

**Biman Bangladesh Airlines Limited**

Ministry of Civil Aviation and Tourism

Dhaka

Ref No: 30.34.0000.012.048.20

Date: 31.12.2020

**Request for Expression of Interest (REOI)**

**Subject:** Procurement of Consulting services for Establishing Passenger Service System (PSS), Departure Control System (DCS), Global Distribution System, e-Commerce, Loyalty and associated services for Biman Bangladesh Airlines under package no: 001

Biman Bangladesh Airlines is the flag carrier of Bangladesh and is in the business of air transportation of passengers, cargo and related activities, hereby invites prospective Solution Providers/ Consultants to indicate their interest in providing Passenger Service System (PSS), Departure Control System (DCS), Global Distribution System, e-Commerce, Loyalty and associated services for Biman Bangladesh Airlines.

To provide above mentioned services, a brief update on Biman Bangladesh Airlines and required services in brief from prospective vendors are as under. Services will be further defined or detailed out in Request for Proposal (RFP). Only shortlisted Applicants will get the opportunity to submit the proposal based on RFP.

**AIRLINE FACTS & FIGURES:**

Aircraft Fleet	B-787-800 / 04 B-787-900 / 02 B-777-300ER/ 04 B-737-800/06 DASH-8/02
Daily Flights	<Domestic network-09/International routes-30 daily departures (avg)>
Destinations Served	<08 of domestic stations> <17 of international stations>
Revenue Passengers Boarded	<Domestic-800,000/International-1955570 passengers boarded Annually>

**CURRENT PSS & DCS PROVIDER SYSTEM:**

Biman Bangladesh Airlines is currently hosted by SITA for Reservation, Inventory Management and Departure control system for Check-In Services.

**CURRENT AIRLINE SYSTEMS INTEGRATED WITH:**

System	Product Name / Vendor
Revenue Management System	ACCELYA RM/ ACCELYA
Revenue Accounting System	RAPID/ACCELYA
Loyalty / Frequent Flyer system	A4AERO / TRAVEL SHOP LTD.
Schedule Management System	PSS /SITA
Flight Operations System	FLIGHT BRIEFING ON LINE/SITA
Internet Booking Engine	A4AERO / TRAVEL SHOP LTD.
Revenue Integrity / Flight Firming	ACCELYA RI/ ACCELYA
Data Warehouse	ACCELYA RI/ ACCELYA
Fuel Planning System	FLIGHT BRIEFING ON LINE/SITA
Cargo Automation System	CARGOSPOT/CHAMPS
Payment Service Provider(s)	KASIKORN BANK ,THAILAND DUTCH BANGLA BANK LTD,BANGLADESH THE CITY BANK LTD,BANGLADESH bKASH-BRAC BANK LTD,BANGLADESH ROCKET-DUTCH BANGLA BANK LTD,
Electronic Ticket Server	PSS/SITA
EMD Server	PSS/SITA
Fare Search Tool	In Fare
Biman Holidays	A4AERO
Mobile Apps	A4AERO

**CURRENT AIRLINE INTERLINES E-TICKET PARTNERS:**

SERIAL NO	AIR LINES	CODE	PREFIX	PSS
1	ACCES RAIL AND PARTNER RAILWAYS	9B	(***)	NOT AVAILABLE
2	AIR CANADA	AC	14	1A
3	AIR INDIA LTD	AI	98	SITA
4	ALL NIPPON AIRWAYS COMPANY LTD	NH	205	1G

5	ALITALIA-SOCIETA AEREA ITALIANA	AZ	55	1S
6	ASIANA AIRLINES INC	OZ	988	1B
7	BANGKOK AIRWAYS	PG	829	1A
8	BRITISH AIRWAYS P.L.C.	BA	125	1A
10	CATHAY PACIFIC AIRWAYS	CX	160	1A
11	CHINA SOUTHERN AIRLINES	CZ	784	OWN SYSTEM
12	ETHIOPIAN AIRLINES ENTERPRISE	ET	71	1S
13	ETIHAD AIRWAYS	EY	607	1S
14	EMIRATES AIRLINES	EK	176	1A
15	GULF AIR COMPANY,G.S.C.	GF	72	1S
16	HONG KONG AIRLINES LTD	HX	851	1B
17	HONG KONG DRAGON AIRLINES LTD	KA	43	1A
18	HONG KONG EXPRESS AIRWAYS LTD	UO	128	1B
19	HAHN AIR	HR	169	1A
20	JET AIRWAYS (INDIA) LTD	9W	589	1A
21	KOREAN AIRLINES CO. LTD	KE	180	1A
22	KUWAIT AIRWAYS	KU	229	1A
23	MALAYSIA AIRLINE SYSTEM BERHAD	MH	232	1A
24	OMAN AIR	WY	910	1S
25	PAKISTAN INTERNATIONAL AIRLINES	PK	214	HITIT
26	QATAR AIRWAYS (Q.C.S.C.)	QR	157	1A
27	QANTAS AIRWAYS LTD.	QF	81	1A
28	SAUDI ARABIAN AIRLINES CORP.	SV	65	1A
29	SINGAPORE AIRLINES	SQ	618	1A

