



QScend
Technologies, Inc.

Municipal Website Design, Development & Implementation

Mirna L. Falkner | Website Account Executive | 231 Bank St, 2nd Floor | Waterbury, CT 06702 | 203-759-0519 (f) | 888-878-3006 (p)

INTRODUCTION Page 02 – 04

Cover Letter	Company Summary	Project Understanding
--------------	-----------------	-----------------------

PRODUCT SUITE – CMS Web Tools Page 05

*the information detailed here about our products and/or services are proprietary and to be kept private

Content Management (unlimited users) QScheduler (calendar software)	QNotify (email broadcasting software) QPolling (poll & survey software)	QAlert (citizen request management) Responder & Branded App (QAlert mobile)
-------------------------------------------------------------------------------	------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------

FEATURE LIST – User Experience Page 06 – 09

*the information detailed here about our products and/or services are proprietary and to be kept private

Responsive Design (auto adjust for mobile users) Intuitive Design (organized for the citizen) Image Gallery (thumbnail slideshow) Forms (printable & fillable) Streaming Video (unlimited, live & chaptering) Parks Locator (searchable by amenity)	RSS Feeds (email and/or text) Agendas & Minutes Manager (easy sort interface) Mega Menus (new navigation technology) Secure Login (user restrictions controls) Newsletter (news feed) Performance Reports (site stats & reporting)	Facilities Manager (easy sort interface) Points of Interest (interactive maps) Bids & Purchasing Manager (Bid Notifications) Share (all social media platforms) Auto Archive (Automatic Backup & Archive) Front-End Edit Button (No Back-End Digging)
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

EXPERIENCE – Customer Examples & Qualifications Page 10 – 25

Awards Customer Showcase	CMS User Experience Customer References	Customer Map Key Personnel Resume
-----------------------------	--------------------------------------------	--------------------------------------

CARE PACKAGE – Customer Service & Care Page 26 – 30

Project Management & Marketing	Training Made Fun	Maintenance & Hosting
--------------------------------	-------------------	-----------------------

Transmittal letter for Website Redesign & Hosting

Dear City of Asheville,

The entire team at [QScend Technologies](#) is very excited about the possibility of partnering with you on this important initiative. We have been in business since 1998 and are **fully prepared to perform the task of deploying the new website.** We are committed to providing leading edge e-government software solutions and embracing the latest technology.

- **Auto-archiving** of all content
- **Front-end and back-end editing**
- Custom mapping capabilities
- **Friendly URLs, site maps, user roles & content editor**
- New features and functionality deployed each year
- **Website health reports** (ex: broken links report)
- **Government and economic development specific Self-service tools & Alerts**
- Searchable & Sortable online forms (job applications, permit requests, etc.) with a back end **“drag & drop” interface**
- **Unlimited users with Administration controlled security settings to manage published content**
- Secure hosting & **protection against XSS, CSRF and advanced DDoS attacks** with cloud storage & redundancy
- **Unlimited News & Event feeds**
- 24/7 tech support at no additional cost
- **Unlimited Email Broadcasting**
- **Unlimited Calendaring** for events and meetings
- **Direct feeds** from social media to website

Please do not hesitate to contact me with any questions you may have.

Mirna L. Falkner | Website Account Executive | mirna.falkner@qscend.com | 888.878.3006 ex:313

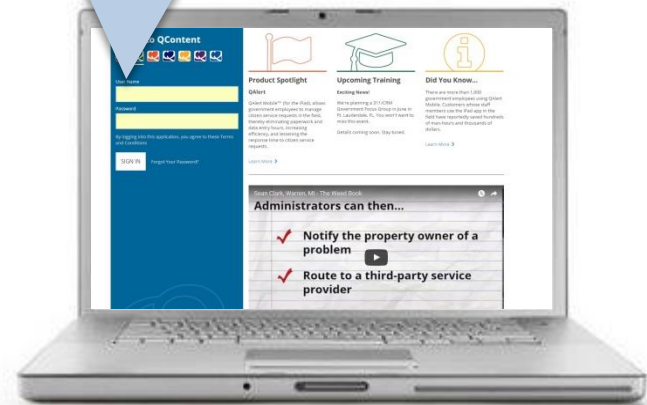
Company Summary

QScend Technologies, Inc. is an industry leader in Web-based software solutions and services for local and county government. Hundreds of government agencies and **thousands of users across the country** access the company's series of products for a variety of functions related to improving citizen service, increasing governmental efficiencies, and measuring performance.

As a full-service company, we also provide enterprise application and web hosting services. Our hosting facilities are located in secure locations and are **monitored 24/7 with a state-of-the-art Intrusion Detection System (DS) and Sensor Security System**. We use multiple vendor backbones to ensure data reaches the end user in the fastest, most efficient manner possible. Our hosting facilities are **engineered to avoid any single point of failure in our connectivity, power or HVAC**.

Our headquarters in Waterbury, Connecticut is staffed from 8 am until 6 pm EST Monday through Friday. Our staff is available for after-hours telephone support 24 hours a day, 7 days a week at **no additional charge**.

Work On-The-Go
Log-in From Any Location



Cloud-based CMS



Above is the current state of the City's website. Our plan is to give it a modern look that's fully responsive for all mobile users. This technology requires a complete reconfiguring and an opportunity for a redesign overhaul.

Online services, social media, visitor information, business tools & information, resident news feeds, alerts, events & activities calendar, forms organizer, advanced search with City managed promotions (no external content) and City Services maps (integrated with Google for GPS) are the main points of this project.

Project Understanding

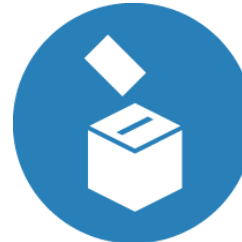
- Visual Representation of the City
- Responsive Design for all users & devices
- Full Web Software Suite
- Unlimited access to our easy to use CMS
- Advanced Search with internal ads if desired
- Marketing Support to assist in ensuring success
- Advanced Security defense against XSS, CSRF and DDoS attacks

PRODUCT SUITE – CMS Web Tools



QContent Content Management

Keep your web site content completely up to date with an unlimited number of content managers that can modify their own pages from any internet browser. Built in security allows department changes to be verified by an administrator before being applied to the live website.



QPolling Polling & Surveying

Keep the users of your site coming back again with your ability to create and manage unlimited polls and surveys. This allows you to collect information and ideas from your users that can be used at a later date.



QSchedular Calendaring Software

A full-featured event scheduling tool, this product gives you the ability to create multiple calendars, as well as activities, recurring events, and even limit "seats" or participants. QSchedular will provide the flexibility to post items ranging from city council meetings to a complete parks and recreation calendar.



QAlert Citizen Request Management

Reduce the need for Citizens to call or walk in by using the web form & knowledge base articles for citizen engagement. The software automatically routes the requests to responsible parties with the ability to manage these requests with workflow, mapping, and customizable reports for performance measurement



QNotify Email Broadcasting

Residents don't have to find out the hard way that a town event has been closed or cancelled. QNotify will email town residents of important, time sensitive information improving better communication. Unlimited subscriber lists at no additional charge.

*All incoming and outgoing email within our purview is scanned for viruses, malware, spyware, and misc. threats as it enters and leaves our environment.



Branded Mobile App Powered By QAlert

Free for citizens to submit service requests, browse local news feeds, and access your mobile website using Apple or Droid devices. The service requests are fully customizable and the app can be branded to increase your community's virtual presence.

FEATURE LIST – User Experience



Responsive Design Auto Adjust for Mobile Users

Smart Technology Content for a Responsive Web experience with hierarchy allows for easy viewing and navigation on any screen size. No matter where your citizens are, they can find what they need on any device.



Searchable Forms Printable & Fillable

Our “Find a Form” citizen solution sets the bar with the ability to sort by date, name, description or any other way that serves you and the citizen best! For the content editor, the interface does all the styling for you! Uploading PDFs or creating fillable forms is a breeze with our “drag and drop” interface.



Intuitive Design Organized for the Citizen

Citizens may not know what department they need to contact, but they will know if the question or problem pertains to education, public safety, etc. An organized navigation, easy to identify icons and an “Advanced Search” bar allows visitors to quickly find what they need with ease.



