



1. Introduction

Eurail.com B.V. is a 100% e-commerce company. We sell European rail passes and train reservations via internet to non-European citizens (eurail.com and germanrailpasses.com) and European citizens (interrail.eu). Our websites are the only sales channels, so we constantly invest in Google and Facebook ad campaigns, search engine optimization (SEO), multilingual content, payment methods and last but not least: excellent B2C websites.

We are a company of 70 -100 employees with all kinds of expertise. Most of this expertise is train or travel related. Our other expertise lies in the field of usability, SEO, operations, marketing, customer service and sales.

We are located in Utrecht, in the centre of the Netherlands. Our clients are located all over the world. Our main markets are USA, England, Canada and Australia. We also have a lot of customers in South America, Asia and Europe. Eurail.com B.V. is owned by shareholders, i.e. the 30 European train companies.

In the past four years, we have increased our sales to almost €100 million. All this is done with sales directly on our web sites and with an excellent customer service only via email and social media.

2. Current trends and challenges with train reservations

Rail passes that Eurail.com sells cover entrance to trains run by the participating railway companies. But most high-speed trains and night trains require additional seat reservation, which is not included in the pass.

A complete list of railway companies participating in the Eurail and Interrail products can be found below:

Country	Railway company
Austria	ÖBB, plus the private train companies ROeEE / GYSEV and Westbahn
Belgium	NMBS / SNCB
Bosnia Hercegovina	ZFBH
Bulgaria	BDZ
Croatia	HZ
Czech Republic	ČD
Denmark	DSB, and private train companies: Arriva, DSB S-Tog and DSB-Øresund
Finland	VR and private bus companies: Veljekset Salmela and Net-matkat
France	SNCF
Germany	Deutsche Bahn (DB) and various private companies
Great Britain	National Rail

Greece	TRAI NOSE
Hungary	MÁV-START and private railway company: GySEV/Raaberbahn
Ireland	Irish Rail / NI Railways
Italy	Trenitalia and Trenord, Leonardo Express (Roma Termini to Fiumicino Airport) and Micotra
Luxembourg	CFL
FYR Macedonia	MZ
Montenegro	ŽCG
The Netherlands	NS and private railway companies: Arriva, Connexion, Keolis, Syntus, Veolia and DB Regio
Norway	NSB
Poland	PKP and local-government run companies: KM Koleje Mazowieckie, Koleje Dolnoslaskie and Przewozy Regionalne
Portugal	CP
Romania	CFR
Serbia	SV
Slovakia	ZSSK
Slovenia	SZ
Spain	RENFE
Sweden	SJ and private railway companies: Arlanda Express, Arriva, Inlandsbanan, JLT, Norrtåg, Skånetrafiken, Tågkompaniet, Värmlandstrafik and Västtrafik.
Switzerland	SBB/CFF/FFS and various private railway companies
Turkey	TCDD

We did not find a good online source where we could send our customers to easily make all their train reservations, so we decided to offer the service ourselves since 2014.

In our current setup, customers log in to a portal to search for trains and request train reservations. That portal is built on the Mendix Application Platform and is separate from our websites and webshops. Our reservations agents manually check availability of the trains, prebook the reservations in a separate booking system and update the price and availability of the tickets in the portal. If the customer agrees with the proposed price, they pay for the order. Finally, our agents confirm the reservations in the booking system and issue the tickets to ship them to our customers worldwide. This process takes on average 8 business days between requesting and receiving a ticket.

For some trains we already offer e-tickets, and the process of booking these is different. We cannot prebook e-tickets and wait for the customer to pay. So customers pay directly upon requesting the reservations, our agents book them manually and send the e-tickets directly to the customer. This process takes 2 to 3 business days.

Challenges that we currently face with offering train reservations:

- Railway companies in Europe operate on their own, having different ticket types and station codes; there is no standard. Also, each railway company has its own rules and regulations for passes and reservations. This requires a flexible system that can handle complicated processes and business rules. It is difficult to combine all these systems into one platform where customers can buy cross-border train reservations. There may be systems that do this, but we don't have a full overview of which suppliers offer which solutions.
- A big advantage of the rail pass is flexibility; hopping on and off the train whenever you want. Current requirements and procedures don't allow users to make last-minute travel decisions: many trains require an advance reservation, paper tickets need to be booked manually by us, printed on value paper and shipped to the customer.
- Rail passes become e-passes in the coming years. A logical consequence is that reservations are also e-tickets.
- With the labor intensive procedures and shipping, we need to ask a high price to customers in order to cover our costs. Moreover, we require at least 8 business days to have the tickets delivered to the customer.
- The booking process that we currently have is difficult for customers to use, due to the complicated business logic, waiting time and different process flows for different ticket types.

