

TouchNet Response to:
George Mason University
RFP #GMU-1273-15: Campus Merchant
E-Commerce Services

REDACTED

**DUE: November 12, 2015
2:00 p.m.**

**Kris bibler, Regional Sales Manager
TouchNet Information Systems, Inc.
15520 College Blvd.
Lenexa, KS 66219
800.869.8329**

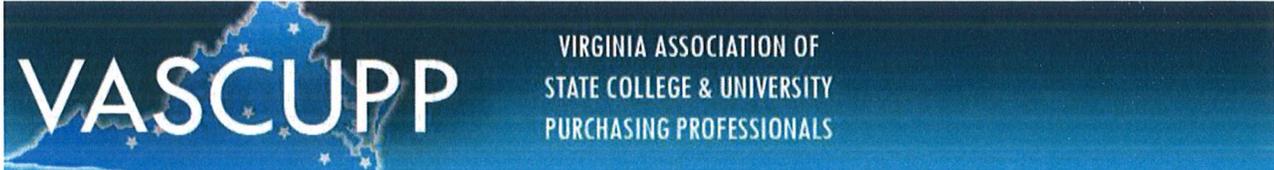
TouchNet Information Systems, Inc.
800.869.8329
www.touchnet.com

© 2015 TouchNet Information Systems, Inc. All rights reserved.

TouchNet, the TouchNet logo, Set the Curve, U.Commerce, eRefunds Direct, eRefunds Plus, FX Gateway, PayPath, Seek-N-Secure, Everywhere Money Moves, How Money Moves on Campus, Billable Moment, SponsorPoint, T-Link, TouchNet Certified DataCenter, Move the Button, and TouchNet Ready are registered trademarks or trademarks of TouchNet Information Systems, Inc. Other business marks are the property of their respective owners.



Purchasing Department
 Mailing Address: 4400 University Drive, Mailstop 3C5
 Street Address: 4441 George Mason Boulevard,
 University Hall, 4th Floor, Suite 4200
 Fairfax, VA 22030
 Voice: 703.993.2580 | Fax: 703.993.2589



**REQUEST FOR PROPOSALS
 GMU-1273-15**

ISSUE DATE: October 7, 2015

TITLE: Campus Merchant E-Commerce Services

PRIMARY PROCUREMENT OFFICER: James F. Russell, Associate Director, jrussell@gmu.edu
SECONDARY PROCUREMENT OFFICER: Cindy Sempsrott, Assistant Director, csempstro@gmu.edu

PROPOSAL DUE DATE AND TIME: November 12, 2015 @ 2:00 PM. Hand deliver or mail proposals directly to the address above. Electronic submissions will not be accepted. A public opening will not be held.

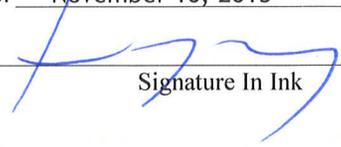
QUESTIONS/INQUIRIES: Please hold all questions until the preproposal conference. After the conference e-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on October 26, 2015. Responses to questions will be posted on the Mason Purchasing Website by 4:00 PM EST on October 30, 2015.

MANDATORY PREPROPOSAL CONFERENCE: See Section XII., paragraph E.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations. TouchNet response: Please see TouchNet's comments below.

Name and Address of Firm:

TouchNet Information Systems, Inc.
 15520 College Blvd.
 Lenexa, KS 66219
 FEI/FIN No. 48-1072951
 Fax No. 913.599.5588
 Email: daniel.toughey@touchnet.com

Date: November 10, 2015
 By: 
 Signature In Ink
 Name: Daniel J. Toughey
 Title: Senior Vice President, TouchNet
 Telephone No. 913.599.6699 or 800.869.8329

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules, § 36* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

Response: TouchNet Information Systems, Inc. has existing Agreements with George Mason University for the use of TouchNet eCommerce software. Because TouchNet and George Mason University have existing Agreements, it should not be necessary to negotiate new agreement(s). Instead, TouchNet proposes to simply add an addendum to the System Purchase & License Agreement dated May 23, 2002 and to the Hosting Services Agreement dated September 29, 2009 for the additional products selected. The terms and conditions already negotiated with George Mason University, as addended, will apply and will control the rights and responsibilities of the parties. Consequently, TouchNet does not pre-emptively agree to the specifications of the RFP or accept the terms and conditions of the RFP without exception. TouchNet takes exception to the terms and conditions of this RFP to the extent the terms contained therein conflict with those terms that have already been negotiated for use with George Mason University.

This page left blank intentionally.

TouchNet Confidential Information

Except as provided, once an award is announced, all proposals submitted in response to this RFP will be open to inspection by any citizen, or interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm prior to or as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act only under the following circumstances: (1) the appropriate information is clearly identified by some distinct method such as highlighting or underlining; (2) only the specific words, figures, or paragraphs that constitute trade secrets or proprietary information are identified; and (3) a summary page is supplied immediately following the proposal title page that includes (a) the information to be protected, (b) the section(s)/page number(s) where this information is found in the proposal, and (c) a statement why protection is necessary for each section listed. The firm must also provide a separate electronic copy of the proposal (CD, etc.) with the trade secrets and/or proprietary information redacted. If all of these requirements are not met, then the firm's entire proposal will be available for public inspection.

TouchNet understands the evaluation committee must have full and complete access to our information in order to select the best solution available for your needs. Much of the TouchNet response to this RFP is, in general, publicly available information.

However, there are specific questions that will require TouchNet to disclose trade secrets, copyrighted information and methods, or other confidential information. As instructed in the RFP, those items are listed below. Any item so designated should only be utilized by the evaluation committee, and not released to TouchNet competitors or any person that is looking to learn our methods, obtain our confidential information, trade secrets, or personnel information. Such release of information to competitors or other persons would only be used to harm TouchNet, learn our proprietary methods, trade secrets, copyrighted information, and intellectual property.

TouchNet considers the following to be confidential information:

1. Screen shots of TouchNet's administrative interfaces. Screen shots of TouchNet's administrative interfaces are available only to licensed users and are not in the public domain, and therefore are considered proprietary information. These are found on pages 10, 19, 20, and 22.
2. Information regarding specific TouchNet customers. This includes the TouchNet references listed on page 31.
3. TouchNet's contractual language. This includes TouchNet's Sample First Addendum to Software License Agreement, Sample First Addendum to Hosting Services Agreement, and Sample Transaction Services Agreement. The sample Agreements begin on page 43.

Also, please note that if George Mason University receives a request for disclosure of TouchNet's confidential, proprietary, or trade secret information, prior to any act of disclosure, the University must provide prompt Notice to TouchNet of the fact of the request and the substance thereof in order to permit TouchNet to act to prevent the disclosure if TouchNet believes that a disclosure would, or may, cause it harm or damages, of whatever nature. The University will cooperate with TouchNet upon request if TouchNet elects to attempt to prevent a disclosure. The Confidential Information provisions of Mason's current Agreements with TouchNet will apply.

This page left blank intentionally.

November 10, 2015

James Russell
George Mason University
Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030

Mr. Russell:

TouchNet[®] is pleased to respond to this RFP for Campus Merchant E-Commerce Services at George Mason University to accept payments for non-student items. For the past 12 years, George Mason University has successfully used other TouchNet eCommerce modules integrated in real time with your Banner[®] Student Information System to automate, streamline, and secure payments. In this response TouchNet will describe additional solutions that can help the University meet its expanding needs for campus eCommerce solutions.

It has been a growing trend over the past decade for colleges and universities to realize that they are very complex merchants. While most started with the thought that “eCommerce” meant their student Accounts Receivable payments, Higher Education institutions now realize that they have an even larger task in managing all of the non-student payments such as merchandising, events, ticketing, donations, parking, housing, child care, and many more. With the requirement to comply with the Payment Card Industry Data Security Standard, and the goal to streamline the reconciliation and updating of the Finance systems, institutions are turning to commerce systems focused on Higher Education. In this proposal, TouchNet will describe how the various solutions in our TouchNet[®] Marketplace[™] Suite help Higher Education institutions manage their complex environment.

TouchNet Marketplace is a mature product. Our first version came out in 2000, with the design criteria of making it so user-friendly that a University employee did not have to know HTML code or any programming to use it. Over the years, and with hundreds of implementations at college campuses, TouchNet Marketplace has evolved into a state-of-the-art Commerce System that enables Higher Education institutions to accept payments through a variety of platforms, including online through desktop, laptop, or tablet devices; via smartphones and other mobile devices; and in person.

In addition, TouchNet Marketplace offers real-time integration with Banner[®] by Ellucian[®]. Our real-time integration is standard out of the box and comes delivered with the TouchNet solution. In fact, our relationship with Ellucian is a key part of TouchNet’s proposal. TouchNet has been an Ellucian partner since 1995, when Banner was operated by a company called SCT, which became SunGard, which, in turn, became Ellucian in 2012. In 2013, Ellucian made TouchNet their Strategic Payment Partner. In addition, TouchNet Marketplace uPay, which is already licensed by George Mason University, provides integration with existing campus websites, while approximately 100 vendors commonly chosen by Higher Education institutions integrate to the TouchNet U.Commerce[®] payment platform through the TouchNet[®] Ready[™] Partner Program. These include, but are not limited to, T2Flex, RMS, Hobsons ApplyYourself, Active Net, ACEware, Regonline, VisualZen, Active Data, and Terra Dotta.

Like your current solutions, your new solutions will be hosted in the TouchNet Certified DataCenter[™]. TouchNet’s DataCenter is audited annually for compliance with the Payment Card Industry Data Security Standard (PCI DSS). In addition, where applicable, TouchNet software is validated as compliant with the Payment Application Data Security Standard (PA-DSS). Full compliance just makes sense for TouchNet and our customers.

As a current TouchNet customer, you are already familiar with TouchNet’s security, as well as our personnel and customer service. With the proposed solutions, you can continue to work with the systems and people you already know, while at the same time enjoying the additional benefits of your

new solutions. Moreover, TouchNet already has a System Purchase & License Agreement and a Hosting Services Agreement with Mason. We can simply add your new TouchNet solutions as addenda to the existing Agreements, eliminating the need for lengthy contract negotiations.

You will notice that as a part of our proposal, we have included TouchNet + Heartland Transaction Services. We have done so for several reasons. First, licensing TouchNet + Heartland Transaction Services will enable George Mason University to consolidate campus payment processing into a single platform. Student account payments, payment plans, electronic billing, refunds, campus E-Commerce, third-party vendor (e.g RMS, T2, etc.) payments, and card processing can all be consolidated into a single end-to-end solution provided by a single vendor. Second, TouchNet + Heartland Transaction Services can provide a competitive pricing structure and the "Merchant Bill of Rights", which was proposed as an industry standard by Heartland for fairness, honesty, and transparency in credit and debit card processing. Third, with TouchNet + Heartland Transaction Services, you will also receive the benefits of RECON 1 for detailed reporting and reconciliation.

In summary, TouchNet believes that George Mason University's existing relationship with TouchNet, as well as our experience, financial strength, integration, and wide spectrum of eCommerce solutions will make TouchNet the right choice for George Mason University.

Sincerely,



Daniel J. Toughey
Senior Vice President, TouchNet

Table of Contents

Introduction to TouchNet Information Systems	1
Moving Campus Commerce Forward	1
About TouchNet	2
We Set the Curve	2
Ellucian/TouchNet Partnership	3
Solutions for George Mason University	4
Proposed Solutions	4
Additional TouchNet Solutions	7
V. Statement of Needs	9
A. General Requirements:	9
B. Departmental Merchant E-Commerce Centralized Payment System Requirements:	13
C. PCI Compliance	26
VI. Cost of Services	27
References	31
TouchNet Comments on Terms and Conditions	32
Vendor Data Sheet	33
Acknowledgment of Addenda	35
Addendum 1	37
Addendum 2	39
Sample Agreements	43
Sample First Addendum to Software License Agreement	
Sample First Addendum to Hosting Services Agreement	
Sample Transaction Services Agreement	

This page left blank intentionally.

Introduction to TouchNet Information Systems

Moving Campus Commerce Forward

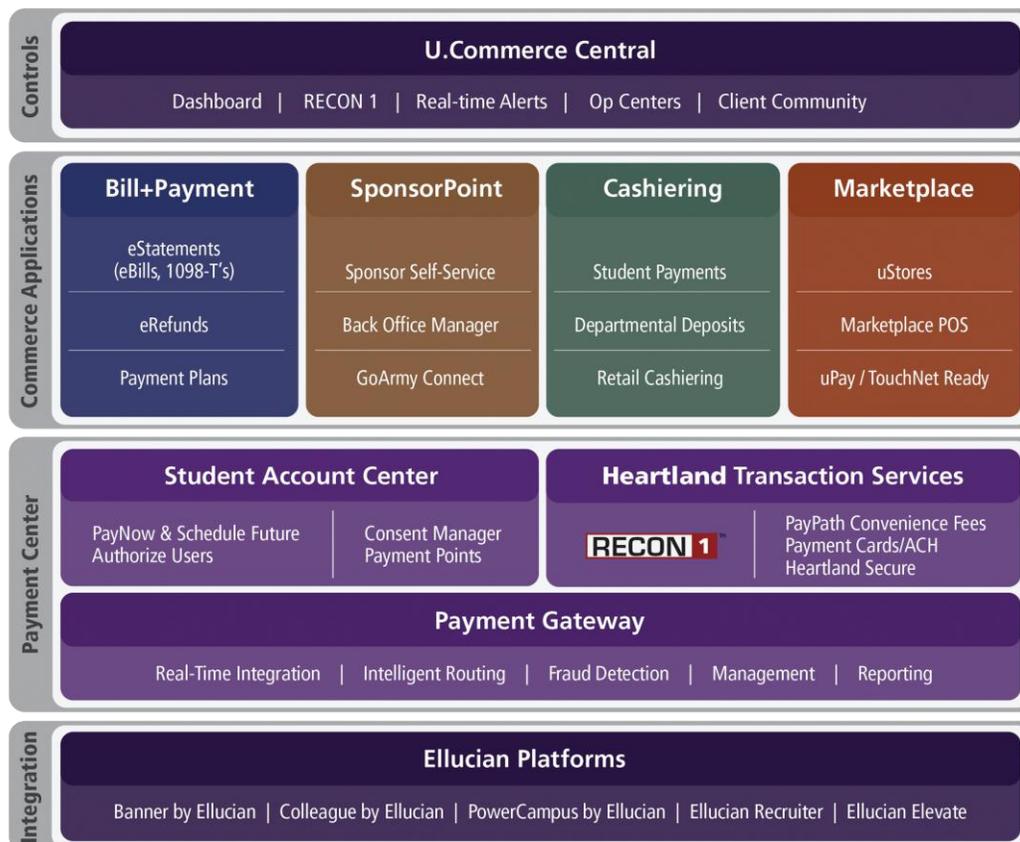
For 25 years, TouchNet has relentlessly pursued new ideas in technology to help Higher Education save, make, and manage money better. We've never been satisfied with the status quo, and we will continue to set the curve in campus commerce.