Streaming Video Unlimited, Live & Chaptering

Choose from branded and unbranded solutions for unlimited video streaming with, or without, chaptering - all within our own CMS with all the features and securities you can feel good about.



Image Gallery Thumbnail Slideshow

No fuss, built-in Image Galleries allow you to upload the desired images into the gallery folder and the front-end interface styles it for you into an attractive thumbnail slide show.



Parks Locator Searchable by Amenity

Highlights, specifications, reservations, and other important information can easily be accessed directly from your website, helping to drive interest and use of your community’s public places.



RSS Feeds Email and/or Text

Subscribers receive the relevant information delivered conveniently and automatically via email or text via a free app. Keep up with news and information that's important to you, without having to browse or search for information on the website.



Secure Login User Restrictions Controls

Role-based access control with granular control, both at master and departmental site levels, for an unlimited amount of users. Unlimited user names & passwords



Agendas and Minutes Manager Easy Sort Interface

Quickly and easily update meeting information, provide the public with vital information and increase government transparency. All are automatically archived on the back-end.



Email Alerts Subscriber News Alerts

Employment opportunities, events and other news added to this tool will notify subscribers of changes or updates to that specific topic of interest. Android and iPhone users can also receive this email alert from their phone.



Mega Menu Modern Navigation

Clean and organized, the user has control over updating this navigation type as they would any other. This new style best suits websites with a lot of content and boasts a fresh, modern look.



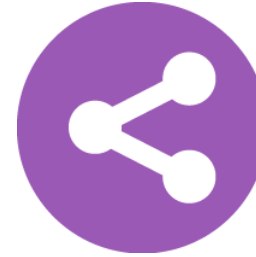
Performance Reports Website Health Reporting

The Reporting tab allows you to maintain the health of your website. The dashboard is customizable and the reporting options are vast; from a "Broken Links" report to an "Audit Trail" report sent to one, or multiple, emails of choice and at the chosen intervals.



Facilities Manager Easy Sort Interface

Our economic development tools are designed to give you a significant edge in attracting businesses to your community and highlighting your existing commercial base. Integrated search tools can help prospective investors and business owners to find properties easily and efficiently.



Easy Share All Social Media Platforms

Social media has quickly become an integral part of government communication. Municipalities everywhere are leaning on multiple methods of communication to disseminate information to their citizens, and QContent automatically updates multiple accounts at once.



Points of Interest Interactive Maps

Customized for your area and unlimited, these maps help GPS systems and web surfers alike to find the local information they need, quickly & easily.



Auto Archive Automatic Backup & Archive

No manual archiving here! For legal purposes, municipalities must store all content and if this is done manually, it's quite a chore. This tool does it all for you – from a change in punctuation to the “deletion” of a file, it's all stored for recall when you need it.



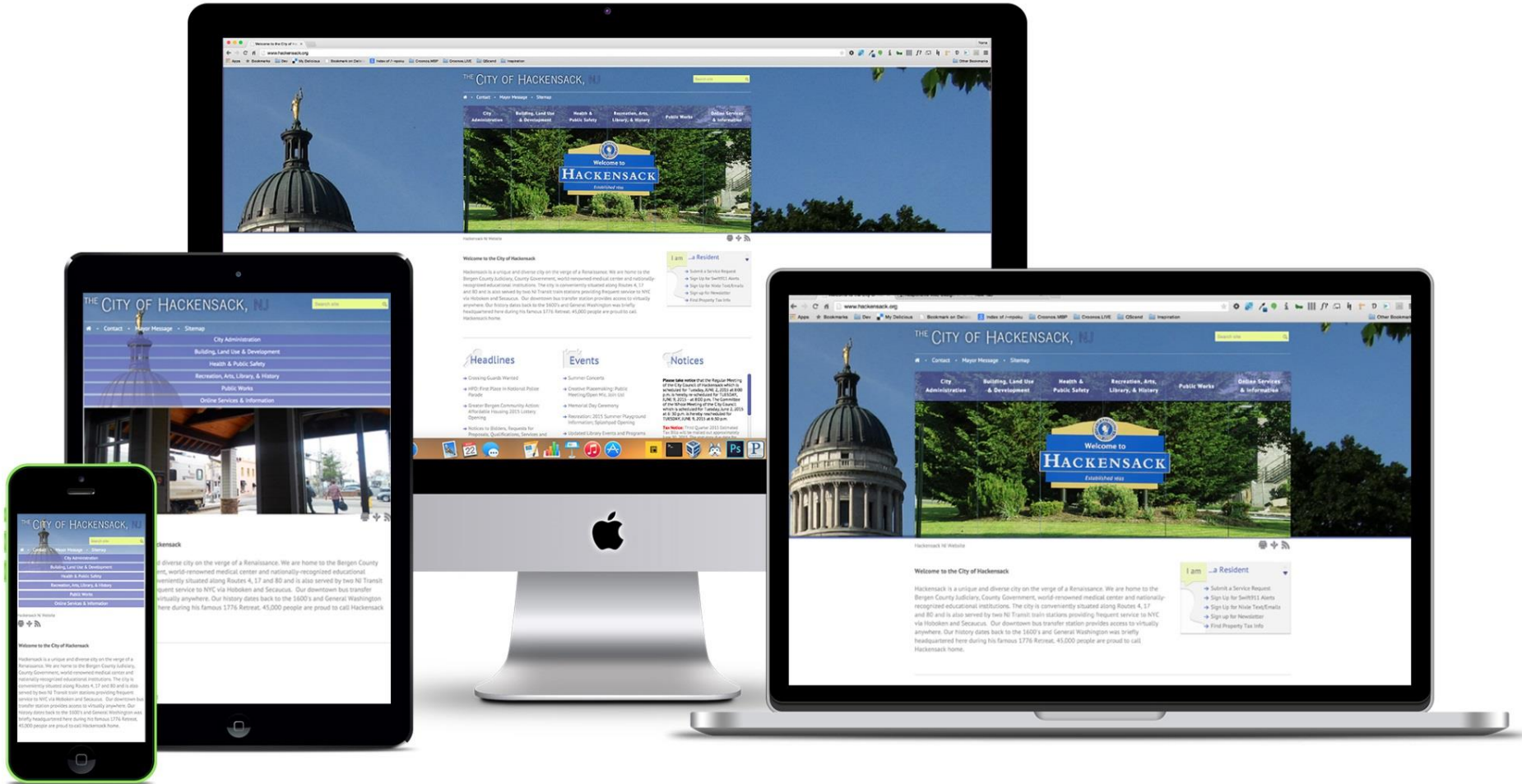
Bids and Purchasing Manager Bid Notifications

Easily feature open bids and RFP's to provide automatic notifications to bidders with this tool.



Front-End Edit Button No Back-End Digging

Everyone knows about editing from the back-end of a website, but once logged in, we also allow you to edit from the front. We understand that sometimes it's more convenient to view live, click through to the page you want to edit and make the changes you want from there.



Always Built Responsive

Recent Award



Montgomery County, VA has won multiple awards for their outstanding use of economic development tools.

The annual survey recognizes leading examples of counties using technology to improve services and boost efficiencies.

