Procurement of Infrastructure for The Company – Enterprise Data Warehouse

Issue date: 4th October 2010

Last date for submission of proposals: 18th October 2010
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1. Overview

1.1 Background
Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd, an Insurance company (hereinafter referred to as “the Company”) has branches and administrative offices spread across the country. As part of its IT initiatives, the company has already deployed various IT applications / products like Core Policy Admin System (PAS), Web Sphere Portal & MIS Reporting etc. The Company intends to procure BIDW tools (like ETL, BI Reporting, Cubes, Data Modeling, Metadata Management etc), database and hardware to build the Enterprise Data Warehouse & Business Intelligence Solution, for which the RFP is floated.

1.2 Purpose of RFP
The purpose of this RFP is to inform the potential bidders of a business opportunity and to solicit proposals for BIDW tools (like ETL, BI Reporting, Cubes, Data Modeling, Metadata Management etc), operating system, database and hardware to build the Enterprise Data Warehouse & Business Intelligence Solution, based on the different requirements from EDW like business reporting, analytical reporting, multi dimensional cubes, scorecards, customer communication letters etc. Based on the review and evaluation of proposals offered in response to this RFP, the Company may at its sole discretion negotiate and enter into contracts with one or more successful bidders.

Notwithstanding any other provision herein, bidder participation in this process is voluntary and at bidder’s sole discretion. Price will be a consideration but will not be the sole factor in the Company’s decision to award a contractual relationship. The Company reserves the right to reject any or all bids from a specific or multiple bidders for any reason at any time. The Company also reserves the right at its sole discretion to select or reject any or all bidder(s) in this process and will not be responsible for any direct or indirect costs incurred by bidders in this process.

1.3 Current System
The Company has built MIS Reporting & Print Solution, which helps different departments like Sales, Operations, Underwriting, Finance, Policy Servicing, Actuaries, Legal, Group Insurance, Resolution Center, and Claims etc to generate different types of reports to support their function.

Different type of reports generated from MIS

- Business Reporting
- Analytical Reporting
- Scorecards
- Policy Packs
- Customer Communication Letters

There are around 200 to 300 BI reports & 80 to 100 Communication Letters already in production, which are generated from OLTP Database.
1.4 **Overall Objective**
The Company needs an Enterprise Data Warehouse (EDW) solution that provides information on demand with a reduced “time-to-insight”. The strategic intent is to enable strategic (historical) and tactical (current) information-driven decision-making capabilities to support growth and customer-relations management. The technological intent is to develop a user-friendly system designed to easily query and report data from multiple Transaction Processing Systems (TPS).

The Company requires the development of an Enterprise Data Warehouse (EDW) to develop a consolidated, collaborative and consistent analytical methodology. EDW will further populate this data into department-wise data marts which will be used to produce ad-hoc reports, canned reports, and dashboards.

1.5 **Scope of RFP**
The Company would require the vendor to provide the below -

1. High level solution architecture
2. Detailed recommendations around most suitable industry standard products for the recommended EDW Solution and associated product and recurring costs
3. Detailed level recommendations of the hardware architecture covering storage configuration, capacity planning, scalability, partitioning and indexing, data integration, backup and recovery, including cost of hardware procurement and maintenance
4. A high level business case for the solution approach that can be incorporated by the Company into their internal business case to senior management.

Vendors can propose DW&BI tools, operating system, databases and hardware. Vendors also can propose multiple options of with varied O/S and hardware configurations. The proposed tools should have the capability to cater the following functional requirements and technical evaluation criteria mentioned in **Appendix A**.
1.5.1 Functional Requirements

a. Source systems feeding data to Data Warehouse are Ingenium, Web Portals, Work Flow, PeopleSoft Financial, Group Asia, HRMS, Mfund, Sales Portal etc.

b. Data Warehouse will cover subject areas like Policy, Coverage, Client, Agents, Channel, Financial Transactions, Fund Details, Claims, Accounts etc.

c. Data Marts will be build for New Business, Persistency, Business in Pipeline, Lost business, Sales Performance, Risk Assessment, Loss Gain for Customer Portfolio, financial data etc.

