

#	Reference	Question	Answer
1	5.2.3	<p>Development of a service delivery platform: in the Application and Services Framework (Table 5), the E-Ticketing Application/Service will interact with the Common Framework to share essential information on the Customer Repository, and also with the Location/Presence module. Are you referring to an integrated IMS (Internet Multimedia System)- NGN enhanced HSS, taking into account Authentication, Authorization, Accounting, Auditing and Charging features, to be used by the Service/Application Layer?</p>	<p>Expo is not mandating a specific detailed service module architecture but is expecting the SI proposal to cover the Common functionality within the overall Service Architecture. AAA, Auditing and Charging feature functions have to be included in the overall proposal of the Service Architecture adoption industry standards and solutions.</p>
2	5.2.4.1	<p>E2E Services: regarding E-ticketing module and Smart ticketing could you explain what you mean with "punching" and with "printing" on portable devices?</p>	<p>The Ticketing platform shall support both traditional ticket and Smart Tickets. One of the expected traditional ticketing solutions should be based on the printing of a paper ticket and/or a digital visualisation of the ticket into a Mobile Application (e.g. QR Code). The device required for printing the tickets are out of scope.</p>
3	5.2.4.2	<p>E-ticketing module: can you explain in which cases (when, where, to whom) will be sold traditional tickets instead of smart tickets? Since paper ticket will be converted in e-ticket at the event could you explain how such a conversion process has been envisaged?</p>	<p>The E-Ticketing platform has to support both Smart Tickets and Traditional Tickets. We expect that the sales and distribution process to support both solutions. Furthermore, it shall be possible to convert from Traditional to Smart Tickets with process and conversion points to be finalised (e.g. conversion of tickets into Kiosk distributed in the greater Milan area). Expo would be interested if such conversion capabilities could also be provided by the SI using an existing distribution network. Expo will appreciate, into the technical proposal, an indication as to how to maximize the distribution of Smart Ticket against traditional ticket.</p>
4	5.4	<p>Release Roadmap: since for the Event Ticketing and the Event Reservation the Timeline requirements underline that "another partner will design, implement, and maintain the Solution and the SI might be involved in implementing the required integrations" (C scenario), which will be the interaction between such "another part" and the SI during the Deployment Scenario? Who will choose such a partner? When it is likely to be chosen?</p>	<p>The Event Ticketing and the Event Reservation are indicated as "C" for Timeline (Event Proximity) but are "A scenario" (full scope of SI).</p>

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5	5.6.2	<p>SDP Transaction Values:</p> <p>1) in case a ticket will be sold through a third party who will be responsible for the third party remuneration? the SI or Expo?</p> <p>2) Besides the Expo web portal which other tickets will be considered “directly” sold ?</p> <p>3) Self service totems or venue box offices sales are considered direct sales?</p> <p>4) Which is the estimated percentage of tickets that will be distributed through Marketing and Partners’ promotional programs to which the transaction fee does not apply?</p> <p>5) May the SI and/or a third party distributor charge a commission to the ticket purchaser (e.g. a percentage commission or a per order commission)?</p> <p>6) Which are the other VAS that are envisaged and which is their estimated transaction turnover?</p>	<p>1) Expo will be responsible for third parties remuneration;</p> <p>2) The tickets directly sold by the SI are all tickets for which the selling and distribution process is managed by the SI: the web channel is requested, other channels could be proposed by SI and would be subject to specific negotiations;</p> <p>3) no; refer to the point 2</p> <p>4) Expo has a target of 20.000.000 of tickets sold, plus promotional tickets;</p> <p>5) there may be possibilities for selected third party distributors to apply commissions to ticket sales, however this will not apply to direct online ticket sales. Any commission must in any case be discussed and approved by Expo 2015;</p> <p>6) VAS are in still in the development stage and will be defined and estimated over the coming years: as an example, VAS could include visitor communications from participants and special applications/content for visitor</p>