“ This award reflects the efforts of IT, Public Information and other departments in modernizing our technology to provide greater efficiency, and more on-line business functions and Information. ”

said Bill Brown, chair of the Board of Supervisors

“ The County is striving to provide the best, and most efficient, technology possible. ”

said IT Director Phil Martin

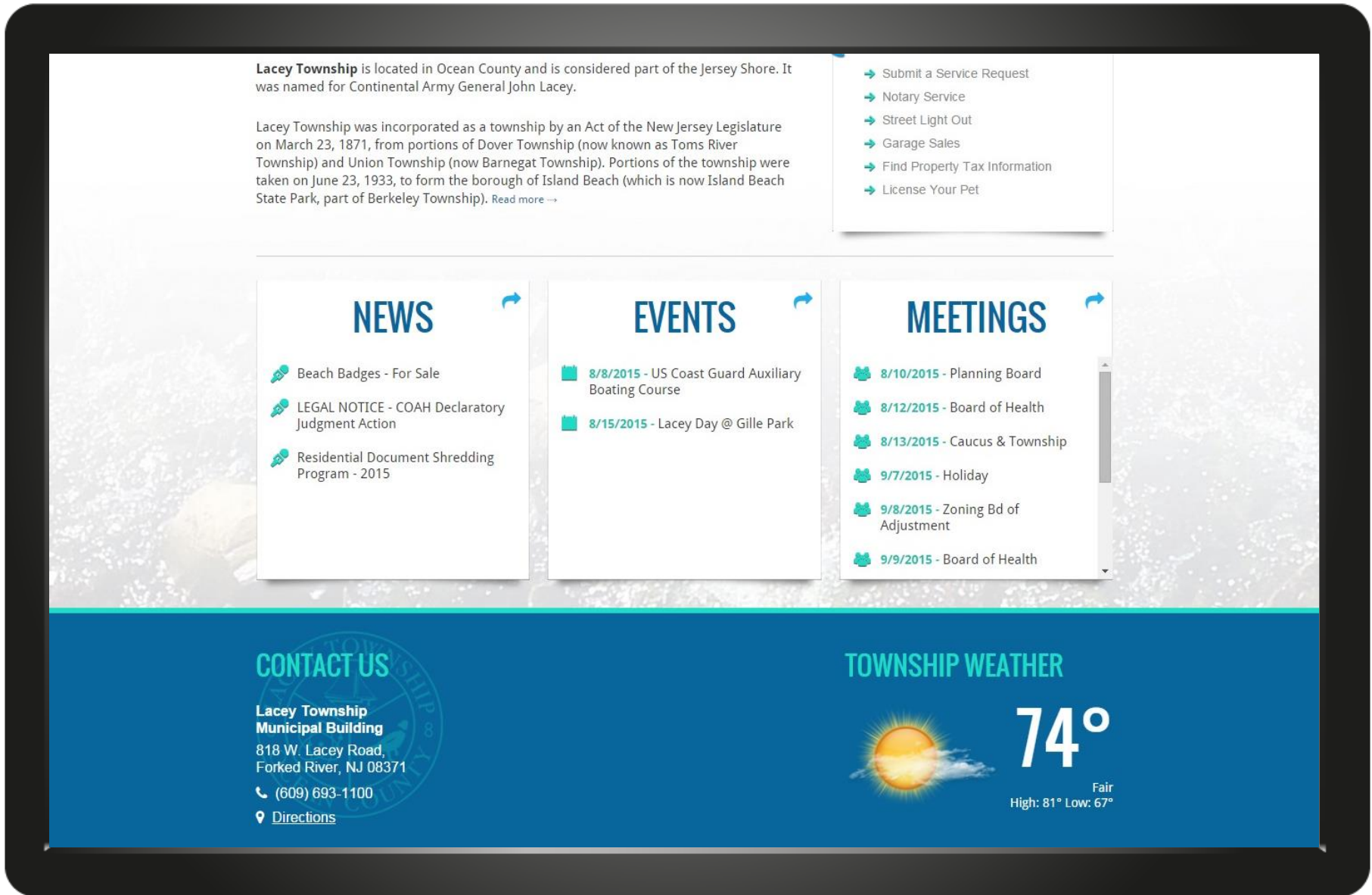




Back-End Editing for the Slideshow