d. Data Warehouse will capture all the base attributes used in 200 to 300 existing reports and 80 to 100 Policy Pack & Customer Communication Letters

e. The Data Warehouse expected to have approximately around 350 to 500 base elements and around 100 to 150 derived measures

f. Implementation will be done in phases

g. Multiple Data-Marts to be build for following departments for above mentioned departments

h. 10 to 12 Multi-Dimensional Cubes

i. 9 to 10 Dashboards or Scorecards
j. Ability to create ad-hoc reports by end users
k. Ability to set reports and refresh the data as and when required, should have capability to generate and mail programmed reports by itself
l. Capability to load data at the user end
m. DW Data Reconciliation with source data. EDW will be used by many departments, and the data accuracy should be 100%
n. Batch window for EDW Incremental load, building aggregates, refreshing cubes to be around 3hrs

1.5.2 Non Functional Requirements

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Data Sizing and User Calculation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Year1</td>
</tr>
<tr>
<td>RAW Source System Data:</td>
<td>GB</td>
</tr>
<tr>
<td>1</td>
<td>Cumulative Raw Data at the end of each year</td>
</tr>
<tr>
<td>2</td>
<td>Year on Year incremental data growth (%)</td>
</tr>
<tr>
<td>3</td>
<td>Incremental data added per year</td>
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<tr>
<td>4</td>
<td>Data loaded per day</td>
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<tr>
<td>No. of Users</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Report Users (Access to Canned Web Report)</td>
</tr>
<tr>
<td>6</td>
<td>Named Users</td>
</tr>
<tr>
<td>7</td>
<td>Active Users</td>
</tr>
<tr>
<td>8</td>
<td>Concurrent Users</td>
</tr>
<tr>
<td>Data Load</td>
<td>1 GB data load in an hour, consistent across the years</td>
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<tr>
<td>System Availability</td>
<td>99%</td>
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<tr>
<td>Hours of Operation</td>
<td>20x6</td>
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<tr>
<td>RAW Data</td>
<td>25% Active Scalability to 5TB</td>
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<tr>
<td>Solution Extensibility</td>
<td>Life Insurance Health Insurance</td>
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<tr>
<td>Disaster Recovery</td>
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<tr>
<td>Workload (Query Response Time)</td>
<td>Average Query Response Time: 10 to 30 Seconds</td>
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<tr>
<td>Workload Distribution</td>
<td>70% Simple 20% Moderate 10% Complex</td>
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</table>
2. Proposal Preparation
This section defines the proposal preparation and submission procedures, which are to be followed by all Bidders. Bidders are cautioned to carefully read and follow the procedures required by this RFP. Please note that deviations may be cause for rejection of your proposal.

2.1 Proposal Format
Evaluation of proposals is made easier when Bidders respond in a similar manner. The response should contain the following information, in addition to the information that the bidder is willing to provide on bidder’s own.

- Bidder’s name and address, telephone number, email address and a contact person.
- One page letter of introduction identifying the Bidder and signed by the person or persons authorized to sign and bind the Bidder to statements made in the proposal. The returned RFP will be referenced as an attachment if/when a contractual agreement is executed. This document has to be uploaded and mapped with this corresponding schedule.
- The RFP response should be in a word document format with the necessary excel sheet embedded in word, and at a minimum should include:-
  - Solution Architecture
  - Response to Technical Evaluation Sheet in Appendix A
  - Response to Commercial Evaluation Sheet in Appendix B

2.2 Competency Details
Please provide the competency of your organization in BIDW tools (like ETL, BI Reporting, Cubes, Data Modeling, Metadata Management etc), database and hardware to build the Enterprise Data Warehouse & Business Intelligence Solution. Typically attach documentation / presentation on successfully executed Enterprise Data Warehouse & Business Intelligence projects where the BIDW tools from the bidder company are successfully implemented and providing the required result.

2.3 Notification of Changes
All recipients of this RFP will be notified of any changes if any made to this document prior to the due date of submission of proposals.

2.4 Changes to Proposed Wording
The Bidder will not be permitted to change the wording of its proposal after submission to the Company. No words or comments will be added to the general conditions or detailed specifications unless requested by the Company for the purposes of clarification.

