

RFP #
Price Proposal for Website Redesign Services
Due Date: 4:00PM February 12, 2016

Prepared for:
City of Asheville: Purchasing Division
Attn: Christy Edwards
3 Hunt Hill Place
Asheville, NC 28802



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Marietta, GA 30062
Office: 877.559.6366
www.jwaffinityit.com

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Cover Letter

February 12, 2016

City of Asheville: Purchasing Division
Attn: Christy Edwards
3 Hunt Hill Place
Asheville, NC 28802

Subject: RFP # Price Proposal for Website Redesign Services

Dear Ms. Edwards,

JW Affinity IT (JW) is pleased to submit our response to your Request for Proposal (RFP) to provide Website Redesign Services which is valid for 90 days from bid opening and irrevocable. It is our desire and ability to supply the required services and we take no exceptions to any of the terms and conditions. We acknowledge all amendments.

Established and headquartered in Marietta, Georgia, JW Affinity IT is a full scale solutions partner. JW's principal owners and team members have previously successfully managed and executed IT Lifecycle Services, IT Strategic Roadmap assessments, managed services and website development projects. Our clients range from large scale engagements for clients such as Whirlpool and Lockheed Martin Aeronautics to smaller clients such as schools, local governments and small to mid-sized clients. Together, our team brings extensive experience in delivering IT Infrastructure, website and development solutions to our clients.

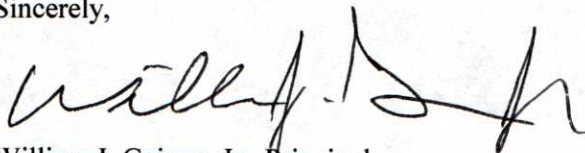
The JW Team has provided our qualifications and capabilities based on the requirements outlined in your RFP that will allow us to meet your objectives. We are confident that we have the experience and resources to deliver outstanding levels of service to complete the work and provide a complete, fully operational redesigned website.

JW's Principal Owner, William Gainey, is legally authorized by the organization to commit JW to its representations, and to contractually commit JW Affinity IT, LLC for this award. William Gainey will also be the primary point of contact for all discussions concerning this RFP.

Mr. William J. Gainey, Jr., Principal Owner,
JW Affinity IT, LLC
DUNS: 016326229
Phone: 877-559-6366, Ext. 700
Email: wgainey@jwaffinityit.com

Thank you for the opportunity to respond to this RFP. Please feel free to contact me with any inquiries.

Sincerely,



William J. Gainey, Jr., Principal

1. References

References are provided below.

Table 1 References

Reference #1	
Agency Name:	Arrosoft Solutions
City, State, Zip Code	Piscataway New Jersey
Telephone Number	732-444-3700
E-Mail	Kyle.Rapp@arrosoft.com
Contact Person	Kyle Rapp
Dates of Service	06/2015 – Present
Website Link	http://www.arrosoft.com
Brief Summary of Contract	JW redesigned and built a modern eye catching website, employing a responsive HTML5/CSS3 framework so the one website works effectively across all devices.
Reference #2	
Agency Name:	DDS, Inc. Background Screening
Address	7618 17th Avenue
City, State, Zip Code	Brooklyn, NY 11214
Telephone Number	1-800-647-7999
E-Mail	dan@employeescreening.com
Contact Person	Dan Stevens
Dates of Service	07/2000 – Present
Website Link	http://www.employeescreening.com
Brief Summary of Contract	The RYAN Team served as chief web designer and programmer during a web redesign project for DDS, Inc. The JW Team also provided and is currently providing a complete email solution, search engine optimization, email marketing, and ongoing hosting and maintenance services.
Reference #3	
Agency Name:	RYAN Consulting Group
City, State, Zip Code	Indianapolis, IN 46216
Telephone Number	317-541-9300
E-Mail	awashington@consultrcg.com
Contact Person	Aisha Washington
Dates of Service	08/2014 – Present
Website Link	https://www.consultrcg.com
Brief Summary of Contract	RYAN's website was seriously outdated and incapable of providing the functionality they required. Website redesign and integration of third-party systems improves lead generation and sales process and search engine viability.

2. Company Information

JW Affinity IT, LLC

Established: March 2014

Small, Minority Owned Business Certified by NMSDC # 1895

Corporate Offices:

Majority of the work will be performed from this location
819 Pickens Industrial Dr. STE 9
Marietta, GA 30062

Texas Office:

7507 Chapel Ave.
Fort Worth, TX 76116

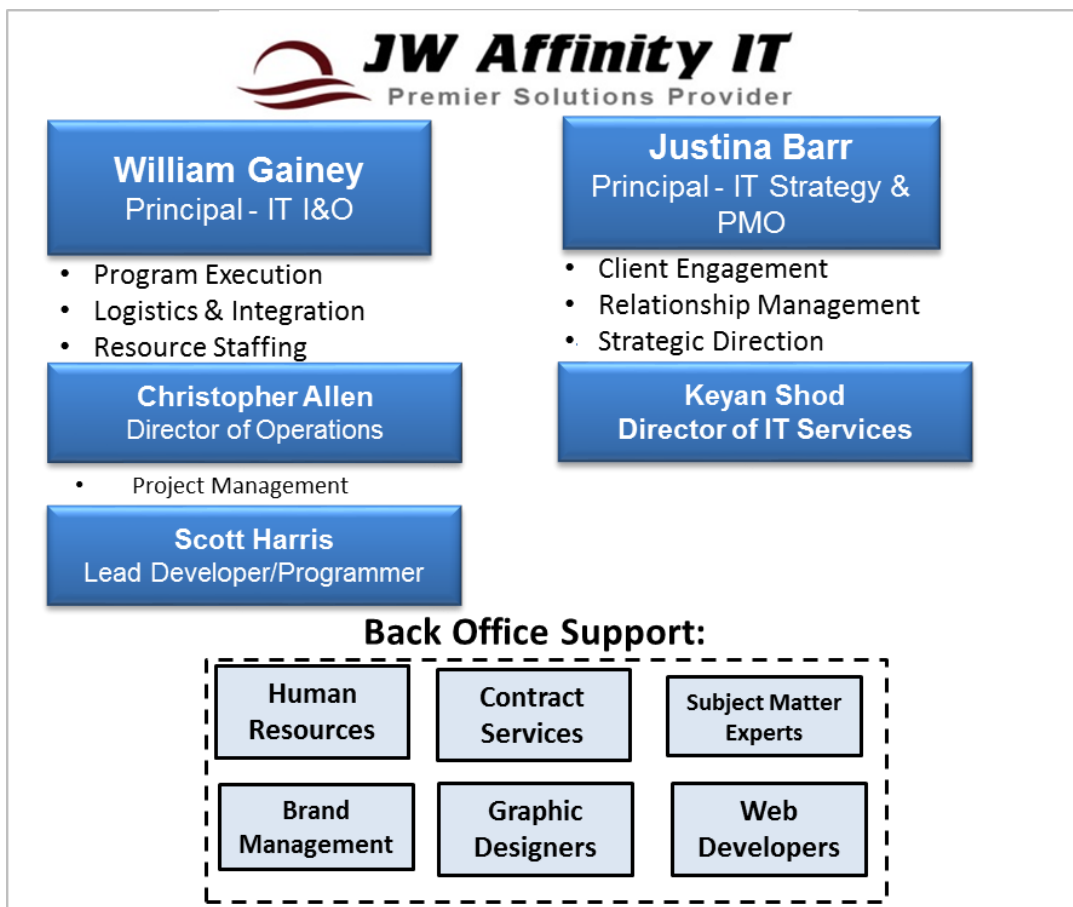


Figure 1 Organization Chart

JW Affinity IT is a Georgia based company. As a small, minority-owned company, our team is very diversified across IT while providing solutions and services to Fortune 100 + clients. This has given us a unique perspective on solving challenges facing corporate America. We are flexible and agile with the ability to craft unique custom solutions not often afforded to the large consulting and infrastructure

companies. Our talent and networking resources allow us to deliver high quality subject matter experts across industries and focus areas.