30	SRI LANKAN AIRLINES LIMITED	UL	603	1A
31	THAI AIRWAYS INTL. PCL.	TG	217	1A
32	MYANMAR AIRWAYS INTL	8M		SITA
33	GARUDA INDONESIA	GA	126	1A
34	TURKISH AIRLINES.	TK	235	HITIT

**CURRENT AIRLINE IN AGREEMENT WITH GDS:**

- AMADEUS
- TRAVELPORT (1G & 1P)
- SABRE (1S & 1B)

**SCOPE OF WORK:**

Biman is seeking a Cloud based PSS solution with data storage and processing system should be elastic, where the Solution Provider takes on responsibility for delivering the services as defined in this document to inside and outside users for the Biman Bangladesh Airlines Ltd. Biman users include, but are not limited to the below services related to passengers booking, reservation agents, travel agents (accredited and non-accredited), tour operators and corporate customers, airport agents, third- party ground-handlers, staff, contractors, airline partners and GDS subscribers.

The consultancy services include- Passenger Service System (PSS), Departure Control System (DCS), Global Distribution Systems (GDS), E-Commerce, Loyalty and other associated services.

**Strategy and Evolution**

Biman is seeking a solution that support its current and future business strategy. To achieve this goal and to accommodate the inevitable changes in the business landscape, Biman is seeking a PROVIDER that is willing to deliver on a partnership and ready to evolve its PSS solution as per following scenarios. PROVIDER must have capability to meet the following business scenario expressed in the terms below:

- a) Biman will develop more services:
  - i. Implementation of a number of new interlines partners.
  - ii. Implementation of a number of codeshare partners.
  - iii. Implementation of a number of new routes and airports.
- b) BIMAN will focus on direct distribution:
  - i. Continuous development of the consumer website(s) covering a number of languages including Bangla, English and differentiated offerings, web-apps micro-sites and cost-effective customer acquisition.

- ii. Development of direct distribution to the trade through own and existing GDS relationships and direct connections, based on standards (IATA resolution 787) or non-standard API based interfaces.
  - iii. Development of corporate activities targeted at specific corporations.
- c) BIMAN will automate for improved productivity and enhanced revenue:
- i. Introduction of more sophistication in revenue management and commercial control over agencies including the development of policies on inventory and booking abuse related to an extended network.
  - ii. Automation of time-consuming tasks such as managing schedule changes for the extended network and cost-effective management of irregular operations with a more complex network of partners.
  - iii. Automation of selling in terms of award travel, automated refund and exchange for tickets and optional services based on EMD etc.
  - iv. Supporting device independent, self-service through kiosk and mobile check-in and interactive passenger servicing.
  - v. Implement new systems and applications dependent on system links and connectivity to PROVIDER Services.

However, Biman reserve the right to revisit the scope based on analysis of the responses to the REoI and include or exclude components.

**Passenger service system (PSS):**

- a) To opt for a next-generation PSS built on the latest services-oriented architecture and agile technologies, aligned with the needs of the modern era of smart devices.
- b) Reservations Engine.
- c) Selecting a partner, highly conversant with IATA, ICAO, EDIFACT, AIRIMP, SSIM and other Airline related standards.
- d) Capable of delivering the next generation of IT solutions, and aligned with latest trends in the airline industry including Ticketing and Electronic Miscellaneous Documents (both standalone and associated).
- e) PSS solution will enable Biman to simplify the existing processes, deploy new business processes that support evolving strategies and help Biman speed to market in a cost efficient manner.
- f) Seamless direct, self-service and multi-channel retailing, across the passenger journey having Fast-acting, context-aware and intelligent pricing and inventory control.
- g) Productivity enhancement, reduction of direct operating costs, shift focus to dynamic direct distribution, individual agency and corporate booking engines.
- h) To comply for New Distribution Capability (NDC) Level-04, ensure Customizable workflows, facilitate seamless alliances and enable faster decision making.
- i) Inventory Management including GDS and NDC.
- j) Should allow airline to be more creative, and precise, in creating personalized packages, target segmentations and deliver offers and services through multiple channels.
- k) Open Interfaces are provided for direct and third-party distribution, self-service booking and customer service technologies including web, kiosk and mobile applications.