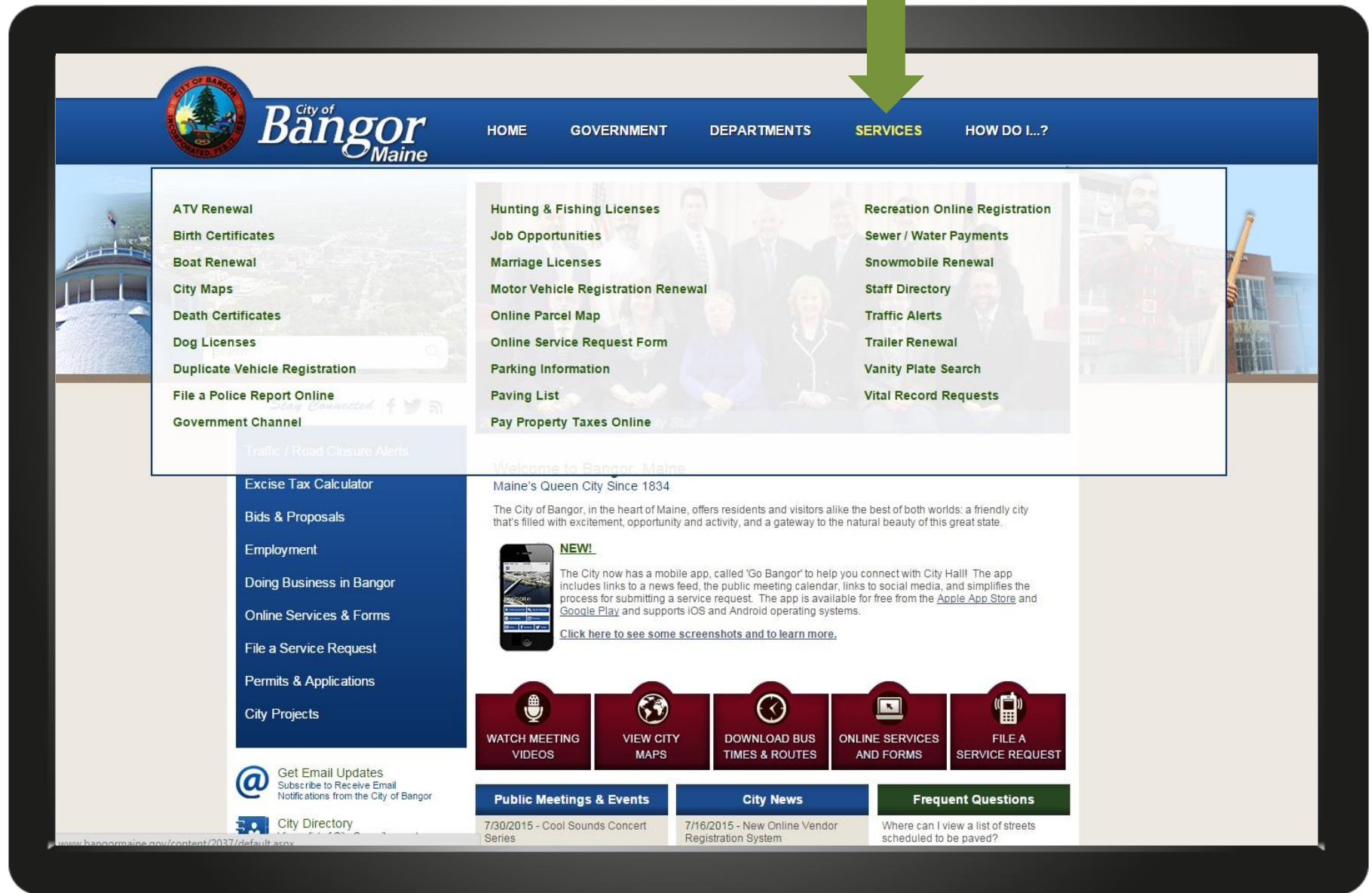
Showcase Seasonal Events

Rotating Background Image



Modular
Design Style

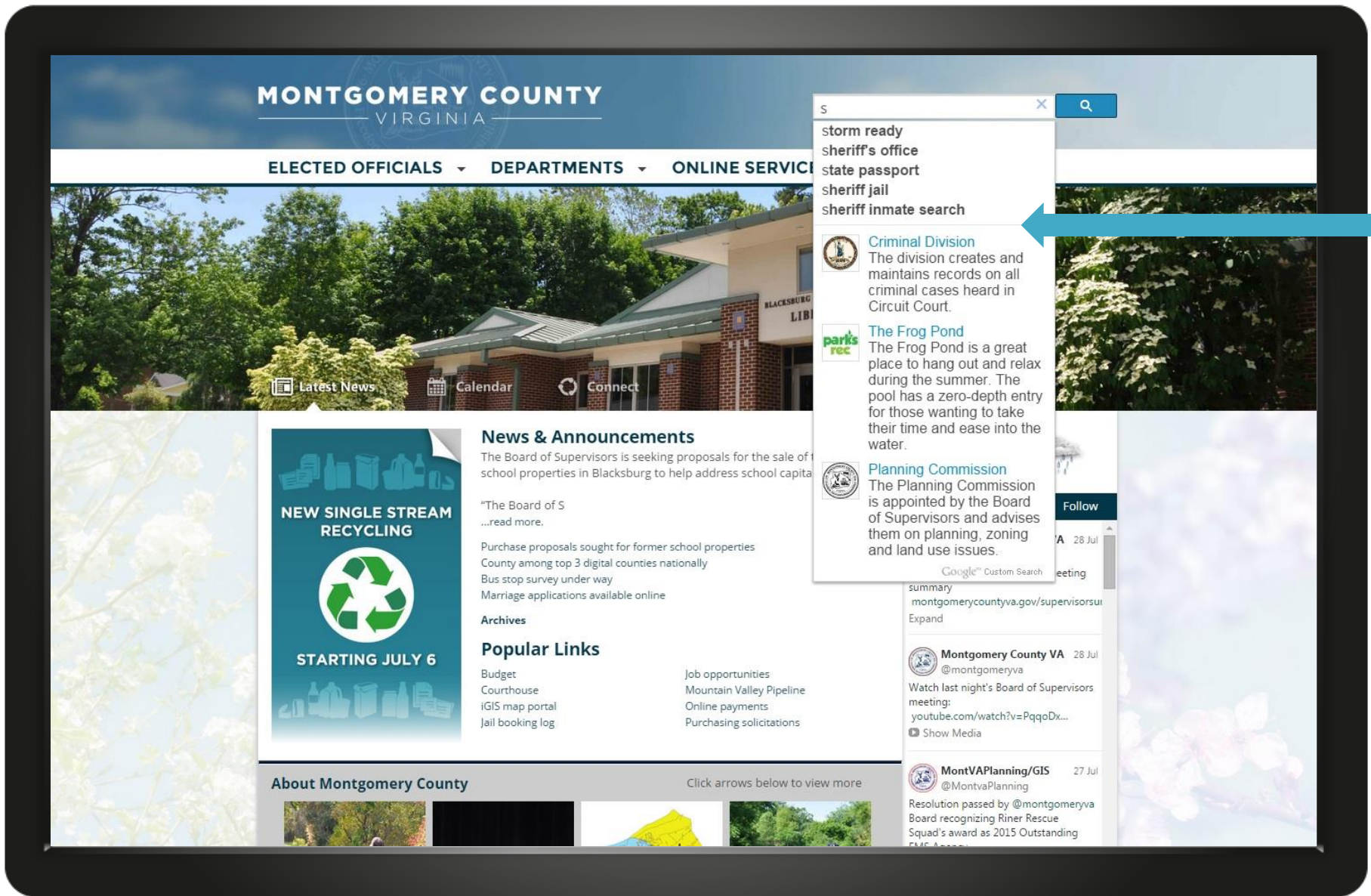
Sleek, Modern & Clean
in design to easily showcase news,
events and meetings feeds with
mobile devices in mind.



Pop-Out Navigation

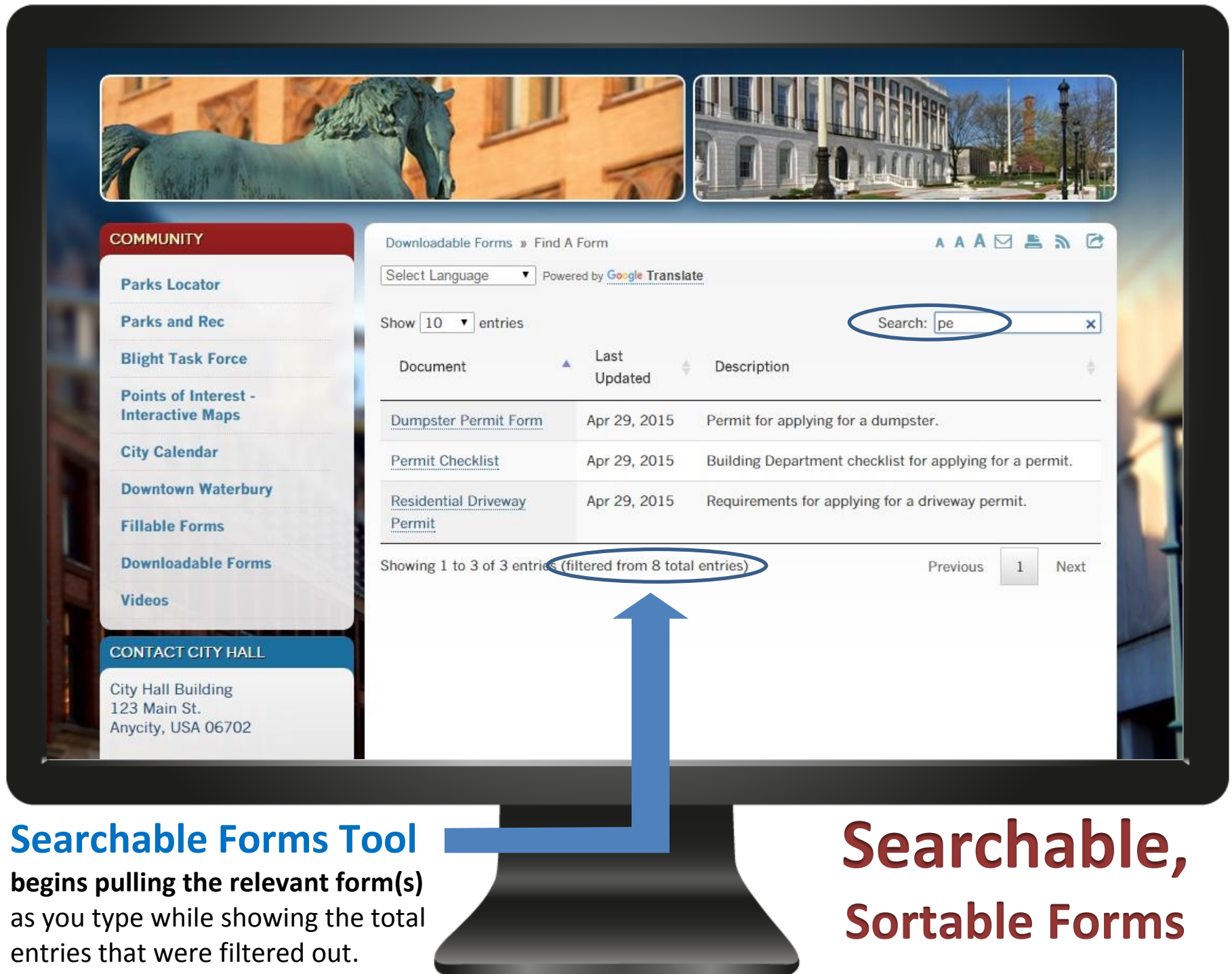
for popular, main and sublinks in each category “on mouse hover”, without multiple clicks to reach them.