JW's core team of talent has experience managing multimillion dollar engagements across industries such as aerospace, retail and manufacturing. Our excitement is derived from crafting solutions, implementing transformations, and bringing innovative ideas to you. We are passionate about what we deliver and strive for excellence for each customer, large or small. JW Affinity IT enjoys building relationships across industries and continues researching new partnerships. JW works to bring the best of the best to our clients. Our project management approach follows sound program and project management processes. We embrace the industry standard framework defined by the Project Management Institute's (PMI) Project Management Body of Knowledge (PMBOK®). This framework enables us to deliver the project management capability required by our customers in a consistent and repeatable manner and it has been highly successful in our other Commercial and Government projects. Our team is deliberately engineered with seasoned management professionals working within a structured framework of robust, best-practice based management processes. This framework is a result of many lessons learned, as well as our extensive consulting experience that is deeply rooted in solution implementations, methodologies, and delivery tools. Our team is staffed with certified Project Management Professionals (PMP) who are fully knowledgeable with the PMBOK® framework illustrated in **Figure 2 PMBOK® Framework** and uses it on many client engagements.

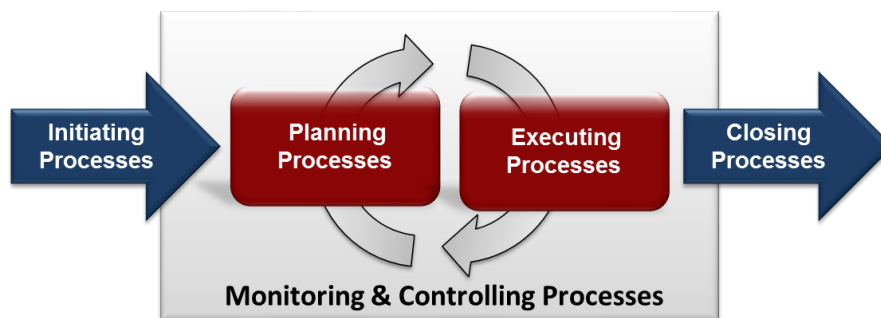


Figure 2 PMBOK® Framework

The JW team brings experience and subject matter experts working with C-level clients to assess, develop, execute and communicate IT solutions. As part of our offerings JW can provide key messaging, board level presentations, organizational change management and communications. As a trusted advisor you can be confident in our dedication and partnership to provide value for successful change and implementation.

3. Experience & Resources

Provided below is the team structure to support this project.

Table 2 Personnel

Role	Name		Experience with projects
Project Manager	Christopher Allen	Leads Overall Project	Leading IT projects for 17 years including Lifecycle Management, ITIL Implementation, Web Design, SDLC
Lead Programmer	Scott Harris	Leads Overall Development & Implementation	Overall lead for design, creation, implementation of CMS, modules, 3rd party integrations and delivery of website.
Subject Matter Expert:	Justina Barr	Supporting Resource for Requirements Gathering & Planning	Justina has over 20 years of Information Technology (IT), strategy, program management, requirements and business management experience.
Additional Team Members	Various	Supporting Roles: Entry & Mid-Level Developers, Graphic Designers	Assigned team members with applicable experience in all related and required fields of expertise

Provided below are the core teams qualifications:

Table 3 Profile: Scott Harris

Staff Member Name	Scott Harris
Position in the company	Senior Web Developer & Programmer
Length of Experience	Over 20 years
Length of time at company	2 Year
Project position and responsibilities	Overall lead for design, creation, implementation of CMS, modules, 3 rd party integrations and delivery of website.
Previous work experience	<p>Deep experience and knowledge of software design methodologies, information systems architecture, object oriented design, and software design patterns. Scott has been developing and programming for over 20 years. Scott has previously worked with K12 USA and is responsible for the k12usa.com site. This website offered online applications to over 1200 schools and districts across the nation and in Canada. His services provided include desk web application; secure email web application as well as web application (Document Manager/Maintenance scheduler): organized, documented and scheduled maintenance for the entire organization. He has previously written and developed many websites and web based applications used to support the following customers: AT&T, Whirlpool, Lockheed Martin Aeronautics and Lowes.</p> <ul style="list-style-type: none"> Developed website and applications to handle multi-vendor billing applications for use within Lockheed Martin Aeronautics. Store Billing/Asset/Lease data in repository database. Developed export and import web services to allow data to move from an IBM® mainframe server to SQL repository database. Web services also served Oracle Database updating records for internal intranet web application. Built and designed a website to host tools to track all labor time for all activities performed by over 200 technicians at three different locations (Georgia, Texas and California) supporting one customer to tie into the billing system to the customer to streamline the billing process as well as developing a training tool to train all end user and admins of the website. Created a website for the Lowe's account for technicians to work on tablets to take survey of current IT functions in all 1750 stores covering 50 states. Data was compiled real time

	<p>to give analytics results real time to company executives to implement real time changes. Created applications in website for inventory and condition of data centers.</p> <ul style="list-style-type: none"> Developed a website and tools to track orders from creation to delivery to customer. It tracks an order once it has been approved, to PO placed to order, order received on dock, product in configuration lab for loading and testing, schedule of asset to be delivered to customer, customer sign off of product and actual proof of delivery stored in tool for monthly validation for customer to validate monthly. Developed and customized a web based tool incorporating client processes and policies across the IT Asset lifecycle. Functions include: <ol style="list-style-type: none"> Inventory management; receiving via bar code scanners End user discovery and due diligence tracking to update user information and software application requirements in preparation for deployments Deployment tracking: open issues tracking, asset tracking for old asset #, new asset, category of asset, software installed Disposition tracking: Certification of sanitization, automatic technician notification for client policy to remove/keep hard drives for executive personnel, and final asset categorization i.e. return to lessor, sold, donated, etc.
Technical skills and qualifications for the project position.	<ul style="list-style-type: none"> Over 20 years of experience as a Web Designer and Senior Software Architect Demonstrated skills in designing software architecture on ADO/ADO.NET, AJAX, ASP, ASP.NET (WPF, MVC and Web Forms), VB.NET, C#, CSS, HTML5/HTML/XHTML, IIS, JavaScript, jQuery, .NET Framework (1.1 - 4.0), Adobe CS Suite, ReSharper, MS SQL Server (2000, 2005, 2008, 2012), ORACLE (10, 11), MySQL, MS Access, Team Foundation Server (TFS), VBScript, Visual Studio, Web Services/WCF/, XML/XSLT, VMware iESX, VMware vCenter. Wide experience in the life cycle development of web design and web applications. Experienced in managing operating systems (Unix, Sun Solaris and Windows) and RDBMS database servers.

