	Would the MSL please confirm the 600-page limit for the proposal includes the 102 pages of the Request for Proposal, or if the limit applies in addition to the 102 pages?	The RFP is not included in the 600-page limit.
43	3	6	Since proposals will be technologically specific, would the MSL consider permitting	Bidders are cautioned to not submit any information believed to be proprietary, trade secret, or otherwise confidential. Bidders should assume that no part of any proposal(s) will be exempted from disclosure under the Michigan Freedom of Information Act.

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			Bidders to provide a redacted copy of their proposal that includes any information deemed proprietary, trade secrets, or otherwise confidential by the Bidder?	
44	3	8	Would the lottery be willing to consider bidders who have provided services of similar size and scope as those outlined in this RFP using the same iLottery system proposed by bidder, for a t least 6 months, in at least three (3) government-operated lotteries in Europa that are members of the WLA (but not NASPL)?	No. MSL has a mature program with more than two million registered accounts and cannot accept the risks associated with a system that has not been proven to provide similar services within North American markets, regulations, code bases, payment systems, infrastructure, etc.
45	3	8	Could the Michigan Lottery provide more detail on the meaning of the services of similar size and scope, e.g. services to a similar size lottery, services to a lottery with a similar game portfolio etc.?	The sale of online Lottery products, including draw games and online instant games, using a system containing a PAM, player wallet, payment services, and online prize payments. The services need not have been with a Lottery serving the same size population or have the same number of games in a games portfolio.
46	3	8	With reference to Requirement 45.b, would the MSL please confirm if a Bidder can satisfy the minimum requirements of the RFP if the Bidder owns the software that forms the core functionality of the iLottery system being proposed and the Bidder has provided, through a subsidiary or a joint venture in which the Bidder owns joint interest, services of similar size and scope of those outlined in	Yes, provided the system being proposed has been providing those services in North America.

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			this RFP using the same iLottery system.	
47	3	8	Would the MSL please confirm that requests to clarify responses in a proposal that will be posted on the Bid Page will be general questions and not bidder specific? If not, would the MSL confirm that the Bidder's name will remain confidential at the time of posting on the Bid Page?	Questions and answers will be posted without identifying the source of the question.
48	3	8	<p>No other U.S. lottery has had as strict of an experience requirement where only vendors who have operated the same iLottery system as the one proposed for the Michigan Lottery for a North American lottery of comparable size and scope will be considered. The Michigan Lottery itself did not apply such a stringent experience threshold when it first established iLottery in 2014, and as a result chose an innovative vendor which contributed to the Michigan Lottery establishing itself as the most successful iLottery operation in the country.</p> <p>a. Would the Lottery consider amending Section 45.b. (and related Section 4 Questionnaire 15, (p.15)) to evaluate a bidder's</p>	No. MSL has a mature program with more than two million registered accounts and cannot accept the risks associated with a system that has not been proven to provide similar services within North American markets, regulations, code bases, payment systems, infrastructure, etc.

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			<p>overall iLottery experience to include World Lottery Association lotteries and not just lotteries in North America?</p> <p>b. Would the Lottery consider amending Section 45. b. (and related Section 4 Questionnaire 15, (page 15)) to NOT require the use of the same iLottery system used to support the Bidder's experience as the proposed system for the Michigan Lottery?</p> <p>Amending both of these requirements would allow the Michigan Lottery to evaluate innovative proposals that may offer a more modern technology platform than is currently employed in any North American lottery markets.</p>	
49	3	9	<p>The RFP states that determining the Best Value is determined by relevant factors based on the sole discretion of the Evaluation Committee. Will the Evaluation Committee be evaluating each proposal based on the same factors and will the Evaluation</p>	<p>MSL will evaluate each proposal based on the same factors, which are outlined in the RFP. Bidders are encouraged to address all requirements and fully describe capabilities and limitations to maximize potential point assignments.</p>

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			Committee be providing any guidance on determining the appropriate factors. Beyond the list provided in section 53, is the Michigan Lottery able to provide a complete list of factors that will determine what proposal is the best overall proposal for MSL and the State of Michigan?	
50	3	9	Section 56 states that the Evaluation Committee may consider prior performance with MSL in determining Best Value. Will proposals from Bidders with no past performance be penalized or disadvantaged as compared to Bidders with an existing or prior experience with MSL?	Bidders having no past performance with MSL will not be penalized or disadvantaged.
51	3	10	Section 58 provides that the Evaluation Committee may consider total-cost-of-operation factors (transition and training costs) when determining Best Value. Is it advantageous for new Bidders to offer a plan to minimize the total-cost-of-operation factors, e.g. minimize transition and training costs to MSL, to minimize any advantage to the existing contractor?	Bidders are welcome to offer a plan to minimize costs for any requirements of the RFP. Actual pricing must be presented only within the pricing proposals.
52	3	11	Section 70 states that Bidder may revise standard contract terms, service levels or liquidated damages only if it properly reserves the proposed revision in its proposal. Are there any terms	Any items within those sections may be revised provided that the Bidder properly reserves the proposed revision. All factors may be considered as part of best value.

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			that are not subject to revision? Will a Bidder’s proposed revisions to standard contract terms, services levels or liquidated damages factor into the determination of Best Value?	
53	3	12	If MSL finds a Bidder’s proposed revisions to contract terms too extensive that the Evaluation Committee deems the Proposal unresponsive, will the Bidder have the opportunity to withdraw proposed revisions to contract terms?	No.
54	3	25	The definition of trade secrets in the Michigan Trade Secrets Act includes the requirement that it be “the subject of efforts that are reasonable under the circumstances to maintain its secrecy”. How does MSL propose that we share information relevant to the solution that is a trade secret and needs to be protected given the removal of the exemption in this section of the RFP?	Bidders are cautioned to not submit any information believed to be proprietary, trade secret, or otherwise confidential. Bidders should assume that no part of any proposal(s) will be exempted from disclosure under the Michigan Freedom of Information Act.
55	4	15	Would the MSL be willing to amend Question 15 (and its requirements generally) to read: For at least six months, have you provided services of similar size and scope as those described in this RFP to at least one WLA member government-operated lottery using the same iLottery	No. MSL has a mature program with more than two million registered accounts and cannot accept the risks associated with a system that has not been proven to provide similar services within North American markets, regulations, code bases, payment systems, infrastructure, etc.

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			<p>system described in your answer to the question above? If so, provide the name, contact person, contact information, and contract number for each lottery. If not, your proposal may be disqualified.</p>	
56	4	15	<p>For at least six months, have you provided services of similar size and scope as those described in this RFP to at least one government-operated lottery in North America using the same iLottery system described in your answer to the question above? If so, provide the name, contact person, contact information, and contract number for each lottery. If not, your proposal may be disqualified'</p> <p>EveryMatrix has not, yet, provided its products to a North American Lottery. However, we strongly believe that our platforms, having been developed to compete in the intensely competitive commercial gaming markets, will fully answer all the requirements in the RFP if not exceed them. We are providing technology platforms to the following WLA lotteries</p> <p>1.Norsk Tipping – State Monopoly of Norway Ranked #2 in the world by the WLA for FY2021</p>	<p>No. MSL has a mature program with more than two million registered accounts and cannot accept the risks associated with a system that has not been proven to provide similar services within North American markets, regulations, code bases, payment systems, infrastructure, etc.</p>

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			<p>Digital GGR of \$700 Million, representing 70% of total GGR of which 85% came from the mobile channel</p> <p>2.Veikkaus Oy – State Monopoly of Finland Ranked #3 in the world by the WLA for FY2021 Digital GGR of \$700 Million, representing 51.4% of total GGR</p> <p>3.OPAP – State licensed Operator in Greece</p> <p>4.National Lottery of Malta – State Licensed operator in Malta</p> <p>5.National Video Lottery of Macedonia – State Monopoly of Macedonia</p> <p>6.La Marocaine Des Jeux et des Sports (MDJS) State Monopoly of Morocco</p> <p>We are also currently providing content to WynnBet in the USA and are certified for games in New Jersey and progressing certification in Michigan, Connecticut, Pennsylvania and West Virginia.</p>	

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			Our question is this: Would the MSL be willing to accept a proposal from our company without automatically disqualifying?	
57	6	23	Term 8 states that the minimum limit is \$1,000,000 Employee Theft per loss with a maximum deductible of \$50,000. In today's marketplace, a deductible this low is not easily obtainable; therefore, we respectfully request that this deductible requirement be deleted.	MSL will consider a policy with a higher deductible. Upon award of the RFP, this can be discussed with the successful bidder. Bidders are welcome to discuss the impact of this within the pricing proposals.
58	6	23	The Privacy and Security Liability (Cyber Liability) Insurance states: "Vendor shall have their policy cover information security and privacy liability, privacy notification costs, regulatory defense and penalties, and website media content liability." To clarify the above, we respectfully request that the following wording be added to the end of the sentence: "arising from the Vendor's provision of professional services"	Upon award of the RFP, this can be discussed with the successful bidder. Bidders are welcome to discuss the impact of this within the pricing proposals.
59	6	25	Would the MSL please define "Subcontractor"?	An individual or business contracting to perform part or all of another's contract.
60	6	25	Could you please clarify the term "subcontractors"? Are you referring to third party gaming suppliers or outsourced service	An individual or business contracting to perform part or all of another's contract. MSL does not view third-party game suppliers as subcontractors.

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			providers vis-à-vis technical operations (or both)?	
61	6	30	Section 24 requires the Contractor to provide reasonable transition assistance for a period not exceeding 90 Calendar Days. What are the transition assistance requirements for the current contractor providing the services described in this RFP?	At a minimum, the current Contractor is required to cooperate fully and in good faith in the transition. Cooperation may include, but not be limited to, sharing of data files, procedures, protocols, parameter settings, and authority reference files.
62	6	30	Would the MSL please confirm if license requirements would continue for 90 days or 180 days after Contract has expired or terminated?	License requirements continue for 180 days.
63	6	30	Reference is made to the fact that MSL will not indemnify the Vendor or any other party unless the Michigan Legislature appropriates funds specifically for the purpose of such indemnification. Could you please shed some light on how this process vis-à-vis appropriation of funds works?	Bidders should assume that MSL will not indemnify the vendor or any other party regarding the provision of services described in this RFP. Bidders are welcome to describe any potential impacts within the pricing proposals.
64	6	31	Are we right in assuming, that with regards to intellectual property of third parties, such as for example standard software, the terms and conditions of the third party shall apply exclusively?	This question is unclear. Upon award of the RFP, the terms and conditions of this contract can be discussed and clarified with the successful bidder. Bidders are welcome to discuss the impact of this within the pricing proposals.
65	6	35	Would the MSL please clarify what is meant by the phrase "not be tangentially used for any solicitation purposes"?	Notifications to individuals affected by compromised data or data loss must not be used in any way to sell products or services to the affected individuals.

