

Softech Enterprise Solutions

*25196 Whippoorwill Terrace,
Chantilly, VA 20152-6698
www.SoftechES.com*

February 12, 2016

Ms. Christy Edwards
City Hall
70 Court Plaza
Asheville, NC 28801

Reference: RFP City of Asheville Websign Redesign Services

Dear Ms. Edwards;

Softech Enterprise Solutions is pleased to respond to the City of Asheville's Request for Proposals (RFPs) for Website Redesign Services, and we acknowledge receipt of the Solicitation, all amendments and responses to Questions submitted. Our response is fully compliant and responsive to the RFP and takes no deviations or exception.

Founded in 2007 Softech Enterprise Solutions (SoftechES) is a Women Owned Small Business (WOSB) that specializes in IT Services and Solutions. SoftechES is incorporated in Virginia with an operating office in Chantilly, Virginia.

The staff consists of a diverse group of experienced certified Information Technology professionals with skills and expertise collectively covering a broad section of IT services and solutions. SoftechES has earned great respect for being a quality in demand IT solution and service Provider Company. We assist federal, state local Governments clients, commercial small, mid and large enterprise companies. We have been at the forefront of strategy and technology consulting providing a broad range of services in strategy, operations, information technology, systems engineering, and program management.

SoftechES is committed to deliver results that endure. We are engaged in the business of IT Services, including Managed IT, Web Designing and Development, Strategic Consulting, Infrastructure management, Outsourcing Services and IT Staffing Solutions.

Our Proposal is valid for 90 days from the date of submission.

On behalf of SoftechES, thank you for your time and consideration. We look forward to a long, fruitful relationship with the City of Asheville, NC. If you have any questions, I may be reached at, 703 722-6693 or email dtrent@SoftechES.com

We acknowledge receipt of the following amendments:

None

Sincerely yours,

Softech Enterprise Solutions.

25196 Whipoorwill Terrace, Chantilly, VA 20152-6698
Office 703 722-6693 • Fax 301-782-7225 • www.SoftechES.com

III. Scope of Work

The objective of this work is to deliver a modified website that offers a new look and feel and that incorporates modern-day best practices in user interface and user experience design. The new web-site will be designed to integrate and incorporate the City of Asheville's existing source blog that will feature new events, and a multitude of other resources, such as accessibility issues. The web re-design will be designed to improve security, availability, reliability that will meet current business requirements.

SoftechES will provide the support that has the experience, expertise, leadership, and understanding of the city of Asheville's requirement to fulfill its IT service needs. SoftechES offers strong leadership built on a foundation of best technology practices: ITIL service delivery, ISO quality management systems, and PMI guidance for overall project management.

By leveraging the talents of our exceptional key personnel and staff, applying experience from relevant corporate past experience, application of industry best practices and repeatable methods, and consistent execution of a proven and effective plan, SoftechES will deliver every requirement, remain dedicated to the mission, and looks forward to a continued strong and highly effective partnership with the City of Asheville.

IV. Proposal Requirements

References

Cite at least three (3) references listing accounts which the bidder is/has furnished web development services described herein within the last three to five years. If you have experience specifically working with municipalities and/or local government, please include those in your references. References should include the name of the organization, active links for the websites, a brief summary of the contract and the name and telephone number of a responsible contact person.

Company History

SoftechES was founded in 2007, and is a Women Owned Small Business (WOSB) that has specialized in IT Services and Solutions. SoftechES is incorporated in Virginia with an operating office in Chantilly, Virginia.

Past Experience

Please describe your experience within the last 24 months with professional content management solutions, template design, skinning, and end user training. Please describe your resources and procedures for providing web development and design services.

Reference: 1

Company Name: Core Hives
23602 Lefty Ln
Clarksburg, MD 20871
Contact Name : Madhu Konidena
Phone: 202 580 5492
Web Site: <http://www.corehive.com>

CoreHive Computing is an IT Solutions company that specializes in cloud computing, IT managed services, security, and virtualization. SoftechES was responsible for the planning, designing and developing the overall Web site. Softech gathered customer requirements, worked with client/customer to understand the business model and capture the Web presence requirements. SoftechES, provided presentation of any and all prototype designs, and worked with customer's internal technical team and integrated required technologies and tools. SoftechES provided all documentation which included coding processes and admin guide and manuals. SoftechES also drafted and created the necessary maintenance documents.