Table 4 Profile: Christopher Allen

Staff Member Name	Christopher Allen
Position in the company	Director of Operations
Length of experience	17 Years
Length of time at company	2 Years (previously with team 15 Years)
Project position and responsibilities	Technical Verification, Project Manager & Subject Matter Expert
Previous work experience	<p>Christopher has 17 years of experience in the IT industry. He is a results-driven project and program management professional with first-rate skills in directing full cycles for complex, multi-site programs and initiatives. Proven ability to deliver substantial revenue, productivity, and quality improvements through well-managed, on-time projects. Particularly strong in staff development, including training, coaching and evaluation. Experience working with Enterprise IT Suppliers (Oracle, Symantec, Microsoft, Etc.) Experience working with multi-national global decentralized organizations. Strong quantitative and problem solving skill set. Proficient in Excel (pivot tables, macros, common functions)</p> <ul style="list-style-type: none"> Served as Project Manager on the project to implement Electric Work Initiative terminals for the Lockheed Martin materials, parts, and production units which lead to the deployment of over 1900 terminals resulting in a cost savings to Lockheed in reduction of labor, paper and maintenance cost. Conducted a business case analysis on desktops and laptops in regards to hardware break fix tickets and determined the configuration Whirlpool was running was costing end user unwarranted downtime and frustration and came up with a script to resolve without

	<p>physically touching each asset saving millions of dollars in repair cost and end user production time.</p> <ul style="list-style-type: none"> Served as a subject matter expert on CIO assessment team and conducted a full analysis of the IT lifecycle management of assets and worked with local directors to form a 5 year schedule to get equipment to a full evergreen status saving millions of dollars in maintenance costs. Project manager for the Store Assessment Project which covered 1750 stores in a 4 month period. All data collected resulted in a flawless refresh process and assisted in a business case to correct issues with server rooms at various stores. Also resulted in initiation of another project to correct improperly placed wireless access points in stores causing connection issues with store associates and customers and also providing invaluable feedback to upper management of ongoing IT issues.
Technical skills and qualifications for the project position.	<p>Starting his IT career at the Lockheed Martin account, Christopher has always taken hands on approach to get the job done. He moved quickly to become a Project Lead, then Project Manager, and Site Operations Manager for the Lockheed account, overseeing all operations including Network, Servers, end user devices, etc. He also performed as a Project Manager for Whirlpool Corporation at EMEA (Europe) for the Remote PC Performance Updates and Whirlpool's iRenew project to refresh assets at remote sites in North America. Christopher has also performed CIO level assessments at the Lowe's account.</p> <p>Certifications Include: CompTIA A+, ITIL Certified, IBM, HP, Xerox, Dell Certified, Cisco & Microsoft</p>

Table 5 Profile: Justina Barr

Staff Member Name	Justina Barr
Position in the company	Principal– IT Strategy & PMO
Length of experiences	Over 20 years
Length of time at company	2 Years (previously with team 17 Years)
Project position and responsibilities	Client Engagement/Program Manager/Strategic Planning & Governance
Previous work experience	<p>Justina has over 20 years of Information Technology (IT), strategy, Program Management and business management experience with key emphasis on infrastructure IT Life cycle management. With the ability to lead and manage cross-functional programs, delivering under tight deadlines and performing to the expectations of multiple stakeholders. Specialties include providing business consulting, knowledge expertise in program management, strategy development and integration for board of directors, C-Level and management, process assessment work, application of tools and resources while providing clients value through solutions and services. Engagement experiences include such clients as: Lockheed Martin Aeronautics, Lockheed Martin Space and Missiles, Whirlpool Corporation and Lowe's.</p> <ul style="list-style-type: none"> Implemented IT service delivery solution and transition from existing provider for Lockheed Aeronautics division. Multifaceted program included: procurement, leasing, installation, configuration and deployment services, hardware maintenance, disposition and PMO and governance. Three primary campus located in three states with 40,000 + assets and average yearly budget of \$40 million. Successful implementation of IT Program and transition 30 days ahead of schedule. Created and implemented year over year improvements, managing and streamlining internal processes to ensure continued program and contract success while providing cost reductions to Lockheed Aeronautics. At Whirlpool Corporation, created and implemented detailed project plan for the implementation of IT Lifecycle services for a mass refresh for 7000 assets within the US.

	<ul style="list-style-type: none">▪ Provided global oversight, planning, recommendations and education for standardized best practices for Global refresh projects, which lead to hardware break fix ticket call reduction of 95% and cost reductions from hardware break fix tickets in the US/Europe, while creating a more efficient workplace for Whirlpool employees.▪ At Lowe's, served as portfolio manager engaging over 30 high level consultants over 10 tracks to ensure timely CIO assessment and identifying over \$300 million in potential savings. Identified over 100 process improvements to streamline the overall functionalization of the organization. The savings reduced the yearly budget to help drive an increase in the Innovation and lifecycle management programs that had been lacking for years.
Technical skills and qualifications for the project position.	22 years in IT Covering: Lifecycle Management, PMO, IT Strategic Planning and Execution. Mentorship by CIO of Fortune 100 company (<i>IT Strategy, Transformation & Business Alignment</i>) PMP Certified by PMI® OEM Training & Certifications: Dell, EMC, IBM

JW has provided examples of our previous clients. The designs provided are to provide the City of Asheville with samples of our previous engagements. Our approach includes an interactive communication with our clients to develop a customized design including color schemes, layout, navigation framework and custom options that would be included in the City of Asheville's final website. Our solution and project plan includes planning time for these activities. Typically, we utilize workshops with various stakeholders to outline the options and develop final layout. JW would welcome the opportunity to work with the City's marketing and public relation teams as well as other stakeholders during the planning stage and for signoff approval.

Case Study 1 - Website Design, Responsive Optimization, Greatly Improve Site Navigation and Effective Content Delivery

Ryan's website was seriously outdated and incapable of providing the functionality they required. Website redesign and integration of third-party systems improves lead generation and sales process and search engine viability.

