PaintCare Inc.
Request for Proposal
Salesforce Implementation

RFP Issued: December 15, 2017
Responses Due: January 15, 2018

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PaintCare Introduction

PaintCare Inc., a non-profit 501(c)(3) organization, represents paint manufacturers (paint producers) to plan and operate paint stewardship programs in U.S. states and jurisdictions that pass paint stewardship laws.

PaintCare is a program of the American Coatings Association (ACA), a membership-based trade association of the paint manufacturing industry. Working through the Paint Producer Stewardship Initiative (PPSI) facilitated by the Product Stewardship Institute (PSI), ACA supported the passage of the first U.S. paint stewardship law in Oregon and established PaintCare in 2009.

PaintCare began in Oregon as a three-year pilot program. After successfully demonstrating that the industry can design and deliver a program for post-consumer paint management, the Oregon program became permanent through new legislation in 2013. Similar laws have passed in California, Colorado, Connecticut, the District of Columbia, Maine, Minnesota, Rhode Island, and Vermont, and we expect additional states to pass legislation in the future.

In parts of the United States where PaintCare operates, we encourage households, businesses, and individuals to take their unwanted leftover paint to a PaintCare drop-off site. There it is sorted and managed for reuse, recycling, energy recovery, or safe disposal.

PaintCare is funded through fees on each container of architectural paint sold in states and jurisdictions with paint stewardship programs. Budgets and fees are set on a state-by-state basis. Please see the PaintCare fees for the amounts in each state.

Current Salesforce Instance Overview

PaintCare developed its current salesforce instance to provide a way for paint manufacturers to register with the program, submit reports of their sales by state and container size, and remit fees to PaintCare via an online portal. Manufacturers may pay fees through a system-generated invoice or electronically via check or credit card. They may also arrange for their distributors and/or their retailers to sign agreements and communicate requests or confirmation of agreements via email-generated requests and a web-based interface. Via these agreements others are able to pay fees on their behalf. The system must track and be able to easily generate reports and export sales data by company, month, container size, fee amounts, and state. It must also create aging reports and identify companies who have not reported according to the agreed upon reporting frequency.

Project Overview

PaintCare is seeking a qualified Salesforce vendor to rebuild its existing Salesforce.com instance in a new Salesforce environment. The current instance has unidentifiable system bugs, restricted access to managed package program code, and difficulty adhering to standard

accounting practices. The infrastructure of data and any customizations will need to be streamlined to eliminate existing bugs and system complexities. An analysis will need to be conducted to determine the best data model for exporting financial data from Salesforce to Microsoft Dynamics GP, in an import ready format.

Conceptually, PaintCare's current functionality will remain the same related to the end user experience, with the exception of a few enhancements.

PaintCare's salesforce instance has tremendous growth potential in terms of its data collection, and requires a fully scalable architecture to support growth of the program, changes in functional requirements and business needs.

Glossary of Terms

Term	Definition
Account Type	Manufacturer, Distributor, Retailer, Remitter only – Account type determines visibility and functionality in online portal
Assessment Fee	Payable by Manufacturer, Distributor, or Retailer
Brands	PaintCare products covered by paint stewardship program vs. non-PaintCare products. See website for additional information
Manufacturer's List	List of all active accounts with an account type of Manufacturer
Online Portal	Salesforce Community
Participant	An obligated producer that has joined the program to satisfy its statutory obligations under the Act and it is obligated to pay the Paint Stewardship assessment on the quantity of program product sold in the registered states.
Participant Agreement	Visualforce page that contains legal Terms & Agreements provided by PaintCare Legal department upon registration of specific account types
Registration	When an entity registers to conduct business with PaintCare through paintcarereporting.org
Remitter Relationship	A relationship established between two entities to report fees on behalf of beneficiary
Remitters	A person or entity that agrees to reporting and remitting fees for which the applicable participant would otherwise report and remit
Remitter Fees	All fees payable by a remitter to PaintCare pursuant to the agreement at the applicable architectural Paint Stewardship assessment rates. Subject to change upon notice.
Sales Report Worksheet	Visualforce page used to input monthly sales data
Terms and Conditions Agreement	Legally binding document for registered PaintCare users
Transaction Lines	The custom object used for journal entries

Systems Background

PaintCare currently works with a vendor's managed package application installed into its Salesforce environment. The application limits internal staff's ability to troubleshoot bugs, provide system enhancements, and produce accurate reports. The rebuild will not use a managed package and all customizations must be visible to PaintCare.

