November 16, 2020

Re: RFP #2071 – **SERFF Modernization – Mobilization and Pilot Phase**

Earlier this year, the National Association of Insurance Commissioners (NAIC) received an in-depth assessment of business functionality, technical platform, and governance processes for the System for Electronic Rate and Form Filing (SERFF). A third-party consulting firm performed the assessment, which was based on input from key stakeholders that included state regulators, insurance company staff, and representatives from other stakeholder groups.

Based on the assessment's results, the NAIC plans to replace the SERFF system in a phased approach by modernizing the platform. The goals of the modernization initiative are to deliver new and enhanced capabilities to stakeholders using an iterative approach that will provide value to the regulators as soon as possible. The full modernization project is intended to be completed in multiple phases.

At this time, the NAIC is soliciting proposals to complete the Mobilization and Pilot phase of the SERFF modernization initiative.

SERFF is a web-based system that facilitates the electronic submission of insurance product filings by insurers and the regulatory review of such filings by insurance regulators. SERFF is widely used, processing more than 550,000 transactions a year, including plan submissions related to the Affordable Care Act (ACA) and product filings submitted to the Interstate Insurance Product Regulation Commission (IIPRC).

The NAIC seeks a firm to provide the capabilities described in Section 4 and the deliverables outlined in Section 6 of the attached Request for Proposal (RFP). Qualified firms must have demonstrated experience with similar types of system replacements.

To receive consideration, proposals should be sent electronically to Proposals@naic.org by 5 PM Central on December 30, 2020. In addition to ensuring all items within Section 8 are addressed, the proposal should clearly state the price plus any service charges or additional fees that could be incurred in the delivery of this service. Preference will be given to bidders willing to offer a flat fee.

The following is a summary of the Request for Proposal schedule.

Request for Proposal Schedule

<u>Monday, 11/16/2020</u>	Issuance of RFP
<u>Tuesday, 11/24/2020</u>	Notification of intent to bid to Proposals@naic.org by 12 PM CST*
<u>Wednesday, 12/2/2020</u>	Submission of questions to Proposals@naic.org by 5 PM CST
<u>Friday, 12/11/2020</u>	Responses posted to NAIC website
<u>Wednesday, 12/30/2020</u>	Proposal due to NAIC to Proposals@naic.org by 5 PM CST
<u>1/25/2021 – 2/3/2021</u>	Vendor interviews
<u>Monday, 2/22/2021</u>	Firm Selection and Award of RFP

*An intent to bid is not required for submission of a proposal. The intent to bid is only required – along with an executed nondisclosure agreement – should the potential bidder wish to receive a copy of the third party's assessment report.

Please submit questions regarding any aspect of this project to Jim Woody via Proposals@naic.org by close of business on Wednesday, December 2, 2020. All questions will be consolidated, and responses will be posted to the NAIC website by close of business on Friday, December 11, 2020.
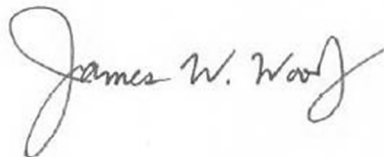
Selection Criteria

A committee of State Insurance Department Members has been designated to review the proposals, interview top candidates, and select a firm for the assessment. This committee will also conduct regular progress meetings with the selected firm during the Mobilization and Pilot phase.

The selection of the firm will be based on the following criteria:

- Experience with similar projects and ability to understand the scope of the engagement;
- Ability to meet the project schedule;
- Professional reputation of the firm;
- Proposed project costs; and
- Completeness of proposal.

NAIC reserves the right to reject any or all proposals, request new proposals, or request additional information. NAIC reserves the right to further negotiate with any or all bidders. Thank you for your consideration.

Sincerely,

James W. Woody
NAIC Chief Financial Officer

CC: Andy Beal, NAIC Chief Operating Officer/CLO
    Donna Powers, NAIC Strategic Business Initiatives Assistant Director

Request for Proposal RFP-#2071

Modernization of the System for Electronic Rate and Form Filing (SERFF)

1) Background Information

Mission Statement

The mission of the National Association of Insurance Commissioners (NAIC) is to assist the state insurance regulators, individually and collectively, in serving the public interest and achieving the following fundamental insurance regulatory goals in a responsive, efficient, and cost-effective manner, consistent with the wishes of its members.

Protect the public interest;

Promote competitive markets;

Facilitate the fair and equitable treatment of insurance consumers;

Promote the reliability, solvency, and financial solidity of insurance institutions; and

Support and improve state regulation of insurance.

About NAIC

The NAIC is the U.S. standard-setting and regulatory support organization created and governed by the chief insurance regulators from the 50 states, the District of Columbia, and five U.S. territories. Through the NAIC, state insurance regulators establish standards and best practices, conduct peer review, and coordinate their regulatory oversight. NAIC staff supports these efforts and represents the collective views of state regulators domestically and internationally. NAIC members, together with the central resources of the NAIC, form the national system of state-based insurance regulation in the U.S.

About SERFF

The System for Electronic Rate and Form Filing (SERFF) is a software solution for insurers and regulators related to the submission and review of insurance rates and forms filings. The filing submittal, document management, and review access provided by the platform accelerates the pace of market-entry for new and renewing products, while ensuring compliance with consumer protection requirements.