6	7, letter D	<p>Hospitality Packages for Clients & Employees:</p> <p>can you please detail which are the features, items and/or services included in the VIP Expo 2015 Milan tickets? Furthermore can you tell which will be the discount percentage for purchasing additional tickets and/or merchandising?</p>	<p>VIP tickets are tickets which carry exclusive benefits in respect to base entrance tickets. They can feature special reserved visitor access and areas on site, entrances on high demand days (eg. Opening day, high profile event days) and tickets bundled with exclusive turist and cultural attractions, commemorative coins, etc. . VIP features will be defined in coming years within the defintion of the overall ticketing strategy. Discount percentages will depend on individual ticket configuration and merchandising items (eg. level pricing, quantities) and will be negotiated with SI partner based on specific needs and project proposal investment levels.</p>
7	General on RFP document	<p>The procedure for presenting SI proposal (<i>ref chapter 12 – deadline and procedure for presenting proposals</i>) explains language type that should be used for “Administrative Documentation” and for “Economic Proposal”; any specific requirement is specified for “Technical Proposal”. Our assumption is that “Technical Proposal” has to be provided in English. Could you please confirm?</p>	<p>Yes, Expo confirms</p>

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8	General on RFP document	Administrative Documentation (<i>ref chapter 12 – deadline and procedure for presenting proposals – envelope 1</i>), must contain a copy in Italian language. Could you please confirm if it is possible to provide this documentation in Italian language only or if the English version is a mandatory requirement?	Administrative documentation can be provide only in Italian language
9	General on RFP document	Could you please clarify when contract scheme and terms and conditions will be discussed and agreed between parties?	Following partner selections, contract scheme, terms and conditions will be discussed and negotiated with partner
10	General on RFP document	Could you please clarify (<i>ref chapter 10 – partner selection criteria</i>) if "ticket eCommerce" refers to "EXPO eCommerce transaction" and the "formula" for points calculation?	Yes, the word "ticket" is a misprint; Formula: 2 (points) x ((fee max - fee proposed)/(fee max))
11	General on RFP document	In "key expected volumes" (<i>ref chapter 5.3 – other context information</i>) it is not clarified how many free of charge Expo tickets are expected. Could you please provide this information?	Expo has a target of 20.000.000 of tickets sold, plus promotional tickets
12	EXPO Infrastructure	We assume that infrastructure management (including database management, performance management, software patching, infrastructure provider scheduling) is in charge to Expo 2015 or other partner and that is not in scope of the SI partner offer. Could you please confirm?	Infrastructure management is under the charge of Expo 2015 technological partners, while Application Maintenance is under the charge of the SI partner according to Chap. 5.4
13	EXPO Infrastructure	Can we assume that "cash registers" within 3rd parties shop in the EXPO Area has to be integrated within SDP?	Cash registers or other payment systems related to on site shopping are not necessarily integrated into the SDP, while all e-commerce transactions are targeted to be integrated
14	IT Backoffice	Could you please provide a detailed list of application / software implemented by third parties during the setup phase that has to be managed under SI responsibility?	<ul style="list-style-type: none"> • SAP ERP (FI, CO, MM) • Expoblox CRM (B2B), Drupal CMS will be managed by third party • Microsoft Lync • Microsoft Sharepoint • SAP (BPM, BO, PI, PS, OT, SFIBA, HR, PM, EHS, Portal, QM) • Bentley Project Wise • Oracle Primavera • MS Project • SINTEL (Lombardia Informatica), is a sw as service solution
15	IT Backoffice	In the Authorization Process requirement (<i>ref chapter 5.2.2.5 – accounting, finance, controlling - purchasing</i>), is the reference application SINTEL for managing requisition, purchase orders, good receipts confirmed?	No, it isn't. Those functionalities will be provided by SAP modules. SINTEL is confirmed only as online competitive bidding system.