- l) Support a variety of payment modes and protect customers' privacy concerns and increase revenue from new/ repeat customers.
- m) Facilitate travellers with innovative solutions like Bag-drop solution and make it easy for travellers to check the booking status or make changes to their trip.
- n) Deep customer intimacy and social network integration.
- o) Integrated near real-time business intelligence and the potential for "Big Data" integration and exploitation, Operational Data Store, Analytics and Insights and Predictive Analytics
- p) A risk-free migration implementation of vital passenger service systems, on time, with NO or minimal disruption to current business.
- q) APIs (web-services) to support in-house developments, integration and/or third
- r) Availability of data centre with impressive processing power and quality standards to ensure secure hosting of airline's data, as well as best-in-class levels of scalability, reliability and security.
- s) Pricing and management of Ancillary Services (Optional Service Fees).
- t) The system must be integrated and capability to distribute fares/taxes through ATPCO.

**Departure Control System (DCS):**

- a) Detailed and upgraded DCS function.
- b) Interline Through check-in System.
- c) Baggage Reconciliation System
- d) Weight and Balance system including Load control.
- e) Provide Advanced Self Service Check-In options including but not limited to Web Check-In, Automated Check-In, Mobile Check-In, Tablet Check-In, Airport Agent Desktop, etc.

**Global Distribution System (GDS):**

- a) The system must have their GDS.
- b) The system must be able to connect with other leading GDSs (Sabre, Amadeus, Travel Port, Travel Sky etc).
- c) Distribution of PSS content through travel agencies and OTAs.
- d) As GDS system should have following criteria:
  1. Distribution capability of any Airline content globally which are not hosted in Bidder's solution platform.
  2. Capability on selling and cross selling with interline partners on GDS platform.
  3. Capability to integrate with ATPCO to pick up any airlines fare directly as per IATA compliance in terms of fare display, pricing, auto pricing of all taxes as per TTBS.
  4. The travel agent subscribing on that GDS should be able to access all possible airlines and its content in that GDS platform.
  5. GDS provider should have capability of picking up all fares, taxes, OB/OC, ancillaries etc. from ATPCO that are filed by the airlines.
  6. Connect to any airline content directly or through API cannot be considered as GDS since GDS is indirect channel where their travel agencies/ subscribers from

across the globe can access all 300 to 400 airline content together in one platform.

7. Evidence in which market the bidder exist as GDS.
8. Evidence of the contract signed as GDS system of the Bidder with any Airlines and travel agents in any market.
9. Capability to pick up any airline schedules and fares through OAG, Cirium and ATPCO.
10. Any two letter code as GDS? Such as 1B, 1S, 1P, 1G, 1A etc...

**E-Commerce, Loyalty & Associated Services:**

E-Commerce- Internet Booking Engine, Travel Agent Portal, Shopping & Merchandising Engine, API's, M-Commerce-Mobile App, FFP-Loyalty Engine, Campaign & Promotion, Meta Search Engine Support & Reporting, Ancillary Sales etc.

**E-commerce:**

- a) Internet Booking Engine with hosted solution.
- b) Shopping, Pricing & Booking, Service fees, Customer Profiles, Ancillary services, Cross sell, Payment and confirmation.
- c) Servicing and Rebooking.
- d) Redemption flow.
- e) E-commerce customization and Personalization.
- f) Campaigns and Promotions.
- g) Mobile
- h) Travel Agent Portals, Corporate Bookings-B2B Channel.
- i) Reporting

**Loyalty:**

- a) Customer-centric frequent flyer system
- b) Accrual and Redemption
- c) Recognition of "High-Value" Customers.
- d) Member Communications
- e) Parameter Driven System Design
- f) Compliance with industry standards
- g) PNR Database.
- h) Corporate/Staff/ Agent management.
- i) Capability to support PSS system
- j) Partner and Promotion management
- k) Tier Management
- l) CRM features
- m) Reporting with Analytics.
- n) Branding and Customer profile Integration.
- o) Auto Redemption.