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66	6	37	Can MSL please make the referenced policies and standards available to all bidders?	Bidders are encouraged to describe their security practices and principles in the bid. MSL's operating principles are based on industry best practices like NIST 800-53 rev5, MUSL etc. Additional information can be found on https://www.michigan.gov/dtmb/policies/it-policies . MSL expects contractor to adapt and adjust to MSL's security practices changes.
67	6	37	Do the industry standard information security and security management related audits and certifications, such as ISO27001 and SOC2, suffice for the requirements in this section or are additional bespoke security audit/assessments required?	An independent third party must perform the SOC 2 Type II Audit or ISO 27001 certification, who has been authorized or approved by the respective accreditation body. The SOC 2 Type II Audit or ISO 27001 certification shall be performed annually. A copy of each of the resulting audit reports shall be delivered to the Lottery no less than 45 days following the conclusion of the SOC 2 Type II Audit or ISO 27001 certification.
68	6	37	At what stage of the RFP process will the applicable MSL policies and standards referred to under section 6 (clause 33) be provided please?	Bidders are encouraged to describe their security practices and principles in the bid. MSL's operating principles are based on industry best practices like NIST 800-53 rev5, MUSL etc. Additional information can be found on https://www.michigan.gov/dtmb/policies/it-policies . MSL expects contractor to adapt and adjust to MSL's security practices changes.
69	6	37	Vendor Audit. No less than annually, Vendor shall conduct a comprehensive independent third-party audit of its data privacy and information security program and provide such audit findings to MSL. Q1 Please provide information on the type of audit (is it like the iGaming requirements of the MGCB in the Annual Security Assessment Q2. Please confirm whether such audit is mandatory prior to go live or within a limited interval after go-live (90 days or other timeline).	An independent third party must perform the SOC 2 Type II Audit or ISO 27001 certification, who has been authorized or approved by the respective accreditation body. The SOC 2 Type II Audit or ISO 27001 certification shall be performed annually. A copy of each of the resulting audit reports shall be delivered to the Lottery no less than 45 days following the conclusion of the SOC 2 Type II Audit or ISO 27001 certification. Yes, Assessment is required before go-live.

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			Q.3 Please provide list of independent laboratories authorized to perform such assessments (or a confirmation if they are the same as for Internet Gambling Operators/Suppliers in line with MGCB requirements).	
70	6	40	Based on the above ADA language, is there a MI policy and guideline that can be provided detailing the ADA requirement compliance (other than what is listed on page 63)?	No. Vendors are expected to comply with all applicable State and Federal laws.
71	7	45	We understand that the MSL’s central system is operated by IGT. Is the expectation that the Internet Sales Platform (“ISP”) passes wagers to the IGT system for draw processing? Or is it the intention that the ISP itself processes wagers and conducts draw processing.	No, the ISP will not pass wagers to the IGT system for draw processing. The ISP will process wagers and conduct draw processing for games sold only online.
72	7	45	Industry Standards. Commitment to update all major hardware, software, and other components to be equivalent to or better than current industry standards, including without limitation all transaction processing, payment processing, networking, testing, diagnostics, programming formats, servers, and methods of integration. Additionally, confirm all equipment has been or will be inspected for safety, approved by	MSL does not accredit testing laboratories. The successful bidder should use a well-established, US-based, accredited testing laboratory. Upon award of the RFP, this can be discussed with the successful bidder. Bidders are encouraged to the capabilities and limitations related to meeting the requirements in the RFP. Bidders are welcome to describe any potential impacts within the pricing proposals.

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			<p>a reputable testing laboratory, and is in compliance with applicable regulations (e.g., FCC, CE, TUEV, etc.). This requirement will apply to new components and Vendor may be required to provide documented proof of certification, inspection, or other documentation deemed appropriate by MSL.</p> <p>Please give more details about the testing laboratories that must approve the equipment. Are these accredited companies by MSL for this purpose or another US authority?</p>	
73	7	46	Please provide examples of the areas of the website that are expected to align with Michigan local time considering MI covers two time zones.	In general, user-facing elements that have a clock displaying real time will show local time, such as in-game clocks or on the main website. Elements from the player database that are shown through the account menu are in Eastern Time, such as transaction history. Bidders are encouraged to describe the capabilities and limitations of the bidder's system.
74	7	46	Would MSL consider additional hosting locations for components that are not directly related to wager determination to enable the use of Cloud technologies, which would permit the Vendor to supply MSL with modern infrastructure solutions to meet its goals?	Upon award of the RFP, this can be discussed with the successful bidder. Bidders are encouraged to ensure the bids meet the requirements in the RFP. Bidders are welcome to propose alternatives and are welcome to describe any potential impacts within the pricing proposals.
75	7	46	Time Zones All MSL-facing and customer-facing functionality in the system and related support from the Vendor must be aligned	MSL-facing functionality should be Eastern Time (local time for Lansing, Michigan).

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			<p>with Michigan local time. Michigan covers two time zones.</p> <p>We understand the customer facing functionality must support local time of the player. However, about the MSL-facing functionality, should the back office user see timestamps adapted to the time zone where the back office user is located? Can you please elaborate on this request for the MSL-facing functionality?</p>	
76	7	46	<p>Primary Data Center. The primary data center must conform to all federal and state regulatory requirements, and must be located in Michigan. The primary data center must also conform to any relevant PCI requirements and all security requirements as directed by MSL and any associations (e.g., MUSL) that provide game oversight.</p> <p>Q1: Please specify the name of the federal and state regulatory requirements documents that must be taken into consideration when selecting the Data Centers.</p> <p>Q2: Should the Data Center must be a licensed by MSL or another Michigan authority?</p>	<p>Q1. Bidders are encouraged to provide the Data Center capabilities and its details where the application will be hosted. MSL follows standard Federal and State practices like: PCI, TIA, ISO, NFPA, NIST800-53 etc.</p> <p>Q2. Bidders are encouraged to provide their data center details in the bid. MSL will review the Data Center hosting and security capabilities. SOC 2 Type II Audit or ISO 27001 certification is required.</p> <p>Q3. Please reference the data sheet titled “RFP 2023-001 Q&A Data” which is posted at https://www.michigan.gov/msl/2023001.</p>

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			<p>Q3: To size the environments correctly, please provide details about the current volume of activity and the estimated growth up to and including the go-live year:</p> <p>I. number of sell transactions per minute at peak, II. number of concurrent users at peak, number of payment transactions per month etc or similar KPIs</p>	
77	7	47	<p>Since the primary and secondary data center of the hardware must be in state, it could prove difficult to also guarantee that they are not on the same power grid. Data centers are generally equipped with temporary emergency power sources to safeguard against any power outages. We would therefore prefer to have a clearer definition of what is entailed with power grid in this paragraph?</p>	<p>Requirements of 100% system uptime should be met by the vendor. Bidders should clarify how they are going to meet this requirement.</p>
78	7	47	<p>The Michigan State government’s MiCloud initiative recognizes the advantages and future-proofing nature of cloud technology, including elasticity, scalability, and automated provisioning. A cloud-based solution would also</p>	<p>MSL expects the iLottery system to be running (hosted) in Michigan.</p>

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			offer significant benefits to the Lottery, including scalability during jackpot runs. As such, can MSL confirm it would accept a cloud-based solution that meets or exceeds all the domicile, security, and operational requirements of a traditional on-prem data center configuration?	
79	7	48	Can MSL please make the referenced operating principals available to all bidders?	Bidders are encouraged to describe their security practices and principles in the bid. MSL's operating principles are based on industry best practices like NIST 800-53 rev5, MUSL etc. Additional information can be found on https://www.michigan.gov/dtmb/policies/it-policies . MSL expects contractor to adapt and adjust to MSL's security practices changes.
80	7	48	Authentication, Authorization and Access Controls – Is our assumption correct, that MSL will provide something like an active directory to enable centralized user access management which needs to be connected by the vendors system or is this in full response of the vendor?	Authentication, Authorization, and Access control functionality should be built into the application and is vendor's responsibility.
81	7	48	Compliance with Security Requirements. The System must be compliant with all requirements accepted as operating principles by MSL. Please provide a list of requirements pertaining to system security. We assume ISO27000, WLA SCS:2020 but there may be more.	Bidders are encouraged to describe their security practices and principles in the bid. MSL's operating principles are based on industry best practices like NIST 800-53 rev5, MUSL etc. Additional information can be found on https://www.michigan.gov/dtmb/policies/it-policies . MSL expects contractor to adapt and adjust to MSL's security practices changes.
82	7	49	Can MSL please provide a retention policy (as this could impact system sizing)?	Bidders should assume that all data must be kept for the life of the contract and returned to MSL upon expiration or termination of the contract. Upon award of the RFP, this can be further

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				discussed for specific data types. Bidders are welcome to describe how data retention will impact pricing within the pricing proposal.
83	7	51	Please elaborate more on the system's ability to time travel? What would be the system's expected behavior when time is moved forwards or backwards?	<p>The Lottery should have the ability to move the system ahead in time or place the system in a time loop.</p> <p>i. When moving the system ahead in time, using a backend platform, a user can change the system to select a specific time. The backend and player facing platforms will automatically change to the selected time. The system shall behave normally no matter the time at which the system is set.</p> <p>ii. When placing the system in a time loop, using a backend platform, a user can select a begin time and an end time. Once the end time arrives, the system will revert to the begin time. This cycle will continue until the user selects to remove the time loop, at which point, the clock will run normally. The system shall behave normally no matter the time at which the system is set.</p> <p>iii. A user, using a backend platform, should be able to pause time. When time is paused, the system time will not move until the user removes the pause. The system shall behave normally no matter the time at which the system is set.</p>
84	7	51	Does the quality assurance environment need to be like for like in terms of allocated systems resources or is it acceptable to be functionally identical?	The Quality Assurance environment (QA, not UAT), is acceptable to be functionally identical.
85	7	51	Would the MSL please confirm that the uptime and downtime requirements of the Lottery Testing Environment and Quality Assurance Environment are unique and should be treated independently?	Yes, the uptime and downtime requirements of the Lottery Testing Environment and Quality Assurance Environment are unique and should be treated independently.
86	7	51	How does the Lottery propose unused hours will be reconciled at the end of the contract?	As stated in 7.A.4.k., MSL may elect to take a credit against unused hours/points at any time.
87	7	52	Production Testing - Could you please explain the reason behind this requirement? In general quality insurance processes based on different testing systems should fully cover these needs.	MSL expects production testing to be available to check the operation of the iLottery platform, websites, and mobile applications. Bidders are encouraged to be creative in the proposals. Bidders are encouraged to describe all capabilities and limitations of the bidder's system. If a bidder cannot provide the functionality described in 7.A.5.c, as an alternative, the bidder must describe an alternative approach to ensure that prizes inadvertently won or tickets purchased during production testing can be reversed.