Reference: 2

Company Name: Vulcan Mark
8230 Boone Blvd., Suite 430
Vienna, VA 22182
Contact Name : Calvin Singh
Phone: 703-587-6152
Web Site: <http://www.vulcanmark.com>

Vulcan Mark, an enterprise and applications development company, that specializes in providing innovated solutions to organizations. SoftechES assumed the responsibility for the planning, designing and developing the company's Web site. SoftechES, worked with the customer to understand the business model and capture the Web requirements, provide presentations of designs and templates of the envisioned final product. SoftechES maintained ongoing meetings with the company's technical teams and content managers to ensure that all requirements were being addressed and delivered as final products. SoftechES provided all documentation which included coding processes and admin guide and manuals. SoftechES also drafted and created the necessary maintenance documents.

Reference: 3

Company Name: Gurupalace
2215 US Highway 1 South
North Brunswick, NJ 08902
Contact Name : Jasbir Sehgal
Phone: 917-518-4331
Web Site: <http://gurupalacerestaurant.com/>

SoftechES was responsible for the planning, designing and developing the overall Web site. Worked with client/customer to understand the business model and capture the Web presence requirements. SoftechES, provided presentation of any and all prototype designs, and worked with customer's internal technical team and integrated required technologies and tools. SoftechES provided all documentation

which included coding processes and admin guide and manuals. SoftechES also drafted and created the necessary maintenance documents.

User Experience

Please describe your company evaluates the user experience of content management solutions that your company has developed or implemented.

Throughout every phase of the process, SoftechES engages the client to ensure that customer expectations are being met and that the requirements as outlined are being delivered on time and within budget. SoftechES conducts close out meeting after each project to ensure that customer satisfaction has been achieved.

Pricing = \$30,000

Please provide a scope of work that includes specific details and pricing for the proposed items described in this document, listed on page 2. Pricing should include content migration from site to site. All offerings should be itemized showing individual item pricing. Hourly rates and estimated hours required for each service should also be included. The project is no more than \$30,000.

Project Initiatives

Task 1: Management and Reporting of Web Activity

Scheduled priorities meetings with the Web Communication Manager, and the Site Managers shall be held to discuss status of work in progress, identify upcoming issues and assignments, priorities for tasks in the queue, address problems and suggest solutions, plan site development, and evaluate new or existing web sites.

Other management and technical discussions and meetings; provide regular reports to office staff on such things as broken links, orphan files, file organization; provide ad hoc and recurring statistical reports. The Web Administrator will review with and approve proper time periods for all report generation and distribution.

Conduct research, as necessary, and participate in discussions and evaluations of software that would optimize efficiency and effectiveness of the web program and report the results.

Task 2: Web Publishing Services and Support

Subtask 2.1: Web Content Transfer and Conversion

Use WCMS and other software to transfer web content between servers. Download and upload of web content to local and or external servers through the WCMS or through manual means, such as Secure Copy Protocol (SCP) and Secure File Transfer Protocol (SFTP) programs including full service of document conversion to standard web formats for posting (HTML, PDF, XML, etc.).

Subtask 2.2: Web Hardware and Software

Maintain statistical and link checking software; create, maintain and run all scripts, including those that mirror new content from test and staging servers to production servers; possess expert knowledge of WCMS in order to maintain the system and other system activities that ensure an efficiently run web program. SoftechES shall manage and maintain the search engine, and database software on the development and production servers.

Subtask 2.3: File Maintenance and Quality Control

SoftechES shall ensure the integrity of the files on all production and development servers, including the WCMS. Follow all guidelines to maintain quality control over files on all systems, assuring that only valid data is presented on the web sites, test and development data is managed separately on development servers, and that deleted and invalid data is quickly removed from production servers and the WCMS when necessary.

Utilize web tools to consistently scan and correct website broken links and orphan files. This task shall be performed as agreed to by Web Administrator and SoftechES.

Support and maintain the content expiration feature built-in to the WCMS. This feature allows for the automatic expiration of content on the web sites, and is an important feature in the maintenance and validity of web content.

Make any and all additions, corrections, and deletions to web content (pages, assets, scripts, etc.) submitted by Asheville staff WSB staff within the time frames specified. SoftechES shall also assist in complying with the annual content certification process by providing periodic statistical and content reports; and by also assisting with file maintenance tasks.

Subtask 2.4: After Hours, Emergency, and Off-Site Web Services and Support

Provide emergency support after business hours and all off-site support.

Respond to calls and e-mails from end users and from content managers regarding access to and operation of web sites. Assist users with questions or desktop troubleshooting on WSB-managed application software (Dreamweaver, PhotoShop, Adobe Forms, InDesign, etc.)