16	IT Backoffice	Is the Purchasing Planning capability (<i>ref Chapter 5.2.2.5 – accounting, finance, controlling - purchasing</i>), already in place and supported by a specific tool for Business and Planning Consolidation?	No

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17	IT Backoffice	Are the interfaces for payments with banking partners already in place in the ERP system?	No, payment interfaces with banks are not currently in place; it should be noted that Expo 2015 will select an official Financial/Banking and/or Payment systems Partner(s) within first half of 2012 who will be exclusive reference partner for selected payment systems
18	EXPO Security	Could you please confirm that Identity & Access Management (IAM) solution is provided by the integrated connectivity and services partner and is not part of the SI scope?	No, these solutions will be developed by the SI in accordance with other partners and under direction of Expo 2015
19	EXPO Security	Could you please describe IAM platform and specify if it includes SSO features?	The solutions must be developed by the SI in accordance with other partners under the direction of Expo 2015
20	EXPO Security	Could you please confirm that a Security information event manager (SIEM) is provided by the integrated connectivity and services partner and is not part of the SI scope?	No, these solutions will be developed by the SI in accordance with other partners and under the direction of Expo 2015
21	EXPO Security	Could you please describe the SIEM platform?	The solution must be developed by the SI in accordance with other partners and under the direction of Expo 2015
22	EXPO Security	Could you please confirm that Public Key Infrastructure (PKI) is provided by the integrated connectivity and services partner and is not part of the SI scope?	No, these solutions will be developed by the SI in accordance with other partners under the direction of Expo
23	EXPO Security	Could you please describe the PKI platform?	The solution must be developed by the SI in accordance with the other partners under the direction of Expo 2015
24	EXPO Security	Could you please confirm that Backup & Restore solution is provided by the integrated connectivity and services partner and is not part of the SI scope?	Back up and restore solution is provided by Integrated Connectivity and Services Partner; the SI should provide rules and procedures for back up and restore of solutions developed
25	eTicketing	Is it a correct assumption that field device (within Expo site - eg. entry gates - or in other significant locations - eg. kiosks) and their connection to central system are not in scope of this RFP?	The Access / Entrance device are out of the scope of this RFP. However the SW integration of the access solutions into the Ticketing Platform is in scope.

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26	eTicketing	Our understanding is that application helpdesk is part of the proposal (2nd level helpdesk). It's not clear the requirement for Customer contact center (for ticketing and for other call-type). Could you please clarify?	The help desk supporting ticket distribution channels related to the E-Ticketing solution is in scope. The first line support for customer is out of scope, however we expect the SI to provide 2nd line support whenever the issue is involving their proposed solution. Whenever SI will act as a distribution channel, Customer Support for tickets sold through that channel should be provided by the SI.
27	timeline	Please confirm the following Go live date: IT BACKOFFICE/INFRASTRUCTURE: Go live date 01/07/2012 INTEGRATION LAYER: Go live date 01/01/2014 END TO END SERVICE (E-TICKETING, LOCATION MANAGEMENT): Go live date 01/01/2014 END TO END SERVICE (E-TICKETING, LOCATION MANAGEMENT): Go live date 01/01/2014 SERVICE DELIVERY PLATFORM (SDP): Go live date 01/01/2014	Go live date are specified and detailed in chap. 5.4, referred to chap. 5.1.2
28	Paragraph 5.2.2.3 Enterprise Functional Services / Operations / Food and Beverage (page 13)	Please confirm that all payments will made during Expo2015 will pass through the SDP platform.	No all payments during Expo 2015 will not necessarily pass through the SDP platform. For example cash registers or other payment systems related to on site shopping are not obliged to be integrated into the SDP, while all e-commerce transactions are targeted to be integrated
29	all	In which language the proposal should be written ?	Proposals may be written in english and/or in Italian. A copy in Italian language is mandatory only for Administrative documents
30	Paragraph 5.2.2.3 Enterprise Functional Services / Operations / Food and Beverage (page 9)	Fixed Asset Management (cfr. Accounting, Finance, Controlling / Accounting / Fixed Asset in Table 3) are in scope ? (Fixed Asset aren't listed in page 16)	Yes, Fixed Asset Management is in scope
31	Paragraph 5.2.4.2 E- Ticketing (page 30)	Please clarify why is necessary integration with other e-ticketing subsystem.	Expo is considering the bundling of external events with Expo entrance ticket events. Such external events might be based on existing 3rd party solutions external to the E-Ticketing platform.

