



ecabs
the black cab company

Pre-Qualification Process for a BI player
BI & Analytics Solution

Version 1.0
January 2019

Contents

1	Revision History.....	3
2	General.....	4
2.1	Purpose of Pre-qualification Process	4
2.2	Right to suspend or revoke thePQP	4
3	Definitions.....	5
4	Background	6
4.1	The Company	6
4.2	Product Offering.....	6
4.3	Business Development.....	6
5	Requirements.....	7
5.1	Business Requirements	7
5.2	General Requirements	7
5.3	Who will be using the system?	7
5.4	Expected Delivery.....	7
6	Response to the PQP.....	8
6.1	Information relating to the Interested Party	8
6.2	Relevant experience.....	8
6.3	List of major unique selling factors.....	8
6.4	Proposed plan of works	9
6.5	Indication of effort and costs involved	9
7	Process for the submission of the PQP	10
7.1	Expected timetable	10
7.2	Clarifications.....	10
7.3	Submission of PQP	10

1 Revision History

Version	Description of Change	Author	Date
1.0	Final Version	Kerstin Rizzo	19-12-2018
1.1	2 nd version with amendments to timetable and submission format	Kerstin Rizzo	21-01-2019

2 General

2.1 Purpose of Pre-qualification Process

The purpose for this Pre-qualification process (hereinafter referred to as “the PQP”) is issued solely for acquiring information to identify Business Intelligence (BI) Tools, from experienced, competent and interested parties. The PQP has been issued to enable eCabs to select a suitable product which will meet the requirements highlighted in Section 6 below as well as assist in budgeting and planning purposes.

The PQP does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. This request for information does not commit eCabs to contract any supply or service whatsoever. Respondee are advised that eCabs will not pay for any information or administrative costs incurred in response to this PQP; all costs associated with responding to this PQP will be solely at the interested party’s expense. Not responding to this PQP does not preclude participation in any future RFP, if any is issued.

eCabs Ltd has not made a commitment to procure any of the items discussed, and release of this PQP should not be construed as such a commitment or as authorization to incur cost for which reimbursement would be required or sought. All submissions become the property of eCabs and will not be returned.

2.2 Right to suspend or revoke the PQP

eCabs, as the client, retains the unconditional right to revoke or suspend this PQP and the process arising out of its issuance. By acquiring this PQP, any prospective bidder agrees to the above-mentioned rights and that they shall not have any right to institute any claim against eCabs.

3 Definitions

Term	Meaning
Award Date	The date upon which eCabs Co. Ltd. will enter into a contractual agreement with the successful bidder.
Interested Party	Any person, company or joint venture that formally submits a response to this PQP.
B2B	Business to business.
B2C	Business to consumer.
BI	Business Intelligence
BoD	Company Board of Directors
Evaluation Committee	The group of persons eCabs will delegate for the purpose of evaluating the responses submitted in terms of this PQP.
Product Offering	The complete product and service package that a tenant at The Hedge will be offered
Response	A formal response submitted by a Bidder in terms of Section 6 of this PQP.
Successful bidder	The bidder the Evaluation Committee may recommend for the granting of the concession.
The Company	The owner of this PQP: eCabs Co. Ltd. (eCabs)

4 Background

4.1 The Company

eCabs is a privately-owned transport services provider which has grown at a very fast pace over its eight years of operation, establishing it as a market leader in what has traditionally been a closed, protective and conventional market. Driven at the core by the enterprising vision of the family business, the Company grew into a fully-fledged transportation firm gradually extending the diversity and depth of the service.

From a business standpoint, the growth of the Company has evolved to reach a degree of critical mass in its operations, which is reflective of its market penetration. Running its business from its own premises, eCabs has drastically grown its business over the last 8 years presently employing over 600 people in a highly complex operation, functioning in an equally complex external environment.

4.2 Product Offering

Over its years of operating within the local transportation industry, the Company has succeeded in reinventing the taxi industry and establish itself as the undisputed market and thought leader in the segment. Through its continuous multi-pronged investment in vehicles and technology the company has managed to create and maintain a driving edge in the industry, setting the bar for all the other operators that have since started operating.

4.3 Business Development

The Company is seeking to sustain its growth phase through horizontally diversifying its service portfolio through entry into specific niche markets including B2B and B2C platforms and events alongside other operational spin-offs arising out of this domain. Such information can only be obtained through business intelligence tools which can assist in highlighting patterns and opportunities which otherwise may be missed.

5 Requirements

eCabs Ltd. has identified the requirement for a BI tool that will enable the company to: -

- (i) make better business decisions
- (ii) ensure that both the employees and customer are satisfied with the service provided
- (iii) pre-empt and be proactive with respect to peak travel times and periods
- (iv) enable management to gain a clear understanding of the metrics and motivators of social media so that the return on investment is substantial.

5.1 Business Requirements

The BI tool should be able to provide the key eCabs business stakeholders with reports and trends, based on the following data sets:

- Customer
- Trips
- Drivers
- Vehicles
- Bookings

Such reports should allow creation of visuals such as heat maps, forecasting reports, allowing the measurement of KPIs, allowing data mining, etc.