www.consultrcg.com

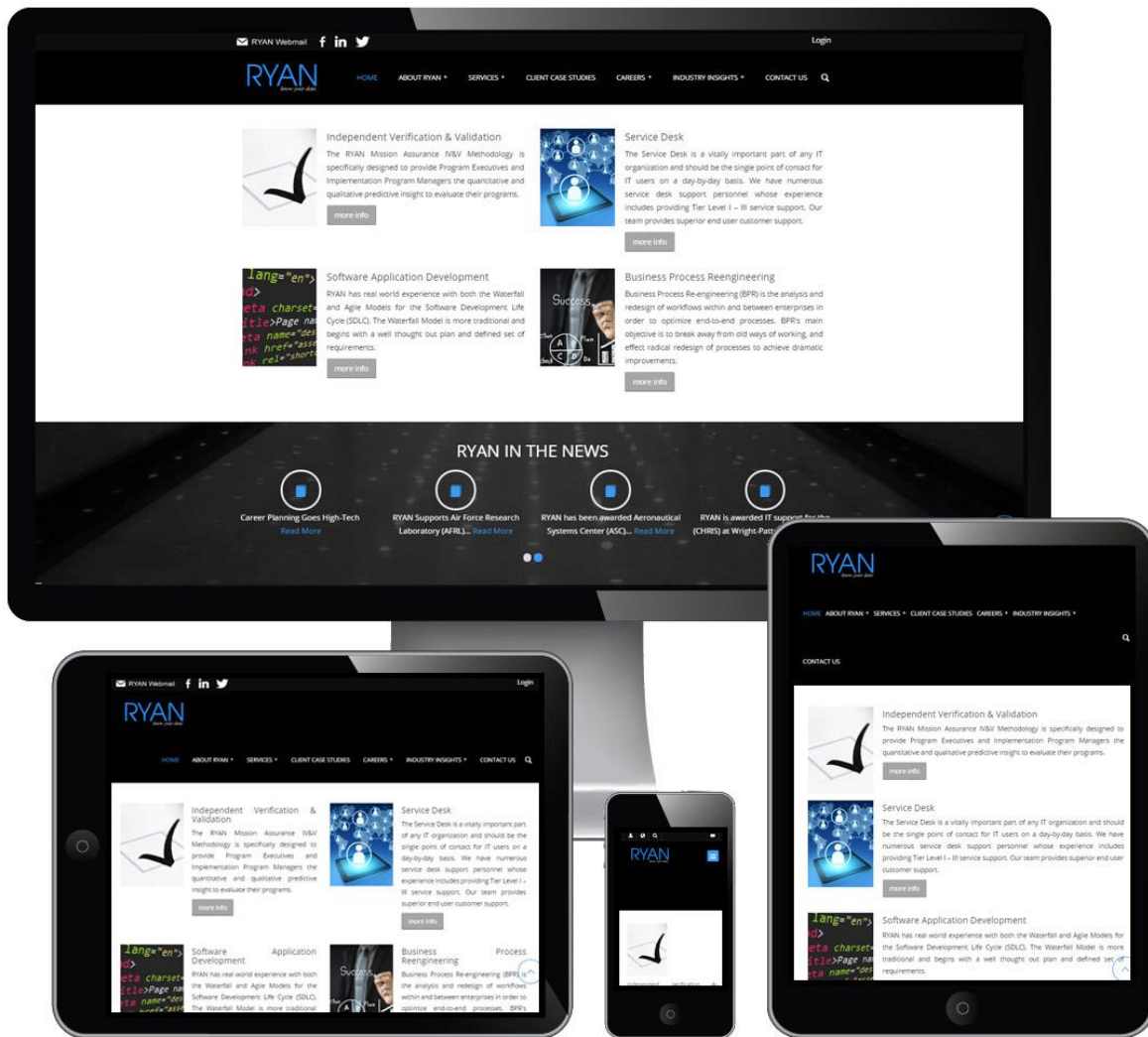


Figure 3 Case Study #1

Case Study 2 - Website Design. Create a new, modern and fresh look for their digital presence.

JW designed a new website for PBS Insurance in order to attract new clients and showcase the wide range of services that the company provides. The website needed to strongly promote their commercial offering. The clarity of information was aided by strong 'call to action' buttons positioned across the website to improve the conversion of visitors to clients. The site is completely responsive and is optimized for mobiles and tablet devices so that visitors can easily access information on the move.

<http://pbs-nj.com>



Figure 4 Case Study #2

Case Study 3 - Website Design & Responsive Optimization

To design an alluring mobile friendly website while increasing the website's search engine presence to increase traffic to the restaurant. Improve end user navigation across all devices. Provide an easy to use CMS platform that will allow administrator and marketing personnel role based access to update/add/remove/publish content with a reduced learning curve.

<http://www.antoINETtas.com>



Figure 5 Case Study #3

Case Study 4 - Website Design & Development

Our goal is to create a compelling online presence educating consumers about the various background check services and offerings. To develop a robust easy to navigate responsive website that results in lead creation. Custom additions include integration of live chat support and a PCI compliant payment portal.

<http://www.employeescreening.com>



Figure 6 Case Study #4

Case Study 5 - Website Design & Development

Arrosoft Solutions provides specialist technical expertise for Data Protection, Storage and Availability and wished to improve the overall user experience while addressing primary target audience. Special emphasis was needed on improved mobile responsiveness, an updated, modern look and feel, and ease of use. JW Affinity IT redesigned and built a modern eye catching website, employing a responsive HTML5/CSS3 framework so the one website works effectively across all devices.

<http://www.arrosoft.com>

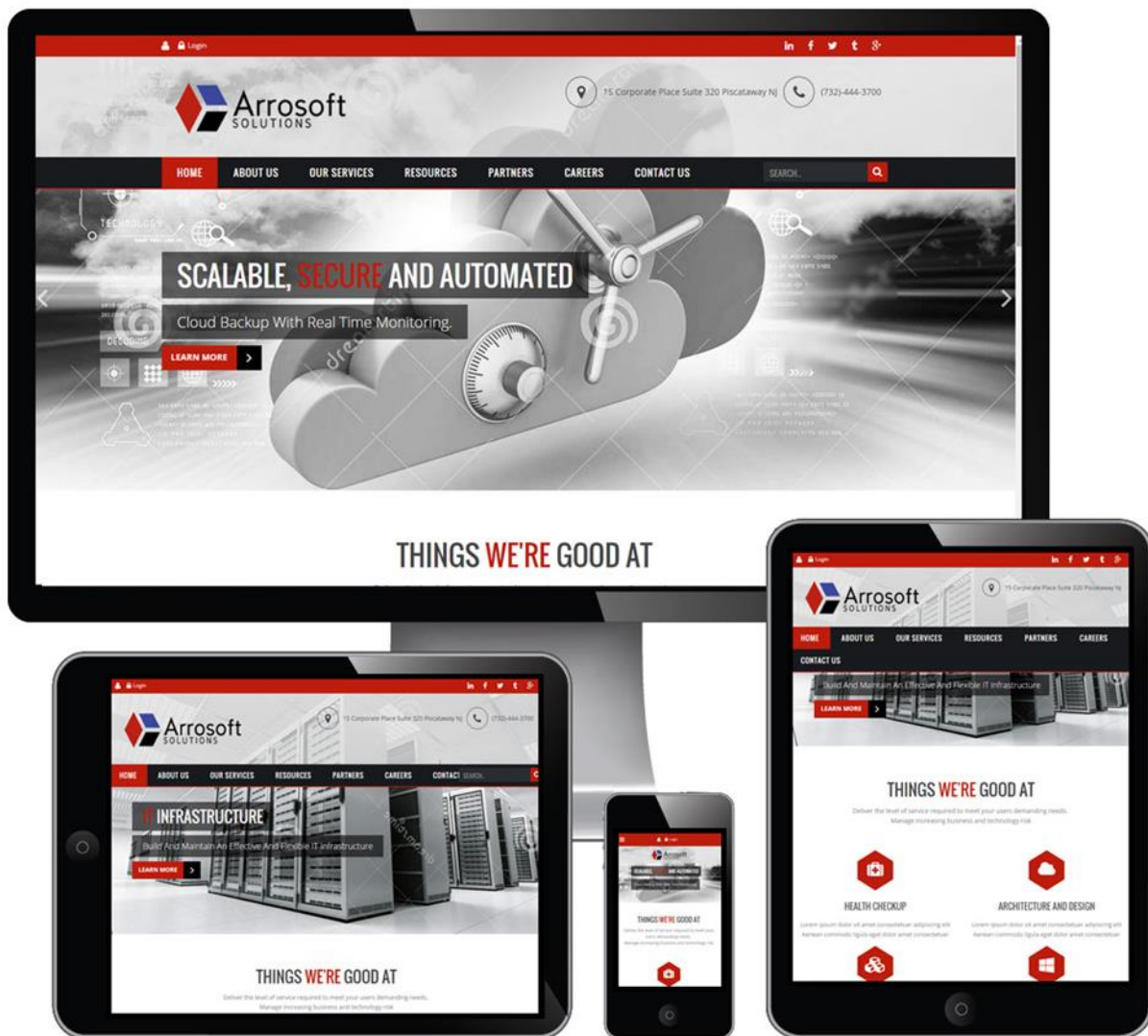


Figure 7 Case Study #5

4. User Experience

JW Focuses on utilizing Web Analytics, Focus Groups, and User Surveys for measuring and evaluating a website's user experience. The aim of focus groups is to better understand why users view a website or certain webpages. Results from focus groups provide content management teams clarity on both expected and unexpected issues and themes and qualitatively measure viewing and usage trends. User Surveys are particularly helpful at quantifying user research, making it easier to evaluate effectiveness. Content managers can collect a wider range of data that helps understand whether or not the content is serving its intended purpose.