With future possibilities in mind, TouchNet agreed recently to an acquisition by Heartland Payment Systems, the fifth largest payments processor in the U.S. and one that processes more than \$100 billion in transactions a year. Our core philosophies are very similar and we're confident joining forces will make both partners stronger.

Payments are getting more complex and managing transactions is getting more challenging. While others move slowly, we're excited and charging forward. This drive comes from a belief that colleges and universities can achieve a fully unified commerce environment through application of a strong strategic focus and a solid payment platform that we call TouchNet U.Commerce.

U.Commerce has the broadest spectrum of software, services, and strategies for greater control of campus transactions, costs, compliance, and constituent satisfaction. U.Commerce is designed to unify the campus enterprise and to expand as your needs change. TouchNet's software solutions, services, and strategies deliver integration and innovation to unify the campus enterprise – and lets U.Commerce improve the experience for you and your constituents. Below is an illustration of our U.Commerce Platform.

TouchNet Platform



About TouchNet

Ever since its inception, TouchNet has focused on its unwavering commitment to a seamless unification of campus commerce. Today, our products give you superior edge-to-edge campus commerce automation and integration. Rapid development of advanced technologies ensures your campus is always ahead of the curve. Tomorrow brings even more exciting possibilities now that we're part of the Heartland Campus Solutions initiative.

Serving students and other constituents may be your mission, but securing and processing their payments is your challenge. With rising costs, escalating rules and regulations, and ever-growing student expectations for the latest electronic commerce technology, the job seems to get tougher all the time. We're here to help—not just as a vendor, but as your commerce partner. We have your students' best interests at heart, just like you do. We look for opportunities where you can save time and money, improve student services, and better secure payment data. We offer you the broadest range of campus commerce solutions available today and help you successfully navigate a shifting commerce landscape.

We Set the Curve

TouchNet has saved clients time, money, and hassles by setting the industry curve in efficiency, technology, and trust. Now, after joining forces with Heartland, we're charging forward and setting the curve even higher. TouchNet + Heartland gives Higher Education institutions access to even more resources, services, and solutions that move campus commerce forward.

We Set the Curve in Efficiency. You save time and money.

- The most payment options and maximum flexibility for cost-efficient transaction processing + **faster and easier reconciliation with Heartland payment processing.**
- More pre-integrated third-party partners for campuswide unification and easier PCI compliance + **opportunities for transaction volume incentives.**
- The largest user base of ePayments in Higher Education means power in numbers + **the know-how of one of the largest payment processors in the U.S.**

We Set the Curve in Technology. Your business runs better.

- Automation across all campus departments delivering real-time information + **optimized payment management with an enterprise Dashboard.**
- Broad spectrum of U.Commerce solutions eliminates expensive support for multiple systems + **Heartland's campus cards, disbursement options, loan servicing, and more.**
- Technologies that exceed expectations of campus constituents to improve institutional competitiveness + **adopting emerging commerce technologies for new solutions.**

We Set the Curve in Trust. Your environment is secure.

- Software and operations that are fully certified and PCI DSS and PA-DSS compliant + **the expertise from securing more than \$100 billion in transactions per year.**
- Open and honest business model + **Heartland's Merchant Bill of Rights for fair and transparent payment processing.**
- Dedication to Higher Education + **the strength of an industry leader with a knowledge base from a wide range of merchants and markets.**

TouchNet + Heartland is your partner in payments. We are committed to moving campus commerce forward so you can focus on running the business of Higher Education better.

Ellucian/TouchNet Partnership



Ellucian has partnered with TouchNet since 1995, and TouchNet has provided software solutions that complement Ellucian’s solutions. TouchNet works closely with Ellucian in the design of its software in order to provide real-time updates to ERP software. Because TouchNet and Ellucian have a successful and well-established relationship, the joint level of customer support is very high.

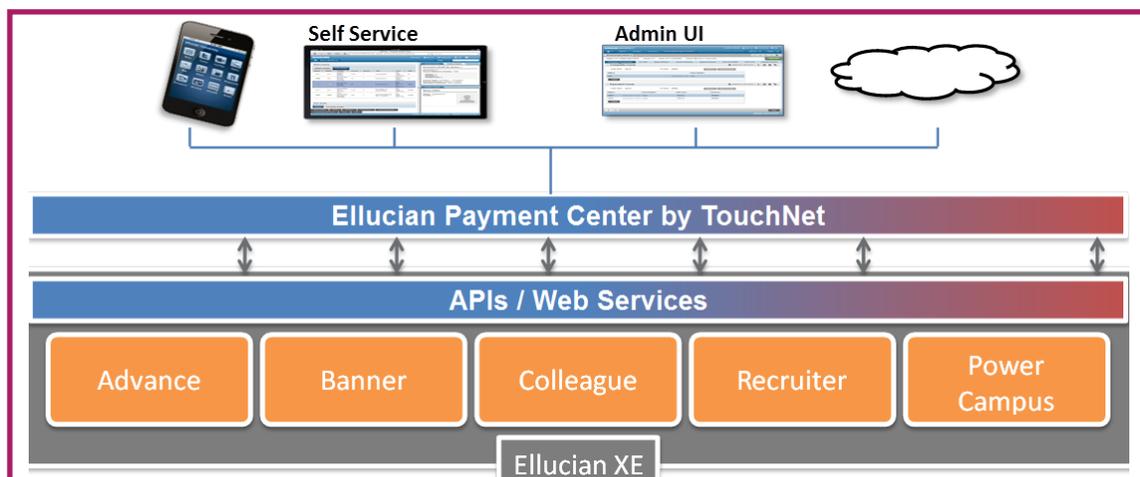
At the Ellucian Live conference on April 7, 2013, Ellucian announced a material change to its partnership with TouchNet. Ellucian and TouchNet have executed a Strategic Partnership Agreement in which Ellucian would distribute and license the Ellucian Payment Center by TouchNet as a supported Ellucian product. Moving forward, TouchNet would be the only payment partner whose solutions would be licensed, distributed, and supported by Ellucian.

The Payment Center provides colleges and universities with a base module that is rich in user features, is PCI (Payment Card Industry) compliant, and offers campus constituents a range of payment options. The Payment Center supports Banner® by Ellucian, Colleague® by Ellucian, Ellucian Advance™, Ellucian Recruiter™, and PowerCampus™ by Ellucian.

The Payment Center gives students self-service access to real-time account balances, as well as the ability to make electronic account payments, manage online payment profiles, and designate authorized users who can make payments on their behalf. It gives campus administrators a single sign-on administrative center, including the Dashboard, to monitor and manage payment transactions.

In keeping with the Ellucian XE (Extensible Ecosystem) vision, the Payment Center can be expanded to a unified and comprehensive campus commerce system. Upgrade modules include electronic student refunds, self-service payment plans, online storefronts, cashiering, POS capabilities, and more.

Ellucian XE Vision



Solutions for George Mason University

Proposed Solutions

TouchNet proposes that George Mason University license the following products and services:

TouchNet[®] Marketplace[™]

TouchNet Marketplace is a comprehensive framework for support of eCommerce throughout the campus enterprise. It offers a campuswide solution for students, parents, alumni, and patrons that want to purchase goods and services, register for events, or make donations online or in person. It can be used by departments and campus organizations to create, manage, and operate online storefronts, registration sites, and online payment pages for existing campus web-based business applications, and it updates appropriate G/L accounts in the institution's Finance System. Marketplace helps an institution centralize control of eCommerce finances and technology, while it distributes management and operations of eCommerce websites to authorized campus merchants.

uStores.....Marketplace uStores is a self-contained eCommerce solution that combines online malls and storefronts with inventory control, order fulfillment, and financial reporting. Creating basic storefronts is done in a matter of minutes. Store administrators use an intuitive web interface to define store and product attributes, including store and item names, prices, and shipping options.

uPayMarketplace uPay gives campuses a solution for integrating credit card and ACH payments with the departmental websites or existing web applications. Campus merchants can establish uPay pages in minutes and use them to offer customers secure payment processing. uPay collects all relevant payment information in a secure environment that feeds directly to TouchNet Payment Gateway, then links back to the original application. GMU has already licensed uPay Limited, which we propose to convert to the full version of Marketplace uPay.

Mobile MarketplaceMobile Marketplace lets students and parents shop campus storefronts, register for events, enroll in Continuing Education classes, and make payments while on the go. Mobile Marketplace includes access to stored payment profiles. Mobile is also available for uPay sites.

Marketplace POS[™].....Marketplace POS is a turnkey solution that provides centralized, secure payments across the campus enterprise. It integrates seamlessly with Marketplace uStores and key campus ERP student and finance systems. Marketplace POS uses P2PE (point-to-point encryption) technology to protect cardholder information. Marketplace POS includes the latest payment technology, including PIN debit, signature debit, and credit card payment options; barcode generator/reader; and TouchNet's new Device Manager software. Device Manager enables checking in and out devices to different attendants and enabling/disabling the device remotely.

TouchNet + Heartland Transaction Services (Optional)

TouchNet + Heartland Transaction Services is a unique combination of TouchNet software, for both in-person and online payments across campus, PLUS Heartland Payment System's processing for multiple card brands and ATM debit networks. This tight integration allows for a single source for reconciliation from gross dollars received to net receivables for each individual payment, competitive and transparent pricing, plus easier compliance reporting. TouchNet + Heartland Transaction Services also includes full-service ACH processing. The ACH processing services provide automated file transfers to banks, return handling and payer communications for failed payments.

RECON 1Customers who have licensed both TouchNet software and TouchNet + Heartland Transaction Services also receive RECON 1. RECON 1 is a unique and seamless integration between TouchNet's Payment Gateway and the Heartland Processing Database. This real-time, turn-key payment processing solution provides the ability to secure the processing chain by eliminating hand-offs from Payment Gateway to Processor. Information collected from campus ERP systems, Heartland payment processing, and TouchNet U.Commerce transactions can be viewed in a single dashboard. Universities are able to eliminate multiple portals used to reconcile gross to net settlements, view monthly processing statements, track trends or even drill down to individual batches and transactions in order to streamline reconciliation. This integration also allows automated posting of processing fees to their appropriate merchant G/L accounts. The biggest advantage is the ability to truly unify campus commerce by our "All Devices, All In" strategy. Even if an approved, stand-alone point-of-sale device does not connect directly to TouchNet U.Commerce, its transactions are available from Heartland to review in RECON 1 and the deployment of that device on campus can be monitored through Device Manager.

TouchNet[®] Ready[™] Partner Program

The TouchNet Ready Partner Program promotes improved data security and better fiscal controls for campuswide commerce transactions. This unique vendor partnership creates an environment where payment transactions arising from many campus software systems (e.g. Parking, Continuing Education, Housing, Fundraising, Ticketing, Event Management, etc.) are processed via one central, fully certified Commerce Management System. It is a key enabler of TouchNet's campuswide strategy called "Move the Button"—simplifying PCI (Payment Card Industry) compliance by reducing the number of systems on campus that touch payment data and, therefore, fall within PCI scope. TouchNet has approximately 100 TouchNet Ready Partners. GMU already has several TouchNet Ready Partners, and we propose to add additional partners.

TouchNet[®] Secure Hosting Services

When considering PCI compliance, your first goal is to lock down payment information in a secure processing facility. TouchNet hosts your commerce management software in its PCI-compliant TouchNet Certified DataCenter[™] (CDC). The TouchNet CDC is a secure hosting facility that features built-in redundancy, starting with the most basic of services and moving on to hardware and software components. In the CDC, your systems are run in a safe, secure environment by the people that know your TouchNet solutions best. TouchNet installs your software, then provides ongoing operations, software maintenance, and release management services. TouchNet monitors your software 24 x 7. TouchNet is there when an immediate reaction is needed. All the while, your campus commerce data is secure and protected. Operations in the CDC are reviewed annually to ensure compliance with PCI DSS.

TouchNet[®] Professional Services

Implementation, training, and support services are provided by the TouchNet Professional Services team you are already familiar with.

Implementation ServicesTouchNet's experienced implementation teams will help get your licensed software up and running. From the initial implementation plan and product shipping to system testing and post-installation review, TouchNet will help coordinate your implementation, including both on-site and remote activities. Shortly after you receive your license agreement, a TouchNet representative will contact you to help plan the implementation project, including installation, testing, training, and project review activities. Once installation and training are completed, TouchNet will perform a post-installation review to resolve any outstanding issues.

TouchNet TrainingTouchNet provides training for each product that you license in a mutually agreed-upon schedule based upon resource availability and your time preferences. Training may be provided remotely via web broadcasts or in person. TouchNet can also offer custom, tailored training sessions at your facilities or at TouchNet's corporate offices.

Support ServicesTouchNet customers receive ongoing support for their TouchNet solutions. This includes regular updates to your software systems, telephone and web-based communications for problem solving and issue resolution, and special access to customers-only website material.

Client RelationsTouchNet Client Relationship Managers (CRMs) help ensure that clients receive the maximum return on their investment in TouchNet. CRMs help customers achieve key business objectives, increase the use of existing functionality, and accomplish other strategic initiatives.

TouchNet[®] Client Community[™]

TouchNet Client Community is a community fully committed to the open exchange of ideas and information. All TouchNet clients have access to the Client Community portal, which delivers access to interactive training materials; product information and downloadable documentation; industry news and news feeds; educational articles and white papers; marketing kits; client case studies; and much more. As a current TouchNet customer, the Client Community is already available to you.

Additional TouchNet Solutions

The proposed solutions described in the previous section will meet the immediate needs of George Mason University. However, TouchNet also develops applications that are beyond the scope of this RFP and are not already licensed by the University. As time passes and your needs and opportunities expand, you may wish to consider some of the other solutions TouchNet has to offer.

TouchNet[®] Cashiering[™]

TouchNet Cashiering provides colleges and universities with integrated support for campuswide, in-person payments from the business office to campus points of sale. Add web departmental deposits and point-of-sale devices and you have a comprehensive, real-time cashiering system for both receivable and non-receivable payment transactions. TouchNet Cashiering lets a campus take student and corporate account payments, scan and store images of checks and electronic signatures, print receipts and reports based on different transaction activities, organize and enable deposits between departmental accounts, and ensure accuracy during the close and balance process.