Used by 53 jurisdictions and 6,500 insurance companies, SERFF has been in place for over 20 years. Processing more than half a million submissions annually, SERFF provides workflow for both insurance carrier submission and state insurance department review. SERFF was redesigned in 2006 and expanded in 2011-2013 in response to the Affordable Care Act.

2) Profile of the SERFF Modernization Project

Driven by the NAIC members, an assessment of the SERFF system's business functionality, technical platform, and governance processes was undertaken in the first half of 2020. A third-party consulting firm performed the assessment, including conducting a survey and interviews, reaching about 100 key stakeholders that included state regulators, insurance company staff, and representatives from other key stakeholder groups. Through this process, the consultants identified the following drivers for making significant changes to the SERFF platform.

OPERATIONAL EFFICIENCY AND REGULATORY CONSISTENCY	PRODUCT COMPLEXITY AND INNOVATION	TECHNOLOGICAL ADVANCES
The industry and regulators alike are increasingly resource constrained. There is a need to move from data entry to analysis. Process opportunities exist to improve rate and form filing efficacy and product speed to market.	Consumer needs are changing; to meet these needs products are becoming more innovative and complex. InsureTech, smart contracts, and predictive models are just a few examples of change putting increasing pressure on SERFF.	Regulators and industry alike require better system integration capabilities with SERFF, improved workflow experience, reporting and data extract capabilities, and analytics. Technological advances are now making this possible.

As a result of the assessment, the NAIC intends to replace the SERFF system in a phased approach. The NAIC strongly desires to deliver new and replacement capabilities to stakeholders using an iterative approach that will provide value to the membership as soon as possible. The full modernization project is intended to be completed in multiple phases. When complete, it is expected the system would be built on new foundational technology. One of the key tenets of this project is to leverage out-of-the-box products and services to reduce the level of custom code contained within the system. Some examples of out-of-the-box systems that could be applicable are document management, workflow, rules engines, and application programming interface (API) management capabilities. At the end of the project, the new system should include an improved user interface; modernized technical architecture; better data management to allow for easier reporting and data analysis; and an API layer to allow for easier integration with other partners and tools. The full modernization project can be summarized in four key initiatives:

INITIATIVE THEMES	INITIATIVES
➢ **Redesign SERFF Presentation Portal**	• **Enhance web/mobile portals** to provide seamless experience and visibility for state regulators, insurance carriers, and consumers • Stand up capabilities to **organize, prioritize, and triage filings** and provide a **clean timeline view** of all the changes associated to a particular rate/form filing

➤ **Rearchitect SERFF Application Platform**	• Redesign architecture to **enhance the core SERFF application platform** • Implement **workflow management, search, decision/rules management, and communication management** to enable digital transformation and modernize SERFF • Advance **content management capabilities** needed to streamline day-to-day operations of state users, carriers, and NAIC staff
➤ **Transform Data and Analytics Landscape**	• Build key foundational data capabilities **to collect, connect, and manage data** (e.g., connect rules, rates, and form filings across a carrier) • Implement **advanced analytics tools including AI and machine learning** to enable strategic insights
➤ **Enhance Integration and Connectivity**	• Leverage **modern API-enabled integration** for SERFF to seamlessly connect with carrier systems, industry vendors, and third-party data providers • Extend a **services catalog** for both regulators and insurers to provide real-time access to data from the SERFF system

The scope of this RFP is completion of the first phase of the project, which is called the Mobilization and Pilot phase. This phase is intended to identify the specific foundational technology needed to complete the overall project, demonstrate how the technology can meet key use cases, and deliver a comprehensive plan and roadmap for the full SERFF Modernization project. Although a single partner is desired for all phases of this project, the NAIC has the option to award subsequent phase(s) of this project to the RFP recipient or solicit proposals from additional vendors.

3) Description of Current State

Overview of Business Environment

The SERFF system was originally developed in the late 1990s as a joint effort between state insurance regulators and the insurance industry. SERFF was built to transform the paper submission and review process for insurance rates and forms to an electronic workflow that would speed regulator filing review and provide transparency to the process.

Traditionally, there has been a heavy reliance on institutional knowledge to provide regulatory consistency. State insurance departments are experiencing an increased level of turnover in staff, in part as baby boomers leave the work force, causing concern about the speed with which new staff can be onboarded. Unable to rely upon a well-seasoned staff to provide consistent product reviews, many states are turning to technology in hopes that tooling and automation can help insurance department staff bridge the experience gap. As dependence on technology increases so does the need for a system that is easy to use and meets the expectations of a new workforce.

While the user base may be changing, the number of rate and form filings has remained fairly static over the last decade (averaging 550,000 per year) with the exception of the peak years of 2013-2015 due to

the Terrorism Risk Insurance Act (TRIA) and a surge in health filings as a result of the Affordable Care Act. However, the complexity of filings is increasing due to new product distribution strategies, InsureTechs, and a slew of innovative products on the market. Insurance departments are stretched to complete filing reviews in a timely manner and are looking to technology for assistance. They need help with tasks like comparing new products to those that were previously reviewed, identifying forms and rates currently in use, automating evaluation of standard regulations where possible, and bringing attention to only those areas of the product that have changed, thus allowing the regulator to focus on the new or modified portions of the filing that need human assessment.