2.5 Bidder's Expenses
Bidders are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with the Company, if any.
2.6 Currency and Taxes
Prices quoted are to be:
- In Indian rupees;
- Exclusive of all taxes

2.7 Completeness of Proposal
By submission of a proposal, the Bidder warrants that all components required to manage the program have been identified in the proposal or will be provided by the Company at no charge.

2.8 General Information
1. The Policy Administration System, PAS, is core system used for policy management, built on MF COBOL and deployed in AIX and DB2.
2. The FEP system is J2EE Application with DB2 as database.
3. The Policy Administration System for Group Insurance is GroupAsia on AS400 DB2 environment.
4. If the bidder provides any incorrect/wrong information during the bidding process and the project suffers due to the same, then the Company can take appropriate action against the bidder, to recover the damage.
5. The Bidder is required to initiate the project with-in 2 weeks or by the time specified by the Company, after notifying the selection of Bidder.

3. Terms & Conditions of the contract
3.1 Acknowledgement
Please acknowledge the receipt of this document by sending an e-mail to RFP.IT@canarahsbclife.in. Please include the contact information for person who will be directly responsible for completing the RFP.

3.2 Proposal Deadlines
The Company must receive duly completed and signed proposals not later than \textbf{18th-October-2010 at 1800 hrs (IST)}. Bidders are requested to note that they have to submit their response to the RFP in hard copy as well as electronic (CD) copies before the deadline of the submission date. Any decision to extend the submission date will be at the sole discretion of the Company. Job Fitment and Commercial (Annexure A and B respectively) responses including the printed, signed documents and CDs should be enclosed in separately sealed envelopes and both these envelopes should be enclosed in a master envelope which should be received at the address mentioned below before the due date.

\begin{center}
\textbf{Title: RFP for the Company – Enterprise Data Warehouse}
\textbf{Kind Attn: Capt. C K Bhandari}
Canara HSBC Oriental Bank of Commerce Life Insurance Co. Ltd.
1\textsuperscript{st} Floor, Tower B,
Vatika First India Place, M G Road
Gurgaon – 122002.
\end{center}
Proposals received after the time and date specified above may, at the Company’s sole discretion, be rejected and will remain unopened, destroyed and eliminated from consideration. Please do not send your RFP responses to any other Company’s employee. Responses sent to any other location other than the above address and email id will not be considered.

3.3 Format of proposals
Proposals must be submitted in accordance with the instructions contained in the RFP and must include all information and materials requested in the RFP. Bidders are cautioned that proposals that do not follow the form required by, or contain the information requested in, the RFP shall be subject to rejection without review.

Bidders may include any additional information and material they wish; however, such material (e.g. alternative services and/or features) shall be identified in a separate attachment (“Attachment”). Any such attachment shall identify the applicable RFP Section or Subsection to which it is responsive and shall be incorporated into and be made a part of the proposal.

If a Bidder believes that it can offer Contract conditions that may be more favorable to the Company than those set forth in the RFP, Bidder shall include such conditions in a labeled addendum to their response as an Attachment to the proposal. However, Bidder must still complete all specifications as set out in the RFP.

An authorized officer of the Bidder or other person authorized to bind Bidder in this matter must sign the returned proposals.

3.4 Further Inquiries and Questions Regarding RFP
All inquiries that arise regarding the RFP must be submitted in writing (via email) by close of business on 8th October 2010. Inquiries must be made only via e-mail and only to RFP-IT@canarahsblife.in.

Responses to such inquiries will be made via e-mail, on or before 12th October 2010. No confidential information will be shared.

Bidder agrees to designate one point of contact for all RFP and/or proposal communications. This point of contact should be clearly defined in the RFP response, as the single point for questions and clarifications on the RFP response.

3.5 Company's Obligations
The submission and receipt of proposals does not obligate the Company in any way. The Company shall not be liable for any costs incurred by Bidders in the preparation, presentation or any other aspect of the proposals received by reason of this request, nor is the Company obligated to negotiate separately with any sources whatsoever in any manner necessary to serve Bidder's best interests. The Company makes no representation, implied or express, that it will accept and approve any proposal submitted. Any and all Contracts which result from this RFP shall be non-exclusive, as-ordered agreements.
3.6 Proposal Evaluation

Proposals submitted may be reviewed and evaluated by any person at the discretion of the Company’s internal evaluation team, including non-allied and independent consultants retained by the Company now or in the future for the sole purpose of obtaining evaluations to proposals.