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			Furthermore, does this requirement cover all types of games: draw games, instant games, and raffles? If this covers draw games, could you please describe related provisions on central-system side?	
88	7	52	Player Database Integration- Could you elaborate on the objective of this requirement, since export of personal player data is limited by law.	Bidders should be prepared to export all data as directed by MSL, consistent with applicable state and federal laws.
89	7	52	How are the top 10 popular devices decided each quarter? What means are used to determine the most popular devices ie. Google Analytics, sales data, etc.	MSL compiles the list of devices using appropriate means.
90	7	52	7 A, 5e Lottery Testing Devices This section specifies that Vendor must furnish two (2) of each test device to MSL, updated on a quarterly basis, that reflect the top ten (10) devices that are currently used on MSL's platforms (website and mobile apps) as specified by MSL. --> Please provide data/analytics to allow Bidder to check which device models are currently supported. Also, does Bidder need to procure these devices?	MSL will provide the list of devices and which devices will be procured by Contractor. Currently, top devices include iPhone (ranging from 11 to 14 Pro Max) and Samsung Galaxy (ranging from S20 through S22 Ultra).
91	7	52	As an alternative way to ensure compliance, would MSL consider	MSL will consider this alternative. The bidder should describe their solution for this alternative as well as their response to the requirement as it's described in the RFP.

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			an external mobile testing lab to test and keep up to date on the latest mobile operating software and devices available in the market?	
92	7	52	What is the required export format and target system specifics?	Export format is typically CSV or TXT and is handled through SFTP.
93	7	52	What are the legal obligations for compliance and what level of encryption and PII (Personally Identifiable Information) data suppression is required?	The vendor is expected to comply with all applicable laws and regulations, and to comply with industry practices regarding encryption and PII security. Upon award of the RFP, this can be discussed with the successful bidder. Bidders are welcome to propose alternatives and are welcome to describe any potential impacts within the pricing proposals.
94	7	53	Retail Integrations: withdraw vouchers: Would like to elaborate on what is needed to support this. connecting to retailer shopping carts: Need to elaborate on how retailer shopping carts works. Are these iLottery purchases tied to a retailer account?	MSL's current withdraw voucher uses an API between the Lottery retail terminal and the iLottery system to validate the voucher. iLottery purchases are not currently made through online retailer shopping carts and the technical requirements would be defined at the time of integration. Bidders are encouraged to consider all possible retail sales support when submitting a bid. Bidders are encouraged to describe any capabilities restrictions. Bidders are welcome to describe how different methods of retail support would affect pricing within the price proposals.
95	7	53	Retail Sales Support– Could MSL please further explain the objective for cooperative usages of brick and mortar sales in respect of this iLottery-System? Are there any direct relations between these kinds of players, since retail customers are in general anonymous for the iLottery system	Players who purchase online and at retail are the most valuable players. MSL wants to support retail and online sales crossover opportunities whenever possible. About half of daily logins through the iLottery PAM are retail players who scan tickets on MSL's mobile app or participate in promotions.
96	7	53	Please provide a list of third-party systems and APIs that need to be integrated.	Bidders are encouraged refer to the technical requirements for possible needed APIs. Bidders are welcome to describe how providing different types or amounts of APIs would affect pricing within the pricing proposals.

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97	7	53	The RFP states: "The System must have the ability to track and report on all available data related to retail support programs. Bidder must describe how retail sales and cross-promotional strategies will be supported". Does MSL expect that the data solution will be integrated to the retail host? For example, will sales data for both promotions recipients and control groups be required to measure efficacy of promotions?	MSL expects the iLottery system to be able to track and report on all data in the system. That data does not need to be integrated into the retail host. Bidders are encouraged to be creative and consider all possibilities when submitting a bid.
98	7	53	Please provide examples of "cross promotional strategies." Specifically, please elaborate on where coupons are generated, mastered, and redeemed. Please detail examples of what happens at the retail terminal, the host, the iLottery back end and the player facing UX.	Example: An iLottery registration or deposit promo code might be printed on a retail ticket that gives the player a bonus for registering or depositing online, which may in turn award the same player a coupon to receive a discount on a purchase at retail. Currently, coupons are procured in a process similar to purchasing physical instant tickets. MSL is setting forth requirements for the iLottery vendor to provide a new process to create coupons. In the proposed scenario, the coupon would be created within the iLottery system, scanned at the retail terminal, the retail central system would call the iLottery system to validate the coupon, the iLottery system would mark the coupon as redeemed within the backend system, then display the status of the coupon to the player in the player's account.
99	7	53	Will MSL please confirm if the affiliate program is for both retail and for online? The affiliation requirement currently appears to be only located in the retail section.	The affiliate program provides a payment to other businesses who drive new players to the iLottery platform. Currently, affiliates include other websites. There is interest to expand the program to include brick and mortar locations that drive new players to the iLottery platform.
100	7	53	Would the Lottery please describe each system that needs to be integrated and what data is required?	MSL cannot provide an exhaustive list of all third-party systems that may need to be integrated over the life of the contract. Bidders are encouraged to refer to the technical requirements for system integrations that may be required, including, but not limited to, payment systems, geolocation systems, third-party game provider systems, KYC systems, etc. Bidders are welcome to describe how providing different types or amounts of integrations would affect pricing within the pricing proposals.

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101	7	53	Does the Lottery intend to own and operate their own UI/UX and web analytics solution or does it require the Bidder to own and operate the solution?	At present, an MSL-owned UI/UX and web analytics solution is not anticipated.
102	7	54	Please provide examples of the retail and iLottery affiliate programs. Specifically, please elaborate on what the affiliate is rewarded for, what metrics are tracked and whether this source data is dependent on a host integration. If so, please specify the host integration to be used.	The affiliate program provides a payment to other businesses who drive new players to the iLottery platform. The affiliate is paid either a single payment or an ongoing share of revenue after a new player makes a deposit into the system. Currently, payments are tracked through the Affiliate third-party, Income Access. Bidders are encouraged to be creative in the proposed solutions.
103	7	54	Does the requirement specified in this section cover all sales channels including retail? If so please specify the host integration to be used.	This section covers any data that is within the iLottery system or other integrated systems to the extent the integrations allow and as designated by MSL. Bidders are welcome to describe how the items within this section will impact pricing within the pricing proposal.
104	7	54	Please elaborate on the scope of what unlimited customization will cover. For example, would MSL expect new data integrations, which may be required for a report to be included?	MSL must not be restricted from updating the customization of reports for any data that is within the iLottery system or other integrated systems to the extent the integration allows and as designated by MSL. Bidders are welcome to describe how the items within this section will impact pricing within the pricing proposal.
105	7	54	Please list and describe the reports that are required to be automated and scheduled on a recurring basis and what is the recurring frequency required?	Bidders should assume that as part of the customization, MSL may direct that any report listed in the RFP may be automated and be produced at any recurring frequency. Bidders are welcome to describe how the items within this section will impact pricing within the pricing proposal.
106	7	55	Expired Prizes Reporting - Could you please explain the situation of expired prizes in regards to iLottery sales? As required the prizes will immediately be transferred to the player / the	Prizes that are more than \$600 must be claimed by players and are not automatically awarded into player wallets. Expired prizes are prizes that have not been claimed by a player after a period of time defined by MSL.

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			player's wallet by the system. Under which circumstances are the prizes expiring regarding the iLottery system?	
107	7	55	Would MSL solely be managing the expired player wallet balances with regard to State compliance obligations and reporting?	MSL will direct the iLottery vendor regarding which funds to report and transfer (with the accompanying Player information) to the Michigan Department of Treasury.
108	7	56	To ensure equitable costing from all vendors, will the Lottery please indicate the number of user seat licenses required in the base for proposed BI solutions?	MSL currently uses 17 seats, but has an unlimited number available. Bidders are encouraged to describe capabilities and limitations of the bidder's system. Bidders are welcome to discuss impacts to pricing within the pricing proposals.
109	7	58	What does the current two-factor authentication use to verify players? ie SMS, phone call, email, third party authenticator etc.	Email or SMS are currently used. Bidders are encouraged to propose creative solutions to meet the technical requirements and are not required to follow the current solution.
110	7	58	Can the secure upload center that allows certain qualified failed registrations to upload and transfer documents to MSL/CSC live in a third party platform like kiteworks?	MSL has not evaluated Kiteworks. Bidders are encouraged to be creative with proposed solutions. MSL will consider the use of a third party if a third party meets the requirements of IT security and other MSL compliance requirements. Bidders are welcome to describe how the use of a third party would affect price within the price proposals.
111	7	58	Secure Upload Center. System must provide capabilities for registered players, and certain qualified failed registrations, to upload and transfer documents in a secure manner to MSL. Can we get more information on the how a failed registration gets qualified, and what kind of	Players may need to submit additional identification, proof of bank account ownership, or other documents to pass KYC during registration, make deposits, or make withdrawals. The iLottery system may perform these functions automatically or through manual review initiated as part of the compliance, AML, and/or payment duties of the Contractor.