Over the last 20 years, the system has been revised many times to meet the changing needs of regulators and the insurance industry. Today, SERFF has over 2,700 active regulator users and over 17,000 active industry users that interact with the system through user interfaces and a variety of web services, as well as other industry partners and federal government entities. Since the introduction of the current version of the core platform (implemented in 2006), there have been many advancements in document management, document workflow, and text processing using artificial intelligence (AI). The recent assessment encourages the NAIC to seriously consider the available options to build or buy new technology with the potential to streamline the regulatory processes.

Current System Capabilities

The SERFF system has a significant amount of functionality designed for the purpose of submission, review, and management of rate and form filings. The key modules of the current system are:

- User Administration and Authentication – SERFF has a module handling user creation and deactivation, password management, roles and permissions, and sign in.
- Filing Rules – The Filing Rules module houses state business rules for both general filing requirements and requirements for specific types of filings. The latter is largely related to the documentation required for the adequate review of the various types of filings.
- Instance Configuration – This module contains settings for both industry and states to customize certain elements of the user experience. This includes management of company data, custom status options, and reusable components/language for filings.
- Filings – The Filings module houses all the filings in the system. This module includes a filing wizard, data collection, handling of filing attachments, and correspondence between state and industry.
- Interstate Insurance Compact (IIPRC) – The system includes a customized wizard and other tools to support multi-state filings.
- Plan Management – This module was added for the Affordable Care Act and handles the submission and validation of health insurance plans as well as the transfer of these plans to the appropriate state exchange.
- Fee Payment – SERFF offers ACH Debit for payment of state fees, as well as collection of NAIC transaction fees via ACH Debit, invoicing, prepaid transaction blocks, and credit card. A project is under way to retire invoicing and prepaid transaction blocks.
- Search, Reporting and Export – The system has a simple and advanced search module, a simple and advanced data export, and several canned reports for both state and industry.

- Public Access – SERFF has a web portal called SERFF Filing Access that allows internet access to filings made public by the state. The system also has an older legacy public access interface that requires a user be at a dedicated terminal in the state department of insurance offices.

The following image shows a visual representation of the high-level functionality in SERFF.

Specific Product Offerings		
Property and Casualty	Life and Annuity	Health Plans

Capability Requirements

Billing/ Payment	Filing Rules	Filings				Plan Management	Correspondence	Access Management	Reports	Others
Billing Profile	Requirements	Intake	Add Filings	Form Schedule	Search	Create Binder	Messages	Role Mgmt	Canned Reports	SERFF State API
Submit Payment	General Instructions	Assignment	Modify Filings	Rate/Rule Schedule	Document Comparison	Review Binder	State Correspondence	Instance Mgmt	Export Reports (Quick)	SERFF Filing Access
Electronic Fund Transfer	TOI/Sub-TOI	Filing Summary	Review Filings	Supporting Documentation	Document Similarity Scoring	Binder Summary	Industry Correspondence	Preference Mgmt	Export Reports (Full)	SERFF Public Access (legacy)
Checks	Filing Type	My Workfolder	Filing Wizard	Create Paper Filing	PDF Pipeline	Binder Assignment	Alerts	Company Mgmt	Customer Reports	SERFF Integrated Services
Fee Calculator	Submission Requirements	Status Tracking	Open Filing	Compact Filing	Custom Fields	Binder Search	Reminders	Contact Mgmt		End User Training
		Filing History	Product History	Filing Dashboard		Associate Items	Quick Text	Authorization		Schedule Templates
						Template Mgmt		Authentication		

Current Technical Environment

All SERFF application components are written in Java using a layered architecture made of reusable domain libraries. This allows reuse of domain layer code across multiple API deployments. SERFF has two web user interfaces (UI) and five web services. Four of the web services are Simple Object Access Protocol (SOAP) services and one is a RESTful service. Further technical information on each component is provided later in this section.

Over time, SERFF functionality has grown substantially, as has the code base. However, the growth of SERFF's user base has leveled out. The user and filing loads have remained consistent and are projected to remain stable. Regardless, the application still presents many challenges that should be addressed in the modernization project:

- SERFF has a monolithic business logic layer which limits its ability to scale and introduce changes quickly, resulting in longer turnaround time for enhancements and defect correction.
- The SERFF UI was written as a stateful Java application using Java Server Pages and the Struts framework.
- Server-side rendering of the presentation layer increases the loading time and inhibits responsivity as a new page is returned to the user for every interaction.
- Most of SERFF's data is stored in a single Oracle database, which limits its capabilities for data aggregation, analysis, and queries.

- Changes to the data model require development and redeployment for all applications that use the domain library.
- SERFF has a fit for purpose integration capability with limited REST-based API integration and mostly SOAP based/point-to-point connections, leading to higher cost of integration and limited agility.

The application is in the early stages of a lift and shift migration to the Cloud via Amazon Web Services (AWS). The NAIC's strategy for the initial AWS migration of large legacy applications such as SERFF is to deploy the application on JBoss in AWS with the database moved to Oracle Cloud. Back-end jobs will remain on premises and run in Automic. Kubernetes has been selected as the target platform for new development at the NAIC.

The components of the SERFF application include:

SERFF Web User Interface (UI) – This is a Java web application for NAIC staff, state, and industry users that is accessed daily. It is the core application of the suite and uses JavaScript, Java Server Pages (JSP), Java Servlets, and the Apache Struts web framework version 1.2.9 to deliver UI functionality. It is deployed on Red Hat JBoss EAP 6.4.x application servers with static HTML deployed to Red Hat EWS web servers.