3. Purpose of this market consultation

Following the trends and challenges mentioned in section 2, we want to improve the user experience of our customers and become more future-proof by offering a self-service tool where customers can book e-reservations for all trains participating in Eurail and Interrail, whenever, wherever. To get to this we require insight in potential solutions and suppliers related to selling seat reservations and any future developments in this area.

With this market consultation we want to find one or more potential suppliers that offer a solution to sell seat reservations to Eurail and Interrail pass holders.

Minimal requirements that the system(s) should meet are:

- We are looking to sell seat reservation only, because our customers already have a Eurail or Interrail pass which is a valid train ticket. At the moment we do not want to offer point to point tickets, but we might want to add this service later on.
- Coverage of offer: full range of trains that are included in the Eurail and Interrail products and have an optional or mandatory reservation
- E-tickets and mobile tickets for all railway companies that have this delivery method in their portfolio or plans to have this on short term.
- Paper tickets that can be printed remote for railway companies that do not have e-tickets in their portfolio. We currently use a fulfilment partner for printing paper tickets.
- Replace as many manual steps of our current process with an automated solution. This can include API connections between the booking system and our front-end and shop.

If you have any ideas/proposal for a new front-end that is accessible on desktop, tablet and mobile phone, we are interested to hear. Appendix 1 contains an illustration of the current and future situation.

4. Process for this Market Consultation

Procedure

This market consultation is published through TenderNed, the Dutch procurement platform and also automatically published on Tenders Electronic Daily (TED). All provisions set forth in this publication remain applicable and can be requested from <http://ted.europa.eu/> and www.tenderned.nl.

If you wish to remain informed about further publications regarding this market consultation, such as any Summaries of Additional Information and Changes, then you must register on TenderNed and add this market consultation to 'my tenders'.

Correspondence

The communication on this market consultation should always be in writing and take place via the messaging module in TenderNed or else by email to procurement@eurail.com.

See the manual for entrepreneurs on Tenderned.nl for more information about the messaging module.

Definition of a market consultation

A market consultation is used to improve, assess and/or further detail the quality of the contract documents or program of requirements and the procurement process. By using the knowledge and skills of companies that participate in the market consultation Eurail.com can properly determine under which conditions the project can be carried out.

The market consultation is a separate process that is carried out prior to a formal tender process. The market consultation is not a call for participation and is not part of a pre-qualification procedure. The information from the market consultation can be used in a future tender.

Aim of market consultation

The aim of this market consultation is:

- A. to involve interested parties in the set-up of the above tender and/or agreement at an early stage;
- B. to consult the market in relation to find potential solutions for train reservation systems;
- C. in addition to answering the questions raised, interested parties are also given the opportunity to submit suggestions and ideas.

Eurail.com hopes by doing so that any future tender organized and agreement entered into will be optimally tailored to the market.

Stages

The market consultation is divided into 2 stages:

1. A written response to the questions raised;
2. An explanation of/further discussion about the provided answers; this will be done by holding meetings with a selection of the participating companies. This stage is optional and depends entirely on the outcome or conclusion based on the answers given to the questions raised.

Market consultation timetable

The timetable for the market consultation procedure is shown here below. Eurail.com has posted an announcement for this market consultation on TenderNed. This is the formal commencement of the market consultation.

Eurail.com reserves the right to make changes to the timetable and/or to depart from it; in such cases, communication with all interested parties will take place via TenderNed or, if necessary, by email.

Stage	Milestone	Date	Action for
1	Publication of announcement	June 20 th 2016	Eurail.com
1	Submit questions to clarify market consultation document	Until July 4 th 2016 10.00 CET	Participants
1	Share Q&A document with all participants	July 8 th 2016	Eurail.com
1	Submit answers ideas and comments	Until July 15 th 2016 17.00 CET	Participants
1	Selection of participant for round 2	Until July 27 th 2016	Eurail.com
2	Consultation rounds	The initial consultation meetings are scheduled on: <ul style="list-style-type: none"> - August 2nd 2016 - August 4th 2016 - August 8th 2016 - August 10th 2016 Other dates can be selected after consulting with participants that are selected for this stage, but will take place before August 30 th 2016	Eurail.com and selected participants
2	Complete market consultation and send and publish final report	September 12 th 2016	Eurail.com

Questions

In case you have any questions regarding this Market Consultation, please use the messaging module of Tendered. You can submit your questions until the **4th of July 2016 - 10:00 (10 AM) CET**.

Eurail.com will share the Q&A document via Tendered with all participant on the **8th of July**.

Submit response

Please submit your response **before 15th of July 2016 - 17:00 (5 PM) CET** via Tendered. Once received, we will confirm your submission by e-mail. Please note that Tendered uses fixed deadlines, so we advise to not wait until the last moment with submitting your response.