Subtask 2.5: After Hours, Emergency, and Off-Site Web Services and Support

There may be times when an urgent posting must be made after hours. In the event that the Web Administrator is unavailable and there is an emergency or urgent posting that cannot wait until normal business hours, SoftechES will be provided with external access to the network in order to facilitate the publishing or maintenance of web content.

Task 3: Web Site Design and Development Tasks

Using existing design and writing guides and standards, SoftechES shall work under the direction of the Web Administrator to redesign existing sites identified as needing improvements as well as create new sites requested on behalf of the City of Asheville.

In addition, the contractor shall provide any or all of the following on-going services:

Subtask 3.1: Web Development

Gather, prepare, organize, and convert content, and develop HTML, PDF, XML, JavaScript, Java, Perl script, JSP, or other web technologies.

Under the direction of the cities Web Team design and execute all web pages using standard and acceptable web development software (e.g. Dreamweaver, PhotoShop, Fireworks, InDesign, PageMaker, etc.). The City of Asheville's Web Standards and guidelines shall be followed in all cases. Provide development, coding, and support using emerging technologies like WAP, RSS, portals, podcasting, etc.

Subtask 3.2: Web Site Graphic Design Support

- a. Develop graphics and images that incorporate the design guide standards and principles and provide a professional presentation to web sites without hindering maintenance of the site.
- b. Utilize web software, such as Flash, Director, Premiere, etc., to develop and maintain multi-media sites if approved by the Web Administrator. Photographs used as part of any designs shall have appropriate waivers and permissions.
- d. At the direction of the Web Team, SoftechES shall work directly with to develop a site design; however, such design is still subject to approval by the City of Asheville Program lead.
- e. **Develop** templates, layouts, and other designs using the WCMS. Such templates, layouts and other designs are subject to approval by the management.
- f. All design work shall be the property of the City of Asheville.

Subtask 3.3: Web Test and Acceptance

Test web pages, scripts, coding and application programs to ensure usefulness to audiences, ease of use, and compliance with design requirements. This includes working with the Web Communications Manager, Web Administrator, and Site Mangers in conducting usability testing of any new, updated or redesigned web pages; and testing of any new, updated or redesigned web pages for full functionality on the most popular browsers used: Internet Explorer, Mozilla Firefox.

Subtask 3.4: Configuration Management

Assess and maintain configuration management of all information developed for this project.

Task 4: Dynamic Web Design and Support

Subtask 4.1: FileNet Web Content Management System Support

SoftechES shall be responsible for the development and maintenance of all new or updated templates, layouts, workflows, java, javascript, perl, and other scripts within the WCMS. Such templates, layouts, workflows, java, javascript, perl, and other scripts are subject to review and approval by the Web

Administrator.

Subtask 4.2: Web-to-Database Services and Support

SoftechES shall develop web interface pages and databases for the purposes of linking web pages to backend databases. SoftechES may be called upon to use web coding or technologies to perform these tasks. SoftechES may be called upon to create and maintain backend databases using MySQL, Microsoft SQL, to perform these tasks.

Subtask 4.3: Online Input Capturing Services and Support

SoftechES shall develop web interface pages, coding, scripts, and backend databases for the purposes of collecting input from web users. Examples of possible projects include online surveys, forms, feedback forms, online training, etc.

Task 5: Documentation

SoftechES shall update existing documentation or add new documentation when directed. This documentation includes technical and non-technical Standard Operating Procedures (SOPs).

Subtask 5.1: Web Site Standards

SoftechES shall update and maintain the existing web standards site to incorporate new and additional information. This document is the primary source of web requirements and standards provided to all program office staff involved with web site creation or maintenance. It ensures the consistent look and feel of the sites and identifies acceptable web authoring and presentation software as well as the proper and authorized use of web technologies.

Subtask 5.3: Technical Guides

Standard Operating Procedures (SOPs) – The contractor shall maintain existing SOPs and develop new ones for any routine and repeated processes. These shall be reviewed and approved by the Web Administrator and the contractor’s Project Manager.

Intranet Site Maps, A-to-Z Index and Chart – The contractor shall maintain the site map and A-to-Z Index appearing on the web sites. The contractor shall also maintain the chart listing sites, addresses, points-of-contact, phone numbers etc. for intranet new sites not located on existing web servers and not referenced on the map and chart.

Internet Site Map and Chart – The contractor shall develop a site map and chart listing sites, addresses, points-of-contact, phone numbers etc. for Internet sites not located on existing web servers.

All documents shall be created and updated using existing standards, guides and plans. The creation, updating, and completion of additional Guides and documentation may be assigned.