SERFF Filing Access (SFA) – This is a Java web application that allows consumers and interested parties to view and download filings that have been marked as available for public access by the recipient state. SFA is deployed on Red Hat Apache EWS, clustered JBoss EAP 6.4, and uses an Oracle database. The web tier uses JavaScript, JavaServer Faces, and Java Servlets to deliver UI functionality.

SERFF State API (SAPI) – This is a Java SOAP-based web service application for states to pull and push data to and from SERFF into back-office systems and databases. It is deployed on clustered JBoss EAP 6.4 and uses an Oracle database. Some states use a back-office application in lieu of SERFF's web UI. There are 28 states using SAPI to access their SERFF data.

SERFF Exchange Request Processor (ERP) – This is a Java SOAP-based web service client that transmits health plan data from the NAIC to The Centers for Medicare and Medicaid Services (CMS) and state-based Health Exchanges. It is deployed on clustered JBoss EAP 6.4 and uses an Oracle database.

SERFF Health API (HAPI) – This is a Java SOAP-based web service application that receives status updates from CMS containing health plan data validation and transfer results. It is deployed on clustered JBoss EAP 6.4 and uses an Oracle database.

SERFF Integration Services (SIS) – This is a Java RESTful web service application for licensed industry customers to pull their data from SERFF. Currently these services are only one direction. Bi-directional services are requested, but that work has not been prioritized. It is deployed on clustered JBoss EAP 6.4 and uses an Oracle database.

SERFF Programming Interface (SPI) – This is the precursor to SIS. It is a Java SOAP-based web service providing bi-directional functionality via the web services. Using this service, an industry customer or

vendor can completely bypass the SERFF Web UI to create, submit, and edit a filing in SERFF. It is deployed on clustered JBoss EAP 6.4 and uses an Oracle database. This service was de-commissioned in 2018 but has recently been set up in the BETA environment to allow customers to explore a bi-directional option until SIS's RESTful services can be modified to provide the bi-directional functionality requested.

Current Development Practices

- The development team that currently works on the SERFF application includes three Java developers, a business analyst, and a manual tester. These team members work on all development, including new enhancements and bug fixes. The team also assists with production support and has responsibility for another NAIC application that is not part of the SERFF suite.
- The scrum team is supported by a project manager, a product owner, a technical architect, a scrum master, an automation test engineer, and an experience designer. These are shared resources that also work on other projects not related to SERFF.
- The team operates under the Scrum agile methodology and conducts two-week sprints.
- The development team produces unit tests, design and technical documentation, build scripts, and change logs.
- CI/CD pipelines in Gitlab are used to verify coding and security standards.
- Releases are planned to deliver specific feature sets and generally occur monthly.
- NAIC uses ITIL for Change and Incident Management. Production releases go to a Change Advisory Board (CAB) before moving to the production environment.
- JIRA is used for backlog management and organization of work; business requirements are housed on an internal wiki. Development is done in IntelliJ and code is stored and managed in GitLab. Test automation is handled with Cucumber, Selenium, and Sauce Labs. REST service testing is done with Postman.

4) Modernization Objectives

Business Objectives

- **Deliver Incremental Value:** It is vital that the customers experience steady improvement to SERFF. This will not be a big-bang release, but rather the NAIC expects customers to see improvements to SERFF throughout the course of this project. Working closely with staff business experts, it will be important to determine a plan of development that will allow for technical modernization while still providing an improved experience for users; however, the NAIC will not sacrifice long-term technical modernization for short-term improvements to the user experience.
- **Minimize Production Disruption:** SERFF is used steadily throughout the day by both regulator and industry users and an extended downtime is not acceptable. Releases must take place during the NAIC's established maintenance windows. No feature should be removed for the sake of development of another feature. SERFF customers must experience a smooth transition with minimal disruption to their daily work.
- **Ensure Preservation of Existing Data:** The modernization efforts must account for the migration of existing SERFF data into the new SERFF platform components. The structure and model for the

new system should consider the ability of the existing data to conform while not limiting capabilities due to existing data constraints. There are an estimated 22 years of data in the Oracle database. Attachments are also currently housed in the Oracle database.

- **Support Integration Partners:** The project approach should provide state and industry partners time to complete application rewrites, allowing the NAIC to eliminate support of older technologies.
- **Build Staff Capabilities:** At the end of the project, NAIC staff must be positioned to support and further develop the application and integrated components.
- **Practice Good Financial Stewardship:** While the NAIC intends to make a substantial investment in the new system, decisions should be made to ensure project and ongoing costs are reasonable.
- **Design for Ease of Use:** The system should be easy to learn and use to minimize the time for a new user to be effectively performing key functions of the system.
- **Provide Seamless User Experience:** Despite the expectation of multiple integrated third-party tools, users should have a seamless experience with branded NAIC SERFF application screens.

Key Capabilities

With few exceptions, the functionality in the current system is valuable to end users. The new platform must deliver all current capabilities with improvements where merited. New and advanced capabilities are also needed, including but not limited to those outlined below. Throughout the project, key stakeholders, including end-user representatives, will be available to support business requirements and design functions. Many of these new capabilities are represented in the use cases in Appendix A.