Web Analytics tools such as Google Analytics are instrumental in determining the quality of the content. Web Analytics is integral in evaluating web content quality by helping understand how users actually utilize the website, providing usage trending metrics, provide validation for (or challenge) assumptions, provide concrete data to assess value of content and features, and enable stakeholders to quantitatively measure the success of their own content. Web Analytics are an ongoing process that allow content managers to regularly measure the success of a website, especially when updates are implemented.

These tools and content measurement strategies help tailor the content in order to meet the users' needs and interests. JW has worked with prior clients to develop and deploy surveys and focus groups both prior to and after website redesigns were completed. We found the collected data in parallel with data collected from Google Analytics to be very insightful when redesigning websites as well as the ongoing management of the sites.

5. Scope of Work

Our web developers have proven enterprise software engineering experience with twenty-plus years of experience developing scalable, high-performance web applications and desktop and server software. They are proficient with n-tier application architecture, design, development, testing, and maintenance. They possess skill in a variety of software languages, tools, and methodologies, with expertise in Microsoft .NET technologies, Agile principles, and are fully capable of delivering outstanding web services to meet your objectives.

Technologies/Languages/Applications:

ADO/ADO.NET, AJAX, ASP, ASP.NET (WPF, MVC and Web Forms), VB.NET, C#, CSS, HTML5/HTML/XHTML, IIS, JavaScript, jQuery, .NET Framework (1.1-4.0), Adobe CS Suite, ReSharper, MS SQL Server (2000, 2005, 2008, 2012), ORACLE (10, 11), MySql, MS Access, Team Foundation Server (TFS), VBScript, Visual Studio, Web Services/WCF/, XML/XSLT, VMware iESX, VMware vCenter.

OS/Servers:

Windows Server 2003, Windows Server 2008 R2, Windows Server 2012 Linux, Ubuntu, VMware Setup, Configuration, Maintenance

Microsoft Certified Solutions Developer (MCSD)

JW will be using DNN (Evoq™) Content Management system as the main component which is the same platform as your current solution. Provided below are details of the CMS and additional modules included to support the redesign objectives. JW's proposed solution includes integration of all these modules to ensure we deliver a seamless, integrated, secure, user friendly redesigned website.

JW will be utilizing these main components for our solution:

- **DNN (Evoq™) Content Management system** - Evoq™ is an extremely robust enterprise solution with the flexibility to integrate with other modules and solutions. Evoq™ provides easy to use content management system ideal for business. All documentation and manuals for Evoq™ can be found at the following link <http://www.jwaffinityit.com/dnndocs.aspx>.
 - **Link-Checker:** Link Checker helps to deal with dead links and links which point to the right page but wrong culture. This module helps you to feel safe about links at your web site.
 - **Banner/Rotator:** EasyDNNrotator is a DNN module that allows you to use a number of attractive sliders and rotators. With a large number of options at your disposal, you will find sliders and rotators easy to adjust to your needs. Content is added to the rotator by means of a simple content manager, so managing slides won't be a problem even for non-technical users.
 - **DNN Blog Module:** The DNN Blog module is an easy to use content publishing module that is tightly integrated with the DNN Platform. The module also permits content authoring using off-site tools such as Windows Live Writer.
 - **ReZults Dynamics Survey and Quiz Pro:** ReZults Dynamics is a DNN Module that will help you easily create ballots, quizzes and surveys for your web site.
 - **Gallery:** EasyDNNgallery is an advanced solution for managing and displaying multimedia - images, video and audio files on DNN web sites. The module excels at two roles. Its first role is that of a web gallery on presentation web pages maintained by the web master or site owner. The second role refers to community oriented sites, where users can upload their images, comment, rate, and share to social networks.
 - **XMod Pro 4.5 - Forms and Views for Databases:** XMod Pro is a DNN module which allows you to create your own dynamic forms, lists and customized DNN solutions - you can even use it to enhance other modules! Use XMod Pro as a platform to build custom functionality in your DNN site. You can build product catalogs, inventory trackers, real estate or rental listings, Excel export files, RSS feeds, school course listings, employee directories, news articles, book reviews, slideshows, surveys, email forms, contact forms, dynamic custom forms, data grids and tables.
 - **Document Exchange (DMX):** With Document Exchange (DMX) your DNN installation will become a state-of-the-art Document Management system. Specify exactly who can see, edit, add or approve content, document by document. Build complex folder structures and categorize to reflect your document management needs. Index the contents so users can easily find them. Allow users to edit documents online while locking the file for others.
 - **Event Calendar:** DNN includes a robust calendar module which provides an efficient, easy to use input form for adding text content, photos, linked documents, page links, and recurring events. The DNN calendar module supports the management of multiple, customizable event categories and multiple administrative roles with the ability to assign individual permission settings for each administrative user. DNN also includes the functionality to support and utilize saved location entries with map location and directions to the specified location.
 - **Repository**– This will be utilized for clipart repository management (included in CMS)
 - **DNNGo Weather Slider 4.3.6:** This is a beautiful weather slider dotnetnuke module with animated weather effects, 48 weather types and a lot of amazing features! For the most accurate Geolocation results, we are using MaxMind's world leading GeoIP service. This module can display the weather of the viewer's location and other locations, switched by various sliding effects. It allows you to call any weather condition all over the world by just entering the name of specified location.
 - **MailChimp:** More than 8 million people from around the world use MailChimp to send 14 billion emails every month. Our data science team analyzes those emails for insights that make MailChimp smarter. We use those insights to create new features, publish research, and make tools that help you do some analysis of your own. MailChimp is built to support lists with millions of subscribers. We're serious about email marketing, and we're ready to help companies of all sizes. MailChimp works on desktop browsers, tablets,

and mobile devices. So whether you're at the office, at home, or somewhere in between, you can always work on campaigns and check in with your team.

- **Subscription Module:** EasyDNNmailChimp is a module that allows integration of DNN website and popular service for sending newsletters and e-mail marketing MailChimp. Subscribe current DNN users to MailChimp list or use the web form for subscribing and unsubscribing. It has never been easier to send newsletter from DNN website.

Table 6 JW Response to Scope

Requirement	Included:	Details
JW will furnish the necessary services for the above referenced project. The scope of work includes design, development, and support for a modern, functional, and effective web presence responsive to the criteria listed below:		
Responsive layouts for mobile devices.	Yes	▪ Standard with DNN, and proposed modules
Dynamic web design that is browser agnostic, that is, accessible from different browsers and via mobile devices in a consistent and visually appealing manner.	Yes	▪ Standard with DNN, and proposed modules
Website architecture organized into multiple sections, with ability for administrators to modify, add, or remove pages.	Yes	▪ Standard with DNN, and proposed modules
Intuitive and consistent options for navigating the website, particularly when moving from sub-page to sub-page. Optimized templates, themes or skins for page load speed.	Yes	▪ Standard with DNN, and proposed modules
Multiple level security, contained within the site architecture.	Yes	▪ Standard with DNN, and proposed modules
Flexible structure that will allow staff to add, remove, and update content using tools and templates that do not require extensive knowledge of web development languages or technical structures.	Yes	▪ Standard with DNN, and proposed modules
Pages and features compatible with limited bandwidth access by the public. In other words, the site must be accessible to members of the public that may be hindered by the digital divide.	Yes	▪ Standard with DNN, and proposed modules
Web interface options that can accommodate individuals with disabilities in accordance with Title III of the Americans with Disabilities Act (ADA).	Yes	▪ Standard with DNN, and proposed modules
Site must provide 128-bit encryption over Secure Socket Layer for displaying specific web pages and for information transmitted to and from the website by City of Asheville staff.	Yes	▪ Standard with DNN, and proposed modules
Site search capability using key words or phrases. Incorporate easy to use search utility displaying descriptive information on all content in the search results.	Yes	▪ Standard with DNN, and proposed modules
Mechanism for site visitors to provide comments, and ask questions.	Yes	▪ Standard with DNN, and proposed modules
Capability for site visitors to register for email updates from the program.	Yes	▪ Standard with DNN, and proposed modules
Meeting/event calendar system that can be easily modified by staff.	Yes	▪ Standard with DNN, and proposed modules
Ability to track page views and other legally permissible usage data.	Yes	▪ Standard with DNN, and proposed modules