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32	Chapter 5.2.1.and 5.2.2-Reference Platforms	Please confirm the platforms' vendors name and the standard or non standard technologies that System Integration Partner is requested to utilize in the scope of its work for Full Scope/Integration (external-internal)/Application Management tasks. A detailed description (inclusive of vendor name, current release, integration and development tools made available, interfaces development tools available) is requested. This is requested for the Reference Platforms described into tendere as CAD , Project Management, Document Management, ERP, SCADA, PDMS, SINTEL, Workflow Management.	<ul style="list-style-type: none"> • SAP ERP (FI, CO, MM) • Expoblox CRM (B2B) (Fiera Milano S.p.A.) • Drupal CMS (Fiera Milano S.p.A.) • Microsoft Lync • Microsoft Sharepoint • SAP (BPM, BO, PI, PS, OT, SFIBA, HR, PM, EHS, Portal, QM) (System Integrator for construction system to be assigned) • Bentley Project Wise • Oracle Primavera • MS Project • SINTEL (Lombardia Informatica)
33	Chapter 5.2.1.and 5.2.2-Reference Platforms	Referring to Reference Application Platforms, please confirm that all necessary and mandatory SW licenses and related mandatory maintenance and support services, as requested by original vendors, will be procured by EXPO 2015 and available at contract start date.	Confirmed
34	Chapter 5.2.1.and 5.2.2-Reference Platforms	Please confirm EXPO will be liable for the utilization of said Platforms and related SW licenses in respect of licensing contracts.	Confirmed
35	Chapter 5.2.1.and 5.2.2-Reference Platforms	Please provide a specific description of PDMS and SINTEL. In case of custom software and non commercial standard application, please provide level of maturity and available third level support by vendor/system integrator currently in charge of current maintenance	<ul style="list-style-type: none"> • PDMS, Participants Digital Management System is a web interface(Drupal CMS) based platform made up of integrated CMS, BPM, CRM, Communication and Collaboration tools (Expoblox, Sharepoint, Microsoft Lync). • Sintel is an electronic brokerage system that allows for the creation of the entire online purchase process (used by Expo 2015 only for online competitive bidding)
36	Chapter 5.2.1.and 5.2.2 Reference Platforms	Please confirm that all costs related to software licensing, maintenance and all OPEX/CAPEX costs related to Reference Platforms made available by EXPO will be in charge to EXPO and no extra costs will incur to System Integrator. Please provide a list of all Reference Platforms which OPEX/CAPEX will be managed directly by EXPO with original suppliers.	All costs related to SW licensing and maintenance for listed Reference Platforms will be in charge of EXPO: ERP, Project Management, PDMS, Workflow Management, Document Management. For those systems Expo will manage directly with sw vendor the licensing. The SI is in charge of developments and application maintenance also on these platforms according with guidelines as reported in Chap. 5.4

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37	Chapter 5.4 and 5.5 Timeline and Scenarios / Governance and testing	Milestones related to Integration and Application Management scenarios are strongly dependant on SW development and Solution provisioning by third parties which are not under the direct control of System Integrator Partner. Please provide a description of SW development methodology and current acceptance and testing mechanism. Please confirm that no liability will exist for System Integration in case of delays or errors in releasing caused by third parties.	The SI is responsible for proposing an acceptance and testing procedure and criteria, and subsequently responsible for its execution and timeline.
38	Chapter 5.4 and 5.5 Timeline and Scenarios / Governance and testing	Please describe up to which extension System Integration Partner can steer and influence and control third parties engaged now and in the future by EXPO for SW development and solution provisioning.	System Integrator Partner shall support Expo 2015 for the future sw development and solution provisioning by third parties.
