**Payment Services**

**Request for Proposal**

for



Version: 1  
Date: 02/07/2020

# 1. Abbreviations and terminology

“Affiliate(s)” under this RFP means, with respect to Dine Brands, any person, firm, corporation, partnership, limited liability company, or other entity that now or in the future, directly or indirectly controls, is controlled with or by or is under common control with Dine Brands. For purposes of the foregoing, “control” means, with respect to: (a) a corporation, the ownership directly of fifty percent (50%) or more of the voting power to elect directors thereof; and (b) any other entity power to direct the management of such entity.

“Bidder” means any person or entity receiving this RFP.

“Confidentiality Agreement” means the existing Confidentiality Agreement between you and Dine Brands Services, Inc. or one of its affiliates.

“ihop” means International House of Pancakes, LLC, a Delaware corporation.

“Project” means the project described Scope

“Proposal” means your formal response, and all supporting information and materials that you provide in response to this RFP.

“RFP” means this Request for Proposal.

“your Confidential Information” means your intellectual property, including technical information, financial statistics, operating statistics and other proprietary information that you disclose to Dine Brands in connection with your proposal if such information is conspicuously marked or designated as confidential, but excluding publicly available information.

# 2. Confidentiality

Before receiving this RFP, you entered into a Confidentiality Agreement with Dine Brands. All information contained in this RFP and any information, whether written or oral, communicated to you by or on behalf of Dine Brands or its Affiliates, is considered Dine Brands Confidential Information (as such term is used in the Confidentiality Agreement).

You may use the information provided by Dine Brands or its Affiliates in connection with this RFP for the sole purpose of preparing your Proposal.

# 3. Introduction and purpose of the RFP

With this RFP, we request information regarding your company and your products/services. The same information will be gathered from different companies and may be used to evaluate what suppliers we will follow up the sourcing process with RFP or RFQ.

# 4. Scope

Dine Brands is inviting potentially qualified vendors to submit information to help us select a payment service provider. We have identified the following requirements around our core needs below.

# 5. RFP procedure

To answer this RFP please answer the questions in section 7

Contact person listed below is available for assistance in case that is needed.

The answers to this RFP will be evaluated by staff from different functions in Dine Brands.

## 

## **How to deliver the answer**

Send your confirmation that you will respond, and response email to [michael.salmon@dinebrands.com](mailto:michael.salmon@dinebrands.com) and [harman.kaur@dinebrands.com](mailto:melanie.warner@dinebrands.com) by the dates listed below.

## 

## **Contacts**

For questions regarding this RFP, you are welcome to contact:

Michael Salmon

Product Manager, Restaurant Technology

Michael.Salmon@dinebrands.com

(818) 637-3627

## 

## **Timeframe**

This is the timeframe for the RFP and an eventual coming project

03/04/2020 – The RFP is sent out

03/13/2020 – Last date for intent to respond

03/23-26/2020 – One-hour open Q&A conference call for all vendors (to be scheduled)

03/30/2020 – Last date for questions – (Responses with in 24 hours)

03/31/2020 – Last date for submission of answer to RFP

04/13-16/2020 – Vendor Onsite Reviews & Presentations

04/20-24/2020 – Internal Reviews & Scoring

04/27/2020 – Vendor Selection

**Late responses will not be accepted**

Next steps:

* Response scoring and comparison
* First cut on partner selection
* On site presentations by short listed partners
* Final selection process
* Winner of contract notified

Dine Brands’ Discretion; Costs

Dine Brands reserves the right to amend or withdraw this RFP as Dine Brands, in its sole discretion, deems appropriate, to waive any or all formalities and technicalities, and to reject any or all proposals received in response to this RFP. If Dine Brands moves forward, it may elect to work with one or more Bidders, reserves the right to make contract award(s) perceived to be in the best interest of Dine Brands and its Affiliates, and may or may not proceed with the Project.

The costs of developing and delivering responses to this RFP are entirely the responsibility of the Bidder. Dine Brands is not liable for any expenses incurred by Bidder or its subcontractors incurred in responding to this RFP, in the preparation and presentation of any bid, or any other costs incurred by Bidder prior to execution of a definitive agreement, if any, as provided in this RFP.