Requirement	Included:	Details
Integration with content from city social media sites such as Twitter, Facebook, YouTube and Instagram.	Yes	<ul style="list-style-type: none"> Standard with DNN, and proposed modules
Optimized templates, themes or skins for page load speed	Yes	<ul style="list-style-type: none"> Standard with DNN, and proposed modules
Design of the website should support the branding efforts of the City and reflect the diverse make up and vision of the residents and businesses of the community.	Yes	<ul style="list-style-type: none"> Standard with DNN, and proposed modules
Provision of configurable site navigation menus on each page which provide quick access to all the key pages of the site.	Yes	<ul style="list-style-type: none"> Standard with DNN, and proposed modules
Provide integration with existing government web applications currently in use and provide for easy integration with future government applications.	Yes	<ul style="list-style-type: none"> Standard with DNN, and proposed modules

Outline of Project Strategy

Based on our understanding of the City of Asheville requirements, the JW Team has provided a holistic solution utilizing the latest technologies, tools and process to deliver a customer focused web site. JW's solution includes design (with alignment from the City of Asheville), construction, implementation and conversion of content to the City of Asheville's new website.

Mobility - Our website development includes providing responsive web design (RWD) coupled with HTML5. By utilizing this approach to web design we craft our client sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices including desktop computers, laptops, tablets and smart phones.

Discovery & Planning

Our approach integrates the discovery/assessment, validation, analysis, recommendations, and implementation phases. We leverage our collective experience and skills to quickly but methodically sift through all available resources – current artifacts, reports/studies, etc. and assess the current tools and processes currently being utilized for the City of Asheville's Web Site delivery. Our discovery process ensures we are able to verify our assumptions against real data enabling our team to finalize our joint project plans. Our recommendations are holistic in nature with due emphasis on people, process, and technology/systems aspects. The JW Team will coordinate with the City of Asheville's team to schedule a working session for collaboration and alignment.

Our Team's approach ensures key business/IT stakeholders and subject matter experts (SME) are involved throughout the process. The JW Team's consultants will leverage the content on your existing website and other artifacts, data and information provided by the City of Asheville to create the redesign of your new website. A consistent framework will be used to capture feedback, validate the processes, artifacts and tools used against leading industry practices shown in **Table 7 Discovery & Planning** below.

Table 7 Discovery & Planning

Discovery & Planning	Remarks
Contract Award Activities	Identifies transition team members, special requirements, and refines transition phasing and approach. Identifies the City of Asheville transition team. Initial Meeting.

Discovery & Planning	Remarks
	Program Management Office Transition team (PMO) initiated.
Program Management	<ul style="list-style-type: none"> Conduct Orientation Briefing/Kickoff Meeting with JW and the City of Asheville project team members Conduct Stakeholder Briefing/Kickoff Meeting Customize existing internal and external communications plans for the customer environment. Identify reporting requirements and specify performance metrics Present draft preliminary transition plan with timelines and then review, finalize, and re-issue plan. Prepare and disseminate the project management plan and any other required transition-supporting plans. Ensure all contractor provided supplies and equipment are in place. Make adjustments to the plan, as required. Establish customer briefing schedule. We will ensure a seamless transition by providing coordination through establishment of an Integrated Program Management Office (PMO). The PMO will identify priorities not known in the RFP stage and tailor the plan to specific requirements that ensure risk reduction.
Objectives & Enterprise Standards	<ul style="list-style-type: none"> Identification and/or confirmation of stakeholder objectives Planning for enterprise wide templates, style and branding Engagement with supplier providing branding for Q&A to ensure branding for website is in alignment
Identification tools, processes & technology	<p>Analysis of the current state of processes and process elements. This includes defining scope of the process to be analyzed and clearly documenting the current state. Leverage all available processes, hardware, software documentation, and intellectual knowledge that exist on the program.</p> <ul style="list-style-type: none"> Validate toolsets, and identify additional elements with the City of Asheville team Identify special equipment supporting this contract Identify location for existing training documentation Confirm access required by resource and roles Policies, procedures, guidelines, security process Location and access provided to team Locate and review existing process documentation Conduct stakeholder interviews Observe personnel as the process is performed to validate all activities and stakeholder interfaces are performed. Summarize the key activities being performed and (if necessary) conduct a RACI matrix for each activity. Plan training schedules and methods to be used (online, workshops, based on user roles) Initial recommendation is provided with JW's solution Define/confirm all technology and tools – create training schedules.
Define Content	<p>Defining content with the City of Asheville stakeholders includes the following items:</p> <ul style="list-style-type: none"> Define outdated content to be retired Existing content to be moved Develop Content Checklist to document the answer for "What is the expected outcome or objective of the content?" Determine new content requirements including: <ul style="list-style-type: none"> Images

Discovery & Planning	Remarks
	<ul style="list-style-type: none"> ○ Documents (PDFs, etc.) ○ Audio ○ Video (embedded from YouTube, self-hosted, etc.) ○ Content Feeds ○ Photos ○ Social networking (Facebook, Twitter, Instagram, LinkedIn, etc.)

We recommend utilizing a range of data sources for evaluating content needs and design strategies for the new website.

- Current and Existing Branding Efforts
- Existing Quantitative Data (current site usage statistics)
- Focus Groups
- Usability Test
- Surveys

JW will assist and recommend branding during our discovery/planning phase. This insight should provide an understanding for content needs for the new site and JW will assist with standardizing the City of Asheville's branding for the new website. Further analysis of the quantitative data as well as feedback from focus groups will assist the JW Team with accurately developing the most effective content and design strategies for the new website. If time and resources are available, further usability testing and additional web surveys can provide additional data and feedback to develop the most effective strategy for designing an effective website. Identifying and utilizing best practices for government websites will be critical in releasing an effective website to the administrators and stakeholders of the City of Asheville. JW will identify effective content types and design cues from various local government websites that will assist the team in developing a comprehensive customer centric design strategy. This will enable the JW Team to develop a new website that effectively delivers information to the City of Asheville stakeholders.

Design & Construction

Once discovery and planning is completed, the JW Team starts the design and construction of the City of Asheville web site. This stage utilizes information from discovery to start crafting the storyboard, visuals, graphics, and installation of solution and modules. Each step of the way we ensure alignment with the City of Asheville to ensure branding, site navigation, content and styles are configured based on the predefined requirements. This is illustrated in **Table 8 Design & Construction**.

