



## EXCHANGE

ARMY & AIR FORCE EXCHANGE SERVICE

P.O.BOX 660202

Dallas, Texas 75266-0202

214-312-2011

Dear Sir or Madam,

The Exchange is seeking a solution for email list management. Server or appliance with applicable software which will allow the configuration of multiple mail lists to be managed by list owners with the capability of multiple list server managers. Hosted service, server, or appliance with applicable software which will allow the configuration of multiple mail lists to be managed by list owners with the capability of multiple list server managers. It should be able to handle the OPT-IN sign up preferably via email or a web link; OPT-IN should be double entry and generate any required email confirmation before it is added to the list. May or may not be moderated for approval to be added to the list. OPT-OUT should be via email and immediate. List owners should not need client software. List owners should be able to easily manage their lists via email or web interface.

The Exchange is a joint non-appropriated fund instrumentality of the Department of Defense (DoD) and provides quality merchandise and services to active duty, Guard and Reserve members, military retirees and their families at competitively low prices. The Exchange is now in its 117th year. Shopping the Exchange offers an average overall savings of 25 percent compared to shopping the competition. The Exchange returned \$203 million to the military services in 2011. Shoppers can enjoy Exchange benefits in many ways, with the greatest value being the Exchange pledge "We go where you go," serving troops worldwide. The Exchange is responsible for more than 3,700 facilities worldwide in more than 30 countries, 50 states and five U.S. territories. The Exchange operates 157 main stores, 182 Military Clothing facilities, over 1,000 specialty stores (gas stations, bookstores, Class Six, etc.) and more than 120 theaters. Plus the Exchange has more than 2,100 fast food restaurants, such as Taco Bell, Burger King and Subway. Concession operations overseen by the Exchange add nearly 6,000 more activities.

The desired requirements and questions are outlined in attachment 1. Your responses may be used to further evaluate and/or refine our requirement.

If you are interested in this potential upcoming procurement, please provide:

1. Responses to the desired requirements and how you meet these.
2. Please provide a brief summary of your company including:
  - a. How long you have been providing this technology.
  - b. A white paper describing your technology.
  - c. List of major customers using this technology.
3. Is your company interested in receiving our Request for Proposal (RFP) should we issue one for this effort? If so, please provide contact information for your company.

Again, this is a Request for Information only. The Exchange is not seeking a firm price quote. However, the Exchange does want to understand how the industry prices these solutions. Please provide budgetary numbers with your response. Do not include a price quote. In the event the Exchange solicits, price quotes will be requested at that time.

Responses to this RFI are required by close of business 4 February 2013 via email to: [olsonje@aafes.com](mailto:olsonje@aafes.com). The solicitation will be issued only to those companies that respond to this request.

Regards,  
Jennifer Olson  
Contracting Officer  
Technology Goods & Services Procurement Division Army & Air Force Exchange Service  
214-312-4857 / DSN 967-4857  
[olsonje@aafes.com](mailto:olsonje@aafes.com)  
Visit our online store! [www.shopmyexchange.com](http://www.shopmyexchange.com)

## **Attachment I**

### **Army & Air Force Exchange Service Mail List Server Requirements**

The Exchange is seeking a solution for email list management. Server or appliance with applicable software which will allow the configuration of multiple mail lists to be managed by list owners with the capability of multiple list server managers. Hosted service, server, or appliance with applicable software which will allow the configuration of multiple mail lists to be managed by list owners with the capability of multiple list server managers. It should be able to handle the OPT-IN sign up preferably via email or a web link; OPT-IN should be double entry and generate any required email confirmation before it is added to the list. May or may not be moderated for approval to be added to the list. OPT-OUT should be via email and immediate. List owners should not need client software. List owners should be able to easily manage their lists via email or web interface.

#### **The Exchange Company Overview**

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#### **Service Provider Business Requirements:**

##### **Company Background and Experience:**

1. Identify your firm, including legal name and address.
2. Briefly describe your company's background and history in the marketing email industry.
3. How many and list what clients you currently service.
4. If awarded the Exchange marketing email contract, where would the EXCHANGE rank in terms of volume for your company?
5. Please summarize your company's competitive advantage in the marketing email industry.
6. How will your firm ensure that the EXCHANGE is up to date on industry developments in the PCI environment?