- **User Managed Customizations:** The ability to customize views, screens, reports, and workflows is a common enhancement request from users. The new system should provide self-service capabilities wherever possible to allow users to customize the SERFF experience, either at an organizational, departmental, or individual level. This includes configuration options for integrated third-party tools.
- **Filing Preparation and Submittal:** Insurance companies using SERFF include both single-state filers and large national carriers. The system must support the ability for these companies to prepare and submit compliant filings. Filings are composed of data elements and documents, both of which have state-specific requirements. The system should provide substantial upfront validation to minimize the need for revisions and corrections for common and easily identified errors.
- **Consistent and Efficient Filing Review:** As products become more innovative, regulatory staff need to focus on true knowledge work while supported by technology that handles routine tasks and supports decision making. Business rules should be built into the system to handle common functions like validating payment of filing fees, assigning and routing filings, and managing progress and status indicators. At the same time, the application should provide tools that support in-depth review. Document analysis and comparison capabilities are critical and should be accompanied by holistic views of product and filing timelines.
- **Communication and Collaboration Tools:** Regulators using SERFF commonly collaborate with others in the department as well as with the insurer submitting the filing for review. The system

should provide tools that support collaboration and communication with all participants of a filing or product review process.

- **API Integration with Business Partners and NAIC Products:** An API framework should be established that supports both the SERFF User Interface and web service users, including states, vendors, CMS and proprietary NAIC systems. SERFF houses a significant amount of rates and form related data but regulators often need to combine that with data from licensing, financial, market and other systems to provide the complete picture of insurance company operations and to fulfill regulatory responsibilities. Similarly, vendors of insurance company compliance software need the ability to submit rates/forms filings created in their systems to SERFF for state review. The API framework must be flexible and scalable to support a variety of current and potential users.
- **Workload Management:** It is important for departments of insurance and insurance companies to be able to maximize resources and efficiently manage SERFF workloads. The system should make it easy for users to triage incoming work, set and follow work prioritization strategies, and provide visibility to managers on status of work queues and outcomes.
- **Robust Search and Reporting:** From simple requests to answer a specific status question to complex and ad hoc research, the system should provide capabilities to return data, attachments or filing sets based on metadata constraints and key word searches across all filings and documents for a given state or system wide. To meet the variety of needs, the system should provide standard and custom reporting options as well as data export functionality.

Architectural Objectives

Platform Architecture: The NAIC looks to enhance, extend, and replace capabilities of the current system with new code, applications, and packaged products and services that deliver increased functionality in the user interface, API layer, and data services. The NAIC's selected cloud provider, AWS, offers many managed services that can be integrated into an application's architecture and, as such, the priority is to use AWS first when considering tools, then adopt tools that run on AWS as a second priority.

Content Management Capability: SERFF ingests over 500,000 filings per year, many of them containing hundreds of binary attachments. During this Mobilization and Pilot phase, content management (CM) platforms should be evaluated to determine if a CM system will improve SERFF's ability to manage and analyze filing content. Desired capabilities include binary document search, document comparison, document similarity scoring, and document retention enforcement.

Decision Making Capability: SERFF contains a custom Filing Rules management component that allows state regulators to define filing content requirements; however, during the Mobilization and Pilot phase, decision rules platforms should be evaluated to determine if one could enhance SERFF's ability to manage filing content rules, increase field validation based on state-specific requirements, and automate selected review workflow steps.

Integration Architecture: The ability for state and industry organizations to integrate with SERFF, either directly or through third parties, is critical. It is anticipated that new APIs and a new client-side UI will be developed as the current application is decomposed into smaller components or replaced by alternative solutions. During the Mobilization and Pilot phase, API management platforms should be evaluated to determine if one would enhance SERFF's integration capabilities.

Data Architecture: NAIC is undergoing a separate project to elevate data to the level of a managed institutional asset and to optimize data and information and drive improvements in the daily work of state insurance regulators and internal employees. The Mobilization and Pilot phase should align the goals, roadmap, and tools of the SERFF Modernization project with the NAIC's Enterprise Data Program.

Presentation Layer: The Mobilization and Pilot phase should seek to establish a technical framework for future user interface design. Currently Angular and React are supported by NAIC. SERFF needs to move from the JSP-based pages currently in place to a more modern front end.

Hosting, Maintenance, and Warranty

NAIC will host SERFF in the AWS cloud. The selected vendor is expected to comply with NAIC security policies when setting up infrastructure related to this project. The award does not contemplate ongoing maintenance of the system, although subsequent phases of the project are expected to complete the full modernization project.

5) NAIC Accessibility Statement

The NAIC is committed to ensuring accessibility of its online content to all interested parties, including those with disabilities such as blindness or low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity, and combinations of these.

The NAIC's online content is adapting to meet World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines 2.0 level AA standards. The NAIC is currently making progress in creating more accessible content. The modernization project must adhere to the guidelines named above.

6) Deliverables for Mobilization and Pilot Phase

This RFP covers phase 1 of the SERFF Modernization project, called the Mobilization and Pilot phase. This phase is intended to set the architectural roadmap for the overall project, as described in Section 5 of this document, and to outline a delivery plan for completing the modernization.

