



**Southeastern Pennsylvania Transportation
Authority (SEPTA)**

**Key Advantage
Transit Benefits
CRM Platform**

Expression of Interest (EOI)

May 2025



PART I – INTRODUCTION

1. Purpose

SEPTA is issuing this Expression of Interest (EOI) to solicit detailed responses from qualified platform vendors, certified system integrators and delivery partners capable of designing, developing, implementing, and supporting an enterprise-grade, cloud-based "Key Advantage" Transit Benefits Customer Relationship Management (CRM) platform. This solution will manage the full lifecycle of SEPTA's institutional transit benefit programs, including eligibility intake, partner management, member services, integration with backend systems, and data governance. This RFI includes labor and material requirements for the full scope of delivery.

2. Background

The "Key Advantage" program provides 60 institutions (approximately 60 thousand eligible members where 31 thousand members utilize the benefit with a volume of 1 thousand **monthly messages**) with the ability to subsidize or prepay SEPTA fare cards for eligible users (e.g., employees, students, tenants). This growing program requires a flexible CRM system that centralizes operations, automates complex workflows, and provides secure, transparent, and scalable engagement tools for SEPTA staff, institutional partners, and end users.

3. Business Summary

The CRM platform will serve as SEPTA's institutional engagement and benefits coordination hub. It must support multiple program types, integrate directly with SEPTA's fare systems and internal operations, and meet the expectations of public-sector IT governance, including strong security, performance, and compliance features. Vendors should provide options for modular expansion and interoperability with enterprise tools.

4. Disclaimer

This RFI does not constitute a commitment to procure and/or contract. It is a market research tool and does not bind SEPTA in any way.



PART II – INSTRUCTIONS FOR RESPONSE

Responses should include:

- Executive Summary
- End-to-End Delivery Plan (Labor + Materials)
- Functional and Technical Capabilities
- Security, Compliance, and Risk Management
- Implementation & Testing Timeline
- Materials Estimate (Licensing, Hosting, Subsystems)
- Optional Enhancements and Add-ons
- References, Case Studies, Sample Materials

PART III – FUNCTIONAL REQUIREMENTS

A. Core Capabilities

1. Partner record management (institution profiles, roles, contracts, contacts)
2. Benefit eligibility upload, validation, and tracking workflows
3. Support for program-specific rules and roles (e.g., employer vs. university)
4. Guided enrollment flows for institutions and end users
5. Secure dashboards for partner admins and SEPTA staff
6. Real-time audit tracking of submissions, errors, and resolutions
7. Automated email/SMS alerts for deadlines and errors
8. Document upload/approval workflows for agreements and renewals
9. Ticket and support case logging with escalation management
10. Lifecycle history tracking of members across institutions
11. Bulk reassignment or renewals for institutions
12. Duplicate record prevention / data merge rules
13. Document version control for contracts and agreements
14. Omnichannel solution integration with SEPTA mobile and IVR customer distribution channels

B. Data Management and Reporting

1. Central reporting dashboard segmented by institution, region, or program
2. Scheduled reports for SEPTA leadership
3. Member-level engagement summaries
4. Data validation logs and correction audit trails
5. Data filters: Date, Institution, Enrollment Status, Validation Errors, Communication History
6. Visualization options with threshold indicators (e.g., red/green flags)
7. U.S. based data residency requirement



C. System Integration

1. Real-time sync with SEPTA fare/card backend
2. Eligibility and provisioning integration
3. API support for bulk data uploads and status checks
4. SSO, MFA, and access provisioning through SEPTA IAM
5. Integration with Microsoft 365 (Outlook, Teams, SharePoint)
6. Integration with ERP/HRIS systems for reporting and validation
7. Integration with Tableau or Power BI for advanced reporting (given M365 reference)

D. Communication & Messaging Tools

1. Bulk alerts by program/institution (email and SMS)
2. Self-service messaging portals for institutions
3. Member communication templates
4. Opt-in/opt-out tracking
5. Confirmation logs for all communications
6. Ability to support administrators and participants including participation in enrollment events

E. User Experience and Portals

1. Responsive design (desktop, tablet, mobile)
2. Institution-branded login portals
3. Personalized user dashboards for SEPTA and institutional staff
4. Role-based access control
5. Self-service password resets, profile edits
6. ADA accessibility compliance for portals

PART IV – TECHNICAL, SECURITY & COMPLIANCE REQUIREMENTS

A. System Architecture

- SaaS or PaaS-based cloud deployment
- Modular and extensible architecture
- High availability (99.9% uptime)
- Microservices-based backend preferred



B. Identity & Access

- Single Sign-On (SSO) with Azure AD, Google, or SAML 2.0
- Multi-factor authentication (configurable by role)
- Password policy: configurable complexity, expiration, reuse restriction
- Encrypted credential storage (AES-256, salted hashes)
- Session timeouts and forced logout features

C. Logging & Monitoring

- Daily session logs and error tracking
- Incident reporting with severity-based response workflows
- User access logs and change history
- Login activity retention for 30+ days
- Export to CSV, XLSX, PDF

D. Data Security & Privacy

- End-to-end encryption: TLS 1.2+/AES-256
- PII/PHI data segmentation and tagging
- Network Security Groups (NSGs) and firewall policies
- Advanced Threat Protection and malware scanning
- Role-based data access
- SOC2 Type II, ISO 27001, or equivalent compliance

PART V – END-TO-END DELIVERY EXPECTATIONS

1. Labor

- Project Management: Coordination and reporting
- Change Management: Internal SEPTA staff and institutional partners
- Risk Management: Management of scope evolution
- Solution Architecture: Overall CRM structure
- Development Team: Backend, frontend, middleware
- Integration Engineers: APIs, ERP, fare systems
- QA & Testing: UAT, regression, performance
- Security Engineers: IAM, compliance validation
- Training & Enablement: Guides, webinars, live sessions



2. Materials

- Platform licensing and subscriptions
- API gateway usage costs
- Hosting/storage (cloud compute and database)
- SMS/email message costs
- Security add-ons (ATP, monitoring)

3. High-level Timeline

- Phase 1: Requirements Finalization & Design – [Month 1–2]
- Phase 2: Build & Integration – [Month 3–5]
- Phase 3: Test & Pilot – [Month 6]
- Phase 4: General Rollout – [Month 7+]

PART VII – EVALUATION & NEXT STEPS

Submissions will be used to:

- Validate scope, platform options and delivery models
- Inform budgeting and sourcing for upcoming RFP
- Identify qualified vendors for future engagement

PART VIII – CONFIDENTIALITY

All proprietary responses must be clearly marked. SEPTA will respect confidentiality within the limits of public disclosure laws.

We appreciate your response and commitment to supporting SEPTA's technology transformation through an enterprise-grade CRM solution.

APPENDIX

- Matrix of Functional Requirements