Student Cashiering Student Cashiering, formerly known as “Cashiering-Business Office”, is designed to receipt receivable payments for student accounts. With Student Cashiering, you can accept student payments made in person, over the phone, or by mail. You can also increase business office efficiency by reducing paper processes, improving reconciliation, and adding real-time access to Banner accounts. You can then ensure consistent end-of-day processes with required close and balance procedures and settlements across the campus enterprise.

Retail Cashiering..... The Retail Cashiering solution, formerly known as “Cashiering-Campus Merchant”, lets you integrate and centralize control of payment points outside the Business Office by supporting in-person payments and receipt processing for non-receivable items made at the point of sale. With Retail Cashiering, you can manage point-of-purchase devices and posting of G/L entries to the campus ERP system.

Departmental Deposits The Departmental Deposits module, formerly licensed as a part of TouchNet Student Cashiering, provides web departmental deposits. The web departmental deposits feature streamlines efficiency at the cashiering station and saves departmental users time when submitting deposits. Web departmental deposits are batch deposits that can be entered and submitted remotely, depending on a user’s authorization rights, with little or no help from a cashier. By entering the deposit information online, departmental users avoid waiting in line for cashiers to process their deposits.

TouchNet[®] Mobile Bill+Payment

Mobile Bill+Payment enables students to pay tuition and fees, view account balances, real-time activity, or billing statements from a smartphone. They can also make payments with stored payment profiles, set up authorized users, enroll in payment plans, and receive text alerts of new online statements, payment due dates, and refunds available.

TouchNet[®] Payment Gateway[™] Debit and Campus Cards

In addition to the credit card and ACH payment methods already licensed by George Mason University, TouchNet Payment Gateway also offers debit cards and campus cards as payment methods.

Debit.....Payment Gateway Debit lets you take advantage of today’s lower debit card interchange rate to reduce your overall payment processing costs. The Debit module helps you accept and process all forms of debit card payments as lower-cost alternatives to credit card transactions. This will be needed if George Mason wishes to accept PIN Debit payments through Marketplace POS.

Campus CardsIn conjunction with business partners Blackboard or CBORD, or our parent company, Heartland Payment Systems, Inc., Payment Gateway Campus Cards lets you offer students the option to make payments using their campus IDs as their payment cards.

TouchNet[®] SponsorPoint[™]

TouchNet SponsorPoint is a solution for automating third-party sponsored agreements, receivables, communications, and payments. SponsorPoint automates third-party contract payments by connecting sponsors and Higher Education institutions. SponsorPoint replaces paper-based processes with electronic applications, streamlines reconciliation, automates communications, secures payment transactions, and provides self-service, online account management for sponsors, while allowing institutions timely payments collected with less effort. TouchNet was a part of the NACUBO workgroup that led the challenge to find a better way to help institutions address this need.

TouchNet[®] Seek-N-Secure[™]

TouchNet Seek-N-Secure is an enterprise solution for finding and fixing unprotected PII. Using patented vector-space modeling, Seek-N-Secure thoroughly scans campus computers and networks to locate card data and other highly sensitive personal information with unprecedented accuracy. Just as important, it offers you the option to fix data left unsecured so that it is no longer a threat to the institution. Operators can isolate, wipe, or mask sensitive information so that it is no longer usable by anyone accessing the file.

V. Statement of Needs

Mason seeks a campus departmental merchant e-commerce centralized payment system that is PCI compliant and works for all University products and services.

TouchNet Marketplace is a comprehensive framework for enterprise-wide eCommerce. TouchNet Marketplace can be used by multiple campus departments and organizations to create, manage, and operate online storefronts and uPay sites. Marketplace helps centralize control of eCommerce finances and technology while it distributes the management and operations of eCommerce sites to authorized campus merchants. For all campus merchants, storefronts are set up and managed in the Marketplace Operations Center. Payments entered into all storefronts are then processed by the PA-DSS compliant Payment Gateway. Like your current solutions, the system will be hosted in TouchNet's PCI DSS compliant TouchNet Certified DataCenter.

A. General Requirements:

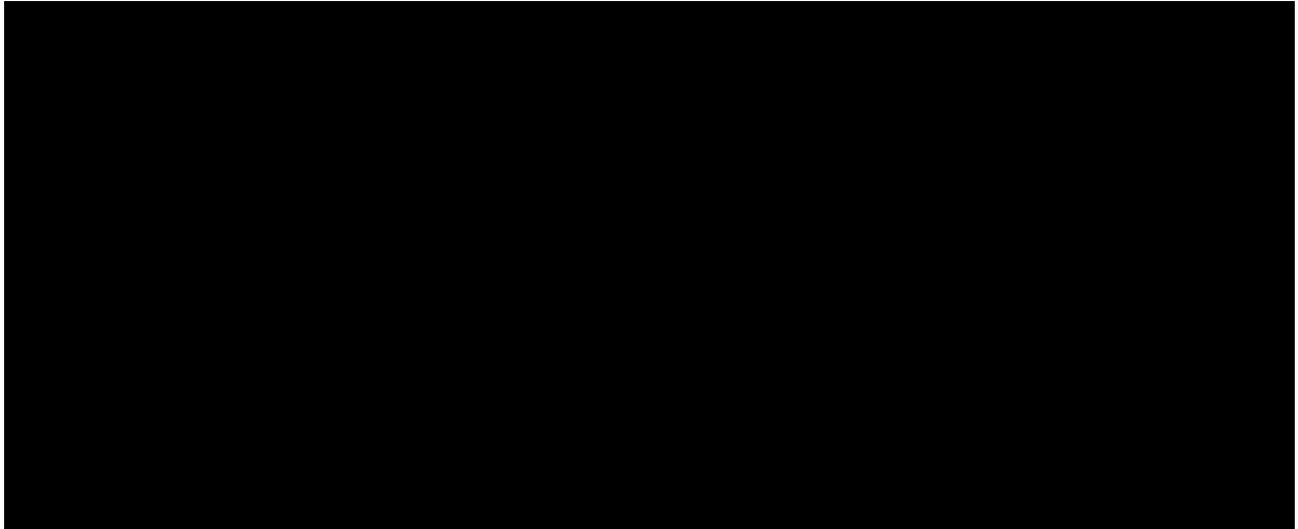
1. Be user friendly and flexible plus quick and easy to use

TouchNet applications are designed to be easy to use, navigate, understand, and follow. In other words, they are intuitive and user-friendly. TouchNet's applications provide a modern user experience and interfaces similar to those used throughout the web. As a result, users are presented with familiar features such as clean layouts, drop-down boxes, tab menus, simple forms, etc., that make the applications easier to use. Page functions are familiar to web users and web skills transfer to TouchNet solutions, making them easier to learn as well. More specifically, Marketplace uStores includes shopping cart and checkout functionality that are familiar to any customer who has used an online shopping application like Amazon.com.

For administrative users, all pages in the Operations Centers feature navigation links at the top of each page as well as the familiar left-hand navigation menus that make it quick and easy to navigate to any application in the Operations Center, return to the Home page, access online Help, or log out of the system, as shown on the next page. In addition, online Help is available in all Operations Centers.

V. Statement of Needs, A. General Requirements, Item #1. User Friendly (cont.)

Marketplace Operations Center



Screen shots of TouchNet's administrative interfaces are available only to licensed users and are not in the public domain, and therefore are considered Proprietary Information.

2. Have strong data security

TouchNet is serious about helping customers meet their information security requirements. TouchNet is a contributing member of the PCI Security Standards Council, and is audited for compliance to PCI DSS and, where applicable, PA-DSS, and undergoes Service Organization Controls (SOC 1) audits (also referred to as SSAE 16). The PCI audits are performed by an independent Qualified Security Assessor according to the rigorous requirements defined for all Level-1 Merchants and Service Providers.

Among the safeguards audited as part of our PCI DSS certification are:

- Administrative access to TouchNet's DataCenter is restricted. A limited number of TouchNet's staff can access products installed in our DataCenter. TouchNet takes care to separate duties. For example, individuals that develop code cannot access customer data.
- TouchNet products use industry-standard methods to protect sensitive payment data. This includes masking sensitive data presented to the end user. All account numbers and other highly sensitive data are stored with strong cryptography as defined by PCI DSS. Such data is also protected during transmission over public networks using PCI-DSS compliant cryptography.
- TouchNet monitors systems hosted in our Certified DataCenter 24 x 7 and limits physical access to the systems to only those individuals that must have access. Physical access is also monitored by TouchNet staff.
- TouchNet performs routine scans on our networks and applications to locate any potential vulnerabilities and takes immediate action to remediate any such issues.
- Sensitive data used to troubleshoot issues is isolated to segregated terminal machines. TouchNet also performs routine scans of staff machines to verify that no sensitive data is present on workstations.
- All applications are subject to code review prior to implementation in the DataCenter.

V. Statement of Needs, A. General Requirements, Item #2. Strong Data Security (cont.)

- TouchNet maintains firewalls that comply with all PCI DSS requirements such as "deny all" configuration, formal configuration standards, periodic review, etc.
- And more....

The following are among the PA-DSS Security Measures employed by TouchNet:

- The application is protected against commonly used hacker techniques such as SQL Injection or Cross-site scripting, and other vulnerabilities listed in the OWASP (Open Web Application Security Project) Top Ten.
- TouchNet products use encryption to protect stored sensitive data or data in transit. TouchNet's applications encrypt, store, and transmit data according to the standards stated in the PA-DSS and PCI DSS requirements. This includes masking sensitive refund data presented to the end user.
- TouchNet applications require strong passwords for administrative users. TouchNet U.Commerce Central enables you to establish a password policy that controls password requirements (minimum/maximum length; number of numeric, lowercase, uppercase, and special characters; days until expiration, etc.). For each of the parameters, TouchNet has set upper and lower boundaries that will enable the password strength to comply with PCI guidelines and other requirements.

But to TouchNet, PCI-PA-DSS compliance is a starting point for data security, not an ending point. Instead of treating those standards as a goal to work up to, we treat them as a baseline to begin with. For example, the PCI DSS requires either an application firewall or secure code reviews. Instead of merely choosing one, TouchNet did both. We believe in going the extra mile to ensure that our customers' sensitive data is safe and secure.

3. Allow unlimited number of departments and Mason customers to use system simultaneously.

TouchNet complies. TouchNet Marketplace uStores enables Mason departments to set up an unlimited number of Marketplace merchants and storefronts. With regard to Marketplace uPay, Mason currently has a license for Limited uPay, which allows Mason to set up and manage five uPay sites. We propose to upgrade Mason to a full uPay license, which would allow the University to set up an unlimited number of Marketplace uPay sites. It should also be noted that there is no limit to the number of administrative users who can log in.

Our systems are architected to handle many thousands of concurrent users, generating many millions of requests, per day. In addition, TouchNet systems are architected and tested to meet and exceed the number of peak transactions that happen during a payment period. TouchNet monitors system utilization in real time. In the event any pre-determined utilization thresholds are exceeded, these monitoring systems send alerts 24/7 to on-call staff that can allocate additional resources or make adjustments as necessary. We architect our solutions to exceed demands during peak payment periods.

4. Able to import/export data (to EXCEL & other)

TouchNet complies. TouchNet reports can be downloaded to a CSV-format file for further analysis and processing, and for subsequent upload to commonly used software tools such as Microsoft Excel or another reporting application. (Payment Gateway reports can also be downloaded to XLS or PDF format.)

5. Has seamless customer transition from Mason website to registration and payment websites

TouchNet complies. For Marketplace uStores, Mason can place a link to the online mall and/or individual storefronts on a campus website easily accessible by campus customers.

For Marketplace uPay, a user within a University web application can click a “pay now” (or similar) button and be clicked to the TouchNet uPay payment acceptance page(s), where they can enter their payment information including credit card numbers or bank account information (ACH). The user then clicks “process payment”, at which time uPay processes the payment in real time through the Payment Gateway to the University’s credit card processor (or bank for ACH) and displays a real-time confirmation and receipt page upon authorization. The user is then returned to the University web application.

To make the transition appear even more seamless, both Marketplace uStores and Marketplace uPay allow Mason to customize the look and feel of the Marketplace uStores mall, storefronts, and uPay pages so they are similar to existing campus web sites.

6. Has a customer search function

Mason stated that this question is not relevant. However, we would like to note that TouchNet Marketplace provides order search for order/payment tracking, both at the Marketplace level and at the store/uPay site level. Administrative users can search for:

- A uStores order by order number; order or fulfilled date (or date range); Payment Gateway reference number; credit card authorization code; or customer name, email address, and/or phone number.
- A uPay payment by system tracking ID; payment date (or date range); Payment Gateway reference number; credit card authorization code; external transaction ID; linked session ID; or customer name, email address, or phone number.

In addition, a keyword search is available for end users (shoppers, donors, event registrants, etc.).

7. Has 24/7 customer service for Mason’s customers

TouchNet considers Mason to be the end user; therefore, we provide support services directly to you. TouchNet licenses automated software solutions to our clients—we are not an “outsourced provider” of services. Moreover, online storefronts and uPay sites will be set up and managed by Mason personnel. Therefore, Mason personnel are more qualified than TouchNet to answer questions regarding items for sale, events, prices, etc. However, TouchNet stands ready to assist Mason staff members with issues relating to the functionality of the software itself, as we will describe in our response to the next question.

8. Has 24/7 user system support for Mason departments, preferably by phone or live chat

TouchNet complies. Customer support to George Mason University staff members is provided by the TouchNet Professional Services team you are already familiar with. Each TouchNet customer is assigned to a Service Team within Professional Services. As a current TouchNet customer, Mason has already been assigned to Service Team Green, which is specifically dedicated to customers running the Banner system.

TouchNet Professional Services will support University personnel Monday through Friday 8 a.m. to 8 p.m. Eastern Time. Functional or technical questions may be posed to the customer support team via phone, email, or from the Client Community portal based upon urgency. TouchNet provides both a toll-free telephone number and an email address for such communications. Should there be a critical issue outside standard hours for a system hosted in the DataCenter, TouchNet personnel

V. Statement of Needs, A. General Requirements, Item #8. 24//7 Support (cont.)

are available to remediate the situation as quickly as possible. Customers leveraging the TouchNet Certified DataCenter receive 24x7x365 monitoring support. Should a critical issue be experienced when in the hosted environment, TouchNet personnel are automatically notified to begin research on issue resolution.