Table 8 Design & Construction

Design & Construction	Remarks
Site Map	Determine the structure and flow of the site map: <ul style="list-style-type: none"> ▪ Main horizontal navigation menu ▪ Section specific vertical navigation menus ▪ Master site, department levels (Child Portals), and individual pages
Style	the City of Asheville Branding including: <ul style="list-style-type: none"> ▪ Build wireframes and initial design ▪ Style form templates ▪ Color palette ▪ Basic branding – fonts, sizing, etc. ▪ Organization of folders, subfolders ▪ Background elements

Design & Construction	Remarks
	<ul style="list-style-type: none">▪ Sidebar events▪ Mockups
Content	<ul style="list-style-type: none">▪ Content Checklist▪ Content Relationships▪ Validation of content to be move (Proof read, mapping of where content will be located on site)▪ Export/Import program for content migration (or manual as needed)
Hosting & FTP	Server configuration for beta and production sites: <ul style="list-style-type: none">▪ URLs▪ Acquire SSL Certificates as needed▪ Configure FTP▪ Document management configuration
DNN	Installation of DNN and modules identified to support this solution (Forms, Survey, etc.)
Additional Programming	Additional as needed to support 3 rd party modules such as weather module

User Experience & Design: JW's UX (user experience) team will be using proven methodology to discover our client's marketing and branding goals in order to design a streamlined, concise method to communicate those goals through clean, usable, cutting edge designs and interfaces.

Information Architecture: Once the discovery and UX phases are complete, JW will utilize this data to develop the Information Architecture of the project, which includes:

- Content Inventory
- Site Maps
- Wireframes

Visual Design: All of the work performed during the Discovery, UX Analysis and Information Architecture culminates with the visual design phase of the project. During this phase, our designers use these discoveries to deliver:

- Home Page Design Concepts
- Internal Page Designs

Testing – Beta Site

We will configure a beta site that will be utilized by our team to test the site, pages, modules and features. Testing will provide insight into unscripted usage patterns for the CMS solution. Beta participants (the City of Asheville selected participants) will provide detailed feedback about usability challenges they encounter, allowing us to either make immediate changes or prepare a support team to assist the customer in these scenarios.

Performance Testing:

- Search for bugs
- Eliminate bottlenecks
- Set a benchmark for all future evaluations
- Check measurement and analysis processes used while the evaluation process is ongoing
- Set defined expectations
 - Acceptable response time

Load Testing:

We will perform tuning and performance testing using automated tools. Those tools will make demands on the system that will continuously increase in both load (size) and frequency (speed). In layman's terms, this is making the system "exercise". This is accomplished by making the site perform tasks that are larger than what will be expected in the real world (production) environment. Other names for such procedures are endurance, volume and longevity testing. By utilizing this process, we will:

- Expose
 - Bugs
 - Memory Leaks
 - Buffer Overflows
 - Reactions to Mammoth Database Loads
- Define
 - Cursory Evaluation Methods
 - Bug and Memory Management
 - Performance Baselines (and how to meet them)
 - Regression Testing Processes
 - Predefined Load Levels for Evaluation

Stress Testing:

- The capability of a system upon failures
- Can it recover in the event of a crash?
- The state of failure- crash or graceful ending?
- The error messages when received, are they relevant and of good use to the user?
- Have there been failures because of the lack of security?

A summary of our testing is shown below in **Table 9 Testing**.

Table 9 Testing

Testing – Beta Site	Remarks
Quality Assurance	Utilizing checklist for test plans to include: <ul style="list-style-type: none"> ▪ Testing modules and 3rd party modules ▪ Content updates and ease of use ▪ Usability testing ▪ Mobility across various platforms ▪ Identify anomalies for correction ▪ Functionality testing ▪ Compliance and security testing
Pilot	JW jointly with the City of Asheville will define a test group of resources to jointly test the development site. User feedback will assist in identifying issues for correction before official launch. These can possibly include: <ul style="list-style-type: none"> ▪ Slow performance ▪ Pages not loading ▪ Corrupt content ▪ Navigation issues or missing links
Pre-deployment	Before official launch, the JW Team will confirm all testing, corrections and alignment with the City of Asheville on final deployment schedule, and start implementation of training the City of Asheville support staff (detailed training recommendation provided later in this section). Additionally, JW recommends including the City of Asheville change management team

Testing – Beta Site	Remarks
	members to assist with communications and managing change to the new web site. <i>(JW can provide these resources but they have not been included with our pricing. JW's program team will gladly assist the City of Asheville change team)</i>

Production Site “Launch”

In this phase the JW Team will launch the City of Asheville Website to the production Web Servers. We will archive and back up all web site pages in case of server failure. The City of Asheville will have the opportunity to do final evaluation of the launched site to ensure our team has met all the requirements of our solution outlined throughout this RFP. We will provide the City of Asheville a check list of final deliverables for official sign off and hand off specifications, style guides, templates and manuals to the City of Asheville.

Checklist:

- Ensure domain name and DNS are resolved properly
- Remove any test data and ensure that stock photos have been purchased
- Post-launch tasks, add analytics and setup any additional monitoring
- List of requirements table as outlined earlier in this section

Table 10 Checklist

Production Site “Launch”	Remarks
The JW Team’s Web Site Solution	Implemented Production Site <ul style="list-style-type: none"> ▪ DNN Solution ▪ Hosting Solution ▪ Modules and Integration ▪ 3rd Party Modules

The City of Asheville will also have access to our developers and training team. Full support will be provided until final sign off of production site by the City of Asheville Stakeholders.

Reporting Recommendations

As detailed above, we are bringing robust methodologies and resources in support of this project. Aligned with this methodology is ongoing reporting and performance monitoring. Provided below in **Table 11 Reporting Recommendations** is the initial recommendation for reporting, issue and risk management, change requests and communications to stakeholders. During discovery and planning the reports, formats, stakeholders and frequency will be revised and finalized with the City of Asheville’s alignment.

Table 11 Reporting Recommendations

Report Type	Frequency	Details
Project Review	Weekly	<ul style="list-style-type: none"> ▪ Issues, Risks and Escalation at team level ▪ Overall Status & Progress
Steering Committee Review	Bi-Weekly	<ul style="list-style-type: none"> ▪ Overall Status & Progress ▪ Decision & Direction as needed ▪ Issues, Risks and Escalation (SC Level)
On Going	Per Stage	<ul style="list-style-type: none"> ▪ Report of work accomplished ▪ Review of upcoming stage ▪ Required resources from the City of Asheville supporting the stage ▪ Change Requests ▪ Implemented corrections for any defects

Deliverables

Provided below in **Table 12 Phase & Deliverables** is the overview of deliverables for this project. Upon award, JW will confirm and update deliverables required for final signoff of project.

Table 12 Phase & Deliverables

Phase	Deliverables
Discovery & Planning	<ul style="list-style-type: none">▪ Deliverables▪ Requirement Specifications▪ Template Specifications▪ User Roles & Permissions▪ Business Objectives
Design & Construction	<ul style="list-style-type: none">▪ Templates▪ Style Guide▪ Third party module integrations needed▪ Content
Testing – Beta Site	<ul style="list-style-type: none">▪ Beta Server and site▪ Quality Assurance Sign Off▪ Test Group Sign Off▪ Stakeholder Sign Off
Production Site “Launch”	<ul style="list-style-type: none">▪ Implemented Live Solution as outlined in this RFP
Training	<ul style="list-style-type: none">▪ For City of Asheville Staff as needed

JW has provided pricing for our training which would allow the City of Asheville the ability to utilize the “Train-the-trainer” model. Our approach to training is provided below and based on the City of Asheville availability and individual preferences; we would customize the training program. Our training offering includes utilizing all of the following methods to deliver the training. Our solution includes training for up to thirty eight (38) City of Asheville personnel (a combination of admins and content editors) utilizing onsite trainer(s) for five days. JW will provide training manuals, standard style sheets, onsite instructor(s) (5 days) and the MS Online Training Module which can be utilized for one year by the City of Asheville.

Our delivery methodology considerations occur after we have defined with you the objectives, assessments, content types, and learning sequence for the training. Depending on objectives and the content types, some — or even all — of the training can be done outside of the classroom. A mix of training methods will be used to minimize time out of the job and still ensure that the training is effective.

