



REQUEST FOR INFORMATION (RFI)
RFI No. 18-0019
FOR
PREDICTIVE ANALYTICS
SOFTWARE

Refer ALL Inquiries to:

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This is a Request for Information (RFI) issued by Citizens Property Insurance Corporation ("Citizens"). Citizens is seeking market information regarding potential Software as a Service (SaaS) solutions for predictive analytics software. It is Citizens' desire to obtain information regarding a long term solution that supports the needs of Citizens.

This information is sought for planning purposes only. This RFI is not a solicitation and will not result in a contract, nor does it create any obligation on the part of Citizens. Citizens may use the information obtained through this RFI process in future solicitations. Vendors submitting a response to Citizens' RFI are not prohibited from responding to any related subsequent solicitation.

Citizens has recently activated a new self-service Supplier Registration system named Centerpoint. Please visit the [Citizens website](#) and click the Register button. The Centerpoint system allows vendors to enter registration information such as tax id, address, attach your W-9, etc. Citizens encourages all vendors to register on Centerpoint.

I. COMPANY HISTORY

In 2002, the Florida Legislature created Citizens, a not-for-profit governmental entity, whose public purpose is to provide insurance to applicants who are not able to purchase coverage in the private insurance market.

Citizens is governed by Section 627.351(6) Florida Statutes and operates pursuant to a Plan of Operations that is approved by the Financial Services Commission of the State of Florida. Citizens operations are supervised by a Board of Governors whose members are appointed by the Governor, Chief Financial Officer, President of the Senate, and Speaker of the House. Additional information about Citizens can be found at: <https://www.citizensfla.com/about-us>.

II. PURPOSE

The intent of this RFI is to gather information and gain an enhanced understanding of the current market for predictive analytics software, including industry practices, pricing models, and service options available to Citizens. Citizens seeks information regarding solutions designed to leverage predictive analytic models that are built on trends and patterns identified using historical data to drive real-time action. By providing answers to the questions in Section IV below, respondents can inform Citizens of the products and services available.

As part of the RFI process, respondents may be requested to provide an online or onsite demonstration. These demonstrations are optional and will be at no expense to Citizens.

III. CALENDAR OF EVENTS

Listed below are the important actions and dates / times by which the actions must be taken or completed. All listed times are local time in Tallahassee, Florida. Any change or modification to this calendar, modifications to this solicitation, or other important notices will be accomplished by the posting of an addendum on the purchasing section of Citizens' website, at <https://www.citizensfla.com/web/public/solicitations>.

Date	Event
March 23, 2018	RFI Released
March 24 - April 27, 2018	Response Acceptance Period*
April 30 – May 21, 2018	Requests for Additional Information

**In order to properly consider your Response, please ensure delivery on or before the last day of the acceptance period.*

IV. REQUESTED INFORMATION

As you develop your responses, Citizens invites comments, suggestions, and innovative ideas regarding what makes your organization and services unique. Respondents are urged to submit

white papers, industry case studies, and web links to marketing information to support your responses or provide additional information.

Please provide detailed answers to the following questions:

Company Information

1. Company Name
2. Company Address
3. Company Point-of-Contact for RFI Response (Name, Title, Phone, Email)

Vendor Overview

4. Provide the names of the predictive analytics software product(s) you provide and whether they are available for purchase through GSA or a State Term Contract.
5. Provide information or use cases regarding your Predictive Analytics software and utilization by property and casualty insurance company customers.

Product Features

6. Describe any features or capabilities that are unique to your product.
7. Does your product feature built-in machine learning capabilities?
8. Describe how your technology can enable any emerging trends (e.g., IoT device data feeding PA models).
9. Provide an overall list of features such as:
 - a. Data preparation or preprocessing (during training and/or deployment of any models)
 - b. Predictive modeling
 - c. Predictive scoring
 - d. Advanced data visualization
 - e. R integration
 - f. Statistical reports
 - g. Decision trees
 - h. Ensemble models
 - i. Model management and comparison
 - j. Real time or batch analytics

Dynamic Models

10. Provide an overview of your Predictive Modeling lifecycle, including typical timeframes.
11. Describe how your solution addresses the needs of regression, classification, clustering, forecasting, association, and optimization.
12. Describe the algorithms used.
13. Describe the level of effort required to update and maintain the models produced by these algorithms.
14. Describe the flexibility to customize the machine learning algorithms.