9. Allow Mason departments and customers to provide feedback on system use

TouchNet complies. Though TouchNet does not generally interact directly with students and campus customers, we would welcome feedback from George Mason University personnel, including feedback provided by customers and passed along to us by University staff members. It should also be noted that in Marketplace uStores, a user who wishes to provide feedback or ask questions can click **Contact Us** to initiate an email message to the email address designated for the mall or storefront.

TouchNet also collects feedback and product enhancement ideas from a wide range of customer activities that includes interaction with our Client Advisory Board (Higher Education business professionals who volunteer to represent all customers in suggesting product improvements), discussions with TouchNet Client Relationship Managers, input provided at TouchNet COMTEC User Conferences, discussions held during problem resolution, and user submissions through the online Enhancement Request Form on the TouchNet Client Community site.

10. Has affordable fees with option to pass some fees to the customer

While TouchNet Marketplace does not currently allow for passing fees on to customers, you could build the fee into the item price. TouchNet is currently considering the possibility of adding this functionality, but this has not yet been included on our development roadmap.

With regard to Mason's statement in Addendum #2 that "If a 3rd party software partner that you integrate with has transaction fees that can be passed to the customer, we would like to have that option available", TouchNet simply processes whatever fees are passed to us by the TouchNet Ready Partner system.

B. Departmental Merchant E-Commerce Centralized Payment System Requirements:

1. Must accommodate a wide variety of University departmental merchant needs, both large & small (i.e. camps, courses, workshops, conferences, fairs, events, trips, merchandise/products, services)

TouchNet complies. Current TouchNet customers use TouchNet Marketplace for all of these types of events and many more.

The following are links to the Marketplace sites of some of our customers:

Tufts University: https://secure.touchnet.net/C21525_ustores/web/

Dallas Baptist University: https://secure.touchnet.net/C20654_ustores/web/

University of Idaho: https://marketplace.uidaho.edu/C20272_ustores/web/index.jsp

2. Must have a secure payment gateway that handles all credit/debit card transaction processing

TouchNet complies. This functionality is provided by the TouchNet Payment Gateway already in operation at George Mason University. TouchNet Payment Gateway is a secure, powerful, and scalable payment engine that drives campus commerce for colleges and universities. It is the heart of the U.Commerce system and is the bridge that connects campus merchants to the networks of electronic payment processors and campus ERP systems. The Payment Gateway can process campuswide payments made by electronic checks, credit cards, and debit cards (if licensed) from any TouchNet application. TouchNet Payment Gateway is already live at George Mason University. However, if George Mason wishes to accept PIN debit payments through Marketplace POS, you will need to add a Payment Gateway Debit license. Pricing for this license can be provided upon request.

3. Vendor must own the merchant identification numbers (MIDs)

Due to card brand requirements, George Mason University, rather than TouchNet will own the Merchant identification numbers.

In Addendum #2, Mason stated that “GMU would like to reduce the number of MIDs we own/manage.” Merchant IDs can be configured in several different ways to meet the needs of the University. Depending on how you wanted revenue to be reported and deposited into your accounts, you could use either a single merchant ID or multiple merchant IDs. For example, suppose you had a storefront for Baseball Tickets and another for Football Tickets. If you set up both storefronts under a single Marketplace merchant (i.e. “Athletic Department”), all revenue from both storefronts would be settled into the same accounts and included on any reports run for specific Marketplace or Payment Gateway merchants. If you set up each storefront under separate Marketplace Merchants (i.e. “Football Team” and “Baseball Team”), you could keep the revenue completely separate, both with regard to reporting and with regard to bank accounts.

In addition, if you select TouchNet + Heartland Transaction Services, our RECON 1 reporting will enable you to break down each department/organization that shares a merchant ID so you can see the fees associated with each entity.

4. Allow individual merchants to establish online storefronts linked to the secure payment option

TouchNet complies. Individual departments can establish online storefronts in Marketplace uStores. Online checkout functionality is built in to Marketplace uStores, so there is no need for merchants to create a link to another page for checkout. Moreover, Marketplace uStores is fully integrated with the TouchNet Payment Gateway already in operation at George Mason University.

TouchNet’s software has been validated as PA-DSS compliant, and the system is hosted in the PCI DSS compliant TouchNet Certified DataCenter.

5. Allow quick, easy and flexible setup of new merchant storefront or modification of existing ones

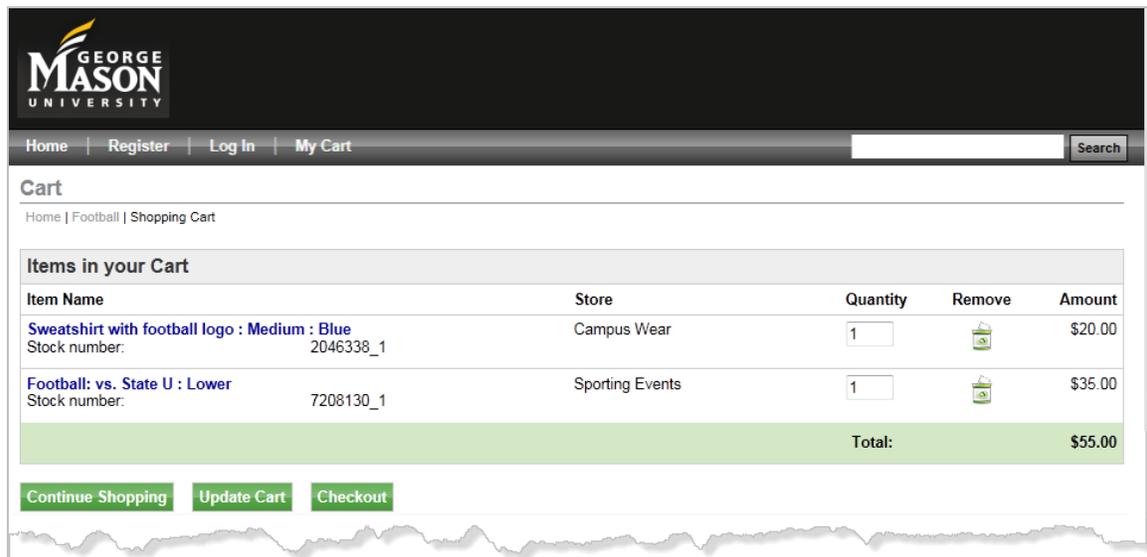
TouchNet complies. Marketplace uStores is designed for non-technical users to be able to quickly and easily create stores and modify existing ones. Marketplace users are presented with an intuitive web interface for setting up new stores and products. In this interface, TouchNet uStores offers a standard structure for creating storefronts, and a product wizard for the setup and creation of products/items. In addition, TouchNet offers detailed user documentation to guide you through each step of this process.

6. Provide shopping cart experience for customer

TouchNet complies. Marketplace uStores provides a fully functional e-Store capability through which campus departments and organizations can accept payments for merchandise sales, donations, event registrations, ticket sales, and many other functions.

Marketplace uStores includes shopping cart and checkout functionality that are familiar to any customer who has used an online shopping application like Amazon.com. If you have organized your storefronts into an online mall, the shopping cart consolidates purchases from all online stores into one checkout, even if the stores were set up for different campus entities. However, an online store can also be set up as a “single store”, in which case the storefront would have its own shopping cart.

Shopping Cart



7. Maintain strong data security and host data securely off of Mason servers

TouchNet complies. Our proposal includes hosting your system in our PCI compliant TouchNet Certified DataCenter. Authorization of credit cards and validation of ACH routing numbers presented online occurs inside the TouchNet Payment Gateway. All cardholder and bank account information is stored in the TouchNet Certified DataCenter, so Mason will not be required to store sensitive data.

TouchNet is a contributing member of the PCI Security Standards Council, and is audited for compliance to PCI DSS and, where applicable, PA-DSS, and undergoes Service Organization Controls (SOC 1) audits (also referred to as SSAE 16). The PCI audits are performed by an independent Qualified Security Assessor according to the rigorous requirements defined for all Level-1 Merchants and Service Providers. For more information about TouchNet security, please see our response to item #2 beginning on page 10.

8. Must be PCI-DSS compliant and provide an Attestation of Compliance annually

TouchNet complies. TouchNet is validated for both PCI DSS and, where applicable, PA-DSS compliance. TouchNet undergoes a PCI validation process to maintain our status as a (Level 1 Service Provider) PCI DSS compliant data center. The PCI audits are performed by an independent Qualified Security Assessor according to the rigorous requirements defined for all Level-1 Merchants and Service Providers. In fact, TouchNet is a contributing member of the PCI (Payment Card Industry) Security Standards Council.

V. Statement of Needs, B. Departmental Merchant E-Commerce, Item #8. PCI Compliance (cont.)

Visa maintains the definitive list of PCI DSS compliant Level 1 Service Providers on their “Global Registry of Service Providers” (updated annually). Reviewing TouchNet’s status on this list should provide appropriate third-party verification that TouchNet is PCI DSS compliant.

Current Visa list of PCI DSS validated service providers:

<http://www.visa.com/splisting/searchGrsp.do>

For the PCI Security Standards Council list of validated payment applications, you can click the following link:

https://www.pcisecuritystandards.org/approved_companies_providers/validated_payment_applications.php

9. Must provide a Service Organization Control (SOC) report annually

TouchNet voluntarily undergoes Service Organization Controls (SOC 1) audits (also referred to as SSAE 16). If requested, TouchNet will provide a copy of our SOC 1 to customers who have signed a separate non-disclosure agreement.

10. Must have “preferred or ready partners” and ability to integrate with various software currently used by Mason and at other universities without requiring a custom interface to be built (i.e. T2Flex, RMS, Hobsons ApplyYourself, CSI Spectrum, ActiveNet, ACEware, Regonline, Sequoia, Magento, VisualZen, Salesforce CRM, Active Data, Terra Dotta)

TouchNet complies. Approximately 100 vendors commonly chosen by Higher Education institutions, integrate to the TouchNet U.Commerce payment platform through the TouchNet Ready Partner Program already being utilized by George Mason University. These include, but are not limited to, T2Flex, RMS, Hobsons ApplyYourself, Active Net, ACEware, Regonline, VisualZen, Active Data, and Terra Dotta. It should also be noted that several companies with solutions built on the Salesforce platform currently partner with TouchNet. If appropriate, TouchNet and Salesforce CRM could jointly explore the possibility of building integration between our solutions.

Our TouchNet Ready Partner Program validates our partners’ integration according to TouchNet specifications, standards, and best practices, providing institutions a University-wide platform for managing and securing all payments originating from vendor-based systems. This vastly simplifies your accounting, financial reconciliation, and PCI audit procedures by consolidating transactions under one platform. You also save merchant fees by leveraging this volume with your card processor. A complete list of TouchNet Ready Partners is shown on the next page.

Systems other than those named can become TouchNet Ready certified. We have a process to help Higher Education vendors certify for integration. You can contact our TouchNet Ready Program Manager to engage vendors whose software is used by the University, but who may not be TouchNet Ready yet.

V. Statement of Needs, B. Departmental Merchant E-Commerce, Item #10. Preferred or Ready Partners (cont.)

TouchNet Ready Partners

<p>Accounting RadCom Solutions</p> <p>Admissions AdmissionPros Education Systems Inc. Embark Corporation EnrollmentRx Fire Engine Red FolderWave Hobsons Inc. Infocess Liaison International TalentSpotz Tango Systems Technolutions Terra Dotta LLC VisualZen, Inc. XAP Corporation Zap Solutions</p> <p>Billing ComputerAid</p> <p>Bookstore Booklog/Computerworks of Chicago Herkimer, LLC MBS Systems Ratex Business Solutions</p> <p>Campus Card NuVision Networks Corp.</p> <p>Continuing Education 2U ABC SignUp ACEWare Systems Augusoft CampusCE Corporation CECity</p>	<p>Continuing Education (cont.) Continuing Education Network Destiny Solutions EEDS LLC (Electronic Education Documentation System) Entrinsik, Inc. GoSignMeUp, Inc. Jenzabar (EX Non-Traditional) Motorcycle Safety Foundation Point and Click Solutions Region 4 Education Service Center Xenegrade Corp.</p> <p>Data Entry SSD Inc.</p> <p>Digital Publishing FireBrand Technologies PhotoShelter Inc.</p> <p>Events Active Data Exchange ActiveNetwork/RegOnLine Attend.com Cvent Event Management Systems/Dean Evans Keynote/ConfManager PICnet, Inc. ProClassOnline RegistrationMax, LLC Seattle Technology Group Symblicity Corp.</p>	<p>Events (cont.) Targetx Ungerboeck Software International vOfficeware, Inc.</p> <p>Fundraising GiveCampus iModules Software Kimbria Inc. Lutz Technology Pursuant Group Inc. RuffaloCODY ScaleFunder Snap Mobile (Amplio Advance) USEED Inc. Wilson Bennett Technology</p> <p>Housing Adirondack Solutions CBORD Group eRezLife Kinetic Software RMS, Inc. Simple Campus, Inc. StarRez</p> <p>Learning Management Blatant Media Instructure, Inc. Lux LMS</p> <p>Parking Boss Consulting Services, Inc. Cardinal Tracking EDC Corporation T2 Systems, Inc. Tomahawk Technologies</p>	<p>Print Management GoPrint Systems, Inc. Monitor Business Machines PagePath Technologies PaperCut Software</p> <p>Recreation & Facilities IMLeagues Innosoft Canada Real Intelligence Recreational Solutions RentMaster, Inc. Vermont Systems, Inc.</p> <p>Reporting Competitive Edge Software (Report Exec)</p> <p>Scheduling Flash Appointments LLC RegisterBlast (PREPBLAST LLC)</p> <p>Ticketing AudienceView Ticketing eTix/Intellimark NeuLion/JumpTV Seat Advisor TicketReturn Tix, Inc. UniversityTickets Vendini Veritix (Flash Seats Vertical Alliance)</p> <p>Workflow Next Gen Web Solutions</p>
--	--	---	---

11. Must have capability to provide seamless interface with Banner Modules including Banner Finance

TouchNet complies. As an Ellucian Strategic Partner, TouchNet provides real-time integration with Banner by Ellucian. Our real-time integration is standard out of the box and comes delivered with the TouchNet solution. The system uses existing Banner APIs, as well as proprietary middleware called TouchNet Connect for Banner by Ellucian that goes beyond the APIs to retrieve information from and update all appropriate Banner tables. Specifically, TouchNet Marketplace posts to Banner A/R's miscellaneous transaction table, TBRMISD, in real time through TouchNet Connect for Banner by Ellucian. The Banner Feed to Finance (GURFEED) process then posts these transactions to Banner Finance.