Blended training combines various types of training and information communication to achieve the most effective performance gains in the most efficient manner. Our blended training solution components typically include a combination of the following:

- Web-based training (WBT)
- Other self-paced instruction
- Online help
- Distance-learning
- Reference documentation
- Instructor-led classroom-based training

The JW Team’s blended training solutions will:

- Provide the skills, knowledge, and support when and where they are needed.
- Take advantage of many learning methods.

- Reinforce knowledge and sustain performance over a longer period of time than traditional training solutions.

The JW Team's Solutions are outlined below in **Table 13 Training**.

Table 13 Training

Web-Based Training (WBT)	
Definition	Examples/Uses
Self-paced, interactive training available on the Internet.	Employees need to access "just in time and just enough" training at the time of the need.
Online Help	
Definition	Examples/Uses
Quick and immediate access to information about a specific task delivered to a user at the user's request.	<ul style="list-style-type: none"> ▪ Users need quick access to information or a quick refresher to get the job done. ▪ Users need an online tutorial that can be attached to the application.
Distance Learning	
Definition	Examples/Uses
An instructor-led approach where the instructor and participant are separated by place or time.	<ul style="list-style-type: none"> ▪ An instructor posts lessons and exercises, and participants work independently yet have regular online chats with the instructor. ▪ Schedules prevent employees from attending face-to-face training.
Reference Documentation	
Definition	Examples/Uses
Factual or procedural information that supports a person doing a particular job after initial learning has occurred.	Information includes job aids, charts, posters, user manuals, and reference guides.
Face-to-Face Training	
Definition	Examples/Uses
An interactive, instructor-led approach where the instructor and employee meet in a classroom for a specific duration of time in a common location.	<ul style="list-style-type: none"> ▪ Participants benefit from practice and feedback. ▪ Subject matter requires a classroom or laboratory situation.

The JW Team is recommending the following training based on user roles as stated below in **Table 14 Recommended Training**. This training will include the DNN CMS, modules, forms, FTP usage, templates and content management. During discovery and in partnership with the City of Asheville, we will identify and define the roles of the admin/designers and content editors to be utilized to build the City of Asheville customized training plans.

Table 14 Recommended Training

Training Target	Admin/Designer (up to 8 Leads)	Content Editors (up to 30 users)
Description	The DNN training for web admin/designers targets the creation and editing of page skins or templates. The training session will assist you in mastering the skinning engine capabilities of DNN as well as educating the user on some best practices of building skins,	The DNN training for content editors will be enabled to efficiently manage web content, documents and media, and page hierarchy.

Training Target	Admin/Designer (up to 8 Leads)	Content Editors (up to 30 users)
	managing user accounts and master, child sites.	
Topics	Designer <ul style="list-style-type: none"> ▪ Skinning Engine Overview ▪ Third Party Skins ▪ Default CSS ▪ Creating a Skin ▪ Skin Objects ▪ CSS Precedence ▪ Creating a Container ▪ HTML vs. ASCX ▪ Navigation Option ▪ Dynamic Designs Administration <ul style="list-style-type: none"> ▪ Best Practices for Naming Conventions ▪ Managing child portal sites ▪ CMS Installation ▪ Site Management ▪ Page Management ▪ Modules and Containers ▪ Security Configuration ▪ File Management ▪ Event Viewer ▪ Advanced Configuration Options 	Content Administrator <ul style="list-style-type: none"> ▪ User Accounts and Security ▪ Pages and Modules ▪ Commonly Used Modules ▪ Best Practices of Editing Content ▪ Productivity Tips and Tricks ▪ Creating & Modifying Content ▪ Updating Events & Calendars ▪ Adding images ▪ Text Formatting ▪ Updating news content

JW recommends at a minimum the following configuration for hardware and software if the City of Asheville will be hosting your site internally:

Table 15 Minimum Server Requirements

Beta/Production Environment	
SQL Server	Web Server
Virtual Server Resources <ul style="list-style-type: none"> • 4GB Dedicated Memory • 500GB Disk space • 2 CPU Cores • Recommended Server Software <ul style="list-style-type: none"> ▪ Windows Server 2012 R2 ▪ SQL Server 2012 ▪ .NET Framework 4.5 ▪ Data Protection 	Virtual Server Resources <ul style="list-style-type: none"> ▪ 4GB Dedicated Memory ▪ 500GB Disk space ▪ 2 CPU Cores Recommended Server Software <ul style="list-style-type: none"> ▪ Windows Server 2012 R2 ▪ IIS 8.5 ▪ .NET Framework 4.5 ▪ Data Protection

JW recommends the following configuration for optimum software and hardware if the City of Asheville will be hosting your site internally:

Table 16 Optimum Server Requirements

Beta Environment	
SQL Server (Beta)	Web Server (Beta)
Virtual Server Resources <ul style="list-style-type: none"> 8GB Dedicated Memory 500GB Disk space 2 CPU Cores Recommended Server Software <ul style="list-style-type: none"> Windows Server 2012 R2 SQL Server 2012 .NET Framework 4.5 	Virtual Server Resources <ul style="list-style-type: none"> 8GB Dedicated Memory 250GB Disk space 2 CPU Cores Recommended Server Software <ul style="list-style-type: none"> Windows Server 2012 R2 IIS 8.5 .NET Framework 4.5
Production Environment	
SQL Server	Web Server
Virtual Server Resources <ul style="list-style-type: none"> 8GB Dedicated Memory 500GB Disk space 4 CPU Cores Recommended Server Software <ul style="list-style-type: none"> Windows Server 2012 R2 SQL Server 2012 .NET Framework 4.5 	Virtual Server Resources <ul style="list-style-type: none"> 8GB Dedicated Memory 250GB Disk space 4 CPU Cores Recommended Server Software <ul style="list-style-type: none"> Windows Server 2012 R2 IIS 8.5 .NET Framework 4.5

6. Price Proposal

JW has provided pricing for City of Asheville below. Our price proposal is an all-inclusive solution for all requirements outlined in this RFP. Provided below are the details for our pricing solution.

Table 17 Included (if entire solution is purchased)

JW Solution: Conversion to New Site	Deliverables
DNN & CMS Solution	Included
Labor for development, content migration & implementation of complete solution	Included
License Fees	Included
Project Management for solution	Included
Clipart Gallery Module	Included
Original high resolution photographs and stock images	Included – 15 Digital high quality stock photos
Two weeks' warranty	Included
Deliverables as outlined in our response	Included

Table 18 Pricing Proposal

Phase/Item	Price
Discovery & Planning	\$5025.00
Design & Construction	\$3575.00
Content Migration	\$3850.00
Testing – Beta Site	\$2225.00
Production Site “Launch”	\$2225.00
Training – Onsite / Classroom Setting Two Days for Admin Training – up to 8 people Three total days for content editors (10 people per day)	\$5250.00
Warranty	2 Weeks Included
License & Fees	\$2900.00
Total Fixed Price	\$25,050.00

Provided below are additional items not included in our solution and are available to City of Asheville as needed or requested by City of Asheville.

Table 19 Additional Pricing - Not included in solution

Additional Support Services	Pricing
Ongoing monthly content/site maintenance (10 Hours per month)	\$500 per month
Additional Modules (outside of modules defined in this solution)	\$325 per module
Custom coding support & development (8x5)	\$65 per hour
Custom coding support & development (After Hours Support)	\$85 per hour
Yearly Hosting 500GB (yearly price)	\$1500 per year
Yearly Hosting 100GB (yearly price)	\$500 per year
Training (self-paced training material) – after year 1	\$1000 flat fee
Training – instructor led, onsite (4 days) – after initial training	\$4250 flat fee