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			documents should a player with failed registration upload?	
112	7	59	Can the Lottery please clarify the time period in which "all data" must be kept? Is there a finite time period, or is this for the life of the program? Also, is there any limit to the scope of this data over time? For example, is all transactional data meant to be kept for 2 years, where all tax data is meant to be kept for 7 years?	Bidders should assume that all data must be kept for the life of the contract and returned to MSL upon expiration or termination of the contract. Upon award of the RFP, this can be further discussed for specific data types. Bidders are welcome to describe how data retention will impact pricing within the pricing proposal.
113	7	59	Would MSL please confirm that a \$2K deposit pocket limit (per player) is acceptable?	MSL expects that the system will have configurable limits and amounts will be set by MSL.
114	7	59	Player Wallets. The System must provide capabilities to fund player- specific deposit accounts ("Player Wallets") that can be used for player transactions. The Player Wallets must have full featured (i.e., no limitations) availability for third-party integrators, including game library providers, as specified by MSL. Player Wallets must use logical separation of deposit, promotion, credits, and winnings ("Balance Classifications") with the ability to strictly control which Balance Classifications are available for withdrawal by the player. Additionally, the various Balance Classifications must be available for display to players and MSL back-office users	Currently, only winnings and certain bonuses can be withdrawn. Some bonuses can be withdrawn if specifically selected during setup by MSL to not require a playthrough. Winnings above the MSL set threshold can be withdrawn. Any single prize of \$600 or less goes directly into the player wallet. Prizes more than \$600 must be claimed by the player. In certain cases, it will be necessary for a player to be credited back an amount of money. Each player has only one wallet and currently money cannot be transferred between wallets. Bidders are encouraged to be creative when proposing solutions.

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			<p>through user interface (“UI”) components.</p> <p>Q1: Can you please confirm our understanding of how the "Player Wallets" should behave?</p> <ul style="list-style-type: none"> • Deposit – money that the player put in his account using different payment methods. This balance can be used to purchase tickets, but is it also available for withdrawal by the player? • Promotion – money that the player received as a gift, a "bonus". This balance can be used to purchase tickets, has wagering requirements. This balance is not available for withdrawal by the player? • Winnings – money that the player receives as prize money. Is this balance available for withdrawal? Must the prize be claimed by the player first, before they reach this wallet? • Credits – not clear what this is? Can you please elaborate? Are these manual corrections? <p>Q2: Can money be transferred between these wallets?</p>	
115	7	60	Responsible Gaming Standards. Vendor must meet the Internet Responsible Gambling Standards and the Internet Compliance Assessment Program (iCap) as	Bidders are encouraged to review resources found at: https://www.ncpgambling.org/programs-resources/responsible-gambling/icap/ . Bidders are welcome to propose options and are welcome to describe any potential impacts within the pricing proposals.

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			<p>directed by MSL. Vendor must meet the North American Association of State and Provincial Lotteries and National Council on Problem Gambling (NASPL/NCPG) Responsible Gambling Verification Program as designated by MSL. Vendor must meet any other industry standards as directed by MSL.</p> <p>Is there any specific documentation MSL could direct us to?</p> <p>Could MSL please provide a complete list of rules and regulations/license conditions applicable to MSL for our review.</p>	
116	7	60	<p>Self-Exclusion. The System must allow players to define periods of exclusion from accessing the System from twelve (12) hours to a lifetime with player selected increments as designated by MSL. The System must ensure during the exclusion period, the player will not be able to access any online games. The System must ensure that any Balance Classifications eligible for withdrawal can be issued back to the player prior to and during exclusion lockout. Players must be able to access account info and w2-g form after exclusion is in</p>	<p>MSL expects both to be possible. The back-office user may be part of the player support center staff provided as part of this RFP. Bidders are welcome to describe how the items within this and any other section will impact pricing within the pricing proposal.</p>

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			<p>place. Additionally, the system must update all communication systems (including any third-party systems) in real-time of a player exclusion event and provide a subsequent update when that exclusion period has expired. The System must not automatically notify the player when the self-exclusion has expired if designated by MSL.</p> <p>When you say The System must ensure that any Balance Classifications eligible for withdrawal can be issued back to the player prior to and during exclusion lockout do you mean:</p> <ul style="list-style-type: none"> •A MSL back-office user can issue the balance back to the player's bank account without any intervention •The player can login to his account, see his account info (will not be allowed to gamble) and withdraw his withdrawable balance into his registered bank account •Both scenarios above 	
117	7	61	<p>The Lottery states that “SDKs must be provided to allow seamless integration of the system’s UI components into MSL’s Mobile Apps”. Is MSL open to other</p>	<p>Bidders are welcome to propose options and describe the impacts to pricing within the pricing proposal.</p>

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			solutions of accepting the iLottery system UI components, such as receiving the code and API's of native iOS and Android modules to be integrated with your native apps?	
118	7	61	What are examples of other MSL maintained or third-party sites that utilize the same username and password as the MSL iLottery account?	Current examples include our retail second chance sites found at: https://www.michiganlottery.com/secondchance.
119	7	61	Please describe an example of "retail gaming" listed under UI Components?	That UI is handled by MSL's website and app developer, Gambyt, and is not currently provided through the iLottery platform. However, bidders are encouraged to remember retail sales support and related UI in creative proposed solutions.
120	7	61	It is mentioned that the UI components should be integrated with MSL's sites and mobile apps - are these references to the existing MSL site and mobile apps? If not, please provide more details on these systems?	Yes, existing MSL sites and app and any future site and apps. Bidders are welcome to describe how the items within this and any other section will impact pricing within the pricing proposal.
121	7	61	Would MSL please clarify if a Bidder can propose its own portal and mobile solutions as part of its proposal?	Yes, a bidder can propose its own portal and mobile solutions as part of the Optional Services, but should be separated within the pricing proposals.
122	7	61	<p>Reinstatement after Exclusion. The System must not allow a player to reopen their account until the player completes an established reinstatement process.</p> <p>Could you please elaborate on what is the reinstatement process, and if it happens in the background, i.e., the player</p>	<p>Players must complete a multi-step reinstatement process online that players read and confirm through a set of messages. Bidders are encouraged to be creative with proposed solutions. Bidders are welcome to describe how the items within this and any other section will impact pricing within the pricing proposal.</p>

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			<p>contacts customer support and must provide some documents, answer some questions OR it can happen directly in the website, without contact from customer support.</p>	
123	7	61	<p>Responsible Gaming Integration. RG tools and exclusion must be capable of integration into any game platform or third-party service or function as designated by MSL. The system must be capable of integrating into an external self-exclusion verification system or gambling blocking software should such system be available</p> <p>Could you please provide some examples of RG tools that you currently use or that are of interest?</p>	<p>https://www.michiganlottery.com/responsible-gaming</p>
124	7	62	<p>Please describe the games available to be added to the shopping cart functionality within the website/app.</p>	<p>https://www.michiganlottery.com/games?WHERE_TO_PLAY=ONLINE&GAME_TYPE=DRAW</p> <p><u>and</u></p> <p>https://www.michiganlottery.com/games?WHERE_TO_PLAY=ONLINE&GAME_TYPE=RAFFLE</p>
125	7	62	<p>This section mentions that the UI should be available as an API service - please provide more technical details around this requirement. Does MSL actually refer to loading the UI components via HTTP requests that provide HTML response with the actual UI component?</p>	<p>MSL seeks the ability to create custom UI designs which can call APIs to perform functions such as "Buy Now" and call other account functions. Bidders are encouraged to fully describe the capabilities and limitations to providing APIs for UI components of an iLottery system. Bidders are welcome to describe how the items within this and any other section will impact pricing within the pricing proposal.</p>

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126	7	62	<p>Please elaborate more on the requirement that APIs must support shopping cart so that all draw games can be sold through a third party or parties shopping cart.</p> <ul style="list-style-type: none"> ● Is it expected for third parties to load the iLottery shopping cart? If so, would SSO be also required? ● How will the third parties actually purchase the shopping cart contents? Will that be by API requests to the iLottery platform? 	<p>Bidders are encouraged to propose solutions for both scenarios to accommodate a wide range of integrations. SSO or linking of accounts would likely be needed.</p>
127	7	62	<p>Does this section reference a two-way communication with the ability for players to respond OR just a one-way system (i.e., system sends informational messages to the player)?</p>	<p>Two-way communication is not a requirement.</p>
128	7	62	<p>Please provide a few examples of personalized experiences.</p>	<p>Personalized experiences may include, but not be limited to, individualized bonuses, rearranged page content, banner changes, presenting of specific messaging, adjusted game recommendations, reinstating the previous session state, etc.</p>
129	7	63	<p>What is the current WCAG compliance level for the website and apps? i.e. WCAG 2.1 A compliance? When was it last certified?</p>	<p>MSL endeavors to reach the WCAG 2.1 - Level AA standard. A third-party certification is not conducted.</p>
130	7	63	<p>Screen Reader Accessibility Please clarify who is able to designate the major operating systems used for screen readers. "...accessibility features available</p>	<p>This should read, "...accessibility features available on major operating systems as designated by MSL."</p>

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			on major operating systems as designated by n.”	
131	7	63	Can the Lottery provide additional detail on the MSL-approved UI and content testing systems?	This is functionality that allows MSL to display UI or content differently to different target audiences for the purposes of evaluating player preferences or the effectiveness of the UI or content.
132	7	64	How many third-party game providers does MSL contract with currently? How are third-party game providers selected, e.g. MSL RFP process, and what is the platform provider’s role in this selection?	MSL has third-party contracts with IWG, IGT, EQL, and Allwyn (Camelot). NeoGames provides games as part of the current iLottery platform contract. MSL directs the choice of third-party game providers. The platform provider does not direct the choice, but is free to make recommendations.
133	7	64	With respect to the fees payable to third-party game providers, we understand that Vendor is required to pay the third-parties. Does Vendor then submit these third-party invoices to the MSL for reimbursement? Or is the expectation that Vendor pays these costs from the contract revenues it receives?	The vendor pays the third-party fees directly to the game provider and charges MSL the cost for reimbursement of the fees as a no-mark-up pass-through billing.
134	7	64	Please elaborate further on what type of integration needs to be supported. Is Contractor expected to integrate the system to other third party RGS systems directly or through a content aggregation platform that should be provided?	The Contractor is expected to integrate the system directly with the third-party RGS as directed by MSL. A content aggregation solution may also be proposed by Bidders as an optional alternative solution. If proposed as an optional alternate solution, Bidders should describe the capabilities and limitations of such a system and indicate any impact to pricing within the price proposals.
135	7	64	Can the Lottery confirm that the 90 days refers to the RGS integration only and that adding and testing individual games after	The initial game or set of games chosen for an RGS integration should be testable within the MSL testing environment by the end of the 90 days. Any following games added after the initial integration will have a separate timeline.