SaaS Predictive Analytics Architecture

15. Describe the overall application (e.g., cloud) architecture, including how the architecture supports continuous system availability and how the architecture scales in response to peak usage loads.
16. Describe the support for multiple browsers, mobile platforms, and other technical considerations for external users.

Security

17. Provide information regarding industry security standards and any other security features supported by your system (data segregation, accessibility, user authentication, etc.).

Data Sources

18. Do you have any preferred data types or exclusions?

Integration

19. Describe any commercially available software products with which your solution is capable of direct integration.
20. Describe availability of published API integration tools and developer API training programs.
21. Describe any integration limitations or additional layers that need to be built to integrate with Claims, Policy, and Billing systems to drive real-time decisions.

Reporting and Notifications

22. Describe the reporting capabilities of your product. Provide sample reports (if possible), and describe any exclusions to export results to popular third party tools.
23. Describe what type(s) of notification and alert services are provided.

Pricing and Additional Services

24. Describe your pricing model and typical fees associated with your product.
25. Do you also provide additional training, managed integration services, enhanced support, and/or consulting services? If so, describe the services and include pricing structure or typical associated fees.

Infrastructure

26. What type(s) of infrastructure is needed to effectively leverage predictive analytics technology?
27. If Citizens were to provide Analytics as a Service (AaaS), what oversight or governance models would be recommended to organize the creation, monitoring, and management of AaaS?

Skills Assessment

28. What skills are required to leverage your technology?
29. What talent strategies are your current Property and Casualty customers using to ensure the skills required to leverage the technology are accessible?

Implementation

30. How long does implementation of your solution usually take? Provide a typical project plan for implementation.
31. Describe any experience you have implementing your product using Agile (iterative-incremental) methodology.

Architectural Consideration

32. Describe any relevant latency considerations. Is the analytics generated real-time or is there a batch process that uploads the training data?
33. Provide a high level data flow from the source system to the predictive analytics tool. Does this tool need a separate copy of operational data?
34. Does this technology leverage any open source tools (e.g., Spark, Hadoop, R, etc.)?

Support

35. Describe how future product upgrades are released (i.e., how the change is communicated, upgrade schedules, and whether there is associated user training).
36. Describe the release management process, including how future product upgrades are communicated and scheduled (including user training, if applicable).

V. RFI PROCESS

The RFI is a formal and open request to vendors for information concerning goods or services. By using this process to collect information, Citizens ensures that vendors responding to this RFI remain eligible for future contract opportunities. Responses to this RFI, including documentation, presentations and meetings will not be considered offers and cannot be accepted or used by Citizens to form a binding contract with the vendor. A future solicitation for Predictive Analytics Software may be conducted based upon the information received from this RFI. No direct advantage or disadvantage will be conferred by responding or not responding to this RFI.

The RFI will be conducted in overlapping phases as follows:

- **RFI Released.** Once the RFI is released, vendors can review Citizens' RFI document, compile a Response, and submit it to the Procurement Officer. Responses may be submitted immediately after the RFI is released and will be accepted through the end of the Response Acceptance Period listed in the Calendar of Events (see Section III for additional information). Vendors may contact Citizens' Procurement Officer for assistance or questions regarding the RFI at any time prior to the end of the Response Acceptance Period. "Response" is herein defined as all materials submitted by the Vendor pursuant to this RFI. All documents and information contained in Responses

received by the Procurement Officer will be maintained by Citizens as a public record (see Section VIII for additional information).