The partner selected for this first phase of the project will be expected to accomplish the following:

- Identify future state platform architecture
    - Provide a detailed future-state architecture diagram, including depicting purchased and open source components to be integrated into the platform.
    - Document any third-party dependencies that might impact development and/or implementation.
    - Identify costs, resources, and maintenance operations needed for ongoing support of selected tools.
    - Ensure selected tools align with NAIC technology initiatives and security requirements.
- Produce a proof of concept that demonstrates the capabilities of the future-state platform

- o Demonstrate and document how the new platform will accomplish the scenarios outlined in Appendix A.
    - o Demonstrate a pilot application to selected stakeholders.
- Finalize delivery approach and blueprint for full project implementation
    - o Define resource requirements to complete the modernization project and maintain the resulting system going forward.
    - o Identify and define future project phases needed for full implementation of the SERFF Modernization project.
    - o For each phase defined, provide detailed fee schedule, milestones, and deliverables.
    - o Identify path to transition from legacy system to new architecture, including data migration, while providing incremental value and feature improvements to end users.
    - o Deliver a detailed project plan for the next phase after Mobilization and Pilot, including descriptions of the capabilities to be introduced.

Project Resources

NAIC will provide technical and business subject matter experts to assist in the Mobilization and Pilot phase. Vendors should anticipate filling any remaining roles necessary.

7) RFP-2071 Timeline and Availability of Assessment Report

ACTIVITY	TIMELINE
Issuance of RFP	Monday, November 16, 2020
Intent to Bid due to Proposals@naic.org	Tuesday, November 24, 2020, by 12pm CST
RFP questions due to Proposals@naic.org	Wednesday, December 2, 2020, by 5pm CST
Responses to questions posted to NAIC website	Friday, December 11, 2020
Proposal submissions due to Proposals@naic.org	Wednesday, December 30, 2020, by 5pm CST
Notice of selection for vendor interview	Friday, January 15, 2020
Vendor Interviews*	January 25 – February 3, 2021
Issuance of award to the selected vendor	Monday, February 22, 2021
Contract review	To Be Determined
Project start date	Desired Start Date – April 2021

*Note: The NAIC reserves the right to interview a limited number of bidders based on its evaluation of the submitted proposals. Submission of a proposal does not guarantee an interview.

The NAIC reserves the right to change or alter the times and activities as appropriate for the project.

The NAIC will disclose the third party's report from the assessment completed earlier this year upon receipt of notification of an intent to bid and execution of a nondisclosure agreement. Firms interested in reviewing the assessment report are required to submit their intent-to-bid notification email to Proposals@naic.org on or before 12pm CST on Tuesday, November 24, 2020.

8) Response Requirements

Respondents to this RFP are asked to include the following items in the proposal. Please reference RFP-2071 on all parts of the proposal.

Section I – Company Overview
- Concise description of the company, including a brief history as it relates to projects of this type.
- Detailed description of capabilities and experience of the firm to perform the requirements of this RFP.
- Point of contact who will facilitate this project, their biography, experience, and contact information.
- Biographies of key personnel to be assigned to this project, including their role and specific experience and expertise.
- Detailed description of three to five similar engagements completed, noting projection duration and total cost, and a client reference for each.

Section II – Services Provided
- Outline of the services the company offers as it relates to requirements outlined in this RFP.
- Project plan for completion of the Mobilization and Pilot phase, as outlined in this RFP.
- A detailed fee schedule and other pricing information. The NAIC will give preference to a flat-fee bid.
- A detailed resource plan to deliver the RFP objectives.
- Explanation of the project management and software development approach to be used on the project, including how vendor resources will integrate with NAIC resources.
- A communication plan for the project explaining how key stakeholders will be engaged and kept updated.
- A project risk assessment and risk management plan.
- A preliminary proposal of technology solutions, outlining benefits and key integration details.

Section III – Additional Required Documentation
- W-9 Form (Rev. 10/2018)
- Certificate of Insurance for Worker's Compensation
- Certificate of Insurance for Professional Liability
- Certificate of Insurance for Cybersecurity
- Signed NAIC Conflict of Interest Form (see Appendix C)
- Vendor Terms and Conditions

Any questions regarding the requirements outlined in the RFP should be directed to Proposals@naic.org. Questions related to any other matter should be directed to NAIC Chief Financial Officer Jim Woody at JWoody@naic.org.

9) Proposal Submission

Proposals must be received by 5pm Central on Wednesday, December 30, 2020, via email to Jim Woody at Proposals@naic.org.

NAIC reserves the right to reject any or all proposals, request new proposals, or request additional information. NAIC also reserves the right to further negotiate with any or all bidders.

The NAIC also reserves the right to not award a contract for this project. Reasons for not awarding a contract could include, but are not limited to, a lack of acceptable proposals, an inability to come to terms with a vendor, or a finding that insufficient funds are available to proceed. The NAIC also reserves the right to redirect the project as is deemed advisable. The NAIC also reserves the right to cancel this RFP at the direction of its membership.

10) Selection Process

A committee of State Insurance Department Members, assisted by NAIC senior leadership, has been designated to review the proposals, interview select bidders, and select a firm.

The following factors will be considered in making the vendor selection:

- Knowledge of specific requirements
- Knowledge of state-based regulation
- Qualifications of staff dedicated to project
- Professional reputation of the firm
- Proven ability to provide the deliverables on time and within budget

Based on responses, NAIC reserves the right to request a demonstration of capabilities included in the RFP response document. Note the submission of a proposal does not guarantee an interview with the selection committee or a demonstration of capabilities to the committee.

