REQUEST FOR PROPOSAL
BUSINESS INTELLIGENCE PLATFORM FOR PILOT PROJECT

OVERVIEW

Wonderful Copenhagen requests proposals for consultancy as well as access to a fully developed business intelligence platform to be further developed, adapted and used in a pilot project in Greater Copenhagen.

The aim of the project is to gather a number of data sources, both new and existing, regarding Greater Copenhagen as a destination, the visitors' use of the destination to create business intelligence for the tourism industry to better understand their visitors and enable the industry to adapt products and services to ensure both a better experience for visitors and a more targeted effort and business for the industry.

The overall design of the pilot project and access to some data sources are already in place. Wonderful Copenhagen requests an offer for the following services:

1) Consultancy in using, combining and facilitating access to data sources
2) Identification of relevant data sources (and access to these
3) Access to and adaptation of a business intelligence platform

SCOPE OF SERVICES REQUESTED

With the pilot project, Wonderful Copenhagen wants to test opportunities for business development in the tourism industry by gathering new data on tourism, combining it with other relevant data and process it to create valuable and business oriented intelligence and ready-to-use recommendations for small and medium sized businesses in the tourism industry.

The pilot project is an important step for Wonderful Copenhagen in working smarter with big data to create new business opportunities in tourism. Based on the outcome of the pilot project, Wonderful Copenhagen will consider the options for further development of a targeted platform for converting big data to business intelligence to better understand the actual behavior of tourists and create new business opportunities for the tourism industry.

The specific services required are described in further details below:

1) CONSULTANCY

Wonderful Copenhagen will need consultancy regarding the following:

- the final design of the pilot project
- adjustments to data collection methods and presentation of business intelligence on the platform
- evaluation of the pilot project and recommendations for next step

2) IDENTIFICATION OF DATA SOURCES

Wonderful Copenhagen has identified a series of relevant data sources on the destination and visitors to Greater Copenhagen. However, there is a need to identify further relevant sources of data and establish access to this data.

3) ACCESS TO BUSINESS INTELLIGENCE PLATFORM

To work intelligently with existing and new data, Wonderful Copenhagen needs access to and further development of a smart data platform to process various data collected

in the pilot project and present this as valuable real-time business intelligence with ready-to-use recommendations for users.

Users will be a selected number of small and medium sized businesses in the tourism industry. In the pilot project, the users will be an integrated part of the development of the platform as they will use the platform throughout the project period and give regular feedback on usability and relevance of the business intelligence and recommendations provided throughout.

The platform must be fully developed and functional as well as tested in the market. However, the platform must also be adjustable to the needs of the users throughout the pilot project.

REQUIREMENTS

Below are the specific requirements for each of the three services described as well as general requirements that will apply to all proposals.

1) CONSULTANCY

- Documented experience in consultancy regarding data collection and business intelligence
- Documented experience with iterative project processes

2) IDENTIFICATION OF DATA SOURCES

- Knowledge of open data sources in Greater Copenhagen
- Documented network of data providers in Greater Copenhagen
- Experience in combining various data sources

3) ACCESS TO BUSINESS INTELLIGENCE PLATFORM

- Provision of unlimited access to fully developed business intelligence platform in the pilot project
- Platform to support various types of data incl. mobility data
- Business Intelligence to be presented in a user-friendly manner to be used by businesses daily

without prior knowledge of the platform nor of data
- Documentation of a fully developed and tested business intelligence platform.
- Documentation of a user-friendly interface

GENERAL REQUIREMENTS
- International experience from similar assignments is required
- Documented experience within the travel industry is considered a plus
- Services must be provided within the timeframe provided below
- Documented experience in working with Danish and European legislation on privacy and data security in order to ensure compliance throughout the project

FORMAT OF THE PROPOSAL

The proposal must include all three services described above. The proposal must as a minimum include the following:

1. Company profile.
2. Description of how the requested services will be provided including a brief outline of approach and methods.
3. A brief introduction to the key team members including a description of their relevant experiences (CVs).
4. Documentation of minimum three case examples of previous experience relating to the service tasks outlined.
5. Detailed budget for services outlined in the proposal.

BUDGET

The total budget for all three services must not exceed 300.000,00 DKK incl. expenses (excl. VAT).

EVALUATION OF PROPOSAL

The financially most advantageous offer.

Technical consultants will review all offers with Wonderful Copenhagen.

TIMEFRAME

Contracts are expected to be signed with a provider in April 2017 with the provision of services soon thereafter. The time line of the pilot project is:

1) Contracts and first meeting – April 2017

2) Finalization of pilot project design – May 2017

3) Technical set-up in place for data collection and processing business intelligence – May 2017

4) Data Collection and use of business intelligence platform in iterative process – May to September 2017

5) Evaluation of the pilot project – October 2017

DEADLINE

To be considered for the provision of the services above proposals must be sent to Wonderful Copenhagen before 13:00 PM CET on March 31st 2017.

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