Mega Menu Full Navigation



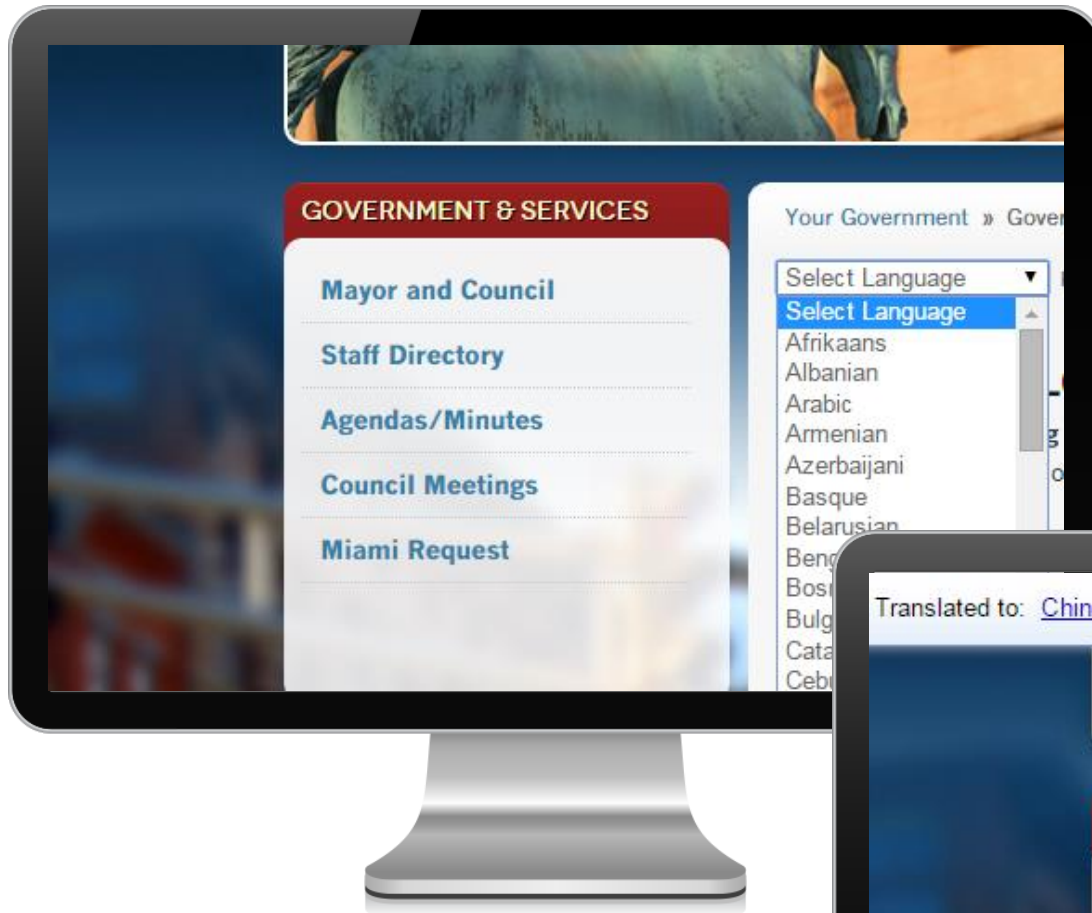
Advanced Search Bar

No Google Ads will show, but the ability to create and manage the County's own site ads display below with an icon and brief description.

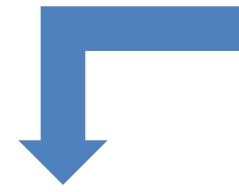


Searchable Forms Tool begins pulling the relevant form(s) as you type while showing the total entries that were filtered out.

Searchable, Sortable Forms



Translator Tool sports more than 50 languages from around the world with the click of a drop-down.

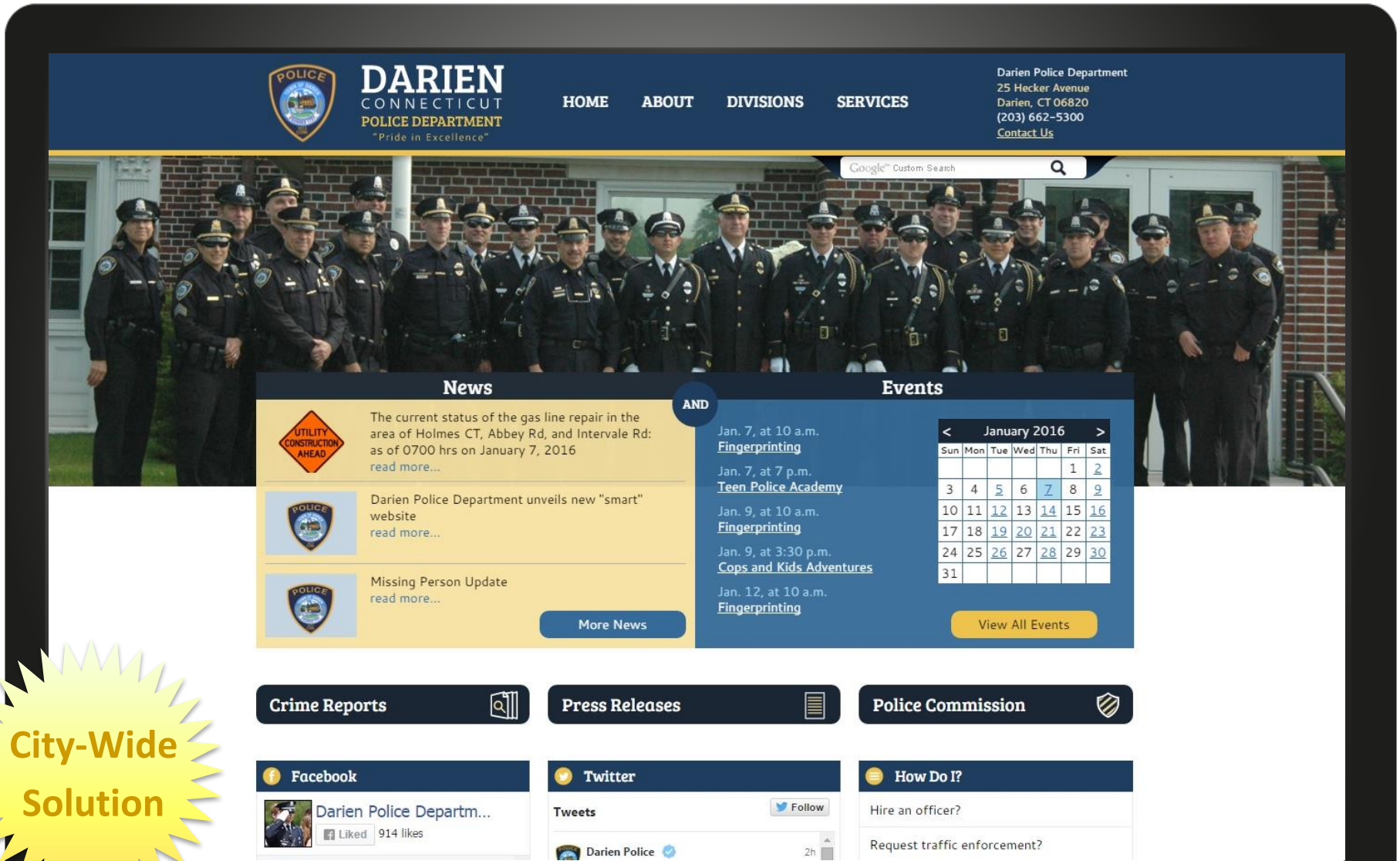


Toggle back to the native language available in the address bar.



ADA Designed

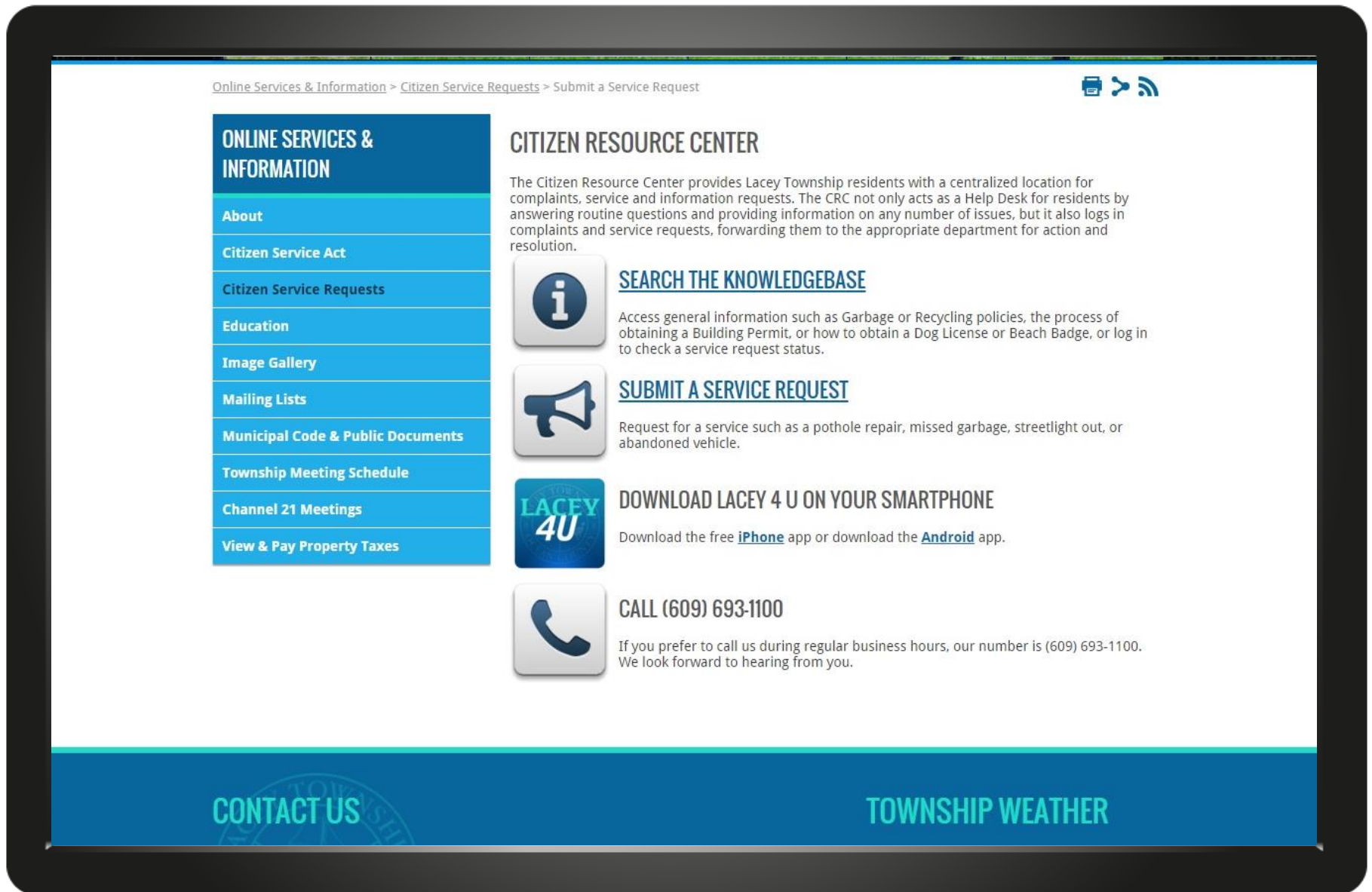
In addition to the translator, our CMS also codes the content for compatibility with screen reading software programs utilized by people who are blind or visually impaired.