- **Response Acceptance Period.** The Response Acceptance Period begins upon receipt of a Response and continues until Citizens completes its review of the information provided. During this review, Citizens may identify vendors from whom clarification, elaboration, or follow up information would be beneficial to enhancing the overall information collected through this RFI. Vendors identified for clarification or elaborative follow up will be contacted by Citizens in the Requests for Additional Information Phase.
- **Requests for Additional Information.** Citizens may send Requests for Additional Information to vendors that submitted a Response. Citizens may request additional information through questions and answers or through scheduled meetings (including demonstrations) for the purpose of developing an enhanced understanding of market capabilities and product offerings. Meetings will be arranged by the Procurement Officer and may be conducted telephonically or in-person at a mutually agreeable location. Such meetings are completely voluntary, optional, and will be at no expense to Citizens.

Additional documents and information submitted by a vendor, including email correspondence and presentation materials, will be maintained by Citizens as a public record (see Section VIII).

Post RFI. After completion of the RFI process, Vendors should not seek to communicate with Citizens regarding this RFI. Citizens has a statutory obligation to avoid conflicts of interest, both actual and apparent. By avoiding related communications outside of this RFI the vendor protects their opportunity to be eligible for future contract award.

VI. RESPONSE FORMAT AND INSTRUCTIONS

This section describes the format in which the Responses are to be submitted.

- **Format of Response:** No specific format is required for a Response. In developing your Response, please respond directly to the questions in **Attachment A**. Citizens encourages vendors to provide an executive summary or cover letter detailing the Vendor's capabilities and recommendations for meeting Citizens' needs for scalability, capability, reliability and quality. Vendors are encouraged to provide additional information as appropriate to aid Citizens in its understanding its Response.
- **Instructions for Submission:** Vendors may submit Responses via email or compact disc (CD) to the Procurement Officer on the cover of this RFI. Citizens is unable to receive Response material via email if such material is provided using compressed file types (e.g., .zip) or if the total size of the email and attachment(s) is 10 megabytes (MB) or greater. Vendors that submit their Response via email will receive an acknowledgement message within one business day. Vendors that do not receive an acknowledgement should contact to the Procurement Officer to confirm that their Response has been received. Responses should be clearly marked with the Vendor name, RFI number, and RFI title.

- Redacted Copy of Response: If Vendor claims trade secret protection from public record disclosure, they must submit with their Response one redacted version of their Response. The contents must be labeled “Redacted Response” and be void of any information the Vendor deems exempt from Florida’s public record law.

VII. AMENDMENTS TO THE RFI

Citizens will post addenda, if any, to this RFI on the Citizens’ website under the posted RFI number (<https://www.citizensfla.com/solicitations>).

VIII. CONFIDENTIAL, PROPRIETARY OR TRADE SECRET MATERIAL

By participating in this RFI process and submitting a Response, a Vendor acknowledges the requirements of the Florida Public Record laws found in Ch. 119, Florida Statutes and s. 24(a), Art. I of the Florida Constitution (the “Public Record Laws”), and agrees to the provisions set forth in this section. Citizens is a public entity subject to the Public Record Laws. All Vendor Responses and written communications regarding this solicitation become public records upon receipt by Citizens and therefore are subject to public disclosure. If a vendor asserts that any portion of its Response or written communication is exempt from disclosure under the Public Record Laws (a “Protected Record”) then the Vendor MUST comply with the following process:

- Clearly identify each portion of its Protected Record(s) that it believes is statutorily protected from disclosure;
- Submit a separate electronic copy of Vendor’s response or written communication with only protected portions redacted; and
- Submit a separate redaction log that provides a specific statutory citation justifying each redaction.

If Vendor does not identify each portion of a Protected Record as specified herein, Citizens may produce Vendor’s non-redacted copy in response to a public records request. If Vendor has complied with the provisions of this section by identifying certain documents are Vendor’s Protected Record(s) and Citizens receives a public record request for a Protected Record, then Citizens will produce the redacted copy provided by Vendor in response to the public record request. In the event a party is seeking the non-redacted portion of Vendor’s Response and Vendor continues to assert in good faith that Vendor’s Protected Record(s) are confidential or exempt from disclosure or production pursuant to Chapter 119, Florida Statutes, then Vendor shall be solely responsible for defending its position, or seeking a judicial declaration.

Notwithstanding the provisions of this section, in accordance with Federal or State law, Citizens will comply with any court order or government agency directive to produce a Protected Record.

Citizens will not accept any material that requires a non-disclosure agreement.