39	Chapter 5.4 Scenarios Overall Solution high level design and capabilities	Please describe High Level Design skills requested services, according to duties and responsibilities assigned to System Integration Partner	Support for the service of high level design is requested
40	Chapter 5.4 Scenarios Overall Solution high level design and capabilities	Please provide indication about timeframe considered inside EXPO masterplan, where design capabilities by System Integration Partner are requested.	The capabilities are requested for the entire period of the contract, due to a continuous development of new systems over the entire timeframe
41	Chapter 5.6.2 Effort Evaluation and Transaction Fees	Please provide more details about forecast for visitors. Please inform on criteria adopted to create this forecast Please confirm available audited (confirmed by external third party) information about: 1. Number of italian visitors: 14.000.000 visitors in 6 months in Milano is the published forecasted number. 2. Number of foreign visitors and country distribution. 3. Forecast for tickets sold directly and tickets sold through alternative channels (for which a reduced fee applies) 4. Forecast for tickets that will be distributd to Partner for Promotional or Marketing Programs (that will not be included in Revenue sharing model) 5. Countries distribution for the rest of tickets (6.000.000) forecast. 6. Please confirm that tickets sold inside tourist packages (as a bundle with travel, hotel, etc.. through travel agencies or operators) will be considered as subject to fee, and in case, which fee has to be considerd.	1. Confirmed 2. about 25% from EU countries, and 5% from non EU countries 3. the target is 50% vs 50% 4. Expo has a target of 20.000.000 of tickets sold, plus promotional tickets 5. refers to point 2. 6. ticket fees depend on the distribution channel (direct or indirect) as outlined in the RFP and will be remunerated in bundled packages
42	Chapter 5.6.2 Effort Evaluation and Transaction Fees	Please provide some examples about SDP based e-commerce and VAS transactions that can be considered chargeable, and for which a 2% fee will be recognized to System Integration Partner.	Transaction that will be supported by the SDP Service Achitecture will be eligible for the transaction fee: as an example sales of Expo merchandise through Expo E-Commerce Web Site.

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43	Chapter 5.6.2 Effort Evaluation and Transaction Fees	Please confirm how EXPO will pay fees to System Integrator Partner for: 1. Tickets sold directly 2. Tickets sold through Third Parties distribution channels 3. e_commerce and VAS chargeable transactions. and confirm that the relationship will occur between System Integration Partner and EXPO 2015 as sole partners for all purpose including, but not limited to: contracting, provisioning, settlement, reporting, ordering, invoicing, payments, etc... Please explain in details financial cash flows EXPO will adopt to recognize fees to System Integration Partners, and delays between ticket sales and fee payments to Partner.	The detailed financial cash flow for fees payment will be discussed with the selected partner during the contract finalization
44	Chapter 5.6.2 Effort Evaluation and Transaction Fees	Please clarify if System Integration partner will rely on a compensation mechanisms in case forecasted volumes of 20.000.000 of ticket sales will not be respected. As an example, but not limited to : (i) partial reimbursemnt of sponsorship VIC in proportion to deviation of visitors from 20.000.000 forecasted tickets sales. (ii) partial reimbursement through fair value payment for delivered services included into VIK, in case of major (>10%) deviations from forecasted tickets sales. In case, System Integration Partner will be entitled to present a request for a Guarantee (Bond) and provide details into the reply.	Partnerships do not include any compensation /penalty mechanisms relating to unrealized target volumes as they are implicitly rewarded for shared risk taking through exclusivity, visibility and benefits
45	Chapter 5.6.2 Effort Evaluation and Transaction Fees	According to Exclusivity benefit for System Integration Partner, please confirm that System Integration Partner is free to provide services, according to a catalogue to be defined and agreed with EXPO, to other EXPO stakeholders (including and not limited to: Exhibitors, Government, Visitors, Retailers, Facility Managers, others partners , Sponsor, etc...), and please provide details on limits of obligations that said stakeholders have to acquire services from System Integration Partner according to exclusivity.	The SI can provide services, according to a catalogue to be defined and agreed with EXPO, to Expo Participants (Countries, Partners, Visitors). For other stakeholders SI partner must verify with Expo the proposal.