City-Wide Solution

Department Sub-Sites allow any individual department(s) to have a separate look, for a minimal one-time fee.

Stand Out Police Department



311 Citizen Service Center

Powered by QAlert
 this management tool streamlines citizen requests via phone, app or web & automatically informs the citizen

- **What's Around Me?**
Local restaurants & attractions.
- **Submit Request**
Powered by QAlert.
- **Call Us**
Initiates a direct phone call.
- **News**
Pulling from your website's news-feed directly. No need to update in two different places.
- **Social Media**
Feeding in any social media you want.
- **Fight Blight**
Help promote your initiative by creating a specific area within your app that provides initiative specific information and services.

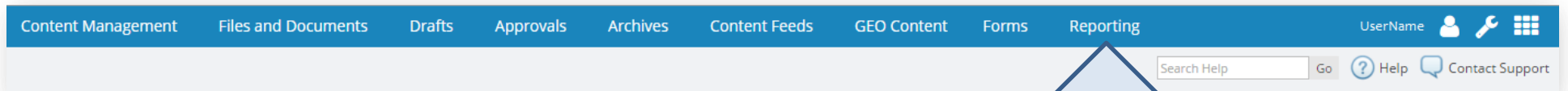


CRM App

SMS messages,
email, social media
or phone reply

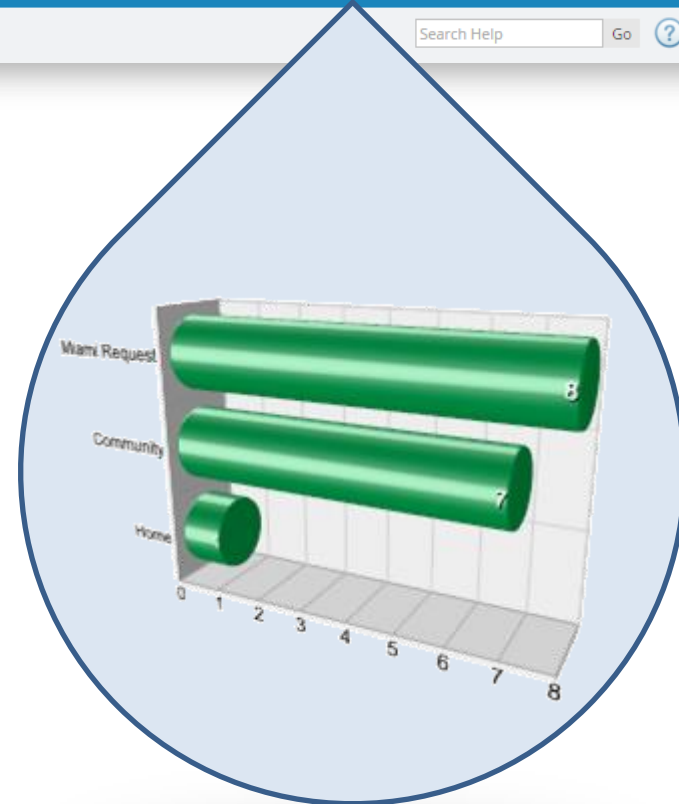
CMS User Experience

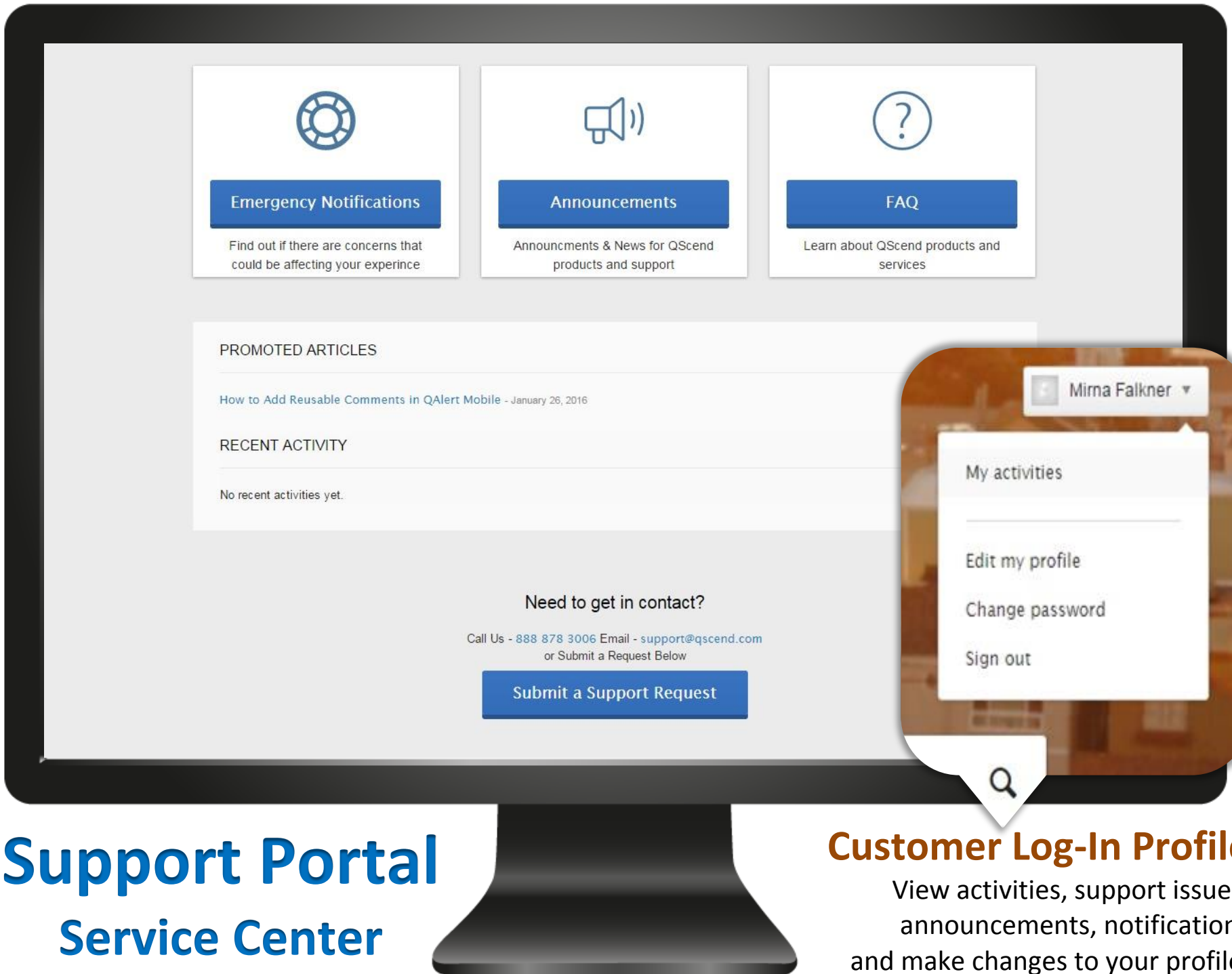
Not only can you expect a beautiful, user-friendly and responsive website front-end, but you will be surprised at **how simple editing in the CMS (back-end)** is. In addition, you will also enjoy front-end editing capabilities.