In fact, our relationship with Ellucian is a key part of TouchNet's proposal. TouchNet has been an Ellucian partner since 1995, when Banner was operated by a company called SCT, which became SunGard, which, in turn, became Ellucian in 2012. In 2013, Ellucian made TouchNet their Strategic Payment Partner. More than 400 Banner institutions of Higher Education utilize TouchNet solutions.

12. Must include point to point encryption (P2PE) functionality/devices allowing for Mason input of data where appropriate

TouchNet complies. TouchNet Marketplace POS will enable Mason personnel to accept in-person payments (also referred to as "attended payments") for your online Marketplace uStores storefronts. Marketplace POS utilizes EMV ready Ingenico payment devices.

Mason personnel will accept in-person payments by indicating the products to be ordered either by searching/browsing on the hand-held device, or by scanning a barcode, presenting the customer's card, asking the customer to enter a PIN and/or signature (if applicable), and generating a receipt.

Marketplace POS uses the latest Point-to-Point Encryption technology for maximum transaction security and compliance. Cardholder information is encrypted at the card swipe to ensure that all sensitive card data is never visible to the Marketplace POS application itself. The information is then sent to TouchNet Payment Gateway where the information is decrypted. In addition, Marketplace POS devices feature P2PE for manually keyed credit card transactions and a secure PIN pad for PIN debit payments.

13. Must remit gross funds to Mason timely (within 3 days) and separately invoice Mason for any fees

If George Mason selects TouchNet + Heartland Transaction Services, card payments generally settle within two business days. American Express is settled directly by AMEX, so settlement time is dependent on them. ACH transactions generally settle within three business days. Heartland provides a separate invoice for fees at the end of each month.

If George Mason does not select TouchNet + Heartland Transaction Services, TouchNet does not apply any processing or transaction fees. However, your processor or bank may apply such fees. Settlement of funds and any processing fees will be handled directly with your selected card and ACH processors.

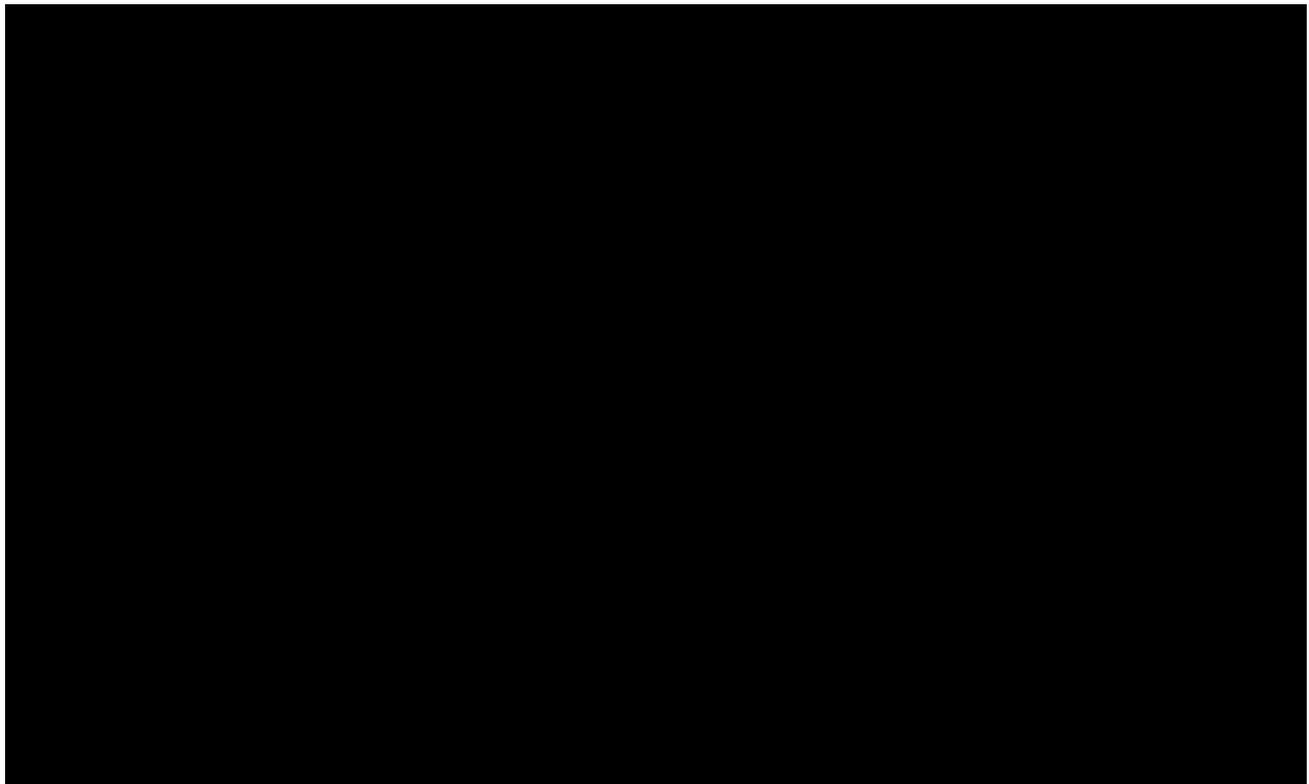
14. Allow centralized control and reporting of merchants, revenue and payment card transactions

TouchNet complies. Control and reporting of merchants, revenue, and transactions takes place in the centralized U.Commerce Dashboard and in the Payment Gateway and Marketplace Operations Centers. The U.Commerce Dashboard and TouchNet Payment Gateway already in operation at George Mason University provide centralized reporting of revenue and transactions from all TouchNet solutions, including TouchNet Marketplace.

V. Statement of Needs, B. Departmental Merchant E-Commerce, Item #14. Centralized Reporting & Control (cont.)

In addition, the Marketplace Operations Center provides control and reporting at the Marketplace, Merchant, and/or storefront level. There administrative users set up and manage online storefronts and payment pages, run reports, etc.

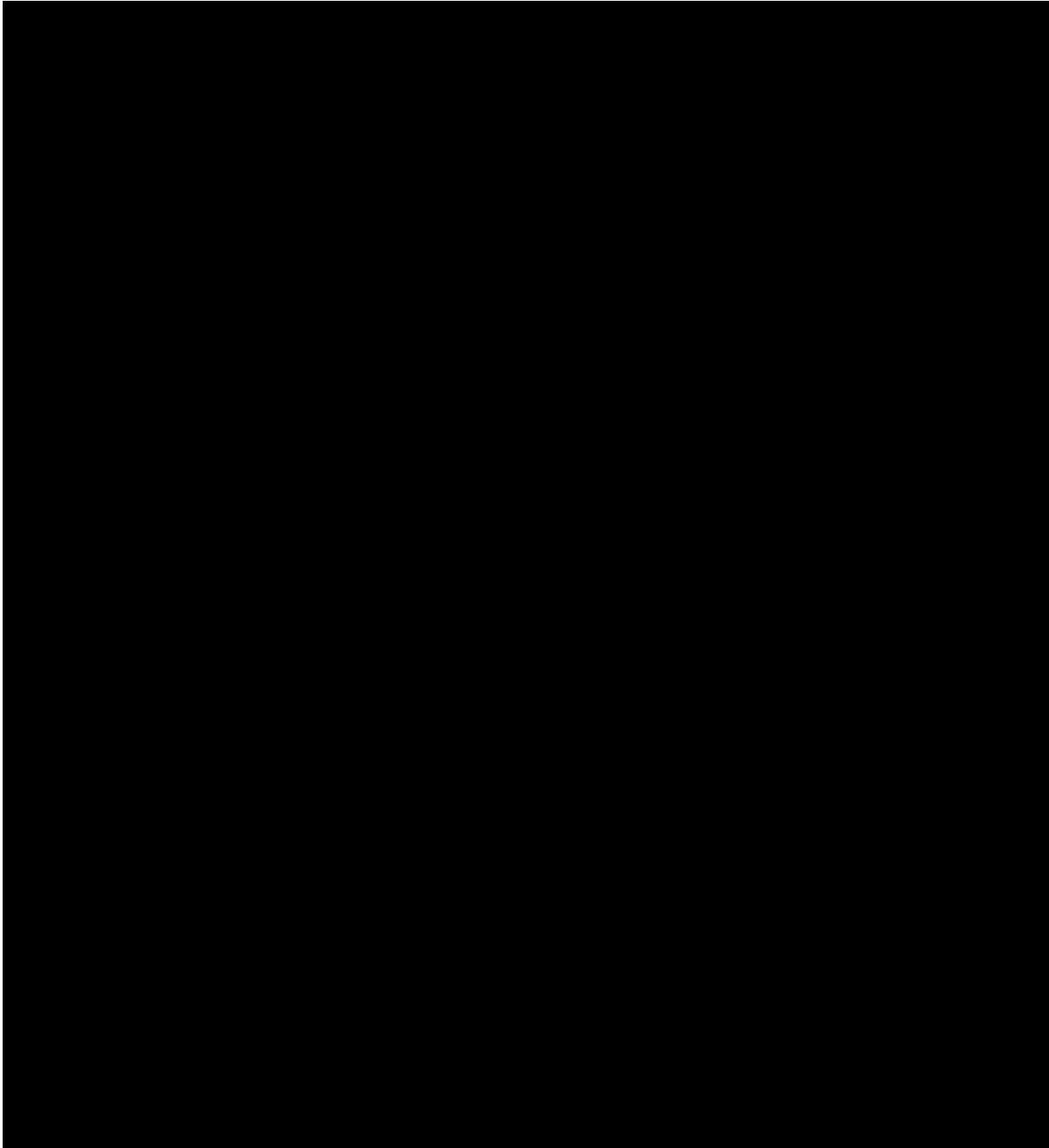
Marketplace Operations Center



Screen shots of TouchNet's administrative interfaces are available only to licensed users and are not in the public domain, and therefore are considered Proprietary Information.

V. Statement of Needs, B. Departmental Merchant E-Commerce, Item #14. Centralized Reporting & Control (cont.)

U.Commerce Dashboard



Screen shots of TouchNet's administrative interfaces are available only to licensed users and are not in the public domain, and therefore are considered Proprietary Information.

V. Statement of Needs, B. Departmental Merchant E-Commerce, Item #14. Centralized Reporting & Control (cont.)

Moreover, if Mason selects TouchNet + Heartland Transaction Services, you will also receive RECON 1. RECON 1 is the industry's first edge-to-edge transaction reporting system, enabling reconciliation from the first payment acceptance points (swipe device, website) down to the ensuing transaction settlements (batches and individual transactions, gross and net) and any required ERP updates to the student account. This makes it possible for campus administrators to quickly answer common troubleshooting questions such as:

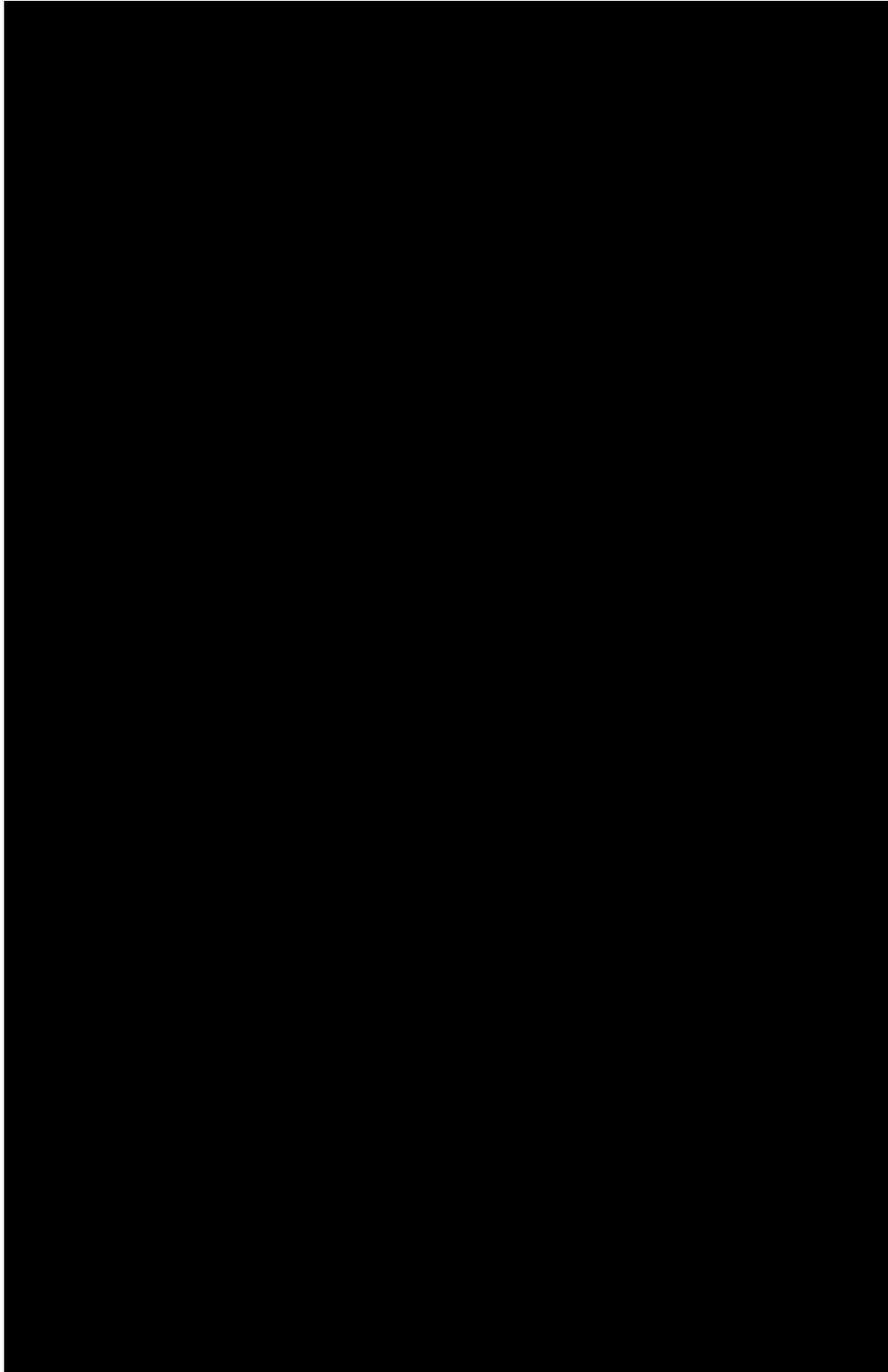
- Which merchants on campus have the highest effective rates on swipe fees?
- For those which are high, are they configured correctly or are we experiencing unnecessary downgrades?
- Which card brands are used most on campus and online?
- For the batch that settled last Thursday, how much was the gross before processing fees?
- Of those fees, how much was wholesale interchange from the card brand, and how much was the fee from our acquirer/processor?
- How many places do I have to log in to reconcile these disparate systems - ERP→Payment Application→Payment Gateway→GL Account→Settlement Bank Account?