Resulting Contract

If Dine Brands selects your Proposal, you will be expected to sign a contract outlining the terms and conditions of your relationship with Dine Brands relating to the Project. The contract will include terms and conditions in a form determined by Dine Brands and will incorporate the terms of this RFP and your Proposal. If you are unable or unwilling to comply with this paragraph or any particular term or condition in Attachment A, please explain such inability or unwillingness in your Proposal. Dine Brands does not, and will not, have any legally binding obligation to any Bidder until a definitive agreement is executed.

For purposes of this RFP, the terms of this RFP supersede and replace any inconsistent or conflicting terms in any other agreement between you and Dine Brands, whether written or oral, with respect or related to the Project. Any dispute arising under or relating to this RFP will be governed by the laws of the State of California, without regard to its conflicts of law provisions. By submitting your Proposal, you consent to and waive any objection to the jurisdiction of and venue in any state or federal court located in the State of California.

Unsolicited bid samples or descriptive literature are submitted at the vendor’s risk, may not

be examined or tested, will not be deemed to vary any of the provisions of this RFP, and may not be utilized by the vendor to contest a decision or understanding with Dine Brands.

# 6. Background description of what is requested

***Dine Brands Global, Inc.***

Based in Glendale, California, Dine Brands Global, Inc. (“**Dine Brands**”), through its subsidiaries, franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar® and IHOP® brands. With more than 3,600 restaurants combined in 18 countries, over 370 franchisees and approximately 200,000 team members (including franchisee and company-operated restaurant employees), Dine Brands is one of the largest full-service restaurant companies in the world. For more information on Dine Brands, visit www.DineBrands.com.

***Context in which the product or service will be used***

The payment service solution will be used in company-owned and franchised restaurants. The payment service provider will need to provide a PCI validated Point-to-Point solution for both in restaurant and off premise payments. The solution must provide a tokenization mechanism that allows Dine to aggregate customer data into robust records but also allow for brand specific data to be segmented across the individual brands.

Currently domestic IHOP locations run on MICROS RES 3700 and Applebee’s locations run on an internally developed POS solution (A1-POS). International locations of both chains run on MICROS RES 3700. These solutions have been in place for 10+ years.

Proposed Context: Dine Brands will use this solution in most all of our restaurants to provide both in restaurant and off premise payment, analysis, and data mining.

## **Statement of need**

The payment space has grown since our first implementation of a payment gateway and EMV solution. Dine Brands is looking for opportunities in the market that will further aide in enhancing the security of our brands and restaurants today. We also understand the value that many payment solutions may be able to provide the brands today. These capabilities include but are not limited to securing our guests payment information as well as their personalized data, combat chargebacks both in the restaurant and off premise, provide payment devices that aide in the daily operations of our restaurants [including guest surveys if applicable] and allows us to enhance the guest experience. In this effort, we are looking for partners to help us meet these initiatives.

# 

# 7. RFP Questions

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# **Company Overview**

### Please provide the following information:

### Company Name:

### Company Address:

### Primary Contact Name:

### Primary Contact Phone:

### Primary Contact Email:

### If the vendor is a corporation, please provide state of incorporation.

### If the vendor is a corporation, please provide a list of officers and directors.

### In what year was your company founded?

### Please provide a list of strategic partners and alliances your company maintains grouped by product solution set.

### What verticals does your company specialize in?

# **Technology**

## **Product Vision**

### What are your company's competitive advantages, specific to the restaurant industry?

### Please provide a list of all regions in which your solution is currently supported and provide your roadmap for future international support.

### How do you assess your ability to attract/incent current and future innovators in the restaurant industry to work with your firm in order to bring market-leading solutions to Dine Brands?

### Describe your vision of the optimal customer interactions. Be sure to include the entire scope of the consumer interaction from traditional table service or QSR payments, to pay at table solutions, as well as other potential payment models.

### Describe your product roadmap and upcoming release schedule through the end of 2020 for all functionality that could potentially impact your restaurant partners.

### Explain how your solution can help your merchants future-proof their POS to allow the support of new devices as they come to market or to expand into new regions.