PaintCare uses additional products/applications and integrations to support operations:

- Salesforce Enterprise Edition – Sales Cloud
- Salesforce Communities
- Microsoft Dynamics GP
- Authorize.net API Payment Gateway for each state
- Conga Composer

PaintCare's online portal can be viewed by visiting www.paintcarereporting.org. The portal's home page is a visualforce page that references a custom object's record with rich text fields. This process allows internal staff to easily update the home page. The Salesforce Community that was developed allows stakeholders to conduct business (e.g., register and file reports) with PaintCare. New and existing user reference guides are imbedded below to provide a walkthrough of user experience.

New User
Existing User

Additional functionality includes a custom PaintCare contract application that was built internally. This application will be transitioned to the new Salesforce instance by internal staff, and may require vendor support.

PaintCare originally developed its Salesforce instance to improve the registration process, create a positive end user experience, and include accounting functionality. However, the current instance lacks reporting which adheres to standard accounting practices. For example, the current solution cannot produce an aging A/R report using 'as of date' criteria, and there is no streamlined process for refunds and invoice adjustments. Complications with the aforementioned issues has led to many difficulties within PaintCare's current instance. To view additional system challenges, please reference the Existing Salesforce Environment Challenges document.

Project Approach

Vendor should lead with an implementation strategy of utilizing native functionality and declarative options over custom development. Customization of the instance should only be used when declarative tools will not satisfy a particular project requirement. The project will include integration with Authorize.net to provide a complete solution for PaintCare fee reporting

operations. An online portal (Salesforce Community) will serve as a gateway for stakeholders to conduct business with PaintCare.

The newly implemented Salesforce instance will replace PaintCare's existing Salesforce environment in entirety. New data schema should be designed to eliminate excessive objects. Data restructuring and migration of existing data is required; preservation of existing data is paramount to the success of this project. The new data model requires compatibility with standard accounting practices.

High-level Success Criteria

The success of the project will ultimately be based on the following criteria:

- The platform addresses all areas of concern as described in the system background section of this RFP as well as any additional requirements
- The vendor understands and develops an implementation strategy that outlines the needs of all stakeholders for this project, prior to development.
- The web infrastructure can be easily maintained by internal staff
- Interfaces display a professional and usable design that accurately represents the organization
- The instance provides a consistent user experience across all underlying functional areas
- The infrastructure is reliable and can adequately handle the current and future metrics
- Project launch will provide seamless business continuity transitioning from old site to new

Scope of Work

The scope of this project is to design, build, integrate and implement a Salesforce instance to support PaintCare's core business processes. The primary components to this project are: (1) developing an intuitive and stable Salesforce community for end users; (2) conduct analysis with PaintCare accounting to export data from Salesforce into Excel with the desired format for data import into Microsoft Dynamics GP. Explore development options for standard Accounting reports (e.g. A/R Aging); (3) restructuring of data model is required along with transformation and migration of existing data to new Salesforce instance; (4) ongoing development support to implement bug fixes and enhancements to the PaintCare Salesforce platform; (5) Documentation of all customizations and functionality.

Functional Requirements

Customize a Salesforce Community to provide an online portal to support participants (manufacturers that register) and remitters (distributors and retailers that file reports for participants). with registration, account management, reporting, and payments.