The RECON 1 reports are available as a tab within U.Commerce reporting, and are only available to institutions who have both TouchNet software and TouchNet + Heartland Transaction Services.

An example of the RECON 1 Dashboard is shown on the next page.

V. Statement of Needs, B. Departmental Merchant E-Commerce, Item #14. Centralized Reporting & Control (cont.)

RECON 1 Dashboard



Screenshots of TouchNet's administrative interfaces are only available to licensed users and are not in the public domain, and therefore are considered Proprietary Information.

15. Allow individual merchants to produce reports and access information for their specific area

TouchNet complies. TouchNet Marketplace provides reporting at the Marketplace, Marketplace Merchant, and storefront/uPay site levels. User roles are used to define which merchants and/or storefronts each Mason user may access, enabling merchants to access information for their particular area.

16. Allow for user tiers (i.e. administrator, creator, approver) with varying system access rights

TouchNet complies. In the Marketplace Operations Center, George Mason University can assign each user one or more pre-defined user roles that grant various access rights. User roles determine which stores and/or Marketplace merchants an administrative user may work with, what settings they may change, and what information they may view, etc.

TouchNet Marketplace provides three levels of user access: the Marketplace level, the merchant level, and the storefront site level.

- Marketplace-level users are responsible for the overall structure and settings used by uStores and uPay. These users are not responsible for creating stores or products, but they are responsible for setting up the environment that will be used by stores.
- Marketplace merchant-level users can access configuration settings and reports only for the Marketplace merchants to which they are assigned. Merchant Managers create the stores and manage the merchant's settings.
- Store-level/uPay site level users can access configuration settings and reports only for the storefronts or uPay sites to which they have been assigned. They can manage store or uPay site settings, add and edit products, fulfill orders, etc.

A single user can be assigned multiple roles and be granted access to more than one store, uPay site, and/or Marketplace Merchant.

17. Allow for workflow review, cannot go live with adds or changes without appropriate approvals

TouchNet does not provide workflow review per se. However, administrative users can use Preview mode to review new or modified stores or products to see how they will look and function before they are made available to customers. User roles can be used to determine which users have permissions to make changes and/or additions, and which users can change the status from "Preview" to "Enabled".

18. Able to accommodate recurring payments

TouchNet complies. Both Marketplace uStores and Marketplace uPay offer recurring, as well as one-time, electronic payments. Marketplace uStores allows recurring payments for donation-type products, while Marketplace uPay allows recurring payments for all transaction types (payments, donations, etc.). (Please note that some TouchNet Marketplace customers use donation-type products for uses other than donations. Therefore, donation-type products could be used for items such as memberships, rentals, donations, child care center payments, and school newspaper advertising payments.)

When administrative users set up uStores storefronts or uPay pages in the Marketplace Operations Center, they can indicate whether recurring payments will be allowed and select the frequencies at which payments will be accepted (weekly, monthly, etc.).

V. Statement of Needs, B. Departmental Merchant E-Commerce, Item #18. Recurring Payments (cont.)

Donors/payers can then indicate whether they wish to make their donation as a recurring payment, and, if so, how often the payments will occur, and the dates between which the payments will occur.

19. Able to refund and have variable or fixed payment options

TouchNet complies.

Refunding

In Marketplace uStores, administrative users with the appropriate permissions can process refunds for completed orders, crediting credit card purchases back to the buyer's credit card and ACH purchases back to the buyer's bank account. When setting up a storefront, an administrative user can decide whether partial refunds are allowed. If partial refunds are permitted, a user entering a refund can decide how much to refund to the customer, up to the amount of the original purchase. Shipping costs can also be refunded (if permitted for that storefront). To generate the refund, the user simply accesses the Store Fulfillment page, searches for the desired order, then enters the amount to be refunded and/or the quantity of each item to be placed back in store inventory, as well as the shipping amount to refund (if applicable). The user then clicks the **Process Refund** button.

Similarly, in Marketplace uPay, an Operations Center user with the appropriate permissions can refund a payment or cancel a recurring payment. To refund a payment, the user simply searches for the desired transaction, clicks the **Refund** link of the completed payment, indicates whether they are processing a full or partial refund, then enters the amount of the refund (if applicable). (Note that partial refunds are available only for one-time payments; only full refunds are available for recurring payments.)

Fixed/Variable Pricing Options

If feasible, GMU would like the functionality to allow departmental merchant customers in some circumstances to have a way to pay an amount due in one payment (fixed) or to divide the payment (variable) by accepting a part now and a part later. For example to reserve a spot in a class or camp, a down payment is taken and the balance is paid at a later date.

TouchNet Marketplace supports fixed pricing options.

With regard to variable pricing options, TouchNet Marketplace customers have dealt with situations such as Mason described above in various ways.

- 1) As previously noted, TouchNet Marketplace supports recurring payments. However, recurring payments only allow for equal installments on fixed dates.
- 2) Many institutions set up separate products (or product options) for each installment. The registrant would then pay for each installment as part of a separate order. This gives the store and the buyer flexibility if the additional installments are not due on a specific schedule.
- 3) TouchNet Marketplace offers a feature called "Invoice Me" that allows orders to be placed without payments being taken. Orders processed with "Invoice Me" as the payment method will be recorded in Marketplace reports and pushed to the Mason general ledger system. However, Mason would be responsible for managing the "Invoice Me" billing process outside of Marketplace.

20. Able to discount or adjust pricing if customer identifies as belonging to certain audience (i.e. military or student)

Mason has the option of setting up private stores, which are online storefronts to which access is restricted to specified user groups. Mason could set up a private store in which selected users could purchase items at discounted rates.

As an alternative, GMU could use a product modifier to ask the user to select a user type (e.g. military or student). The pricing would be updated according to their choice. GMU could then confirm the user type during the fulfillment process.

21. Must have invoicing capability with multiple billing options

In Addendum #2, Mason stated: “N/A - This functionality is desired in 3rd party event registration software or other partners that integrate with your product.” Invoicing and billing would be part of the partner system’s functionality and would not be controlled by TouchNet.

22. Must issue payment receipts

TouchNet complies. Both TouchNet Marketplace uStores and uPay provide automatic confirmations. When a customer submits an order, makes a donation, or signs up for an event through a Marketplace uStores site, an online Order Receipt displays. The customer also receives an email message that confirms that the store received the order, donation, or registration. In addition, when an order is fulfilled, the customer receives an automatic email message that indicates that the customer’s credit card or bank account has been billed and the items have been shipped.

In addition, Marketplace uStores customers can receive text messages in conjunction with their orders. Text messages will be generated when an order is placed, when an order is fulfilled, when an order is canceled, and when a refund is processed. Customers can request a text message during the checkout process.

Similarly, after a customer enters payment information at a Marketplace uPay site for a one-time payment, the system displays an online receipt and the customer receives a notification-of-payment email message. Likewise, after a recurring payment is established, the customer receives an email message after each subsequent payment takes place.

In Marketplace POS, customers can choose whether to receive a printed receipt, an email receipt, or a text message receipt.

23. Has capability to potentially handle P2PE enabled point of sale (POS) or mobile and wireless processing needs

TouchNet complies. TouchNet can provide both P2PE enabled point of sale and mobile processing.

Marketplace POS will enable Mason personnel to accept in-person payments (also referred to as “attended payments”) for your online Marketplace uStores storefronts. Marketplace POS uses P2PE (point-to-point encryption) technology to protect cardholder information, and includes the latest payment technology, including PIN debit, signature debit, and credit card payment options; barcode generator/reader; and TouchNet’s new Device Manager software. Device Manager enables checking in and out devices to different attendants and enabling/disabling the device remotely. Marketplace POS utilizes a stable network connection over a secured Wi-Fi network. We can also utilize a cellular data network for supporting devices.

Mobile Marketplace lets campus constituents browse the mobile mall to order merchandise or register for events, and make donations—all from the convenience of their web-based phones. In addition, registered users can access stored payment profiles. Like online shoppers, mobile shoppers can purchase from more than one online store with a single checkout, and registered users can access and edit their stored payment profiles from their mobile devices. Mobile is available for uPay sites as well.

C. PCI Compliance

Vendor represents and warrants that for the life of any resulting contract and while Vendor has possession of University customer cardholder data, the software and services used for processing transactions shall be compliant with standards established by the Payment Card Industry (PCI) Security Standards Council (www.pcisecuritystandards.org). In the case of a third-party application, the application will be listed as PA-DSS compliant at the time of implementation by the University. Vendor acknowledges and agrees that it is responsible for the security of all University customer cardholder data in its possession. Vendor agrees to indemnify and hold University, its officers, employees, and agents, harmless for, from, and against any and all claims, causes of action, suits, judgments, assessments, costs (including reasonable attorneys' fees), and expenses arising out of or relating to any loss of University customer credit card or identity information managed, retained, or maintained by Vendor, including but not limited to fraudulent or unapproved use of such credit card or identity information. Vendor shall, upon written request, furnish proof of compliance with the Payment Card Industry Data Security Standard (PCI DSS) within 10 business days of the request. Vendor agrees that, notwithstanding anything to the contrary in the Agreement or the Addendum, the University may terminate the Agreement immediately without penalty upon notice to the Vendor in the event Vendor fails to maintain compliance with the PCI DSS or fails to maintain the confidentiality or integrity of any cardholder data.

Like your current TouchNet solutions, your new solutions will be hosted in the TouchNet Certified DataCenter. In our current Agreements with George Mason University, TouchNet contractually guarantees to maintain compliance with PCI. TouchNet is validated for both PCI DSS and, where applicable, PA-DSS compliance. TouchNet undergoes a PCI validation process to maintain our status as a (Level 1 Service Provider) PCI DSS compliant data center. The PCI audits are performed by an independent Qualified Security Assessor according to the rigorous requirements defined for all Level-1 Merchants and Service Providers.

It should also be noted that the hardware devices used with Marketplace POS are PCI PTS compliant.

For evidence of TouchNet's PCI compliance, please click the links below.

Current Visa list of PCI DSS validated service providers:

<http://www.visa.com/splisting/searchGrsp.do>

PCI Security Standards Council list of validated payment applications:

https://www.pcisecuritystandards.org/approved_companies_providers/validated_payment_applications.php

Approved PIN Transaction Security (PTS) Devices:

https://www.pcisecuritystandards.org/approved_companies_providers/approved_pin_transaction_security.php

Please see the provisions regarding Indemnification, Termination, Confidential Information, Nondisclosure, Privacy Laws, and Security Standards Compliance in George Mason's current Agreements with TouchNet, which we propose to amend to include any new products selected as a result of this RFP.

VI. Cost of Services

- A. Provide a detailed pricing structure for all components of the solution as proposed over the multi-year contract period using your best or better discounted pricing and applying all additional discounts available for state government and higher education.**

TouchNet complies. Please see our pricing beginning on page 28.

- B. Include pricing for all goods and services, such as hosted software services, additional users, recurring fees, training provided to the university, support and maintenance, warranty service and any additional fees for use of your company's solution requested by Mason.**

TouchNet complies. Please see our pricing beginning on page 28. TouchNet does not apply any charges for additional users, recurring fees, warranty services, etc. In addition, TouchNet does not assign licensing costs by type of user. For example, we do not charge a different fee for administrative user licenses than for end-user licenses.

- C. Describe in detail the factors that can influence pricing, such as feature/function options, add-ons, number of users, or system scaling costs.**

The following factors can also influence pricing:

- License type: SLP (Software License Program) or ASP (Application Subscription Program);
- Enrollment: TouchNet has pricing tiers based on enrollment;
- Products and modules selected (e.g. Marketplace uStores, Marketplace POS, Mobile Marketplace);
- Length of contract term; and
- Number and type of Marketplace POS devices needed, if applicable.

- D. Describe all educational, state and local government discounts, as well as any other applicable discounts that may be available to the university in a contract for the proposed solution.**

Please see TouchNet's pricing beginning on page 28. As you will see, our pricing includes discounts for purchase of the entire Marketplace Suite, as well as a credit for your current uPay Limited.

VI. Cost of Services (cont.): TouchNet Pricing

Option 1: SLP (Software License Program-current pricing method used by Mason for other TouchNet products); 5-Year Term

TouchNet U.Commerce			
Software Subscription Fees		One-Time Fee	Annual Fee Year 1
Application Subscription Program (ASP)			
Marketplace Suite: Purchase of Software			
Marketplace Universal Stores (uStores)		\$268,500	
Marketplace Universal Pay (uPay) Upgrade			
Marketplace POS			
Marketplace Mobile			
Full Suite Discount		-\$53,700	
Credit for uPay Limited		-\$18,800	
Marketplace Implementation Fees			
Marketplace Suite: Implementation		\$67,127	
Full Suite Discount		-\$13,425	
Marketplace Hosting & Maintenance			
Marketplace Suite: Hosting & Maintenance			\$76,875*
Marketplace POS Devices			
Blue Bamboo P25i Receipt Printer	\$295 each		
Ingenico iSC250 Reader	\$495 each		
Ingenico iCMP without Barcode reader	\$395 each		
Ingenico iSMP Companion with Barcode reader	\$595 each		
SLP TOTALS:		\$249,702	\$76,875

*In addition to this cost, George Mason will continue to pay the annual cost of Hosting and Maintenance for your current uPay Limited license. For example, last year Mason paid \$4,748.66 for hosting and maintenance for uPay Limited. Therefore, the total Hosting and Maintenance cost of the Marketplace Suite (new solutions plus current uPay Limited) would be approximately \$81,624 for your first year.

Hosting and Maintenance-Years 2-5

As George Mason University requested, we have calculated the Hosting and Maintenance Fee for each year of the 5-year term. We have based our calculations on an annual escalation of 5%.

- Annual Fee Year 2: \$80,719
- Annual Fee Year 3: \$84,755
- Annual Fee Year 4: \$88,993
- Annual Fee Year 5: \$93,443

VI. Cost of Services, TouchNet Pricing (cont.)

Option 2: ASP (Application Subscription Program) Pricing; 5-Year Term

TouchNet offers an Application Subscription Program (ASP) to institutions that prefer to make an annual payment for third-party software and services and not worry about software maintenance, security, and other aspects of computer operations. With our ASP, you get full use of TouchNet solutions for a fixed, annual investment that is independent of transaction volumes. TouchNet runs, maintains, and supports your systems at our secure, PCI certified TouchNet DataCenter.