The information will be mainly extracted through a CRM and other databases that The Company owns.

5.2 General Requirements

Other requirements to be considered include the following: -

1. Confirmation that the proposed BI tool is Cloud-based
2. Provision of an agreed number of training hours allocated to key stakeholders
3. Indication of the infrastructure requirements to run the BI tool
4. Indication of the costs involved such as implementation, training, licences, maintenance and support
5. Indication whether the services of a data analyst are available to identify other possible niches through the data available. Such services may be on a time and material basis.

5.3 Who will be using the system?

The following stakeholders will be the key users of the system: -

- Senior Management
- Customer relationship Department
- Software Engineering Department

5.4 Expected Delivery

The Company requires that this solution is in place by Q2 2019.

6 Response to the PQP

Interested parties will need to provide a clear and detailed response as to how they intend delivering the requirements highlighted in Section 5 above.

Following the company's analysis of the responses, prospective suppliers will be short-listed and will be invited to an RFP to demonstrate how their BI tool meets the functionality highlighted in the Section 5 above. The Company will provide an environment with dummy data.

In addition to the submission, the interested party will be required to prepare and deliver a presentation of the product as to how it will meet the requirements highlighted in Section 5 above.

All financial amounts indicated in the PQP should be indicated in Euro (€).

Interested parties are expected to respond to this PQP in the sequence and format (following numbering and titles) as indicated below: -

The response table of contents should read as follows:

- i. Information relating to the Interested Party
- ii. Relevant Experience
- iii. List of major unique selling factors, which the Firm can provide, if it is engaged.
- iv. Proposed detailed plan of works, approach and methodology explaining how the Firm plans to implement the solution.
- v. Schedule of fees exclusive of taxes.

6.1 Information relating to the Interested Party

This part of the Proposal must provide full details of the entity that is submitting the PQP. In the case of a company the following details must be included:

- a. Full name of the entity and the registration number
- b. Details of incorporation
- c. Registered office, telephone number, fax number, email address and contact name for correspondence purposes
- d. List of current directors and authorised signatories
- e. Details of key management personnel
- f. Overview in relation to the company's line/s of business and interests

In the case that the interested party is a partnership or a joint venture, information requested in points (a) through (f) above must be submitted for all the participants accordingly.

6.2 Relevant experience

Interested parties are required to submit a detailed profile of their company/ies clearly demonstrating all experience they have in implementing and supporting business intelligence software as well as providing data analysis services especially with references to local/foreign clients in similar business areas.

Each experience entry is to be accompanied by a detailed description of operations carried out, duration operated, and results attained.

6.3 List of major unique selling factors

Interested parties are required to highlight any propositions and added value services, which they would be offering in addition to what is requested in the PQP if they are awarded the contract. The services of the data analyst may be considered a unique selling factor.

6.4 Proposed plan of works

Interested parties are required to provide a detailed brief as to how they would implement all the requirements highlighted in section 6 above. Response is to be given in a structured and flowing manner including corroborating information/experience where necessary.

6.5 Indication of effort and costs involved

The costs should be stated in Euro (€) and should be exclusive of VAT. A breakdown of the costs and the effort of the differentiated tasks should be clearly indicated such as cost and effort for implementation, training, support, etc. The cost schedule should also include the licence costs

7 Process for the submission of the PQP

7.1 Expected timetable

The following table represents the planned chronology of events as from issuance of PQP up till submission of proposals:

Issuance of PQP	Monday 7th January, 2019
Submission to the Evaluation Committee of any enquiries or clarifications in relation to the PQP document.	Wednesday 9th up till Tuesday 15th January, 2019
Responses to enquiries and clarifications by evaluation Committee.	By not later than Friday 18th January, 2019
Deadline for submission of PQPs	Wednesday 30th January, 2019 (1200hrs)
Issuance of bidder short list	Wednesday 6th February, 2019
Individual presentation by short-listed bidder to BoD of the BI tool.	Monday 11th February, 2019 – Friday 15th February, 2019
Award Date	Friday 8th March, 2019

7.2 Clarifications

Any enquiries or request for clarifications should be formulated in writing and delivered by e-mail, addressed to the Company on e-mail address bipqp@ecabs.com.mt. Such requests can be made between Wednesday 9th up till Tuesday 15th January 2019, close of business. All requests for clarification will be replied to by not later than Friday 18th January 2018, close of business. Replies to individual queries will be circulated to all prospective bidders to whom the PQP document would have been circulated.

7.3 Submission of PQP

PQPs are to be submitted in accordance with the following procedures:

1. All submissions must be addressed and delivered by hand to:

**The Directors
eCabs Ltd.
Triq Santu Wistin,
Paceville,
St. Julian's**

2. All submissions may be submitted in pdf format to the email address bipqp@ecabs.com.mt by 12.00hrs (local time) of Wednesday 30th January 2019.

3. For clarities sake, responses to this PQP submitted are to include the responses as per format prescribed in Section 6 of this PQP.