## **MIGRATION:**

Information required in this section will include a description of Solution Provider's proposed migration milestones and timelines, activities, manpower and how Biman people involved in the project, etc. Capable to work with Technical Team of SITA (Existing Biman Host System.) for Data Migration and experience on Data Migration.

- a. **Timeline:** The proposal should include a timeline and high-level milestones for the migration, using the date of signing the contract as starting point.  
**(Note:** Biman prefers to cutover to the new PSS by 30<sup>th</sup> August 2021 from the signing of contract including testing).
- b. **Staffing:** Specify the number of Biman personal required during the migration period, including the required competencies and knowledge.
- c. **Initial system loading:** The Solution provider should outline the steps for preparing and loading the database: schedules, inventory, aircraft data, etc.
- d. **Data migration:** Describe how current and historical data (PNRs, customer profiles, tickets, etc.) will be migrated from Biman's current provider. Please indicate ability to work Biman's formatted migration datasets.
- e. **Cutover support:** Outline the usual level of support provided for a new airline customer migrating to bidder PSS (onsite or remote assistance, duration, etc.).
- f. **Post-cutover support:** Describe Solution provider process for handling trouble reports on an ongoing basis, Help Desk set-up, etc.
- g. Solution Provider has to describe how both current and historical data (PNRs, customer profiles, tickets, etc.) will be migrated from Biman's current system to the new system.

## **IT INFRASTRUCTURE:**

Biman is looking for complete transparency around integration services, network or web hosting services if required to successfully implement the proposed PSS solution. Vendor is also required to describe their Business Continuity and Disaster Recovery program in this section.

- a) **Hardware, software and network connectivity requirements:** For each system component, list hardware, minimum workstation requirements for software and network connections (minimum bandwidth for each workstation) that Biman will need to install for implementation of your proposed PSS solution.
- b) **Release Management.** Please provide information on number of software releases in a year and how they are distributed to the end-user. What is your process when discontinuing software components, e.g. OS versions, browser versions etc.
- c) **Website connections:** Please specify if the system allows a secure connection for transactions via the Internet, including but not limited to Biman's web site and partners' websites such as E-commerce portals, E-tourism, payment platforms, etc.
- d) **System integration:** Please describe the type of interface / link that vendor will provide in order for Biman's surround systems to interact with your proposed PSS solution.  
**Please specify these are included as standard or an additional cost item.**
- e) **Data Centre:** Provide a technical overview of the hardware and software implemented at the main data centre and back-up centre; and the geographical location where the modules proposed to Biman will be hosted. Please confirm if you are PCI DSS certified and compliant with GDPR plus any other applicable certifications.



- f) **Business Continuity and Disaster Recovery:** Briefly describe your Business Continuity and Disaster Recovery program and specify if these measures are included as standard or an additional cost item.

**SOLUTION PROVIDERS ELIGIBILITY, CAPABILITY, EXPERIENCE AND BIMAN'S OTHER REQUIREMENTS:**

**Company History, Financial Reports, Strategies & Plans:**

- a) Brief history of the solution provider/consultant with information on Manpower along with Technical and professional competencies for successful implementation of the services.
- b) Organization's profile and financial reports for the past three years counting backward from the date of publication of this REOI.
- c) Solution Provider shall mention his current capacity to handle passengers on Board (PB) in terms of number of passengers per each Airline Annually including LCC and Full-Service carriers.
- d) Organization's future plans in Research & Development and innovation for the travel and tourism industry.
- e) List of Passenger Services System, Departure Control System operational application modules of the Solution Provider/consultant.
- f) An overall functional model and a brief description of the functionality of required all services.
- g) A brief description of any particular strength or automation of the system.
- h) Any Partnerships or Alliances in Airline Industry, that Biman may be able to take advantage of in terms of services or cost reductions, or that may allow to expand your product offering.
- i) Provide an overview of your product road map for the year to come.
- j) Solution Provider's product strategy that helps Biman to meet its current and future needs?

Interested Solution Providers/ Consultant should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

**SOLUTION PROVIDER'S CURRENT PSS HOSTING BUSINESS:**

- a) Provide examples of the system's ability to host legacy and complex airlines. Please specify how many legacy airlines with Interline and code-share agreements are currently hosted on your system. Please specify with annual PB of the Airlines your system hosted.
- b) Please furnish a list of interline E-tickets, Code Share agreements your system has successfully implemented for your customer carriers including IATCI.

**SUPPORT FOR ALLIANCES :**

Please specify your PSS capability in case Biman enters into an Alliances.

