

3rd Annual CEP Symposium 

Certified Equity Professional Institute


Ready, Set, Go!
Managing an RFP to Ensure You Get What You Need!



Agenda

- Session overview
- Panelist introductions
- Timeline from Start to Finish
- Preparation: The Pre-RFP Process
- The Main Event: The RFP Process
- Moving Forward: The Post-RFP Process
- Questions


3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>



Session Overview

- WHAT DO YOU WANT OUT OF THIS RFP PROCESS?
 - Finding the "right" vendor
 - Implementing an efficient transition
 - Meeting critical deadlines
 - Being cost effective
 - Avoiding long-term mistakes or bad choices
- This session will lead you through the RFP process by breaking it down into three manageable phases, giving you a solid pro-active action plan that can be applied to a variety of needs and providing tips and tricks to get the most effective results

3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>



Panelist Introduction


- Rita DePedro – Global Equity Administration, Motorola
- Jill Zidaritz, CEP – Independent Consultant
- Pam Van Gordon, CEP – VP, Strategic Solutions, Stock & Option Solutions (SOS)

3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>




Timeline from Start to Finish

- Don't underestimate how long the RFP process can take!
- Take your time to cover all the bases, conduct thorough research, involve the right parties, and make an informed decision
- Set realistic deadlines and expectations
- Be prepared to be flexible when deadlines need to change




3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>



Preparation: The Pre-RFP Process

- Goals
 - Reasons for wanting a change
 - Setting and staying focused on goals and expectations
- Who is involved
 - Strategic ownership
 - Project management
 - Other interested parties (internal and external)
 - Decision makers, roles and responsibilities
 - Existing vendors
- Third-party assistance
 - Procurement organizations
 - External resources


3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>



Preparation: The Pre-RFP Process (cont'd)

- Requirements for a new vendor
 - What works/doesn't work with the current solution
 - Short- vs. long-term needs
 - Can change mid-project
- Cost analysis and budget
- Data preparation
 - Basic information to provide to vendors
 - Data integrity: any issues that need to be addressed prior to transition or that affect the transition
- Timeline
 - Establish tentative deadlines for RFP, decision, contract, implementation, and go live


3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>



The Main Event: The RFP Process

- First round selection
 - Where to start
 - Inclusion of current vendor
 - Initial contact
- RFP development
 - Format
 - Length
 - Questions
- RFP distribution and collection
 - Turnaround time
 - Format


3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>



The Main Event: The RFP Process (cont'd)

- RFP analysis
 - Comparing apples to apples
 - Tools to compare
 - Ask additional questions if answers are not clear
- Vendor meetings
 - In-person preferable
 - Involve the right people (internal and vendor)
 - Site visits
- Reference checks
 - Similar clients (size, industry)
 - Questions to ask
 - Use your network (NASPP, CEPI, peers)


3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>



The Main Event: The RFP Process (cont'd)

- Finalist selection
 - Narrow down to top choices
 - Focus on differentiators
- Decision
 - Look for best overall fit
 - Might not be one stand-out choice
- Don't relax just yet – the fun is about to begin!


3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>



Moving Forward: The Post-RFP Process

- Vendor notification
 - Don't drag out the process, avoid communication, or give misinformation
- Contract negotiation
 - Have the right people involved
 - Get verbal promises in writing
 - Allow plenty of time
 - Implementation might not start until contract is completed
- Implementation transition
 - Be prepared to start immediately and maintain momentum from RFP process
 - Allow plenty of time


3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>



Moving Forward: The Post-RFP Process (cont'd)

- Rate your success
 - What was learned
 - What would you do differently next time
- Ongoing evaluation
 - Periodic reviews
 - Performance metrics
 - Relationship development and growth
 - Evolving needs of company and capabilities of vendor

3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>



Questions

- Rita DePedro - 847-576-6688, frd005@motorola.com
- Jill Zidaritz, CEP - 425-503-6573, jillzidaritz@yahoo.com
- Pam Van Gordon, CEP - 408-979-8703, pvangordon@sos-team.com

3rd Annual CEP Symposium, September 13, 2006
Certified Equity Professional Institute, <http://cepi.scu.edu>