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			integration will be separate from the 90 days?	
136	7	64	Can the Lottery outline how the gross sales calculation will be applied as it related to third party content being delivered through the platform?	Bidders are encouraged to propose gross sales calculation in the pricing proposals. Bidders are welcome to propose alternative options within the pricing proposals.
137	7	64	Can the Lottery list any existing third-party content agreements with terms that exceed the commencement of this contract, along with their expiration dates?	MSL has third-party contracts with IWG, IGT, EQL, and Allwyn (Camelot). All contracts are currently set to terminate on July 17, 2026.
138	7	64	<p>General Games Services: Vendor must support the ability to sell draw and instant games through the system. The description must address the following minimum requirements</p> <p>Could the MSL please advise which regulatory controls (if any) apply to the games themselves. For example:</p> <ul style="list-style-type: none"> I. Maximum Prize multiple. II. Can the outcomes be generated solely by an RNG or must they be from a depleting pool of results? III. Maximum RTP IV. Volatility, High, medium or Low? 	MSL does not have a maximum prize multiple. Prize multiples are evaluated by game as part of the overall RTP and prize structure. MSL expects online instant games to draw from a limited series (depleting pool). Some instant draw-style games are RNG based, such as Instant Keno and Quick 6. Lottery does not have a maximum RTP, but generally sets RTP between 87 and 90 percent. Volatility is a per game decision. Upon award of the bid, these items can be discussed with the successful bidder.
139	7	64	Game Integration Documentation and Developer Kit. The System	The developer kit is intended to be a standard kit, delivered to third parties from the iLottery vendor to facilitate smooth integrations with third parties. Bidders are encouraged to outline

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			<p>must be able to integrate draw, instant games, and other online games from remote game servers. Bidder must describe, in detail, its methodology to support third-party game integrations. Bidder must provide developer kit with associated documentation and anything else necessary to support third party draw and instant games integrations. Bidder must provide all materials necessary for game integrations to the designated game developer within thirty (30) calendar days.</p> <p>Regarding the Developer Kit, some clarification is required. What libraries, APIs, testing tools, and documentation are expected?</p> <p>We can provide full documentation and support for any vendor wishing to integrate their games to our platform, both draw based games as well as e-instant games.</p> <p>Please confirm (or otherwise) that the 'Developer kit' relates to integrations</p>	<p>the capabilities to provide developer kits, along with which libraries, APIs, testing tools, and documentation can be made available. If there is an impact to pricing, bidders should indicate the impact within the pricing proposals.</p>
140	7	65	<p>What does the 15 minute cut-off refer to in terms of games? iLottery only? Instant Games?</p>	<p>MSL expects to be able to urgently shut off sales of any game sold through the iLottery platform in case of a critical issue.</p>

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			Draw games? Retail games?	
141	7	65	Please provide the current draw breaks for each game available for purchase online.	Answers to this question can be found on the individual game pages found at: https://www.michiganlottery.com/games?GAME_TYPE=DRAW&WHERE_TO_PLAY=ONLINE
142	7	65	Please elaborate more on the reference to the necessary 3rd party integration for draw based games sales? Is the Host platform expected to handle DBG sales, draw processing and winner's selection for both digital and retail channels?	The iLottery platform is expected to handle DBG sales. The iLottery platform is expected to handle draw processing and winner selection for games sold only online. The iLottery system does not handle draw processing and winner selection for games sold both online and at retail.
143	7	65	Could you please elaborate and clarify further what is needed in terms of Draw Games Sales system? What is the definition and purpose of such system?	A draw games sales system sells draw games, typically in a shopping cart interface. This system must handle the purchase of tickets, communications with all other systems related to the game (ICS, MSL Production Control, etc.), tracking of the tickets and results, awarding of prizes, etc.
144	7	65	Would the MSL please confirm that should the Lottery use a draw games system that is not from the successful Vendor, that the Vendor will only be responsible for assuming the successful Vendor's own integration costs, and not any integration/other costs of third-parties chosen by the MSL?	Yes. This can be further discussed with the successful bidder after the award of the RFP.
145	7	65	Can MSL provide its current standards and compliance requirements for eInstant games, or games not governed by MUSL rules?	A comprehensive list of standards and compliance requirements is not available. Generally, each game is evaluated individually. Upon award of the RFP, this will be discussed with the successful bidder. Bidders are encouraged to ensure the bids meet the requirements in the RFP. Bidders are welcome to propose alternatives and are welcome to describe any potential impacts within the pricing proposals.
146	7	66	Can MSL clarify whether or not eInstants require an ICS? If yes, who is the current vendor?	Yes, eInstants require an ICS. The current iLottery vendor contracts the ICS provider.

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147	7	66	It is mentioned that the system should support automatic purchase without player intervention, provided that payment card information on file for the player is valid. Is it expected that if the player does not have sufficient funds in the wallet, the system will automatically top-up the wallet prior to purchasing the subscription ticket?	Bidders are encouraged to describe the capabilities and options available in the bidder's system to handle this scenario. MSL's current system puts the purchase on hold until the card is updated.
148	7	66	Would the MSL please confirm who the existing ICS vendor is, and what version of the system the successful Vendor would need to integrate with?	The current iLottery vendor contracts the ICS provider. Upon award of the RFP, this can be discussed with the successful bidder. Bidders are encouraged to ensure the bids meet the requirements in the RFP. Bidders are welcome to propose alternatives and are welcome to describe any potential impacts within the pricing proposals.
149	7	67	Would MSL please advise as to MSL's requirements for vendor banking services bank account?	Bidders are encouraged to describe capabilities and limitations related to securing bank accounts for the purposes of running an iLottery system in North America.
150	7	67	Would MSL please clarify its requirements with regard to the frequency of reconciliation, e.g., monthly, weekly, daily?	Bidders should be prepared to provide reconciliations daily, weekly, and/or monthly. Bidders are encouraged to describe capabilities and limitations of the bidder's system.
151	7	67	Would MSL please confirm if the Vendor will be responsible for "Vendor Banking Services bank account to System" reconciliation, i.e., bank to Payment Service Provider to wallet?	Yes. This will be further discussed upon award of the RFP. Bidders are welcome to discuss options and impact to pricing within the pricing proposals.
152	7	67	Compliance and Risk Requirements. Vendor will be responsible for ensuring compliance with all state, federal, anti-money laundering ("AML"),	The vendor will name the reporting officer after approval from MSL.

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			<p>and payment card industry (“PCI”) imposed regulations associated with the acceptance of payments and external transfer of funds. Vendor must be solely liable for all risk, such as chargebacks, fraud, etc. related to payment activities. Vendor is responsible for creating, maintaining, balancing, and reporting for all payment systems.</p> <p>Which side will appoint the Money Laundering Reporting Officer (MLRO)? The vendor or MSL?</p>	
153	7	67	<p>Responsibility of Payment Fees. Vendor must be responsible for all fees, processing or otherwise, associated with the acceptance and transfer of payments to and from players, including fees associated with the implementation of any future payment methods added to the Online Play system.</p> <p>Could you please provide information on volumes for transactions with split per transaction type and payment method name? It is important to understand the average value transaction for deposits, withdrawals (online, retail, POS card transactions)</p>	<p>Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001.</p>

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154	7	68	Merchant of Record: Vendor is required to act as the Merchant and is responsible for all payment acceptance, dispute resolution handling, indemnification of payment fraud, and all expenses associated with these services. Does the MOR also handle chargeback management?	Yes, the MOR handles chargebacks.
155	7	68	Player Wallet Funding Methods: Some payment methods listed may not support processing for lottery vertical currently. How does MSL recommend bidders respond regarding these specific payment methods?	Bidders are encouraged to describe all capabilities and related to funding and withdrawal methods.
156	7	68	Please provide the current split of payments across the nine current methods for depositing for the last 12 months. Please provide any assumptions to forecasted changes in deposits across these methods.	MSL has not forecasted changes in deposits across the current methods. Historical data is in the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
157	7	68	Please provide the current split of withdrawals across the 9 current methods for withdrawals for the last 12 months. Please provide any assumptions to forecasted changes in withdrawals across these methods.	MSL has not forecasted changes in withdrawals across the current methods. Historical data is in the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
158	7	68	Would MSL please define "alternative banking services" (as we are seeking to confirm that this failover protection capability	This failover protection is to ensure that players are not prevented from purchasing tickets. If a financial institution enacts a policy change or has a critical error, it is preferable that the vendor have a system capable of switching to a different method to handle financial transactions,

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			is related to alternative payment methods and not to Vendor Banking Services)?	including the vendor’s main bank. Bidders are encouraged to describe how the system can handle an outage related to payments.
159	7	68	Does MSL agree that not all player wallet (eWallet) funding methods may be available for the Lottery merchant category and, as applicable, vendor may not be able to offer?	Yes. Bidders are encouraged to describe all capabilities and limitations related to funding and withdrawal methods.
160	7	69	Player Refunds: Please elaborate on a potential use case for a refund as used in this section, including whether capabilities must include both full and partial refunds.	There may be a number of use cases and the decision to refund outside of normal terms may be made on a case-by-case basis. One clear use case is a deposit from a payment source that was determined to have been used fraudulently. Bidders are encouraged to describe all capabilities related to refunds, both full and partial.
161	7	69	Single Debit Funding and Purchase: Please elaborate on this optional feature that allows a registered player to purchase a game with a debit or credit or other payment source without funding a wallet or without retaining the payment method information.	MSL is requesting bidders to describe an optional feature that allows a player to buy tickets as a direct purchase to a card or other payment method, without saving that method in the system. Bidders are welcome to describe any impacts of adding this within the pricing proposals.
162	7	70	Claim Center Back Office: Please provide the total count and total amount of iLottery claims processed at these two thresholds: six hundred dollars (\$600) or less; greater than six hundred dollars (\$600)	Prizes of \$600 or less do not go through a claims process and are automatically and immediately added to the player wallet. Prizes above \$600 are claimed and averaged about 3,900 claims per month for the period of 7/1/22 through 6/30/23. The approximate total count of claims during that period was 46,800. The approximate total dollar amount for claims during that period was \$59,864,000.
163	7	70	Would MSL please confirm that it will be assuming operational functionality with regard to issuing prize check payments	The iLottery system must directly handle all prizes up through an amount designated by MSL (currently \$99,999.99). Currently, prizes of \$100,000.00 and more are issued through the Lottery's main office. Bidders are encouraged to describe capabilities and limitations of the bidder's system.