### Describe how your product adds new tender types as they are launched to the market. Include information such as time to adoption, how soon that tender type is available to your customers, and what the level of effort is to a customer in adopting those new tender types.

## **Product Architecture**

### Provide a high-level description of your firm’s services for the restaurant industry. Include any unique solutions that you supply and/or support.

### Please provide data flow diagrams for any solutions which you are proposing.

For non-gateway providers, please elaborate on your ability to provide a direct to processor integration and the architecture behind said integration.

### If your solution requires the installation of additional software on the POS system, please explain how installation takes place, how updates to that software are managed, and who is responsible for managing them.

### If applicable, describe the recommended hardware environment required to support your software.

### Please list and describe all software products that your company provides.

### Please describe how your solution’s integration can be configured to fit Dine Brands’ needs.

### Please describe the type of business logic that can be triggered by BIN ranges by your product. Include how this logic can be enforced when a system is offline.

### Does your solution support private label cards? If so, please explain your company’s private label capabilities including functionality surrounding real-time credit issuance.

### Describe how configuration of AVS responses can be done by your product and what that configuration process consists of.

### Describe how configuration of CVV/CVV2 responses can be done by your product and what that configuration process consists of.

### Describe the maximum single transaction amount that is supported by your product.

### Explain the data which can be returned in an authorization response from your product and how that can vary by channel.

### Does your solution have the capability to support “Pay with Points” programs? If so, please explain your company’s capabilities and required integrations to support this functionality.

### Please explain your company’s capabilities to support PAR values with alternative payments types, such as Apple Pay and Google Pay, as it relates to consumer identity.

## **Gateway/Switching**

### Do you provide your own gateway/switching services? If not, please list any gateway or switching partners that you leverage.

### If applicable, explain how transaction traffic flows from your solution to these partners.

## **Card Present Support**

### Explain in detail your Card Present integration capabilities, including information about how the POI terminal/device is connected to the POS.

### Please provide a detailed overview of your solution's ability to process transactions in an offline state. Please include an overview of your solution based on the following scenarios:

1. Processor/Acquiring Bank Offline:
2. Gateway Offline:
3. Internal Network Latency and/or POS/PMS Server offline:

### Provide information on the ability to support multiple acquirers, including capabilities for [pin debit] least-cost routing.

### In addition to payment data, what other data can be analyzed from the POS for purposes of business intelligence and other value-added services programs?

### Building off the previous question, what other sources can be used to gather data and associate that data to a customer profile?

## **eCommerce Support**

### Explain in detail your eCommerce integration capabilities, including whether you offer any of the following: Hosted Payments Page, Hosted Payment Fields, iFrame, Other

### Please provide information on how your solution solves to consolidate the consumer experience between the eCommerce and Card Present environments.

## **Mobile Support**

### Explain in detail your Mobile and App integration capabilities, including how the solution is deployed for various mobile platforms (iOS, Android, Windows, etc.)

### Does your solution offer a mobile wallet? If so, please provide details on mobile wallet functionality, including the ability to store Accounts-on-File.

### If yes to the above, please explain how your solution allows Dine Brands to better understand a consumer's identity across its mobile wallet, eCommerce and Card Present environments.

## **Tokenization**

### Do you have your own tokenization Engine? If so, does your company charge its customers for use of the tokenization engine, in addition to gateway/processor fees?

### Describe how the token format can be customized for your customers. Include any limitations or guidelines for token format and what the process is to revise that format.

### Do you support custom token formats?

### How do you support the transfer of already existing customer token data from other gateway providers?

### How long do your tokens last for?

### Do you have a card on file updater service? If yes, explain how that service works.

### Please provide a list of all token types, with a description of each.

### Can your tokens be shared across processors?

### Can tokens be shared between locations? Between ISVs?

### Dine Brands already has a large number of existing tokens; can your solution convert those tokens to work with your solution?

### In addition to providing a secure way of processing credit cards, please explain any other ways that your solution utilizes tokens to assist in business intelligence and analytical analysis of customer behavior.

## **Gift Cards and Stored Value**

### Please explain your solution's support for Gift Cards. Be sure to specify which brand(s) you support and what functionality is supported.

### Explain your solution's support for a closed-loop payment solution. Please explain how your solution can enhance the overall consumer experience, as well as technical functionality including automatic balance reloads.