Bidders may be asked to further explain or clarify areas of their proposal in writing during the evaluation process.

The evaluation will be two stage:-

1. Stage 1: - Job fitment evaluation for the application for the skill set
2. Stage 2: - Commercials evaluation of the bid

Bidders are expected to submit their best bid in response to the RFP.

If required the Company’s internal evaluation team may notify Bidder(s) for follow-up presentation and interactive session or visit to their development centers.  Bidder would be intimated at least 1 day in advance for same.

The bidders should submit their Job Fitment bid (Annexure A) and commercial bid (Annexure B) in two different sealed envelopes clearly specifying the purpose at the top of the envelopes.

3.7 Process of Awarding the Final Contract

The Company will award the contract to the Bidder(s) on the basis of the combined score of Job Fitment evaluation and Commercial evaluation.

3.8 RFP Terms and Conditions Applied to Final Contract

The terms and conditions of the RFP, including the specifications and the completed proposal, will become, at the Company's sole discretion, part of the final Contract (the "Contract") between the Company and the selected Bidder. In the event that responses to the terms and conditions will materially impair a Bidder's ability to respond to the RFP, Bidder should notify the Company in writing of the impairment. If Bidder fails to object to any condition incorporated herein, it shall mean that Bidder agrees with, and will comply with the conditions set forth herein.

Any exceptions to the terms and conditions or any additions, which Bidder may wish to include in the RFP, should be made in writing and included in the form of an attachment to the applicable Section in the RFP.

3.9 Terms Binding on Bidder

Following the date for submission of proposals, and prior to Contract award, the RFP shall be binding upon Bidder in all respects for a period of 180 days.
3.10 Hold Harmless
In submitting a proposal, Bidder understands that the Company will determine at its sole discretion which proposal, if any, is accepted. Bidder waives any right to claim damages of any nature whatsoever based on the selection process, final selection, and any communications associated with the selection.

The Company reserves the right to award the Contract to the Bidder(s) whose proposal is deemed to be the most advantageous in meeting the specifications of the RFP. In addition, the Company reserves the right to add or waive any requirements contained in this RFP at its sole discretion with regard to proposals submitted. The Company’s decision on award of Contract shall be final and binding on all the Bidders.

3.11 Confidentiality Provision
The terms of this RFP, the information provided by the Company herein and all other information provided by Bidder in connection with the services offered to be provided by the Bidder pursuant to this RFP, are to be treated by Bidder as strictly confidential and proprietary. Such materials are to be used solely for the purpose of responding to this request. Access shall not be granted to third parties except upon prior consent of the Company and upon the written agreement of the intended recipient to treat the same as confidential.

3.12 RFP Schedule
Listed below are the key steps and dates for this RFP process:

- The Company electronically distributes RFP to Bidders 4th-OCT, 2010
- All inquiries regarding RFP due by close of business 8th-OCT, 2010
- Bidders’ deadline for submitting responses to RFP 18th-OCT, 2010 (18.00 hrs IST)

3.13 Sub-Contracting
The services offered to be undertaken in response to this RFP shall be undertaken to be provided by the Bidder directly employing their employees, and there shall not be any sub-contracting done by the Bidder.

3.14 Acceptance of Proposals
The Company reserves the right to modify the terms of the RFP at any time at its sole discretion and the same will be uploaded on our website http://www.canarahsbclife.com and on http://www.canarahsbclife.abcprocure.com. The bidders have to remain updated about the same from the website and the Company will not be responsible for such information not being downloaded by the bidder. Subsequent to the submission of proposals, interviews and negotiations may be conducted with one or more Bidders, but there will be no obligation to receive further information, whether written or oral, from any Bidder not to disclose the nature of any proposal received.
This RFP should not be construed as an agreement to purchase products or services. The Company is not bound to accept the lowest price or any proposal of those submitted. Proposals will be assessed in accordance with the evaluation criteria.