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			(examples: deducting any offsets, reconciliation, etc.)?	
164	7	70	<p>Immediate Prize Payments. The System must have configuration capabilities to issue immediate prize payment to a player without any manual intervention or with manual intervention by prize amount as designated by MSL. MSL may require prizes to be paid instantaneously to a Player Wallet, barring holds for fraud or other security related holds as directed by MSL.</p> <p>What is the definition of an immediate prize payment?</p> <p>What is the criteria that generates it – or indeed the reverse, why wouldn't a payment be made immediately?</p>	Prizes of \$600 or less will not go through a claims process and will automatically and immediately be added to the player wallet. Prizes above \$600 will be claimed by the player and will not be automatically paid into the wallet.
165	7	71	What are the current designated thresholds for issuing a credit to the player wallet?	There are a variety of different thresholds. MSL expects the thresholds to be configurable. Upon award of the RFP, this can be discussed with the successful bidder. Bidders are welcome to propose alternatives and are welcome to describe any potential impacts within the pricing proposals.
166	7	71	Describe the automated messages expected to send to players in regards to claims, along with the acceptable means to send those messages - ie email, push notifications, sms, etc.	Bidders are encouraged to describe all available methods within the bidder's system to provide automated messages to players.
167	7	71	Please share the documentation that is expected to be stored for player claims.	Bidders should be prepared to store all documents collected as part of the claims process. Upon award of the RFP, this can be further discussed with the successful bidder. Bidders are encouraged to describe the capabilities and limitations of the bidder's system. Bidders are welcome to discuss any impacts within the pricing proposals.

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168	7	73	Can MSL confirm that the push notifications mentioned in Section 7.E.1.b are in reference to app push notifications?	Yes, although web notifications are separately listed in section 7.E.1.a and bidders are encouraged to describe all capabilities and limitations of the bidder's system.
169	7	73	Will MSL have an app push preference center?	MSL does not currently have a push preference center. Push notification preferences are handled on the device level. Bidders are encouraged to describe the capabilities and limitations of the bidder's system. Bidders are welcome to discuss any impacts within the pricing proposals.
170	7	73	What method(s) are used for transactional player messages? If beyond email, please list split of transactional messages by each communication type (ie in-app messages, sms, push)	Currently, transactional messages are sent via email. Bidders are encouraged to describe all capabilities and limitations of the bidder's system.
171	7	75	Are raffles part of the RFP or are they optional as they are also listed under "Optional Services" in Sec. 7.G2, and it is unclear if they are required.	The promotional raffle system is not optional. A raffle system that sells raffles as a stand-alone product is optional. Bidders are encouraged to describe all raffle capabilities and limitations of the bidder's system and describe impact to pricing to add raffles for direct purchase within the pricing proposals.
172	7	76	Can the Lottery elaborate on what type of inventory is intended (i.e., physical merchandise, lottery product, etc.)?	MSL expects the system to communicate with third parties to deduct loyalty points from a player's account for any reason. Bidders are encouraged to describe all capabilities and limitations of the bidder's system. MSL does not expect the iLottery vendor to manage the inventory, but bidders are welcome to describe options within the bid and pricing proposals.
173	7	76	What is the primary objective and relevant KPIs of MSL's loyalty program? For example, is it to increase customer retention, drive customer engagement, generate more sales, or achieve another specific goal?	The intent of the loyalty program is to reward players for keeping their budgeted entertainment spend with MSL. Upon award of the RFP, relevant KPIs will be discussed with the successful vendor.
174	7	76	What data does the Lottery intend to collect through the loyalty program and how will it be used?	MSL expects to collect all available data and it will be used to evaluate effectiveness of rewards for potential adjustments to the program.
175	7	76	Can the Lottery describe the expectations of the Vendor's role	MSL expects the iLottery vendor to integrate with analytics tools as directed by MSL. Upon award of the RFP, this can be discussed with the successful bidder. Bidders are welcome to

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			as it relates to web and mobile analytics tools required for the loyalty program?	propose options and are welcome to describe any potential impacts within the pricing proposals.
176	7	76	How many daily and monthly player sessions occur within the Lottery App?	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
177	7	76	What are the primary features accessed via the Lottery App?	All features should be available within the app.
178	7	76	Please describe the types of rewards or incentives MSL is considering for its loyalty program.	MSL anticipates offering a variety of awards and incentives through the loyalty program, and all awards and incentives have not been determined. Bidders are encouraged to describe all capabilities and limitations of the bidder's system related to loyalty rewards.
179	7	76	Please describe any current restrictions or limitations on the type of rewards that can be offered to players through the loyalty program and any anticipated or planned regulatory initiatives that may impact that?	At present, there are no specific limitations and no anticipated or planned regulatory initiatives. Bidders are encouraged to describe all capabilities and limitations of the bidder's system related to loyalty rewards. Upon award of the RFP, restrictions or limitations can be discussed with the successful vendor.
180	7	76	Will the Lottery be fully responsible for the rewards budget, necessary procurement, and fulfillment? If not, please describe the Vendor's role in each of these areas?	MSL anticipates that MSL will be responsible for the rewards budget. Procurement and fulfillment may vary depending on the reward. For example, a reward of free games would be handled directly through the iLottery platform. Bidders are encouraged to describe all capabilities and limitations of the bidder's system related to loyalty rewards and discuss any impacts within the pricing proposals.
181	7	76	Does MSL conduct all drawings, or would the successful Vendor be responsible for conducting them?	Section 7.E.3 describes a promotional drawing system to be provided by the vendor. MSL may choose to conduct some drawings directly. Bidders are encouraged to describe all capabilities and limitations of the bidder's system.
182	7	76	How many drawings is the Lottery planning to setup across the second chance and loyalty program per year?	The number of drawings for Loyalty and all second chance games has not been determined. Bidders are encouraged to describe all capabilities and limitations of the bidder's system related to drawings and discuss any impacts within the pricing proposals.
183	7	76	If the drawings will be conducted by the successful Vendor, are there any unique requirements	At present, there are no unique requirements for conducting the drawings. For example, MSL does not currently require live broadcast of promotional drawings. Bidders are encouraged to

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			for conducting the drawings? For example, external auditor, live broadcast, screen recording, etc.?	describe all capabilities and limitations of the bidder's system related to drawings and discuss any impacts within the pricing proposals.
184	7	76	If the drawings will be conducted by the successful Vendor, would the Lottery be open to the idea of using draw automation to conduct some drawings with relatively low prize values automatically to reduce the time between draw deadlines and winner publishing?	Yes. The promotional raffle system described in section 7.E.3 should provide this capability.
185	7	77	Can the Lottery please define "raffle functionality"? What is the Lottery's definition of a raffle tool?	MSL desired functionality is described in section 7.E.3. Generally, a raffle is defined as a sale of numbered tickets where one or some of which are subsequently drawn at random, and the holder or holders of such tickets wins a prize. Bidders are encouraged to describe all capabilities and limitations of the bidder's system related to drawings and raffles and discuss any impacts within the pricing proposals.
186	7	78	Section 2(B) requires that sixty (60) positions be located in the State of Michigan. As long as all service levels and contract requirements are met and exceeded, is it required that the employees in these sixty (60) or more positions located in Michigan be solely and exclusively working on MSL duties? In other words, are the Bidder employees permitted to work on non-MSL work while located in Michigan? This question does not apply to the Project Manager and Data Analyst positions that are exclusively dedicated to MSL work.	MSL expects the 60 positions to exist as a function of providing the various services described in the RFP. Bidders are encouraged to describe how the staffing requirements will be met and indicate whether the 60 positions are provided as part of the iLottery platform contract or separately from the contract. Some in-state positions may work on both MSL and non-MSL items as long as that is disclosed (and approved by MSL) and all service levels under the contract are met. Bidders are encouraged to describe all capabilities and limitations of the bidder in relation to providing these positions as a local benefit. Bidders are welcome to propose additional, optional alternatives and describe any impacts and any alternatives within the pricing proposals.

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187	7	78	Please provide the average number of weekly contacts received by the CSC by type (eg telephone call, email, chat etc.)	Average Weekly Call Volume - 1,314 Average Weekly Chat Volume - 2,180 Average Weekly Email Volume - 748
188	7	78	With regard to item a. Support Channels: Would MSL please provide the expected volumes for each channel, with an indication of the inbound curves (e.g., hourly inbound calls per day of the week)?	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
189	7	78	With regard to item a. Support Channels: Would MSL please provide the current staffing levels for each channel?	Staffing levels fluctuate based on volume of customer contacts received. Bidders are encouraged to describe all capabilities and limitations of the bidder in relation to providing these services. Bidders are welcome to propose additional, optional alternatives and describe any impacts and any alternatives within the pricing proposals.
190	7	78	With regard to item a. Support Channels: With regard to the "chat" channel, will that channel be accessed only by players who are logged on the system?	All players will be able to access the chat feature regardless of whether they are logged in.
191	7	78	With regard to item a. Support Channels: With regard to the "chatbot," is it acceptable to assume that each "chat" interaction will be preceded by a "chatbot" interaction, whereas the system will then re-direct the contact to a live operator in given cases?	Chat interactions may begin with an automated live attendant. Players should be able to easily access a live agent after a single request.
192	7	78	With regard to item c. Support Availability: Does MSL intend that each channel must be attended by live	All player support channels should be staffed 24/7. Staffing levels may be adjusted to meet the volume demands from each channel.