## Functionality

1. Ease of System Administration
  - A. (MUST) Multiple local administrators can access management interface at the same time.
  - B. (MUST) Multiple system administrators with different logon than local accounts.
  - C. (MUST) Ability to mail to any or all lists.
  - D. (MUST) Ability to manage any or all lists.
  - E. (MUST) Ability to centrally control (limit) content on local lists.
  - F. (MUST) Ability to distribute shared content to all lists or a selection of lists.
  - G. (MUST) Ability to gather addresses from local lists for system mailings.
  - H. (MUST) System administrator override of local administrators.
  - I. (MUST) Ability to do both bulk and transactional mailings.
  - J. (Preferred) Account and access control through Active Directory.
2. **Local List Administration**
  - A. (MUST) Ability to add, modify, and delete addresses in local list only.
  - B. (MUST) Ability to restrict addresses from membership list.
  - C. (MUST) Ability to change administrators of local list.
  - D. (MUST) List import capability.
  - E. (MUST) Ability to create or import message content.
  - F. (MUST) Allow multiple administrators for each list.
  - G. (MUST) Local list administrator may only mail to their list(s).
  - H. (MUST) Ease of learning for list administrators.
3. **Hardware/Software**
  - A. (MUST) High availability.
  - B. (MUST) Automated list hygiene based on Non-Delivery Reports (NDRs), complaints (Feedback Loops - FBLs), and unsubscribe requests.
  - C. (MUST) Automated list modification by API or email (Opt-in/out).
  - D. (MUST) RFC Compliant.
  - E. (MUST) Support SPF DNS records.
  - F. (MUST) DKIM/Domain Key integration.
  - G. (MUST) Support at least 500 individual lists.
  - H. (MUST) Support at least ten million recipients.
  - I. (MUST) Support mailings of at least five million recipients.
  - J. (MUST) Provide security for recipient lists.
  - K. (MUST) Offer integration with Coremetrics Web analytics.
  - L. (MUST) Provide means for test mailings prior to release of full mailing.
  - M. (MUST) Web based client.
  - N. (MUST) Throttling based on recipient ESP preferences.
  - O. (MUST) Allow queuing if recipient server is unavailable.
  - P. (MUST) Send individual messages (one email per recipient) coming from a list manager address.
  - Q. (MUST) Allow scheduling of mailings.

- R. (MUST) Robust reporting of:
  - a. Delivery
  - b. Failures
  - c. Complaints
  - d. Unsubscribes
  - e. Clicks
- S. (MUST) Reporting across lists.
- T. (Preferred) On premise solution.
- U. (Preferred) Business Continuity site capability.
- V. (Preferred) Message moderation.

**Support**

1. (MUST) Available 24/7 (fluent English speakers).
2. (MUST) Case escalation if system is down.

## Attachment II

### Army & Air Force Exchange Service Mail List Server Questions

1. What is your licensing/cost model (per server/user/email)?
  - A. Our current volume is approximately 6M messages and 700 mailings/month.
2. What is your support model?
  - A. Include anticipated annual increase.
  - B. Upgrade services and associated cost.
3. What database is utilized?
  - A. What is the security on contacts?
4. How does your solution meet high availability requirements?
5. What are your network requirements?
6. What are your gateway/MTA requirements?
7. Is your product capable if meeting all aspects of the desired requirements?
8. The Exchange may issue an RFP for this proposal. If so, are you interested in participating in this opportunity?
9. If an RFP is issued, will your company be able to support a demonstration at the Exchange Headquarters in Dallas?
10. Is your company willing to accept the Exchange general provisions?
11. Please provide a brief summary of your company, including:
  - A. How long have you been in business?
  - B. How long have you been providing this type of product?
  - C. A white paper describing you product.
  - D. A list of major customers using this product.
12. Please submit questions or clarifications to these requirements and answers questions in this RFI in writing.