3.15 Evaluation and Selection
A committee will evaluate proposals against the mandatory criteria as detailed herein. Proposals meeting all the mandatory criteria will then be assessed and scored against the evaluation criteria. Subject to the result of commercial evaluation being satisfactory, it is the intent of the Company to call for a discussion to showcase the bidder capability to implement the solution. This includes review of organization history, organization competency to execute similar projects, etc. The Bidder may be requested to give a demonstration of the similar projects executed. Based on the discussion and subsequent commercial evaluation, the Company will select one or two bidders and enter into contracts with them. The Company’s decision on evaluation shall be final and binding on all the bidders.

3.16 Liability for Errors
While the Company has used considerable efforts to ensure an accurate representation of information in this RFP as per its current understanding of the requirements, the information contained in this RFP is supplied as a guideline for Bidders. The information is not guaranteed or warranted accurate by the Company, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Bidders from forming their own opinions and conclusions with respect to the matters addressed in this RFP. In the event the Company finds that the objectives of the intended system is better achieved by processes/procedures other than those mentioned in this document, the Company shall have the right irrespective of the fact whether it has already received proposals from intending bidders or not, to effect such changes and enter into negotiations with one or more Bidders at its sole discretion for such changed/modified processes.

3.17 Acceptance of Terms
All the terms and conditions of this RFP shall be deemed to be accepted by the Bidder and incorporated in its proposal unless specifically notified otherwise.

3.18 Ownership of Proposals
All documentation, including proposals, submitted to CANH will become the property of the Company.

3.19 Use of Request for Proposal
This document or any portion thereof, is the property of the Company and may not be used or copied for any purpose other than the submission of the Bidder’s proposal.

3.20 Bidder Exception Notice
If the Bidder believes that either the process or evaluating officer is biased or partial (either for or against) then Bidder is to provide Notice of this exception (in writing) to evaluating officer’s supervisor (rajagopal.cr@canarahsbclife.in) for analysis and action.
3.21 Deviation Sheet
Deviation Sheet: Deviations from Technical Specifications and Terms and Conditions of the Tender

<table>
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<tr>
<th>RFP Document Clause</th>
<th>Technical Specification or Terms and Condition in the RFP document</th>
<th>Deviation offered</th>
<th>Reasons and whether deviation adds to the operational efficiency in case of the systems</th>
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**Note:**

Deviations from any of the terms and conditions of the tender document should be specified.

If any deviations from the technical specifications are warranted, reasons for such variations should be specified and if such deviations/ variations add to improvement of the overall performance of the systems, those should be specifically mentioned and supported by relevant technical documentation as specified above.
Annexure A – Technical Evaluation Format

Annexure B – Commercial Bid Format
Bidder is required to provide component level pricing for the proposed solution.

Annexure C – Request for proposal Definitions

Throughout this proposal the following definitions are used:

- “Bidder” means an individual or company that submits, or intends to submit, a proposal in response to the “Request for Proposal”

- “Company” means the bidder(s) awarded a contract resulting from this RFP;

- Contract means the agreement formed between CANH and the company as evidenced by an Agreement issued to the company;

- “Contract document” means the agreement, the company’s proposal document, the RFP and such other documents as listed in the agreement, including all amendments or a addenda agreed between parties;

- “Must”, “Mandatory” or “Required” means an absolute minimum function or capacity, which, if not satisfied in the proposal, may result in disqualification in the final evaluation;

- “De-identification” is the process of removing from data any information from electronic media that identifies a particular individual

- “RFP” means this request for proposal including any amendments, attachments, and/or clarifications pertaining to RFP that may be issued prior to the closing date.

- “Should”, “may” or “is desirable” means desirable but not mandatory functions or capacities. Bidders who are able to provide these functions or capacities may be evaluated favorably than those who cannot.
“The Company” is the abbreviation used for Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd.

**Annexure D – Abbreviations**
Abbreviations used in this document

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tr>
<td>MIS</td>
<td>Management Information System</td>
</tr>
<tr>
<td>SQL</td>
<td>Structured Query Language</td>
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<tr>
<td>SDLC</td>
<td>Software Development Life Cycle</td>
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<td>Change Data Capture</td>
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<td>FTE</td>
<td>Full-Time Equivalent</td>
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<td>RFP</td>
<td>Request for Proposal</td>
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<td>Enterprise Data Warehouse</td>
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