Our sleek, modern designed Tab-bar is backed by our powerful programming. Visual renderings of data are generated in the reporting tab using 3-D imaging.

Need that data to be printer friendly? No problem. All reports (like: “broken links” report) can be downloaded as a PDF or emailed; on demand or on an automated schedule, to as many users as you need.





Support Portal Service Center

Customer Log-In Profile

View activities, support issues, announcements, notifications and make changes to your profile.

Customer References

Since its inception in 1998 QScend has developed **more than 300 municipal websites across the country.**

Listed below are several references for our work in website design and content management software:



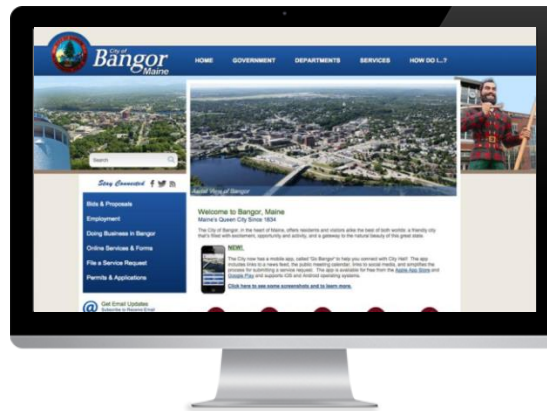
Hamilton Township, NJ

Website Design, CMS, and all E Gov Products
<http://www.hamiltonnj.com/>

Domenic DeGregory

Phone: (609) 890-3519

Email: ddegregory@hamiltonnj.com



City of Bangor, ME

Website Design, CMS, and all E Gov Products
<http://www.bangormaine.gov/>

Meghan Collins

Phone: (207) 992-4268

Email: meghan.collins@bangormaine.gov



Montgomery County, VA

Website Design, CMS, and all E Gov Products
<http://www.montva.com/>

Ruth Richey

Phone: (540) 381-6887

Email: richeyrl@montgomerycountyva.gov



City of Waterbury, CT

Website Design, CMS, and all E Gov Products
www.waterburyct.org

Bruce Watts

Phone: (203) 574-6775

Email: bwatts@waterburyct.org



Hackensack, NJ

Website Design, CMS, and all E Gov Products
<http://www.hackensack.org/>

Albert Dib

Phone: (201) 646-3908

Email: adib@hackensack.org



Huntington, NY

Website Design, CMS, and all E Gov Products
<http://www.huntingtonny.gov/>

Patricia Morrison

Phone: (631) 351-3166

Email: pmorrison@huntingtonny.gov

Additional References

Jeff Hulbert

jeffh@agawam.ma.us

(413) 786-0400 ext 8724

David Wright

dwright@townofstratford.com

(203) 381-2052

Wendy Urbanic - QAlert

wendy.urbanic@pittsburghpa.gov

(412) 255-4784

Frank Prisciandaro

prisciaf@northhempsteadny.gov

(516) 504-5636

Paul Allena

pallena@aol.com

(908) 725-2300

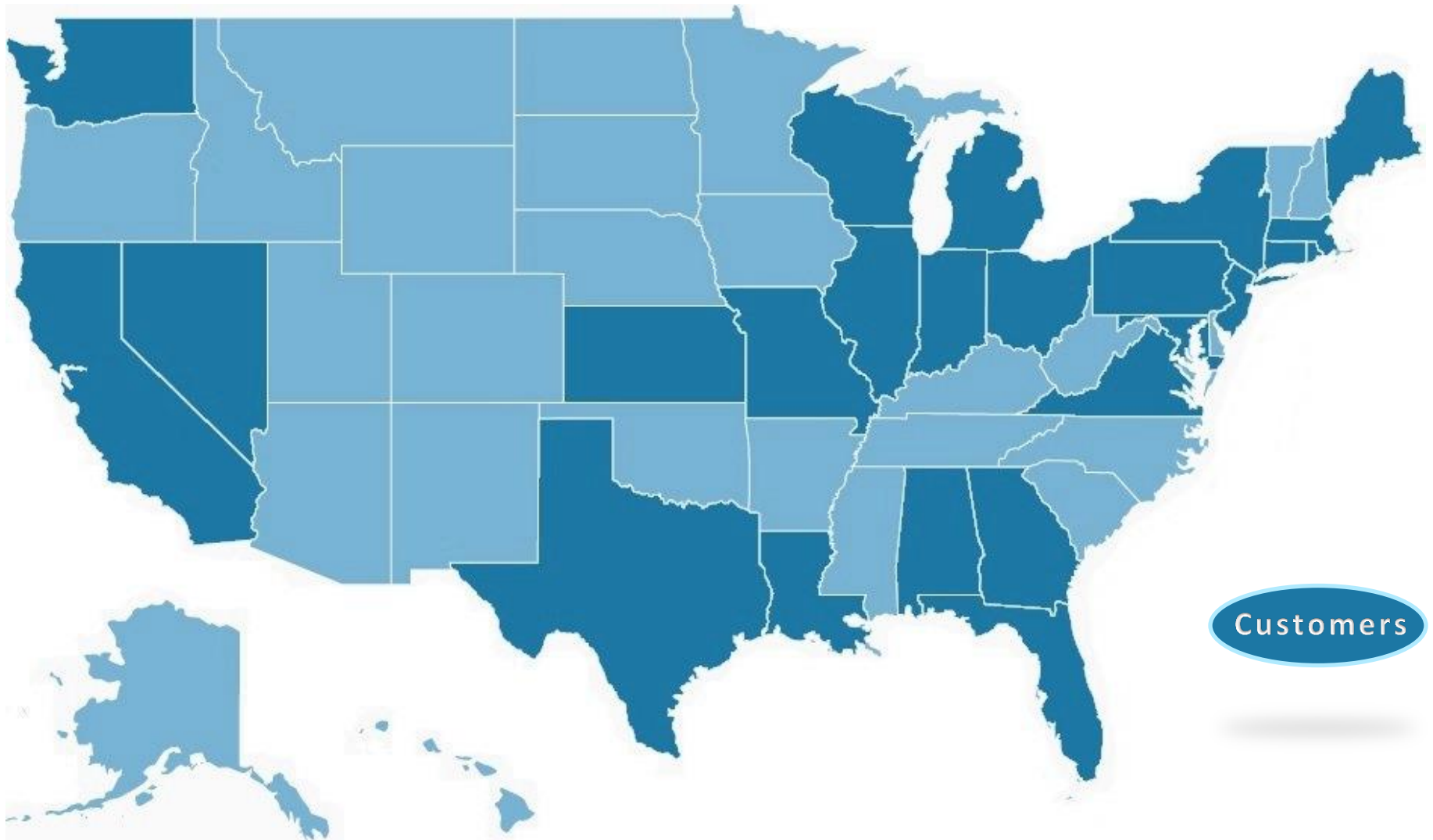
Matthew Wainwright - QAlert

mwainwright@middletownri.com

(401) 847-3830

Customer Map

Word of Mouth keeps our customer base going strong: With **government only customers** all over the USA, and as many as **50** in a single state, QScend is the preferred choice among hundreds of municipalities!