ASP pricing is a term pricing model. With ASP pricing, there is a one-time fee for Implementation and Training Services, then an Annual Fee for a term of five years for the right-to-use of the software, hosting of the software in the TouchNet DataCenter, and maintenance.

TouchNet Marketplace Suite-ASP Pricing

TouchNet U.Commerce		One-Time Fee	Annual Fee Year 1
Software Subscription Fees			
Application Subscription Program (ASP)			
Marketplace Suite			
Marketplace Universal Stores (uStores)		\$67,125	\$142,400
Marketplace Universal Pay (uPay) Upgrade			
Marketplace POS			
Marketplace Mobile			
Marketplace POS Devices			
Blue Bamboo P25i Receipt Printer	\$295 each		
Ingenico iSC250 Reader	\$495 each		
Ingenico iCMP without Barcode reader	\$395 each		
Ingenico iSMP Companion with Barcode reader	\$595 each		
ASP Sub-Total:		\$67,125	\$142,400
Suite Discount ▶		-\$13,425	-\$28,500
Credit for uPay Limited ▶			-\$3,000
5-YEAR ASP TOTALS:		\$53,700	\$110,900

Annual Fee-Years 2-5

As George Mason University requested, we have calculated the Annual ASP Fee for each year of the 5-year term. We have based our calculations on an annual escalation of 5%.

- Annual Fee Year 2: \$116,445
- Annual Fee Year 3: \$122,267
- Annual Fee Year 4: \$128,380
- Annual Fee Year 5: \$134,799

VI. Cost of Services, TouchNet Pricing (cont.)

TouchNet Ready Partner Integration

TouchNet Ready Program Charges - TouchNet DataCenter	Client Licensed for Payment Gateway & Marketplace
Per Partner Annual Hosting/Access Fee	3 Free
Each Additional Partners Annual Fee	\$1,500@
Per Partner One-Time Implementation Fee	\$1,250@

Heartland Transaction Services (Optional)

Heartland Transaction Services	
	Transaction Charge to University
Payment Card Processing: Visa, MasterCard, Discover, JCB, China UnionPay, and related brands)	Interchange +25 BPS
Payment Card Processing: American Express	\$.20 each
ACH Processing	.75 each
Card Chargebacks/Returned ACH	\$9.00 each

Notes

Please note the following:

- Prices quoted on this proposal expire on December 31, 2015.
- In addition to the costs indicated here, George Mason University will be responsible for reasonable travel, lodging, and food expenses incurred by TouchNet in connection with on-site training, equipment installation, setup, and professional services rendered in connection with the contract, if applicable.
- Due to future changes in PCI requirements that may require TouchNet to make significant changes to our software to stay compliant, TouchNet reserves the right to escalate annual fees by an agreed escalation per year; however, this will not exceed an agreed amount of escalation in any given year. Generally, this is capped at a negotiated percentage due to the volatility of security requirements. Please see the escalation provisions in your current Agreements with TouchNet.
- Final pricing for Marketplace POS depends on how many stations are needed and the number and type of hardware devices selected.
- Where applicable, a \$50 per device fee will be added to accommodate EMV readiness. This includes shipping, handling, and injection.

References

References: Three (3) references of similar size and scope.

Information about specific TouchNet customers is considered Confidential Information.

- [Redacted]
- [Redacted]
- [Redacted]

TouchNet Comments on Terms and Conditions

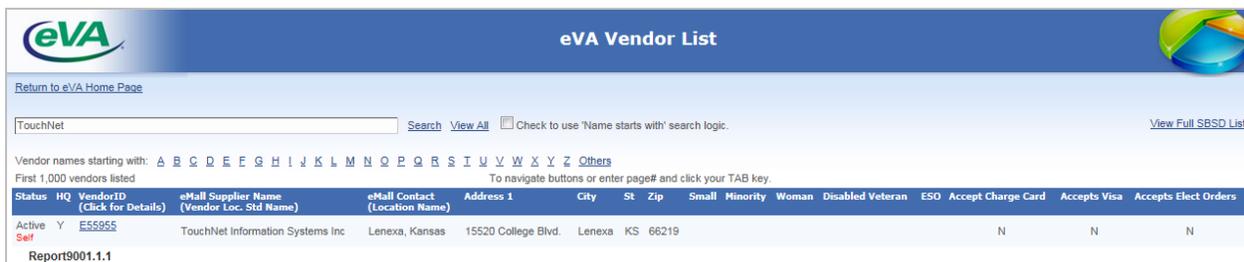
TouchNet's contractual language is considered Confidential Information.

TouchNet Information Systems, Inc. has existing Agreements with George Mason University for the use of TouchNet eCommerce software, and has successfully negotiated contracts at other Higher Education institutions in the state of Virginia. Because TouchNet and George Mason University have existing Agreements, it should not be necessary to negotiate new agreement(s). Instead, TouchNet proposes to simply add an addendum to System Purchase & License Agreement dated May 23, 2002 and Hosting Services Agreement dated September 29, 2009 for the additional products selected. The terms and conditions already negotiated with George Mason University, as addended, will apply and will control the rights and responsibilities of the parties. Consequently, TouchNet does not pre-emptively agree to the specifications of the RFP or accept the terms and conditions of the RFP without exception. TouchNet takes exception to the terms and conditions of this RFP to the extent the terms contained therein conflict with those terms that have already been negotiated for use with George Mason University. If changes are desired, TouchNet will negotiate in good faith with George Mason University.

Heartland Transaction Services are subject to the terms of the Transaction Services Agreement included with TouchNet's proposal. As merchant services agreements contain specific terms and language as required by the various card brands represented which we may have no authority to alter or revise, the terms and conditions of the RFP will not apply. However, to the extent permitted by the requirements of the various card brands, we will negotiate in good faith to reach mutually agreeable terms, which shall be evidenced by a formal written contract that will control the rights and obligations of the parties.

We would like to note that TouchNet is registered as a trading partner within the eVA system.

TouchNet eVA Registration



The screenshot shows the 'eVA Vendor List' interface. At the top, there is a search bar with 'TouchNet' entered. Below the search bar, a table lists vendor information. The table has columns for Status, HQ, VendorID, eMail Supplier Name, eMail Contact, Address 1, City, St, Zip, and various certification checkboxes. The row for TouchNet shows it is an active vendor with VendorID #55555, located at 15520 College Blvd. in Lenexa, KS.

Status	HQ	VendorID (Click for Details)	eMail Supplier Name (Vendor Loc. Std Name)	eMail Contact (Location Name)	Address 1	City	St	Zip	Small	Minority	Woman	Disabled Veteran	ESD	Accept Charge Card	Accepts Visa	Accepts Elect Orders
Active	Y	#55555	TouchNet Information Systems Inc	Lenexa, Kansas	15520 College Blvd.	Lenexa	KS	66219						N	N	N

With regard to payment terms, the provisions regarding payment of fees in George Mason University's current Agreements with TouchNet will apply.

**ATTACHMENT A
VENDOR DATA SHEET
TO BE COMPLETED BY OFFEROR**

1. QUALIFICATION OF OFFEROR: The Offeror certifies that they have the capability and capacity in all respects to fully satisfy all of the contractual requirements. Response: TouchNet will provide the selected services in a professional and workmanlike manner and in accordance with industry standards and with the terms of our response and the resulting agreement(s) between TouchNet and George Mason University.

2. YEARS IN BUSINESS: Indicate the length of time in business providing this type of service:

Type of Business: E-Commerce Software and Services . 26 Years _____ Months
TouchNet has been in business for 26 years and has offered these types of goods and services for 21 years.

3. BUSINESS STATUS:

A. Type of organization (circle one):

Individual Sole Proprietor	Partnership Government	<u>Corporation</u> Other (explain)
-------------------------------	---------------------------	---------------------------------------

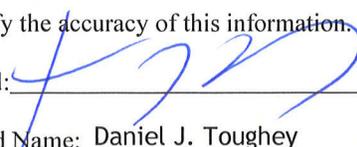
B. Category (circle one):

<u>Manufacturer/Producer</u>	Mfg.'s Agent	Retailer
Service Establishment	Distributor	Wholesaler
Other (explain)		

C. Status (circle one):

1. (MB) MINORITY OWNED. Defined as actively managed and at least 51% owned by an American Citizen of one of the following ethnic backgrounds; Native American, Black, Hispanic, Asian or Asian Pacific.
2. (WB) WOMAN OWNED. Defined as actively managed and at least 51% owned by a woman or group of women.
3. (SB) SMALL BUSINESS: Defined by the US Small Business Administration as independently owned and operated, with annual revenues less than \$5M (services) or less than 500 employees (manufacturing). May include non-profit or publicly owned business entities.

I certify the accuracy of this information.

Signed:  Title: Senior Vice President, TouchNet

Printed Name: Daniel J. Toughey Date: November 10, 2015

This page left blank intentionally.

Acknowledgment of Addenda

This page left blank intentionally.



Purchasing Department
Mailing Address: 4400 University Drive, Mailstop 3C5
Street Address: 4441 George Mason Boulevard, 4th Floor, Suite 4200
Fairfax, Va. 22030
Voice: 703.993.2580 | Fax: 703.993.2589

RFP ADDENDUM NO. 1 – TO ALL OFFERORS

Date: October 19, 2015
Reference: Request for Proposal GMU-1273-15
Title: Campus Merchant E-Commerce Services
Issue Date: October 7, 2015
Proposal Due Date: November 12, 2015 @ 2:00PM EST

The following changes are hereby incorporated into this Request For Proposals:

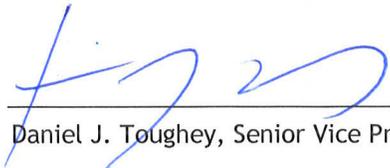
1. The mandatory preproposal conference scheduled for October 20, 2015 @ 2:00PM changes from mandatory to optional. Attendance at the conference is no longer a prerequisite to submitting a proposal. However it is important that if you have any questions you should submit them by the due date and time as instructed in the RFP.

All other terms and conditions remain unchanged.

Sincerely,

A handwritten signature in black ink that reads "James F. Russell".

James F. Russell, Associate Director
Procurement Officer

Signature: 
Daniel J. Toughey, Senior Vice President, TouchNet

Date: November 10, 2015

This page left blank intentionally.



Purchasing Department
Mailing Address: 4400 University Drive, Mailstop 3C5
Street Address: 4441 George Mason Boulevard, 4th Floor, Suite 4200
Fairfax, Va. 22030
Voice: 703.993.2580 | Fax: 703.993.2589

RFP ADDENDUM NO. 2 – TO ALL OFFERORS

Date: October 30, 2015
Reference: Request for Proposal GMU-1273-15
Title: Campus Merchant E-Commerce Services
Issue Date: October 7, 2015
Proposal Due Date: November 12, 2015 @ 2:00PM EST

Below are all the questions and answers.

Note: The goal of this request for proposals is to establish a contract for a merchant e-commerce centralized payment system and not a “registration system”.

1. V.B.18 Able to accommodate recurring payments

Can the University expand upon what departments or business units require this functionality? Can the University provide a use case scenario, so that we may have a thorough understanding of your needs?

Recurring payment functionality would be helpful in facilitating collection of various university payments. Some uses might include memberships, rentals, donations, child care center payments and school newspaper advertising payments.

2. V.B.21 Must have invoicing capability with multiple billing options.

Can the University clarify what type of invoicing you are looking to support as it relates to department merchant e-commerce?

N/A – This functionality is desired in 3rd party event registration software or other partners that integrate with your product.

3. Does the University have a proposed implementation date?

No - to be determined.

4. Does this bid involve EDI Services.?

No

5. In regard to section V.B.3 “Vendor must own the merchant Identification number (MID),” could you provide additional clarification on what GMU is looking to achieve? It is our understanding that card association rules dictate that unless in a service fee scenario, the institution is ultimately providing the service, and is therefore the merchant of record.

GMU would like to reduce the number of MIDs we own/manage. Vendor owned MID is not an absolute requirement.

6. On page 3, Statement of Needs- Section B, item 19 states the solution must be able to refund and have variable or fixed payment options. Is this in reference to student tuition payments? Can you please elaborate on what is requested by variable or fixed payment options?

No, student tuition payments are not part of this RFP.

If feasible, GMU would like the functionality to allow departmental merchant customers in some circumstances to have a way to pay an amount due in one payment (fixed) or to divide the payment (variable) by accepting a part now and a part later. For example to reserve a spot in a class or camp, a down payment is taken and the balance is paid at a later date.

7. On page 3, Statement of Needs- Section B, item 21 states there must be invoicing capability with multiple billing options. Is this also in reference to student tuition payments and billing capabilities to invoice for payments?

No, student tuition payments are not part of this RFP. See response to question 2.

8. Does George Mason University utilize any of the Ellucian Banner modules that need payment processing functionality such as : Recruiter, Transcripts, Elevate, Flex Reg, Admissions, Advancement, etc?

Currently GMU does not utilize any of the above Ellucian Banner modules that need payment processing functionality. We do, however, connect tuition and fee payments in Banner Student Accounts to a third party payment processor though an API.

9. With regard to Section V. **Statement of Needs**, Sub-section A. **General Requirements**, item #10 regarding affordable fees, could George Mason please provide a recent merchant statement showing merchant processing fees paid by the University?

Not Available

10. With regard to Section V. **Statement of Needs**, Sub-section B. **Departmental Merchant E-Commerce Centralized Payment System Requirements**, item #19, can you please clarify what you mean by “fixed payment options”? Does this refer to fixed or variable pricing?

See response to question 6.

11. With regard to Section VI. **Cost of Services**, item #A, do you wish us to provide individual pricing for each of the five years of the contract term, or would you prefer us to simply provide a single annual fee with a note regarding annual escalation?

Please provide both.

12. The requirement says that the solution should be PCI compliant. PCI compliance involves both hardware and software compliance. For software, we can take care of PCI compliance during development. However, since GMUM requires hosting to be done on your in-house servers, these servers need to be made PCI compliant, or are they already PCI compliant?. Is GMU open to considering a cloud hosting solution (eg. Amazon) since it will be PCI compliant.

GMU handles PCI compliance for our in house servers. Vendor is responsible for ensuring PCI compliance in all aspects of the solution they provide, including assuring that any application or hardware provided is PCI certified.

13. Could you please give some examples of who all can be merchants, customers and some departments that GMU has?

GMU merchants are represented by many departments within the University. Some larger departmental merchants include Parking Services, Events Management, Admissions and Athletics/Recreation.