**PSS TECHNOLOGY:**

- a) Please specify which components of the PSS are currently implemented on mainframe technology as proposed to open and/or cloud-based systems.
- b) Please provide an overview of your main deliveries for PSS functions enhancements in the past year.
- c) What is your participation to the IATA NDC initiative? Are you a certified IATA NDC PSS Provider? If yes, what level of certification do you currently hold and when was it obtained?
- d) Is your system only PSS, DCS, E-commerce and Loyalty Hosting provider? Does your system have GDS functionality? Does your system able to integrate with all GDS?
- e) API Connectivity? Does your system capable to manage API connectivity to 03<sup>rd</sup> party system providers, interline carriers, Hotels, OTA, Ground Handlers, Meta search engines, corporate, banks etc. without any additional transaction cost? If so, please reply in details.
- f) Capability to integrate local Mobile operators and Banks in Bangladesh for Mobile Banking, payment gateway integration and wallet service.
- g) Ensure vendor will not charge for the upgrades, version change, or feature or product change during the contract period.

Interested Solution Providers/ Consultant/ Applicants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services and must reply in details each and every question mentioned above.

**Mandatory criteria for shortlisting:**

- a) Interested applicants/solution provider shall have to apply/submit the EOI individually.
- b) Applicant shall demonstrate financial capacity by submitting last 3 years financial audit report till last February 2020 with average annual turnover minimum USD 30 Million.
- c) Lead Solution provider/consultant shall be capable to provide all required services (PSS, DCS, GDS, E-Commerce and Loyalty) through an integrated system.
- d) The Solution provider shall have minimum 10 (Ten) years' experience in each of Passenger Service System (PSS), Departure Control System (DCS), Global Distribution System (GDS), E-Commerce, Loyalty and Associated services for aviation industry.
- e) The Solution provider shall have minimum **25** including 05 (Five) full-service carrier experience who has been using all or part of the solution proposed in this REoI. List of the present customer Airlines with provided services, to be attached with the proposal.

- f) The Solution provider shall have capability of Bi-lateral Interline E-ticket and all type of Code-share Partnership agreement and capability to integrate with any Interline Partner's Host system.
- g) The Solution provider shall have IATA NDC Level-04 either capable or certified as either IT Provider or Aggregator.
- h) The Solution provider shall have at least 03 (three) Commercial Airline's PSS & DCS migration experience.
- i) The Solution provider shall have 24 X 7 customer Technical support service globally and have the capability to establish an appropriate office in Bangladesh for facilitating all services mentioned in REOI if awarded the contract finally.

The procurement will follow the Quality and Cost Based selection (QCBS) method as per Public procurement act 2006 and Public procurement rules 2008 of the Government of Bangladesh. Interested Solution providers/consultants need to sign a Non-Disclosure Agreement (NDA) with Biman. Interested Solution providers are requested to submit signed NDA, to the e-mail ID: [dmsbiman@bdbiman.com](mailto:dmsbiman@bdbiman.com) and [gmmarketing@bdbiman.com](mailto:gmmarketing@bdbiman.com) latest by 1700 Bangladesh time on 21<sup>st</sup> January 2021.

Expression of Interest (EOI) must be submitted within Bangladesh Time 5pm by 21<sup>st</sup> January 2021 either in sealed envelope through courier service to the address below or e-mail to [dmsbiman@bdbiman.com](mailto:dmsbiman@bdbiman.com) and [gmmarketing@bdbiman.com](mailto:gmmarketing@bdbiman.com) with clearly marked "EOI for Establishing Passenger Service System (PSS), Departure Control System (DCS), Global Distribution System (GDS), e-Commerce, Loyalty and associated services for Biman Bangladesh Airlines. Late submission shall not be accepted and returned unopened. Biman Management reserves the right to accept or reject any or all EOI without assigning any reason whatsoever at any stage. This REOI along with detailed REOI and NDA are available at [www.biman-airlines.com](http://www.biman-airlines.com).

Further information or any queries can be obtained at the address below during office hours: 0900 to 1700 hours (Sunday to Thursday).

**Md. Shawkat Hossain**

Director Marketing & Sales

Biman Bangladesh Airlines.

Head office. Balaka Bhavan.

Kurmitola. Dhaka-1229.

Bangladesh.

Phone No.: +88-02- 8901350

Cell No.: +88-01777715504

Email # [dmsbiman@bdbiman.com](mailto:dmsbiman@bdbiman.com)