At the discretion of the NAIC, and in agreement with the vendor, the selection process may include an opportunity to demonstrate portions of their solution in a limited proof-of-concept implementation. Scope, requirements, and collateral will be shared among all vendors still part of the selection process.

11) Conflicts of Interest

The NAIC recognizes that, given the broad scope of this project, any vendor with the experience reasonably necessary to produce the work may have certain conflicts of interest based upon past associations with regulators or industry participants. These conflicts of interest will not automatically disqualify the vendor, but the vendor must have verifiable policies and procedures in place designed in compliance with established industry standards to address conflict-of-interest issues that may arise.

Appendix A: Pilot Use Cases

The use cases described below are organized to support each of the key capabilities. They are intended to showcase how the future architecture will deliver desired functionality, particularly related to products and services that may be purchased and integrated with the new SERFF platform. Scenarios have been selected to provide a reasonable proof of concept but are not intended to represent all or final future functionality of SERFF. The proof of concept is not intended to be production-ready code.

1.0 USER-MANAGED CUSTOMIZATION

The new system should provide self-service capabilities wherever possible to allow users to customize the SERFF experience, either at an organizational, departmental, or individual level. This includes configuration options for integrated third-party tools.

#	Item	Description	Success Criteria
1.01	Customized Views for Individuals	Ability for end user to configure the information they wish to see on a system-provided list, such as filings assigned.	Live demo
1.02	Email/System Notification	Ability for end user to configure specific actions in the system for which they would like to receive a notification in their email client and/or within the system.	Live demo
1.03	Email/System Notification	Ability for a user to subscribe to a daily digest notification for specific types of activities.	Live demo
1.04	Workflow Customization	Ability for an authorized user to configure workflows for the organization, such as routing a filing to a supervisor for review.	Live demo
1.05	Filing Requirements	Ability for regulator user to configure list of	Live demo

#	Item	Description	Success Criteria
		documents required for a particular type of filing, including providing instructions and templates.	
1.06	Business Rules	Ability for regulator user to configure a state-specific data field and set rules for field validation and for that business rule to be used to customize filing workflow.	Live demo
1.07	Multi-layer Customizations	Ability for the system to manage related customizations at the individual, group, and organization level and set a hierarchy for how rules should be applied.	Live demo

2.0 FILING PREPARATION AND SUBMITTAL

The system must support the ability for these companies to prepare and submit compliant filings. Filings are composed of data elements and document requirements, both of which have state-specific requirements. The system should provide substantial upfront validation to minimize the need for revisions and corrections for common and easily identified errors.

#	Item	Description	Success Criteria
2.01	Multi-state Filing	Ability for an industry filer to create a multi-state filing via an intuitive filing wizard.	Live demo
2.02	Single-state Filing	Ability for user to create a filing to a single state.	Live demo
2.03	Field Validation	Ability for system to validate state-specific field validations prior to filing submission. (ref 1.06 requirement)	Live demo

#	Item	Description	Success Criteria
2.04	Performance	Ability for system to manage complex and related state business rule validations for a 50-state product filing without significant end-user wait times.	Test evidence that the system will handle this workload.

3.0 CONSISTENT AND EFFICIENT FILING REVIEW

Business rules should be built into the system to handle common functions like validating payment of filing fees, assigning and routing filings, and managing progress and status indicators. At the same time, the application should provide tools that support in depth review, such as document assessment and comparison and holistic views of product and filing timelines.

#	Item	Description	Success Criteria
3.01	Filing Assignment	Demonstrate how business rules can be configured for auto assignment based on two different assignment strategies.	Live demo
3.02	Filing Approval	Demonstrate the ability to route a filing from a reviewer to a supervisor for approval of filing correspondence.	Live demo
3.03	Custom Filing Workflow	Demonstrate that filing review workflows can be configured at a user and an organizational level.	Live demo
3.04	Filing Display	Demonstrate the ability to provide a product-level view of related filings. Show a product timeline with high-level milestones of product history.	Live demo Note: an insurance "product" is often a group of filings that have been submitted over time.
3.05	Document Comparison	Demonstrate a user selecting and reviewing	Live demo

#	Item	Description	Success Criteria
		two documents using a document comparison feature.	
3.06	Document Similarity	Demonstrate the ability for a regulator to select a given document and find similar or related documents. Allow the user to limit the results using metadata.	Live demo
3.07	Document Management	Demonstrate the ability to select a document from the form schedule and find past versions of that same form.	Live demo

4.0 COMMUNICATION AND COLLABORATION TOOLS

The system should provide tools that support collaboration and communication with all the participants of a filing or product review process.

#	Item	Description	Success Criteria
4.01	Document Annotation	Demonstrate ability for a reviewer to annotate a document and share annotations with the industry filer.	Live demo
4.02	Annotation Security	Demonstrate ability for a state reviewer to make an annotation for state view only.	Live demo
4.03	Workflow Communication	Demonstrate ability for notifications to be created on status changes.	Live demo
4.04	Document Management	Show series of document revisions and ability to identify the filing version approved by the state reviewer.	Live demo

5.0 API INTEGRATION WITH BUSINESS PARTNERS AND NAIC PRODUCTS

An API framework should be established that supports both the SERFF User Interface and web service users, including states, vendors, CMS and proprietary NAIC systems.