## **Value-Added Services**

### What other services do you offer that Dine Brands would find useful or valuable, or that could potentially help Dine Brands drive revenue?

### Describe how you either directly support or partner with another provider to support guest loyalty programs. Provide detail around how you handle points, rewards, incentives and discounts. Be sure to also include how Dine Brands would manage this system at a corporate level while taking into account that a specific property or franchise may want to opt in or out of specific promotions or incentives.

### If your loyalty program allows guests to redeem points directly at the PMS level, please provide more information on the architecture behind the solution.

## **Integration Capabilities**

### Explain in detail your integration capabilities and your ability to integrate with new systems, including Point-of-Sale (including Android and iOS based systems), Mobile, Back Office and eCommerce systems. Please also list those you are currently integrated with.

### Provide information about all configuration options of your solution that can be changed or configured without need for an integrator to recertify their integration.

### From project kick-off to certification, provide your company's average integration time frame for integrating a new POS system.

### From project kick-off to certification, provide your company's average integration time frame for integrating a new eCommerce website.

### From project kick-off to certification, provide your company's average integration time frame for integrating a new mobile application.

Do you have any International support? If so, please provide a list of clients

Does your solution support integrations with cross channel marketing partners (e.g. salesforce, braze, adobe, etc.) and offer management tools (sparkfly, punchh, session M, etc.)?

## **Quality Assurance**

### Explain your methodologies behind the testing that your teams preform before new functionality is released to your partners and merchants. Explain the steps that are taken to ensure that functionality is adequately tested in a "real life" environment.

### What is your product release schedule?

List your last 5 product releases (week & date). What bugs or features did they resolve/add?

### How do you notify Dine Brands and your other partners when new features or functionality are being released?

## **System Infrastructure**

### What are your average transactions speeds?

Least Cost Routing

### Understanding that transaction speeds are important to a positive customer experience, explain what steps your organization is taking to further improve your transaction speeds. Does your platform have any special features or support that are designed to decrease transaction times?

### What was your platform uptime over the past 3 years (2017, 2018, 2019)?

What are your SLA’s as it relates to your platform uptime? What are you associated penalties for missing SLA’s?

### What additional software, if any, would Dine Brands be required to use in order to leverage your solution?

### Who would be responsible for maintaining this software?

### What additional hardware, if any, would Dine Brands be required to purchase/install, in order to leverage your solution? Would this hardware be on premise or hosted? If hosted, by Dine Brands or by you?

### Who would be responsible for maintaining this hardware?

# **Compliance, Risk and Security**

## **PCI Compliance**

### Provide an overview on how your solution simplifies the certification for PCI, which roles and responsibilities would remain with Dine Brands and with other component providers. Explain if there are alternatives proposed to achieve PCI P2PE or simply PCI DSS accreditations.

### When was the date of your most recent PCI DSS assessment?

### Have you ever failed an assessment or has your PCI certification status ever lapsed?

### Has your company ever experienced a data breach or data compromise?

is your P2PE solution validated and posted on PCI SSC website?

In addition to the above, please provide the following

* PCI AoC (Attestation of Compliance)
* PCI roles and responsibility matrix
* Data flow diagram
* Architecture diagram
* Formal annual penetration test report
* ISO 27000 Certification and/or SOC 2 TYPE II (or SOC 3 its equivalent)
* Security policies

Please elaborate on how you store “Sensitive Authentication Data” (SAD) and how you ensure that it is never stored at or above restaurant level.

## **Point-to-Point Encryption (P2PE)**

### Is your Solution PCI P2PE compliant? If so, please answer the following questions.

### Please provide your PCI P2PE Attestation of Validation (AOV).

### Please provide a list of all certified P2PE POI payment devices, with their respective PIN Transaction Security (PTS) versions.

### Does the client or the vendor manage the encryption/decryption keys as part of the PCI P2PE solution?

### Please provide information on how your solution detects and alerts clients on device failure and/or unencrypted data within the environment.

### Please provide information on the PCI P2PE certified decryption environment, as it relates to Domain 5 (P2PE Cryptographic Key Operation & Device Management) of the PCI P2PE solution.