The system shall be able to establish and track remitter agreements through an online portal. These agreements are made between manufacturers, distributors and retailers and recorded in the system. The system is used by account holders to look up other companies and sends emails to request agreements and additional emails to confirm when each party has signed the agreements.

The system shall provide an online portal that will allow users to submit monthly sales data and submit payments to PaintCare.

The system shall be able to capture demographic information related to all accounts that are important to PaintCare such as manufacturers, distributors, retailers, etc.

- Salesforce Community that supports end users with:
    - Participant Agreements (for manufacturers only)
    - Remitter agreements and relationships
    - Reporting of monthly sales data
    - Payment method options, including saving payment methods with preferred option
- Visualforce pages
    - Cross platform compatibility and mobile friendly
    - Fee reporting spreadsheet, invoice, receipts
    - List of registered manufacturers in each state
    - List of registered brands for each manufacturer in each state
    - Participant Agreement
    - Remitter relationships with search functionality based on the state program for which a company is registered
    - Additional pages to support online community

Deliverables

Salesforce Community
- Provide a site for users to create accounts and login
- Home page that allows internal staff to easily make changes and updates
- Terms and Agreement Page
    - Allow users to accept and sign agreement
    - Updates to the Terms and Agreement page will need to be easily revisable by internal staff

- o Track signed agreements
- Designation of primary and unlimited secondary contacts associated with accounts
- Account type selection – logic incorporated to determine the features that a user can interact with
- Remitter Relationship Page
    - o Allow users to search for available remitters, segmented by state
    - o Remitter agreement that allows user to request, accept and sign agreements
    - o Track signed agreements
    - o Remitter agreement page will need to be easily revisable by internal staff
    - o Email Alert for confirmation to requestor
    - o Email Alert to notify designated recipient to accept/decline request
- Brands (for Manufacturers only)
    - o Allow manufacturers to input list of brands only upon initial account creation
    - o Visualforce page listing manufacturers' brands related only to their account
    - o Changes to the brands must be approved by designated PaintCare staff prior to finalizing any changes
- Fee Reporting
    - o Things to do list
        - ▪ Unfiled sales reports
        - ▪ Open Invoices
        - ▪ Generate and send receipts with option to print
    - o Fee Reporting Spreadsheet
        - ▪ Lists open sales report sorted by month
        - ▪ Allow user input
        - ▪ Calculate fees based on container sizes and fees for each state. Fees and size categories associated with each are different by state.
        - ▪ Allow users to save quantities being reported and exit the system, then return to complete the report if needed, before final submission
        - ▪ Submitted fees will produce an invoice for each state
        - ▪ Allow users to generate invoice and have the option to pay via credit card, check, eCheck, EFT
        - ▪ Allow users to save multiple and preferred payment methods
        - ▪ Allow users to print invoice
        - ▪ Allow users to print receipts
        - ▪ Send email alert to remitter with payment receipt
        - ▪ Option to select manufacturers to participate in sample data collection for upcoming state programs; to serve for analytical purposes only, no invoice to be generated

Back Office

- User Registrations
    - o New user registrations will require approval before creating records for registered states

- o Allow internal staff to modify reporting frequency of fees e.g. monthly, quarterly, and semi-annually
  - o Designation of multiple primary and secondary contacts associated with account
- Manufacturer's List
  - o Visualforce page that generates a list of active manufacturers, segmented by state
- Brand's List
  - o Visualforce page that generates an updated list of brands, segmented by state
- Manufacturer's Compliance List
  - o Visualforce page that generates a list of manufacturers, segmented by state
  - o Manufacturers list should indicate new, changed or removed manufacturers, and date of change
- Brand's Compliance List
  - o Visualforce page that generates a list of brands, segmented by state
  - o Brands list should indicate new, changed or removed brands, and date of change
- Fee Reporting
  - o Sales reports for each registered state that automatically generates based on reporting frequency
  - o Invoices that are automatically created when a sales report is submitted
  - o Encrypted saved payment methods
  - o Receipt record creation after payment is submitted
- Existing Data
  - o Data preservation
  - o Data model restructuring
  - o Data transformation and migration
- Custom Object to track bugs
  - o Ongoing support for bugs and exceptions
- Provide full documentation on final product