46	Chapter 5.6.2 Effort Evaluation and Transaction Fees	Please provide a draft of EXPO 2015 partnership agreement, with general T&C, clauses describing parties' obligations, rules and annexes organization, that EXPO is willing to include into the contract.	Just after the partner selections, the scheme and terms conditions of the contract will be discussed
47	Chapter 5.6.2 Effort Evaluation and Transaction Fees	Please provide a draft of service contract/agreement that will rule technical aspects, including specifically Parties' obligations, general T&C clauses, Rules, Applicable Laws, Payments, Annexes that EXPO is willing to adopt.	Following partner selections, the contract scheme, terms and conditions will be discussed and negotiated with the SI Partner
48	Chapter 10. Partner Selection Criteria	Please provide a confirmation of planned dates for: 1. Contract award. 2. Contract Signature 3. Contract Negotiations 4. Start date for Sponsorship relationship and subsequent 5. Start date for technical activities related to System Integrations	1. Directly following partner selection (within end of 2011) 2. Signatures depend on the timing of negotiations between Expo and the partner selected 3. Timeline expected for contract negotiations and development is approximately 2 months 4. and 5. Starting from partner selection and signature of a <i>Letter of Understanding</i>
49	Chapter 7. Benefits for System Integration Partner -C and E	Please provide the roadmap for institutional and non institutional events in 2012, where System Integration Partner will be involved according to Sponsorship partnership together with EXPO.	A detailed roadmap will be presented during contract discussion

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50	Chapter 5.2.5. Integration Layer	Reference is made to the following sentence: "It will be responsibility of the SI to ensure their system and solution will guarantee data integrity and consistency among the IT Back office and SDP systems. In addition to the IT backoffice some of the described functions might be made available within the SDP framework as appropriate; as a reference the System Integrator should consider the following modules: CRM, Charging/Metering, Fullfillment, Real Time Analytics". Please clarify the concept of "functions made avaialble within SDP", and whether System Integration Partner will be requested to provide CRM, Billing Fulfillment and Analytics solutions or the request is only referred to the EAI bus integration.	We expect that SDP functionalities include CRM, Charging/Metering, Fullfillment and Real Time Analytics; if the SDP provided by SI does not includes such functionalities, they must be provided by SI as add-ons to the SDP
51	Chapter 11. Parties Admitted adn sponsorship benefits and Chapter 7 . Benefits reserved to System Interation Partner	Chapter 11 confirms admittance of Joint Ventures (including" Associazione Temporanea di Imprese"), pursuant to Article 34 of Legislative Decree 163/2006, as set forth in Article 37 of Legislative Decree 163/2006 as subsequently amended. Please confirm that all benefits for sponsors described into Chapter 7. are extended and made available as described to all partners that will be creating the JV, including ma not limited to EXPO logo utilisation, and all partners' benefit described into subchapters A,B,C,D,E, and Global Marketing Communications and Promotions plan.	Partnership benefits, in particular relating to Brand visibility of Jv partners, will typically extend only to the lead partner in a JV in order to limit the number of officially named Expo 2015 Global Partners and protect their return on investment; selected partner benefits such as hospitality packages can be extended to other JV partners and will be defined in terms of their effective contributions to the overall SI partnership (level of investment, strategic value of contributions) while Brand visibility and use of Expo 2015 logo for other JV partners must be assessed in terms of individual partner contributions as well as the potential existence of other official Expo Partners in same business sector. These aspects will be discussed following partner selection and the analysis of the type/sector and contributions of each JV partner during contract negotiations
52	Subcontracting	Request is for clarification on possibility to System Integation Partner to subcontract services and components' deliveries to thirdparties, including Partner's parent company.	In principle there aren't foreclosures, but Expo reserves the right to approve or not approve from time to time the subcontractors proposed by the partner