14. Is the vendor supposed to provide call center support for both customer service and user support?

Yes, GMU needs available and responsive customer service and user support.

15. Can you please elaborate “Has affordable fees with option to pass some fees to the customer” in general requirement section page 3?

If a 3rd party software partner that you integrate with has transaction fees that can be passed to the customer, we would like to have that option available.

16. Can you provide some examples of “Able to import/export data (to EXCEL & other)” in general requirement section?

Desire functionality to export payment and revenue data to EXCEL allowing for daily sales reporting and use in reconciliation and revenue management.

17. We assume that these (i.e. camps, courses, workshops, conferences, fairs, events, trips, merchandise/products, services) are the categories in which products/offering that will be uploaded by merchant in the system which customer will buy? Are we correct?

Yes, these are examples of potential University e-commerce payment activities.

18. Do you have any preference for payment gateways? List down payment methods required at the time of:

- a) Customer buys from merchant through store
- b) Merchant creates store & pays some fees to GMU.

No, we expect the selected vendor to have a gateway product.

19. Can you please elaborate - Page 3 point 13 “Must remit gross funds to GMU timely (within 3 days) and separately invoice GMU for any fees”.

Vendor is expected to comply with University and State guidelines related to collecting and depositing funds.

20. We assume invoices will be generated but there will be no integration with any accounting system with e-commerce. Is that correct?

No present plans to do so.

21. Is there any reason why GMU is not requiring custom interface to be built for all 3rd party application currently being used at the university. (i.e. T2Flex, RMS, Hobsons ApplyYourself, CSI Spectrum, ActiveNet, ACEware, Regonline, Sequoia, Magento, VisualZen, Salesforce CRM, Active Data, Terra Dotta)”.What are the required things needs to be fetched from these applications to e-commerce.

GMU prefers a vendor with established interfaces to 3rd party partners.

22. What will be the refund policy if customer cancels the order in context to cashflow?

Need ability to refund a payment to a customer.

23. May I please have a copy of your last merchant account statement

Not Available

24. How many locations do you currently have and would you like on the counter terminals and how much space (what size and look, touch screen etc , price range)

Not determined at this point – provide options.

25. Will you keep your current credit card terminals and are they emv ready.

Not determined at this point – provide options.

26. How many new terminals do you need and what type (terminal , wireless etc)

Not determined at this point – provide options.

27. Will you be accepting EBT payments, american express, gift cards is there anything you do not accept now and will not accept in the future.

GMU is seeking a solution which provides flexibility for various options as not all of our merchants accept the same type of payments.

28. What payment system or systems are you using now and what are the pain points that need to go away going forward. What needs to be intergrated.

Many gateways are currently in use linked to various in house and 3rd party websites. To ease management and compliance, GMU is looking to move merchants, where feasible and not restricted by current applications, to a single e-commerce payment provider offering affordable storefront, gateway and established partnerships to common University 3rd party software vendors (such as those listed in V.B.10).

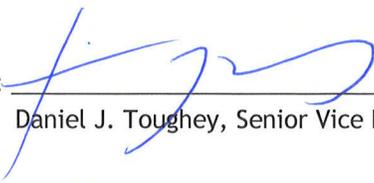
29. Can we contact other end user that will use devices daily for feedback.

No

Sincerely,



James F. Russell, Associate Director
Procurement Officer

Signature:  _____
Daniel J. Toughey, Senior Vice President, TouchNet

Date: November 10, 2015

Sample Agreements

TouchNet's contractual language is considered Confidential Information.

This page left blank intentionally.

Sample First Addendum to Software License Agreement

TouchNet's contractual language is considered Confidential Information.

This page left blank intentionally.



**FIRST ADDENDUM TO
SOFTWARE LICENSE AGREEMENT**

TOUCHNET INFORMATION SYSTEMS, INC.

15520 College Boulevard
Lenexa, Kansas 66219
United States
("TouchNet")

and

CLIENT

Address Line 1
Address Line 2
United States
("Client")

THIS FIRST ADDENDUM ("First Addendum") to the Software License Agreement dated _____ (the "____ Agreement") is made between TouchNet and Client as of the "Effective Date" which is the last of the dates shown in the signature block at the end of this First Addendum. The parties, intending to be legally bound, hereby agree as follows:

1. **DEFINITIONS.** Unless otherwise defined herein, all terms defined in the ____ Agreement shall have the meaning ascribed to such terms in the ____ Agreement when used in this First Addendum.

2. **MODIFICATION OF THE _____ AGREEMENT.** The attached First Addenda to Schedules A, C, D, and E are added to the _____ Agreement.

3. **INTEGRATION PROVISION.** _____

THE PARTIES have executed this First Addendum through the signatures of their respective authorized representatives.

TOUCHNET INFORMATION SYSTEMS, INC.

CLIENT

By: _____

By: _____

Name: Daniel J. Toughey

Name: _____

Title: President

Title: _____

Date: May 14, 2013

Date: _____

**This contract is null & void if not executed by Client on or before _____, 2012.*



**FIRST ADDENDUM TO SCHEDULE A
LICENSED SOFTWARE**

Licensed Software includes:

[REDACTED]

| [REDACTED]

[REDACTED]

[REDACTED]

| [REDACTED]

[REDACTED]

[REDACTED]

| [REDACTED]

¹ Client is purchasing _____ payment point in this First Addendum only.

[Redacted text block]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]	[REDACTED]	
------------	------------	--

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]



**FIRST ADDENDUM TO SCHEDULE C
PROFESSIONAL SERVICES**

Professional Services include the following for designated TouchNet products:

TouchNet Software Implementation Services

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Client Duties During the Implementation

[Redacted]



**FIRST ADDENDUM TO SCHEDULE D
LICENSE FEES²**

TouchNet will invoice and Client is obligated to make payments according to the following:

Equipment and Licensed Software

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

² All pricing will expire if contract is not executed on or before _____, 2012.

days upon Client's receipt of invoice. For future purchases, the initial per-partner annual

[REDACTED]

[REDACTED]

[REDACTED]

Total One-Time System Fee (Equipment and Licensed Software):

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]							
[REDACTED]							
[REDACTED]							

[REDACTED]							
[REDACTED]							
[REDACTED]							
[REDACTED]							



**FIRST ADDENDUM TO SCHEDULE E
SOFTWARE MAINTENANCE AGREEMENT**

■ [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

■ [REDACTED]

[REDACTED]

Sample First Addendum to Hosting Services Agreement

TouchNet's contractual language is considered Confidential Information.

This page left blank intentionally.

**FIRST ADDENDUM TO
HOSTING SERVICES AGREEMENT**

TOUCHNET INFORMATION SYSTEMS, INC.

15520 College Boulevard
Lenexa, Kansas 66219
United States
(“TouchNet”)

and

CLIENT

Address Line 1
Address Line 2
Address Line 3
United States
(“Client”)

THIS FIRST ADDENDUM (“First Hosting Addendum”) to the Hosting Services Agreement dated _____, entered between Client and TouchNet (the “Hosting Agreement”), is made between TouchNet and Client as of the “Effective Date” which is the last of the dates shown in the signature block at the end of this First Hosting Addendum. The parties, intending to be legally bound, hereby agree as follows:

1. **DEFINITIONS.** Unless otherwise defined herein, all terms defined in the Hosting Agreement shall have the meaning ascribed to such terms in the Hosting Agreement when used in this First Hosting Addendum.

2. **MODIFICATION OF THE HOSTING AGREEMENT.**

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

3. **INTEGRATION PROVISION.**

[REDACTED]

THE PARTIES have executed this First Hosting Addendum through the signatures of their respective authorized representatives.

TOUCHNET INFORMATION SYSTEMS, INC.

CLIENT

By: _____

By: _____

Name: Daniel J. Toughey

Name: _____

Title: President

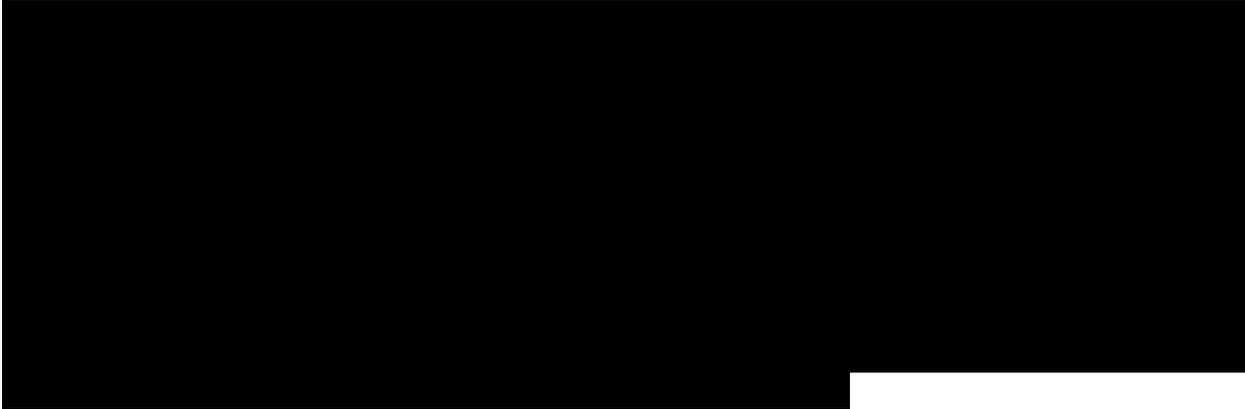
Title: _____

Date: May 14, 2013

Date: _____

*This contract is null & void if not executed by Client on or before _____, 2012.

Hosting Services Fees¹



Professional Services



¹ [Redacted]

Licensed Software

[REDACTED]

[REDACTED]

Sample Transaction Services Agreement

TouchNet's contractual language is considered Confidential Information.

This page left blank intentionally.

<Enter Merchant's Name>

Merchant Payments Processing TouchNet

Prepared by:

Sales person:



TouchNet Transaction Services Application

Card Only ACH Only Dual Conversion

HEARTLAND CONTACT INFORMATION

RM: _____ Phone: _____ Fax: _____

CAMPUS INFORMATION

DBA /Trade Name: _____ DBA Phone#: _____

Address: _____ # Locations: _____

City: _____ State: _____ Zip: _____

CS Phone #: _____ Fax #: _____

Primary Contact Name: _____ Phone #: _____

Authorized to Purchase: Yes No

Secondary Contact Name: _____ Phone #: _____

Authorized to Purchase: Yes No

Email Address: _____

(Heartland InfoCentral Admin User Email Address)

Email Contact: First Name: _____ Last Name: _____

Website Address: _____

Legal Name: _____ Federal Tax ID / EIN: _____

(Required – Must correspond with IRS Filing Name)

(Must correspond with Legal Name)

Address: _____ Phone #: _____

City: _____ State: _____ Zip: _____

CARD FEE SCHEDULE

Service Requested	Discount Rate	Discount Per Item	Trans Fee Dial	Trans Fee IP	Annual Volume: \$	Average Ticket: \$
██████████	██	██	██	██	██████████	██████████
██████████	██	██	██	██	<input type="checkbox"/> ██████████	██████████
██████████	██	██	██	██	<input checked="" type="checkbox"/> ██████████	██████████
██████████	██	██	██	██	██████████	██████████
██████████	██	██	██	██	██████████	██████████
██████████	██	██	██	██	██████████	██████████

RECURRING FEES

SETTLEMENT

INTERCHANGE QUALIFICATION

CARD ACCEPTANCE

DEPOSIT METHOD

ACH FEE SCHEDULE

██████████	██	██████████	██████████
██████████	██	██████████	██████████
██████████	██	██████████	██████████
██████████	██	██████████	██████████
██████████	██	██████████	██████████

SERVICE CHARGE FEE OPTIONS

██████████	<input type="checkbox"/>	██████████

Products and/or Services provided: Higher Education, Tuition, related fees & other campus goods/services

University FICE Code: _____

MERCHANT DETAIL

██████████	<input type="checkbox"/>	██████████	██████████
██████████	<input type="checkbox"/>	██████████	██████████
██████████	<input type="checkbox"/>	██████████	██████████
██████████	<input type="checkbox"/>	██████████	██████████
██████████	<input type="checkbox"/>	██████████	██████████

Sales Method

Card Processing Method

██████████	██	██████████	██	██████████	██
██████████	██	██████████	██	██████████	██
██████████	██	██████████	██	██████████	██

Member Sponsor Bank Disclosure



MUST BE COMPLETED BY THE RM

Service Provider Contact Information:

Heartland Payment Systems
One Heartland Way, Jeffersonville, IN 47130
HeartlandPaymentSystems.com
(888) 963-3600

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]

[Redacted]

[Redacted]

[Redacted]

HEARTLAND / TOUCHNET CREDIT/DEBIT CARD PROCESSING AGREEMENT
TERMS & CONDITIONS

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

7. Rights, Duties and Responsibilities of HPS

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

8. Chargebacks

[REDACTED]

[REDACTED]

[REDACTED]

9. Limitation of Liability: Due Care

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

10. Display of Materials: Trademarks

[REDACTED]

[REDACTED]

[REDACTED]

11. Term: Termination

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

12. Terminated Merchant File

[REDACTED]

13. Notices

[REDACTED]

[REDACTED]

14. Additional Terms

- [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

15. Optional Card Brand Fees:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Merchant Payment Agreement Section - ACH

Payment Acceptance Policies | Procedures | Terms and Conditions

**GOVERNMENT AND PUBLIC EDUCATION CREDIT/DEBIT CARD PROCESSING AGREEMENT
TERMS & CONDITIONS**

1. Services

[REDACTED]

2. Definitions

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

5. Debit Card Processing

[REDACTED]

[REDACTED]

[REDACTED]

6. Fees

[REDACTED]

[REDACTED]

[REDACTED]

7. Rights, Duties and Responsibilities of HPS

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

8. Chargebacks

[REDACTED]

[REDACTED]

[REDACTED]

9. Limitation of Liability: Due Care

[REDACTED]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

10. Display of Materials: Trademarks

- [Redacted]
- [Redacted]
- [Redacted]

11. Term: Termination

- [Redacted]
- [Redacted]
- [Redacted]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

12. Terminated Merchant File

[REDACTED]

13. Notices

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

14. Additional Terms

[REDACTED] [REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] [REDACTED]
[REDACTED]

[REDACTED] [REDACTED]
[REDACTED]

[REDACTED] [REDACTED]
[REDACTED]

[REDACTED] [REDACTED]
[REDACTED]

[REDACTED] [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] [REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] [REDACTED]
[REDACTED]

[REDACTED] [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

15. Optional Card Brand Fees

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]