

City of Mississauga

Corporate Report



10.5

Date: August 31, 2021

To: Chair and Members of General Committee

From: Shari Lichterman, CPA, CMA, Commissioner of
Corporate Services and Chief Financial Officer

Originator's files:

Meeting date:
October 6, 2021

Subject

Single Source Procurement of Simpleview Inc. Tourism Customer Relationship Management (CRM) Solution (File Ref: PRC003179)

Recommendation

1. That the single source procurement of the Simpleview Inc. Tourism Customer Relationship Management (CRM) Solution, including software subscriptions, professional services and support, for a period of five (5) years, with the option to extend the term for up to an additional five (5) years, as detailed in the corporate report entitled, "Single Source Procurement of Simpleview Inc. Tourism Customer Relationship Management (CRM) Solution", dated August 31, 2021, from the Commissioner of Corporate Services and Chief Financial Officer ("Purchase"), File Ref: PRC003179, be approved;
2. That the Purchasing Agent or designate be authorized to execute all contracts and related ancillary documents with respect to the Purchase between the City and Simpleview Inc. for an estimated amount of \$287,374.00 exclusive of taxes, in accordance with the City's Purchasing By-law 374-06, as amended;
3. That the Purchasing Agent or designate be authorized to execute the necessary amendments to increase the value of the contract between the City and Simpleview Inc. for additional products, software licensing, subscription services, professional services, and maintenance and support, including additional features and modules, as required by the City for the purpose of accommodating growth or to ensure business continuity, if the funding for such contract increase has been approved by Council;
4. That the Simpleview Inc. Tourism CRM Solution be approved as a City Standard for a period of five (5) years, and for an additional period of up to five (5) years should the City exercise its option to extend the term of the contract, in accordance with the City's Purchasing By-law 374-06, as amended.

Background

Tourism Mississauga was established following Council approval in June 2019 and has been quickly establishing a team and a plan to advance the goals of tourism in Mississauga. Key to this will be using modern technology that is industry specific. In the short-term, Tourism Mississauga has been using easily available tools such as e-mail, SharePoint, Excel, etc., but this is not a long-term, scalable, or sustainable solution. Having the right tools in place is critical to the success of Tourism Mississauga and more importantly how tourism can be an enabler to the economy and COVID recovery plans.

Relying on these programs creates a variety of inefficiencies and struggles. Reporting on sales activity and campaign results in its current state is a manual and time-consuming task that is unable to provide a holistic view of recent activity and growth. Internal and external communication with stakeholders and clients occurs through email using Outlook; however, it lacks the integrated support and functionality, which a single Customer Relationship Management (CRM) solution provides. An integrated CRM solution provides project tracking, automatic reminders/alerts and collaboration with industry partners and Destination Marketing Organizations (such as Cvent and Destination Toronto).

Tourism Mississauga frequently communicates with stakeholders on a municipal, national and international level. Stakeholder databases are currently maintained manually in Excel and not integrated with Outlook, leading to potential data entry errors, which negatively impact the perception of the City and require regular maintenance of customer records. Currently stakeholder communication primarily occurs through Outlook using limited City resources.

Comments

Customer Relationship Management (CRM) systems offer strategies, techniques, tools, and technologies used by Destination Marketing Organizations (DMO) and other enterprises for acquiring and retaining customers. Simpleview CRM, offered by Simpleview Inc., is a modular subscription-based Software as a Service (SaaS) system that can provide effective client management services, stakeholder management, and media relations coordination. It can replace a number of isolated legacy systems with a consolidated, single, fully integrated solution. It is the sole collaboration software used by more than 500 DMOs worldwide and the industry's only CRM solution tied to a content management system.

The Simpleview/Cvent integration streamlines the RFP process for DMOs, offering real-time Cvent RFP and response data and reducing steps in RFP workflow. Simpleview CRM integrates with Act-On marketing automation, allowing DMOs to optimize and automate campaigns across job roles and throughout the entire customer lifecycle.

The Simpleview CRM is the only solution on the market tailored specifically to DMOs such as Tourism Mississauga. It is the only solution which offers integration with Cvent and Act-On and as a result is uniquely positioned to service Tourism Mississauga's requirements. The purchase of this solution will increase opportunities for collaboration with Destination Toronto, who are an important partner in Mississauga's tourism strategy.

This report recommends that Council approve the single source procurement of the Simpleview Tourism Customer Relationship Management Solution from Simpleview Inc. for an initial period of five (5) years and up to an additional, optional five (5) years. Although Tourism Mississauga will be using the Simpleview CRM solution, the City will be entering into the agreement with Simpleview Inc.

Purchasing By-law Authorization

The recommendations in this report are being made in accordance with Schedule "A" of the Purchasing By-law 374-06, item 1 (a) (iv), which states that a Single/Sole Source procurement method may be applied when, "The complete item, service, or system is unique to one vendor and no alternative or substitute exists within Canada."

Tourism, Information Technology, Legal Services and Materiel Management staff will collaborate to establish the detailed requirements, negotiate the final arrangements and prepare the contracts.

Financial Impact

Staff are seeking a contract with an initial term of five (5) years, with an option to extend for up to an additional five (5) years. The value of the contract will be approximately \$287,374.00 over the ten (10) year period starting in 2021 and ending in 2031. The procurement includes an estimated operating expenditure of \$215,081.00 for license subscription fees, \$3,000.00 for professional services, and \$69,293.00 in contingency costs over a ten (10) year period as shown in Appendix 1 – Statement of Work.

Total costs are estimated to be \$287,374.00 exclusive of taxes, are subject to negotiation, and will be funded from CMS/Tourism operating account number 715725-24704 which is charged back to Tourism Mississauga. The approved budget for Tourism Mississauga has sufficient funds to absorb this transaction, as it was anticipated in the business planning process for 2021.

Conclusion

A CRM solution will considerably assist Tourism Mississauga in the immediate and future term as it continues to grow, develop and strive to meet its goal of representing Mississauga as an industry leading Destination Marketing Organization.

This report recommends that Council approve the single source procurement of the Simpleview Tourism Customer Relationship Management Solution from Simpleview Inc. for an initial period of five (5) years and up to an additional, optional five (5) years at the estimated amount of \$287,374.00.

Attachments

Appendix 1: Statement of Work



Shari Lichterman, CPA, CMA, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Adrian Cossu, Project Leader IT, CPS/Recreation and Culture