## **Key Injection**

### Do you provide Key Injection Services as part of your solution?

### What is the process for remote injecting new keys into devices? What is your process for key management?

### If you do not act as your own Key Injection Facility (KIF), provide a comprehensive list of any Key Injection Facilities that you partner with and which regions those partners are certified to operate within, as part of your solution.

## **Disaster Recovery/Business Continuity**

### Does your organization have a documented Disaster Recovery and Business Continuity Plan?

### Explain how you will ensure business continuity in the event of a catastrophic failure at one or more of your data centers.

### How much time is your platform down in the event of a failover from your primary data center to a secondary data center?

### Where are your data centers located? Please provide information on geographical redundancy.

Please share your breach/incident response plans as part of the time process and how often that is tested

## **General Data Security and Privacy**

Discuss your approach and processes as it relates to device tamper detection & notification.

### Provide a detailed description of practices that address how you collect, store and and/or safeguard client and guest data.

### Provide your strategy to ensure that you are in compliance with CCPA guidelines.

### Detail your strategy for risk management.

### Discuss your approach towards change management, and how project scope changes are handled by your team as part of an enterprise engagement.

### Are you certified with SSAE18 SOC2 Type II? If so, please provide the service controls that have been certified and a summary of the report.

Elaborate on your capabilities as it relates to encryption in transit and at the restaurants.

# **Services**

## **Integration Services**

### Dine Brands requires no storage of PII or payment card data on any Dine or franchisee systems. Please confirm that your solutions meet this requirement.

### Describe the integration services that your company provides. Include any preferred third-party partner that your company utilizes for integration services.

### Do you provide an integration middleware? If so, provide a detailed architectural overview of the middleware and how your team supports the integration during the integration process.

### Does your solution require vendor-provided on-site hardware? If so, please provide a detailed architectural overview of the hardware, as well as system and network requirements.

Please list your capabilities around Risk Management & Chargeback Support

## **Deployment & Implementation Services**

### Describe your implementation approach/methodology. Reference to methodology brochures can be supporting documentation, but outline here the key characteristics, steps, and concepts of your methodology.

### Please provide detailed information on your RMA process. In addition, please provide information on whether your company supports spare-in-the-air or next-day shipping programs for payment hardware replacements.

### Please provide an example project plan that would be utilized for an enterprise client, such as Dine Brands.

### Does your company expect to utilize sub-contractors as part of an enterprise engagement with Dine Brands? If yes, please explain vendor's relationship with sub-contractors, including training and quality assurance.

Please provide your costs for implementation, key injection, etc.

## **Reporting**

### Describe your capabilities for franchisee active monitoring and reporting (management console, hardware and software capabilities).

### Describe your reporting capabilities, specifically, how you can provide consolidated reporting at a corporate or franchise level that covers all POS systems, eCommerce, and applications.

### Describe how your reporting solution can be utilized at the property level. Be explicit about the controls that you have in place to ensure that a user at the property level is not exposed to data from another property or business line.

### Do you offer custom reporting or a live data feed that can be ingested by Dine Brands’ in-house reporting and reconciliation tools? What formats are available?

### Can users configure reports to be generated automatically on a set schedule?

### Does your reporting allow Dine Brands to see if their batches have been sent from the Gateway to the processor and if the processor has accepted or rejected the batches? Do you provide automatic notification in the event of a batch rejection at the processor level?

### How far back can Dine Brands access transaction data through your reporting solution?

### How long does it take for transaction data from the POS, eCommerce, or other system to appear in the reports?

### Can your reports be accessed online, via a web-portal?

### Describe any other reporting capabilities that you offer, be sure to include any reports other than transaction or batch reports that you offer.

## **Asset Management**

### Do you offer any kind of asset management tools to help Dine Brands manage its POI payment devices as required by the PCI P2PE standard?

### Are these tools available at a location level?

### Can assets be centrally managed at a corporate level? Franchise level?

### Do your asset management tools include the ability to remotely update/configure the payment devices?

## **Technical Support**

### What level of technical support is available? (Level 1, Level 2, Level 3, Level 3+/engineering escalation)

### Do you provide 24x7 X 365 technical support?

### Describe a typical call into technical support, would the property call you directly or would they be expected to call Dine Brands technical support who would then escalate the issue to you? Be sure to include all methods which your technical support staff can be contacted and how Dine Brands can monitor the status of an open issue.