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			operators 24/7? Or, as an alternative, would it be acceptable for players to be able to access emails/webforms/chatbot during certain night hours?	
193	7	78	With regard to item g. Staffing Levels: Would MSL please clarify what is meant by “at no cost”? Does MSL, for example, intend that staff augmentation vs “standard levels” – for instance, due to structural increases in contact volumes – will bear no cost to MSL?	The customer service center and other services identified in the RFP are expected to be provided to MSL as part of the iLottery platform at no additional cost. Bidders are encouraged to describe all capabilities and limitations of the bidder in relation to providing these services. Bidders are welcome to propose additional, optional alternatives and describe any impacts and any alternatives within the pricing proposals.
194	7	78	Can the Lottery please describe any specific requirements related to multi-lingual support across all customer service channels?	Support for non-English speaking players should be made available via phone and email. This may be accomplished by contracting with a third-party.
195	7	79	Please provide more information on MSL’s designated internal systems to determine integration complexity.	The systems are procured by the iLottery vendor. The systems must be approved by MSL. Vendor must provide MSL access to the systems as designated by MSL. Upon award of the RFP, this can be further discussed with the successful bidder. Bidders are encouraged to describe the capabilities and limitations of the bidder's system. Bidders are welcome to discuss any impacts within the pricing proposals.
196	7	79	With regard to item l. Automated Prompt System: Would MSL please clarify if this is supposed to be a general feature within the system (e.g., the portal) or if the requirement is specific to the Customer Service Center (e.g., must be satisfied via the IVR?)	The automated prompt system may be satisfied by the IVR.
197	7	80	Please provide last 12 months, monthly actual data for inbound	Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 . Expected KPIs align with SLAs listed in the RFP. MSL

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			calls, player emails, live chat and social media inquiries vs the stipulated KPI's. Please provide any assumptions or forecasted changes to player numbers that will impact contact levels for the duration of the contractual term.	has not forecasted changes to player numbers that will impact contact levels. Bidders are encouraged to describe the capabilities and limitations of the bidder's system. Bidders are welcome to discuss any impacts within the pricing proposals.
198	7	80	What is an abandoned email? i.e. "xiv. Abandoned email inquiry rate not to exceed one (1%) percent."	An abandoned email is an email that has not been answered within the stipulated time periods.
199	7	80	For the service level that states: "Respond to ninety-five (95%) percent of social media inquiries within thirty (30) minutes." - please clarify whether the response should be handled by the contact center or the social media specialist.	Social media inquiries should be handled by specially trained Social Media specialists.
200	7	81	Section 7.F. Staffing and Support requires that sixty (60) staff positions must be maintained in Michigan unless otherwise approved by MSL. Will the Lottery please consider replacing this requirement with a commitment from the Vendor to maintain adequate staffing to fully comply with all requirements of the contract? If the Lottery does not accept this replacement, then will the Lottery please update the requirement to obligate the Vendor to maintain these positions directly in connection with performance of contract, and	MSL expects the 60 positions to exist as a function of providing the various services described in the RFP. Bidders are encouraged to describe how the staffing requirements will be met, indicating whether the 60 positions are provided as part of the iLottery platform contract or separate from the contract. Some in-state positions may work on both MSL and non-MSL items as long as that is disclosed (and approved by MSL) and all service levels under the contract are met. Bidders are encouraged to describe all capabilities and limitations of the bidder in relation to providing these positions as a local benefit. Bidders are welcome to propose additional, optional alternatives and describe any impacts and any alternatives within the pricing proposals.

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			not any other purpose since some potential bidders have other, unrelated employees in the state of Michigan which are not relevant to this RFP, potentially giving them an unfair advantage in meeting this requirement?	
201	7	81	Re: the requirement for 60 positions to be in Michigan. For the existing contract, please provide the job title and number of positions for all those staff a) in Michigan and b) outside of Michigan	Bidders are encouraged to describe a position structure to meet the requirements within the RFP. Bidders are also encouraged to describe all capabilities and limitations of the bidder in relation to providing these services. Bidders are welcome to propose additional, optional alternatives and describe any impacts and any alternatives within the pricing proposals.
202	7	81	Would MSL please provide a list of the current iLottery vendor staffing positions and how these positions are servicing the MSL iLottery contract?	Bidders are encouraged to describe a position structure to meet the requirements within the RFP. Bidders are also encouraged to describe all capabilities and limitations of the bidder in relation to providing these services. Bidders are welcome to propose additional, optional alternatives and describe any impacts and any alternatives within the pricing proposals. Upon award of the RFP, this can be discussed with the successful bidder.
203	7	81	Will MSL please provide its full working hours and days?	Monday through Friday, 7:45 A.M. to 4:45 P.M. Eastern Time.
204	7	81	This section notes that, "A project manager will be exclusively dedicated to MSL, if directed by MSL at no cost to MSL." How much notice will be provided to the Vendor if MSL decides this position needs to be dedicated?	MSL expects positions to be filled within 90 days.
205	7	81	Staffing Levels. Vendor must maintain and train sufficient staff to meet all service levels and requirements of the contract. Sixty (60) positions must be in Michigan unless otherwise approved by MSL.	<p>Q1. Yes, the current iLottery provider provides approximately 60 FTEs. Upon award of the RFP, transferal of employment can be discussed with the successful bidder.</p> <p>Q2. Some expected staff are specifically listed within section 7.F.2. Bidders are encouraged to describe a position structure to meet the requirements within the RFP. Bidders are also encouraged to describe all capabilities and limitations of the bidder in relation to providing these services. Bidders are welcome to propose additional, optional alternatives and describe</p>

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			<p>Q1. Could MSL please provide clarification on whether the incumbent supplier provides the necessary level of service (60 FTEs) and whether that operational resource is intended to be maintained by a new supplier with transferal of employment included?</p> <p>Q2. Could MSL please provide a list of job titles (or an org structure) for the current CSC?</p> <p>Q3. There is no mention in the documents of operational activities including acquisition and retention marketing. Does the MSL intend for the winning bidder to provide these services and if so are they currently provided by the incumbent in state or remotely? Are there any further services (payments, fraud, AML, KYC management for example) that are provided by the incumbent, in state and do they fall under the 60 FTE headcount?</p>	<p>any impacts and any alternatives within the pricing proposals.</p> <p>Q3. MSL does not expect bidders to include acquisition and retention marketing staff. However, bidders are welcome to be creative in the proposals. Bidders are encouraged to describe a structure to meet the requirements within the RFP. Bidders are also encouraged to describe all capabilities and limitations of the bidder in relation to providing these services. Bidders are welcome to propose additional, optional alternatives and describe any impacts and any alternatives within the pricing proposals.</p>
206	7	82	<p>Would MSL please specify the period of data that will be included in the data migration?</p>	<p>Approximately August 2014 through July 2026.</p>

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207	7	82	Would the MSL please explain what "other staff" (classification and quantity) the Bidder will be required to provide to MSL so that the Bidder can assume the costs and factor this into our price proposal (unless MSL envisions that this is a pass-through cost)?	MSL expects this may be a pass-through. Bidders are encouraged to be creative in the proposals. Bidders are welcome to propose additional, optional alternatives and describe any impacts and any alternatives within the pricing proposals. Upon award of the RFP, this will be discussed with the successful bidder.
208	7	82	Can the Lottery confirm that additional staff would be a pass-through charge to the Lottery? If so, are there specific considerations for how these staffing services need to be structured? Will MSL provide potential examples of other types of support requiring additional staffing?	MSL expects this may be a pass-through. Bidders are encouraged to be creative in the proposals. Bidders are welcome to propose additional, optional alternatives and describe any impacts and any alternatives within the pricing proposals. Upon award of the RFP, this will be discussed with the successful bidder.
209	7	89	7 G, 3 Drawing Operations and Control Center Could you please elaborate on what are the expected services and capabilities to support the operations of draw games?	This is under Optional services and is not required. Bidders are encouraged to describe all capabilities and limitations of the bidder's system related to draw games and discuss any impacts within the pricing proposals.
210	7	90	Please provide a link to MSL's current Amazon Fire app for review.	The current app used on Amazon Fire is a direct download available under step #2 at: https://www.michiganlottery.com/resources/install-android-app
211	7	90	Please provide the last 12 months of traffic and transactions split among Google app, iOS app, Fire app, mobile web and desktop. Provide any assumptions to forecasted changes in traffic	MSL has not forecasted changes in traffic. Historical data is in the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .

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			patterns across these areas.	
212	7	90	What are the current NFR (non-functional requirements) or volumes of traffic and transactions the system is required to support?	Data regarding current NFR (non-functional requirements) or volumes of traffic and transactions the system is contained in the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001 .
213	7	67 70	Would MSL please confirm that the payment services requirements in D.1. do not apply to the claims center transaction requirements in D.4.?	The requirements in D.1 do apply to the requirements of D.4 in any instance where the two scenarios reasonably cross over. Bidders are encouraged to describe all capabilities and limitations of the bidder's system related to draw games and discuss any impacts within the pricing proposals.
214	7	75 & 88	Would the MSL please confirm the difference between the Raffle System identified in the promotional drawings section (page 75) of the RFP from the Raffle System in the Optional Services (pages 88 and 89) of the RFP.	The raffle system listed under optional services is a draw game for direct sale through a real money purchase. A promotional drawing entry is earned by some other action outside of direct purchase.
215	3 & 5	7 & 18	On page 7, the requirement states that the proposal is "irrevocable and binding for a period of one year from the date of submission." On page 18, the requirement states that the proposal is "open and irrevocable for a period of at least one year from the date of submission." Will the MSL please confirm the period of time proposals are irrevocable and binding from the date of submission?	The period is one year.
216	8	96	Would MSL please confirm these are System-issue reporting requirements only, and not reporting of specific player	The vendor is required to immediately report all significant incidents related to the operation of the System, without limitation. Bidders are encouraged to describe all capabilities and limitations of the bidder's system and discuss any impacts within the pricing proposals.