#	Item	Description	Success Criteria
5.01	Licensing Web Service	Demonstrate ability to validate status of a company license for a given product line.	Live Demo
5.02	API Framework Flexibility	Demonstrate ability for selected API framework to successfully retrieve information from NAIC proprietary systems, such as State Based Systems (SBS) and I-Site+.	Live Demo
5.0.3	API Framework Flexibility	Demonstrate that the API framework selected can successfully push data into the SERFF system by updating a status field with an allowed value.	Live Demo

6.0 WORKLOAD MANAGEMENT

The system should make it easy for users to triage incoming work, set and follow work prioritization strategies, and provide visibility to managers on status of work queues and outcomes.

#	Item	Description	Success Criteria
6.01	Individual Workload Management	Demonstrate ability to provide a state reviewer a prioritized list of filings needing action.	Live demo or report
6.02	Supervisory Workload Management	Demonstrate ability for a state manager to view the status of work in progress for multiple reviewers.	Live demo or report

#	Item	Description	Success Criteria
6.03	Supervisory Workload Management	Demonstrate ability for state manager to configure filing prioritization (this is similar to req. 6.01 but at the organizational level).	Live demo or report
6.04	Workload Balancing	Demonstrate ability for a filing intake clerk to view the number of current filings a reviewer is working (assigned) to allow for better workload balance.	Live demo
6.05	Assignment Review	Demonstrate ability for a user to view all assignments and add criteria for status - pending, approved, etc.	Live demo

7.0 ROBUST SEARCH AND REPORTING

The system should provide capabilities to return data, attachments, or filing sets based on metadata constraints and key-word searches across all filings and documents for a given state or system wide. To meet the variety of needs, the system should provide standard and custom reporting options as well as data export functionality.

#	Item	Description	Success Criteria
7.01	Complex Search	Ability to search across all states for text or a phrase within the filing documents and filing data fields.	Live demo
7.02	Search with Permission Constraints	Ability to limit the search to only documents and filings for a user's assigned state. Example: the repository holds all state filings (documents). A user	Live demo

		from the state of KS should only be able to search KS documents.	
7.03	Search Refinement	Ability to perform a search then further refine the search results with document attributes, additional search terms, or metadata.	Live demo
7.04	Search Volume	Ability for search functionality to handle a repository of five million unstructured documents.	Evidence that the system will handle this workload.
7.05	Saved Searches	Ability for a user to save search parameters for reuse.	Live demo
7.06	Standard Reports	Demonstrate ability for a user to choose and run a standard report with two parameters, such as dates, and receive the report in a chosen format, ie, PDF or CSV.	Live demo
7.07	Custom Report	Demonstrate ability for a user to configure and run a custom report, including choosing fields, entering parameters, selecting presentation details, and generating the report.	Live demo
7.08	Data Export	Demonstrate ability for a user to choose and export filing data, including data with one-to-many relationships. Example: a filing with multiple	Live demo

		form numbers and multiple companies.	
7.09	Machine Learning with Textual Data	Demonstrate machine learning using text from policy form documents to "learn" when different clauses mean the same thing. Example: "right to examine"= "free look."	Live demo

Appendix B: SERFF Metrics

Metric	Unit of Measure	Frequency	
Code	Lines	Total	392,000
Number of JSPs	JSPs	Total	480
Number of Filings	SERFF Tracking # Number	Annual	560,000
Number of Filings	SERFF Tracking # Number	Total	6,378,072
Number of Attachments	File	Total	39,277,239
Attachment Storage	TB	Total	Filing Attachments only: 8.57 TB
Regulator Users	Active IDs	Total	2,735
Industry Users	Active IDs	Total	16,246
SAPI User IDs	By user ID	Total	88
States Using SAPI	Number of states	Total	28
SIS User IDs	By user ID	Total	34
Number of Database Tables	Tables	Total	473

Appendix C: NAIC Conflict of Interest Form

NAIC CONFLICT OF INTEREST FORM

FOR RETENTION OF CONSULTANTS SUBJECT TO BID – NAIC RFP 2071

Any *Entity* that desires to contract with the NAIC must complete this form, including vendors, consultants and purchasers of goods or services. All potential conflicts must be disclosed and approved before the contract execution.

_____ ("*Entity*") did not provide gifts, favors, membership points, or any other benefits to any employee or representative of the NAIC **to affect the bidding and selection process** for this contract.

- *Entity* will not provide or receive gifts, favors, membership points, or any other benefits to any employee or representative of the NAIC **in connection with the negotiation or implementation of this contract.**

- *Entity* owners, principals, and employees negotiating or implementing this contract on behalf of *Entity* are not former NAIC employees unless disclosed below.

- *Entity* owners, principals, and employees negotiating or implementing this contract on behalf of *Entity* are not immediate family members of NAIC employees unless disclosed below.

The signatory below is a duly authorized representative of *Entity* and hereby certifies to the authenticity and veracity of this disclosure.

_____   _____

Authorized Entity Signature   Date

_____

Print Name and Company Name

DISCLOSURE OF POTENTIAL CONFLICT

_____

_____

_____

_____   _____

NAIC Executive Approval   Date

NAIC 12/09

NAIC Company Confidential