### In what region(s) are your technical support resources based?

### Do you provide technical support in any language other than English? If yes, please list out other supported languages.

### Please provide a detailed explanation of your technical support policies and SLAs. Be sure to include if there are tiered support packages and if there is an additional cost associated with receiving higher levels of technical support or shorter SLAs.

### Describe your escalation path for a support issue that is not getting resolved in a timely manner or which has a complex or time-consuming resolution.

## **Training**

### What kind of training materials can you offer Dine Brands on your products and services?

### What kind of live or in-person training can you offer Dine Brands on your products and services?

What kind of online training do you provide?

Do you have the ability to offer a short training on the responsible handling of a customer’s CC data?

# **Strategic Alliances**

## **Acquirer/Processor Connectivity**

### Provide a complete list of Processors and Acquirers that your solution is currently integrated with. For each Processor or Acquirer, be sure to include all regions in which you are certified to do business and what features, payment methods, and card brands you support in that region.

### Provide a comprehensive list of the payment types you support, by region.

### List any alternate methods of payment you support, including gift cards, loyalty points, etc.

### Does your solution support Dynamic Currency Conversion (DCC)?

### Do you support least cost routing (LCR)?

### Does your solution support signature capture and the ability to email receipts

### Provide your roadmap for adding additional Processor and Acquirer support through the end of 2019. Be sure to include the region(s) for each Processor or Acquirer.

## **Hardware Partners/Support**

### List all currently supported P2PE-compliant devices and models including all Pay at Table solutions if applicable (Verifone, Ingenico, etc.), indicating whether these devices are currently operational in a client production environment and what configuration and/or deployment activity would be required for each.

Do you integrate to any tabletop vendors currently, i.e. Presto?

### Based on the answer above, please confirm whether each supported device is PTS 3.x or higher and utilizes SRED.

### Please provide a roadmap for future device support.

### Please provide information on your suggested payment device(s) based on the above responses.

### Please provide information on hardware warranties for each hardware option.

Please elaborate on your RMA process, i.e. ship first or return first

## **Fraud Services/Charge Back Response Services**

### What Fraud Monitoring Services do you provide as part of your solution?

### Are these services available for card present transactions as well as eCommerce/mobile transactions?

### What products or services do you offer that will help Dine Brands build charge back response files which can be used to fight charge backs?

### Does your solution allow Dine Brands to blacklist known fraudulent cards?

### Does your solution support CVV and AVS verification? If so, do you support CVV or AVS blacklisting based on the processor response?

Tokenization Requirements

## **Encryption/Tokenization Partners**

### Do you provide your own tokenization engine? If not, please list any partners that your solution utilizes for tokenization.

### Do you provide your own encryption and decryption services, based on the PCI P2PE standard? If not, please list any partners that your solution utilizes for data encryption or decryption.

# **Pricing**

## **Contract, Costs & Pricing Approach**

### Please provide the terms of the contract or provide a copy of the contract as part of the RFP submission.

What is your pricing approach (Per site, Per Transaction etc.)?

### Please describe configuration change costs.

### Please describe the cost of software version upgrades.

### Please describe the per user or other cost of utilizing your solution's reporting portal.

### Please describe the per user or other cost of utilize your solution's asset management portal.

### Please describe the licensing costs that are required as part of your solution.

### Please describe the support costs that are required as part of your solution.

### Please describe the training costs associated with your solution.

Please describe your costs for P2PE solution

Please describe your costs as it relates to EMV

# **Use Cases & References**

### Please describe a customer use case where your company provides solutions for complex payment systems. For example, please explain how your platform consolidates multiple, cross-channel system (e.g., POS, eCommerce, etc.), reporting, and consumer identity into a single platform.

### Please provide a detailed description of how you were able to solve for an environment with a similar architecture as Dine Brands. Please include a detailed description of system architecture, support for multiple payment channels, interface integrations, and how you enable the client to consolidate the disparate aspects of an enterprise ecosystem.

### Please provide three (3) client references.