

Business Opportunity Review



**CENTRAL
FLORIDA
EXPRESSWAY
AUTHORITY**



Organization Name: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

A. Business Opportunity Overview

1. Business Opportunity Overview

Provide a detailed description of the business opportunity that the tolling solution would address for CFX and/or E-PASS/non-E-PASS customers.

B. Strategic Alignment

1. Vision & Mission

CFX maintains the following vision (V) and mission (M):

- Provide the region with a world-class, integrated mobility network that drives economic prosperity and quality of life. [Vision]*
- Build a mobility network through accountability, fiscally sound practices and a community focus [Mission]*

Describe how the business opportunity aligns with both the CFX vision and mission.

2. Strategic Need

Detail how the business opportunity satisfies a strategic, critical need for CFX, E-PASS customers and non-E-PASS customers. Provide quantifiable results to support the response.

3. Efficiency Gains

Define how the business opportunity consolidates and streamlines CFX business practices and/or administrative processes.

4. Customer Impacts

Detail how this business opportunity positively impacts E-PASS and/or non-E-PASS customers.

5. Opportunity Experience

Provide a history of this business opportunity's implementation and operation in other tolling entities, or similar organizations (maximum of five examples). Outline the following for each of this business opportunity's prior implementation:

- *Organization's name and project sponsor's contact information (Name, Title, telephone and email),*
- *Key operational data points since Go-Live including, but not limited to, number of customers activated (participating), total number of transactions processed and number of customers who contacted the one of the business opportunity's customer service channel(s) (annualized by each year since Go-live).*
- *Marketing efforts undertaken to educate customers about the business opportunity.*

C. Organization Impact

1. Information Technology

Describe the business opportunity's information technology architecture. Details shall include the opportunity's hardware and software elements, as well as any interfaces with CFX and other related third parties.

2. Data

Identify each type of data that the business opportunity will either use, store or transmit, and estimate the approximate number of records annually for credit cards, license plates, transponders and licenses.

3. Controls

Describe how the business opportunity maintains controls for accessing, and/or transmitting, data.

4. Implementation Timing

Detail the timeframe of a typical implementation from notice to proceed until Go-Live, including major milestones (build, test and deploy) for the business opportunity.

5. Customer Service

Provide specifics on how the business opportunity will minimize customer interactions, and impacts, to CFX's daily operations through the opportunity's support channels (live agent access, email, web-based chat and/or IVR capabilities), as well as the opportunity's dispute resolution processes and procedures.

6. Reporting

Detail the reports (technical, operational, financial) provided to CFX by the business opportunity. Provide the name, brief description, sample report, frequency and transmission methodology for each report.

D. Financial Impact

1. Resources

Provide the estimated resources (and the projected hours for each resource) that CFX staff will need to apply to the business opportunity for each of the following phases:

- *Build*
- *Test*
- *Deploy*
- *Post Go-Live (provide monthly estimate for Post Go-Live for the opportunity's first year)*

2. Revenue Collections

Detail how the business opportunity improves the ability to collect revenue (toll transactions or otherwise from E-PASS and non-E-PASS customers. Provide quantifiable results from the references specified in Section B: Strategic Alignment, #5 Opportunity Experience.

3. PCI DSS

Outline the business opportunity's assurances for data integrity and regulatory compliance, as well as how it adheres to the Payment Card Industry Data Security Standard (PCI DSS).