How to deal with this Market Consult

All the questions Eurail.com wants to ask are listed in chapter 5. Please answer all questions as outlined in chapter 5. Please use the question number when answering one.

It will be appreciated if you can take the following points into account when answering the questions:

- Please be as to the point as you can be.
- Please answer the questions as concise and specific as possible.
- Be as complete as possible.
- Sometimes an example and/or reference will be very helpful.

5. Questions for this Market Consultation

Please answer the following questions. They refer to various matters. First of all, Eurail.com would like to receive information about your company and the market, consisting of contact information and general information. In addition, Eurail.com would like answers to the specific questions asked.

Lastly, you will be offered the opportunity to submit any comments and/or suggestions. It is not obligatory to answer all questions, but complete responses will be highly appreciated. Eurail.com believes that complete responses will help it correctly formulate the contract and programme of requirements for any tender. We do stress once again that the answers to the questions here below will not be used to select suppliers via this procedure. The structured questionnaire is intended to select similar answers from different suppliers. Comments on the questions are very welcome and please suggest alternatives where you believe this is necessary.

Contact information		
1.	Official name of your organisation	
2.	Physical address of your organisation	
3.	Postal address of your organisation	
4.	Name of contact person for this RFI	
5.	Contact person's email	
6.	Contact person's telephone number	
7.	Registration number Chamber of Commerce	

General business and market information		
8.	Parent company Does your organization have a parent company? If so, which company? (address details optional)	
9.	Date of incorporation On what date was your company incorporated?	
10.	Number of employees How many employees does your company have, broken down into direct and indirect staff?	
11.	Turnover What was the turnover generated by your company in the past three years?	

12.	<p>Products, services</p> <p>What products and services does your company provides?</p>	
13.	<p>Experience</p> <p>How many of these kind of systems have you provided in working order?</p>	
14.	<p>References</p> <p>What references do you have that are relevant to Eurail.com's need and whom we can possibly approach? What were the success factors, what role did the client play, what would you recommend against doing and what went wrong?</p>	

Train reservation system specific questions		
15.	<p>Your vision</p> <p>What is your vision on the future of train reservations and supporting systems? What does your roadmap look like?</p>	
16.	<p>Approach</p> <p>What is your proposed solution for our challenges?</p>	
17.	<p>Distinction product</p> <p>Can you tell us how your product distinguishes itself compared to similar products on the market? Please list both the strengths and weaknesses of your product. These include:</p> <ul style="list-style-type: none"> • Self-service • E-ticketing/e-reservations • Timetable: what timetable source is used and can you guarantee correctness and completeness of it? • User friendliness • Availability • Flexibility and/or adaptability to user requirements 	

	<ul style="list-style-type: none"> • Open architecture and standardisation of techniques • Management and maintainability 	
18.	<p>Planning</p> <p>What could be the lead time for carrying out your approach?</p> <p>Would it be possible to have this implemented in February 2017?</p>	
19.	<p>Architecture</p> <p>Eurail.com is keen to receive further information about your solution and how it works or cooperates. Can you provide a description, detailing at least the following topics:</p> <ul style="list-style-type: none"> • Interfaces What interfaces does your solution have and how are they used? • Data access How and to what extent is the data in your solution available for Eurail.com? • Maintainability (remote?) What maintenance and management possibilities does your product offer? • Security What security requirements does your solution comply with and how are these realised? • Connectivity Can your system connect to existing authentication solutions? What part of your system / data is available via API and do you have documentation of this? 	
20.	<p>Standard application</p> <p>Is your potential solution a standard application that needs to be configured or is it a customised application?</p>	
21.	<p>Future proof solution</p> <p>Eurail.com is keen to receive information about how solid and future proof your solution is. This includes expansions, replacement of hardware and OS software during the use period.</p>	

	<ul style="list-style-type: none"> • Scalability How and to what extent is your product scalable/expansible? • Platform (including HW and SW) On what platform is your solution based and how is this future-proofed? • Hosting What hosting and installation possibilities does your solution have? • Life Cycle Management How does your solution support LCM (life cycle management) on the components of your solution and how is it future-proof? 	
22.	<p>Availability</p> <p>What do you think are realistic availability percentages for these kinds of systems in general and what availability can you offer and how will you do this?</p>	
23.	<p>Costs</p> <p>Please give us an estimate of the cost of your solution based on the current information provided by Eurail.com</p>	
24.	<p>Contract form</p> <p>Do you prefer working under a performance based contract or a best efforts contract and can you explain why?</p>	

Any comments and/or suggestions	
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Appendix 1: Current and future situation