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			transactions unrelated to the System?	
217	9	N/A	<p>Pricing: Given that the start of sales under a new supplier (potentially) is so far ahead, to help us arrive at an optimum pricing (for both parties) it would be very helpful if you could provide the following data:</p> <p>Q1. Total iLottery sales from 2017 to (forecasted) 2027 Q2. Sales per game type/name (game 1, game 2, game 3) Q.3 Active players in period (avg) – Q4. Average number of logins per month Q5. Average annual spend on iLottery marketing Q6. Average monthly cost per game (%of GGR or net win works) Q7. Rate of tax and whether it's levied on GGR, NGR or sales. Q8. Average percentage of ilottery platform cost vs GGR</p>	<p>Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001.</p>
218	9	100	<p>Price Model 2 requires respondents to submit a price based on Net Gaming Revenue, defined as Sales less Prizes and Promotions. Could you elaborate on how the costs of promotions are calculated and applied to this equation, including:</p>	<p>Example 1 (single player, promotional free games): Player wagers \$100 total on online instant games, \$5 of the wagers came from promotional free games. The player wins \$20 total from all games. The net gaming revenue is calculated as follows: \$100 (total wagers) - \$20 (total prizes) - \$5 (promotional dollars) = \$75 (net gaming revenue).</p> <p>Example 2 (single player, deposit match): Player deposits \$50 and receives a 50% match (\$25) as a welcome offer. Player wagers \$75 on online instant games and wins \$20. The net gaming revenue is calculated as follows: \$75 (total wagers) - \$20 (total prizes) - \$25 (promotional dollars) = \$30 (net gaming revenue).</p>

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			<ul style="list-style-type: none"> • promotional liability which may be incurred by a loyalty program points economy • promotional costs incurred by retail promotions (such as the sale of an online game card or a retail ticket bonus code) • online promotions which award retail coupons instead of bonus money or loyalty points • if the level of bonusing is at the sole discretion of MSL, any limits on the amount of bonusing which may be deducted from gross gaming revenue to arrive at net gaming revenue 	<p>Example 3 (large group of players, multiple promotions): Players collectively wager \$5,000,000 on online instant games, collectively win \$4,000,000 in prizes, and collectively receive bonuses that total \$50,000. The net gaming is calculated as follows: \$5,000,000 (total wagers) - \$4,000,000 (total prizes) - \$50,000 (promotional dollars) = \$950,000 (net gaming revenue).</p> <p>If the promotions, bonuses, or loyalty rewards are related to products sold online (free games, bonus credits, etc.), then the promotions, bonuses, or loyalty rewards are included in the net gaming calculation. If the promotions, bonuses, or loyalty rewards are related to products at retail, then the promotions, bonuses, or loyalty rewards are not included in the net gaming calculation. MSL has internal limits on the amount of promotions, bonuses, or loyalty rewards, which can be adjusted at any time.</p>
219	9	100	Could MSL please confirm that Price Model 1 does not deduct bonusing costs from the fee structure?	Yes. Price Model 1 does not deduct bonusing costs from the fee structure.
220	9	100	<p>Model 1 This potential Bidder is seeking to understand what amounts are captured by the terms “gross sales through the shopping cart and deposits into the player account”.</p> <p>A) For Pricing Model 1, can MSL please specify exactly what transactions are included in “gross sales through the shopping cart and</p>	<p>A “deposit” funds the player wallet and can be used to place wagers on any games. “Gross sales through the shopping cart” are sales of draw based games that are purchased from funds that were not already deposited in the player account.</p> <p>Bidders are encouraged to be creative in the responses to this section. Bidders are welcome to provide additional pricing models within the pricing proposals.</p> <p>Answers to the examples are:</p> <p>a. The \$2 and the \$20 are ticket sales (gross sales), but the \$20 had to come from the player wallet. In the scenario described, the “gross sales from the shopping cart” would be \$2 and the “deposit” would be \$100. But, if the \$2 is from funds that were not already deposited in the player account, then the \$2 should be included in the payment calculation. If the \$2 is from the \$100 deposit, MSL should not be charged twice for the same money coming into the</p>

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			<p>deposits into the player account” and use examples to illustrate. For example:</p> <ul style="list-style-type: none"> a. If we assume that in a single transaction a player i) deposits \$100 into their account, ii) purchases a DBG for \$2 and iii) wagers \$20 on an e-instant, is total “gross sales through the shopping cart and deposits into the player account” \$122, being the sum of i, ii and iii? b. If a player wagers \$1 on an e-instant from pre-existing funds, then wins \$100 and uses that \$100 to place DBG wagers, is the “gross sales through the shopping cart 	<p>system.</p> <ul style="list-style-type: none"> b. In the scenario described, the “gross sales through the shopping cart” is \$0 and the “deposit” is \$0 because all wagers are made from pre-existing funds or prizes. c. In the scenario described, the “gross sales through the shopping cart” is \$0 and the “deposit” is \$20.

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			<p>and deposits into the player account” \$101, being the sum of the two wager amounts?</p> <p>c. If a player has zero existing funds, and i) deposits \$20 into their account and in the same transaction purchases a DBG for \$2 (utilizing \$2 of the \$20 deposit), is “gross sales through the shopping cart and deposits into the player account” \$22?</p> <p>B) If the examples above do not capture the intention of this model, please provide a worked example so we can understand the mechanics of this approach</p>	
221	9	100	<p>Model 2 For Pricing Model 2 a)is it correct to assume that e-instants wagers are excluded from</p>	<p>Yes.</p> <p>Example: Player buys \$20 of DBG, deposits \$200, wagers \$100 on online instant games (\$10 of which was</p>

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			<p>“gross sales through the shopping cart”? If so, please explain what is included in “gross sales through the shopping cart”. e.g. is it only deposits and DBG wagers? b)Please provide a worked example so we can understand the mechanics of this approach</p>	<p>free games) and wins \$80 on online instant games. The gross sales percentage would apply to the \$20 DBG purchase. The net gaming revenue percentage would apply to the net gaming revenue of \$10 calculated as \$100 (wagers) - \$80 (prizes) - \$10 (promotional dollars).</p>
222	9	100	<p>In order to help understand historical performance, for the last 104 weeks please provide the total weekly amount of i) gross sales through the shopping cart (broken out by type, eg DBG wagers, e-instants wagers), ii) deposits into the player account, and iii) net gaming revenue from e-instants.</p>	<p>Please reference the data sheet titled "RFP 2023-001 Q&A Data" which is posted at https://www.michigan.gov/msl/2023001.</p>
223	9	100	<p>Would MSL please clarify its requirements for a. Model 1 and b. Model 2 within Section 9: Pricing, as follows: Specifically, with regard to a. Model 1: Where Bidders are required to “Propose pricing based on a flat % of gross sales through the shopping cart and deposits into the player account,” would MSL confirm that that requirement may be interpreted to mean “Propose pricing based on a flat % of gross sales of draw games and electronic instant games made through the shopping cart</p>	<p>A “deposit” funds the player wallet and can be used to place wagers on any games. “Gross sales through the shopping cart” are sales of draw based games that are purchased from funds that were not already deposited in the player account. “Net gaming revenue” is calculated as total wagers - total prizes - promotional dollars.</p> <p>Model 1: No. MSL should not be charged twice for the same funds. For example, if a \$50 shopping cart purchase is made from a previous \$100 deposit, MSL would have been charged for the deposit already and should not be charged for the purchase. Online instant game wagers are all from previously deposited funds.</p> <p>Model 2: No. Model 2 includes gross sales of draw games and net gaming revenue from online instant games and does not include deposits.</p>

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			<p>and through deposits into the player account”?</p> <p>And with regard to b. Model 2: Where Bidders are required to “Propose pricing based on a % of gross sales through the shopping cart and a % of net gaming revenue (sales less prizes and promotions) from electronic instant game,” would MSL confirm that may be interpreted to mean “Propose pricing based on a flat % of gross sales of draw games through the shopping cart or through deposits into the player account and a % of net gaming revenue (sales less prizes and promotions) from electronic instant games purchased through deposits into the player account”?</p>	
224	9	101	<p>Can the Lottery please elaborate on the statement that MSL may elect multiple pricing options?</p>	<p>Section 9. 3 is referring to price reductions within the pricing proposals if MSL elects to take multiple options from the optional services, section 7. G.</p>
225	4 & 6	14 20	<p>The instructions for each of these sections mention a deduction of points: 150 points for Section 4 (Part 1); 5 points for Section 6 (Part 3). Would MSL please clarify if these point deductions will be taken from the 530 points that are allocated to Part 4, or if there is another point system, as part of the Best Value, that these Section</p>	<p>Yes, the deduction of points would be from the 530 points possible.</p>

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			4 (Part 1) and Section 6 (Part 3) points would be deducted from?	
226	7 & 8	48 92	An uptime of 99.99% (four nines) is above industry standard for most online businesses and hosting providers considering that in-state hardware is required. In this case 99.95% (three nines five) seems more reasonable. Further, the RFP mentions both 100% uptime and 99.99% uptime, we would like to have a clarification on which one the SLA will be bound to and whether it is reasonably set considering the nature of the business?	MSL expects a system that is up 100% of the year, with exception of MSL approved maintenance. If the system goes below 99.99% up time, MSL may elect to impose liquidated damages.
227	7 & 8	48 & 92	Sections 7 and 8 of the RFP reflect a difference in system availability and uptime requirements. Please confirm the system availability and uptime requirements.	MSL expects a system that is up 100% of the year, with exception of MSL approved maintenance. If the system goes below 99.99% up time, MSL may elect to impose liquidated damages.