Accounting Back Office
- o On Demand Deposit report
- o Journal Entry report
- o Statement of Account
- o Aging A/R report
- o Email alert reminder sent to designated users when sales reports are 30, 60, 90+ days past due
- o Accounting process options determined by analysis outcome:
  - ▪ Improved process for exporting data to financial software; or
  - ▪ Integration with Microsoft Dynamics GP
  - ▪ Enhance existing functions which adhere to accounting standards
  - ▪ Submitted reports create invoice upon submission
  - ▪ Partial/Full refund functionality
  - ▪ Invoice adjustments

Data verification and user acceptance testing
- Create comparison reports between new and existing data
- Participate in user acceptance testing of all system functionality
- Resolve any bugs or data inaccuracies prior to go-live

Vendor Qualifications

Vendor selection will be based on their ability to demonstrate knowledge, experience and strategy that aligns with PaintCare's overall vision for the new Salesforce environment. Excluding potential financial applications, PaintCare will not consider pre-built Salesforce AppExchange solutions that are part of any managed package. Vendors must be willing to work with internal Salesforce administrators employed by PaintCare.

PaintCare is seeking vendors with the following core competencies:
- Salesforce Certified Partner or Salesforce Platform Developer II certification
- Experience with designing intuitive and responsive user interfaces for Salesforce Communities
- Strong background in financial solution integrations and standard accounting practices
- Experience with integrating Salesforce and ERP systems
- Experience with integrating Salesforce and Authorize.net
- Ability to conduct interviews with all stakeholders for additional requirements gathering
- Ability to provide full documentation on final product
- Ability to provide training to PaintCare staff
- Ability to provide ongoing support on a case-by-case basis
- Ability to support product after launch to aid in eliminating any undiscovered bugs or product limitations

RFP Response

Interested vendors will need to respond with the following requirements:

- Company profile
- Executive summary – an overview providing a solution and project approach to functional requirements stated within RFP
- Implementation strategy
- Proposed solution
- 2-3 client references
- Projected timeline
- Proposed cost
- Resumes of key personnel who would be working on the project

Evaluation Criteria

Proposals will be evaluated based on the strength of the proposed solution, relevant experience, references and costs.

- Functionality – the proposed solution and how well it satisfies PaintCare's requirements
  - Data model
  - User interface
  - Development and integration strategy
- Vendor Qualifications – experience, vendor resources, vendor support policy, demonstration of previous implementations and financial software recommendations
- Vendor Reputation – the number of customers serviced by vendor, and a minimum of 3 vendor references
- Understanding – Vendor's demonstrated ability to understand PaintCare's business model, software requirements, reporting and accounting needs
- Scalability – proposed solution's adaptability to changing functional and business requirements
- Budget – The Vendor's proposed budget has the highest value.

Project Timeframe

Proposals are due no later than 5:00 pm on January 15, 2018. Interviews of the top candidates will be conducted shortly thereafter. Contract negotiations will begin immediately upon notification of successful candidate.

The work plan, deliverables and fee shall be set forth in the contract and shall require the selected vendor to complete all work in a timely manner. The anticipated deadline for final completion of the project is June 1, 2018.

If more information is needed to assist in developing a proposal, please email questions to procurement team leaders. Answers in response to those questions will be provided to all vendors that have confirmed their intentions to submit a proposal.

Contract Terms

PaintCare will negotiate contract terms and final pricing following vendor selection. All contracts are subject to review by PaintCare's legal counsel. Upon successful negotiation of the contract outlining terms, scope, budget, deliverables, timeline and other items, work may begin. If PaintCare and the chosen vendor cannot successfully negotiate a contract, PaintCare may elect to negotiate a contract with another proposer or solicit new proposals.