Key Personnel

NAME TITLE	EXPERIENCE	WHAT WE DO
Keith LeBeau President, Sr. Project Manager	<ul style="list-style-type: none"> • BS in Business Administration • 30 years Industry experience, from Cobol applications programming to Senior Management 	<ul style="list-style-type: none"> • Sr. Project Manager of QScend • Provides direction in day to day operation • Researches E-government trends to ensure QScend as industry leader • Provides leadership, guidance and experience throughout all phases of product development and throughout all QScend departments • Manages customer relationships and provides project management
Travis Lent Vice President, Software Development	<ul style="list-style-type: none"> • Programming Team leader • 17 years industry experience in client-server application 	<ul style="list-style-type: none"> • Certified in Windows operating systems and Web server environments • Responsible for programming QScend applications
Chad Greiter Project Manager	<ul style="list-style-type: none"> • 7 years of web project management and software technical support • Proficient use of Adobe Creative Suite and web development languages such as HTML, CSS, and JavaScript • Experienced administrator of web, email, and FTP servers 	<ul style="list-style-type: none"> • Directs all tasks and staff members associated with each project • Provides consulting, quality assurance and device specific review of each project • Collaborates with the design and the development teams • Responsible for initial configuration, set up and functionality of each site • Oversees website cutover from production to live status.
Mirna Falkner Website Account Executive	<ul style="list-style-type: none"> • BA in Graphic Design • AA in Digital Media • 14 years of web and print design experience • Adobe Suite CS6 proficient • Hand coding experience with HTML5, CSS3, javascript, various CMS providers with Analytics with SEO in mind 	<ul style="list-style-type: none"> • Build and maintain relationships with new and existing customers • Identify opportunities, develop custom e-government web application solutions, respond to requests for RFP's and pricing • Conduct webinars and customer presentations of QScend's award winning software
Ed Dzitko Director of Training & Education	<ul style="list-style-type: none"> • BA in Communication (Public Relations and Advertising) • 10 years in journalism • 10 years in public relations • 15 years of teaching, training, and public speaking experience • Coordinates/conducts public training classes 	<ul style="list-style-type: none"> • Creates online training videos and documentation. • Develops classroom training materials • Tutors/instructs people of any profession and skill level • Develops pre-launch style guides, Q&As and client helps • Develops/delivers monthly webinars
Nana Poku Website Designer	<ul style="list-style-type: none"> • Masters in Graphic Design • 13 years of web design experience • Adobe Suite CS6 proficient 	<ul style="list-style-type: none"> • Build websites for new and existing customers • Coding experience with Analytics with SEO in mind

Project Management

Making Your Project Unique is our goal here at QScend; to ensure that your project is not only aesthetically and technically sound, but also uniquely your own.

The very first step in moving forward on every project is doing everything we can to get to know your community. Local attractions should be highlighted to create as warm and inviting an atmosphere as we can project on your website. We schedule a kickoff meeting with our respective teams to discuss your vision for your new site, what components you would like on the homepage and any design related inspiration you may have.

Your rich history and unique attributes can be used on the site to generate interest. Our goal is to use the best that your municipality has to offer in our design plan to reflect your community's strengths and culture. Information gathered from the kickoff meeting will feed into the wireframe build. Once approved, we will create a homepage mockup by adding color, visual elements and text formatting before building the internal template. During the design process, we will migrate your content over to the new site – taking into consideration content you do not want to bring over.

Our guarantee to you is that we at QScend will do everything we can to give you the best possible experience. We will work with your team to develop a website that everyone in the town can be proud of. Towards the end of the implementation process, training will be scheduled. The Quality Assurance review of the site will be performed by our team as well as the assigned municipality members. Once the necessary changes have been made, the website is launched after assurance of success by our training department.

Phase 1 – Discovery and Design (Weeks 1-4) Beginning with a kickoff meeting, our project manager reviews your goals, existing workflow, and brand marketing considerations to determine the best approach to each component of your project, collaborating with you and your team throughout the process. [defining stakeholder responsibilities](#) | [developing business intelligence](#) | [preparing data](#) | [creating the custom design](#)

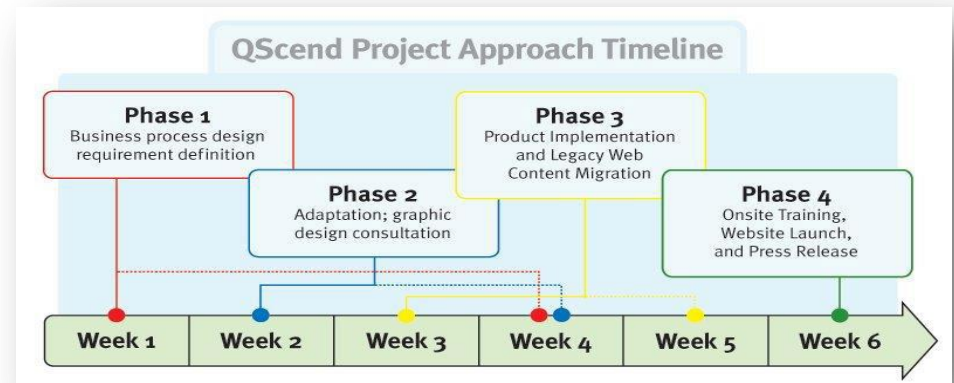
Phase 2 – Implementation and Website Adaptation (Weeks 2-4) Our designers will create a unique design tailored to your community. Unwanted pages/data are eliminated during this phase as all pages are converted by our project development team and reviewed individually to ensure quality. [primary template design](#) | [navigation and standardization](#) | [migration](#) | [installs the software](#)

Phase 3 – Testing (Weeks 3-5) We review your new website features and applications. Each component of the site is tested in beta. [programming](#) | [design & function testing](#)

Phase 4 – Training, Deployment, Launch, and Release (Weeks 6-10) Throughout the

project our training department creates a custom training plan according to your needs. We then conduct a final test of the site and help you create marketing and press materials to announce your new website to your citizens. We soft launch the site, debug any issues, and the officially deploy the site to the public. Ongoing consulting and service then continue throughout the lifecycle of your site.

[training](#) | [final testing](#) | [marketing advice](#) | [launch](#) | [continued support](#)



Marketing Support

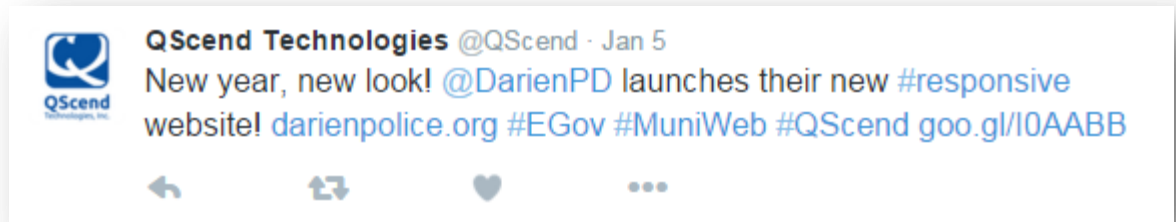
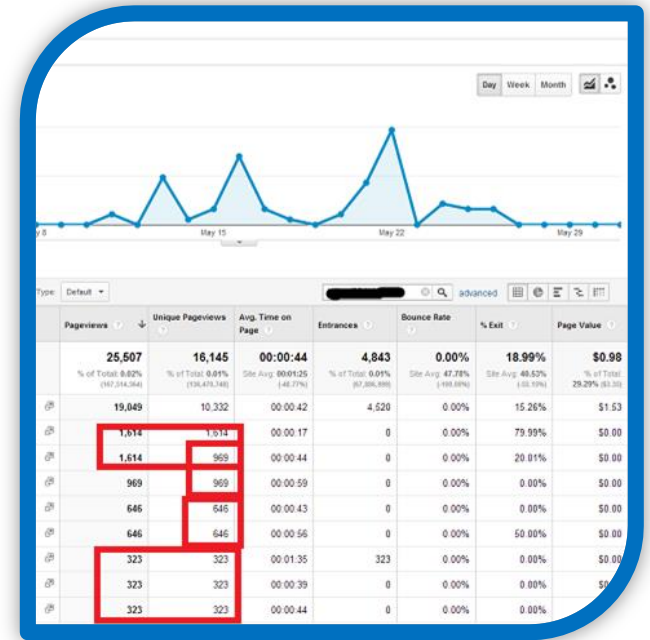


The success of this project is just as important to us as it is to you. This is why we also invest in a marketing specialist to ensure that citizens know about the launch and begin using the website to generate traffic and data.

2-3 Social Media Posts on the day of launch, after many tests and tweaks until satisfied, we will “go live” and spread the news on social media. We will continue for a second run on the following day to drive more traffic.

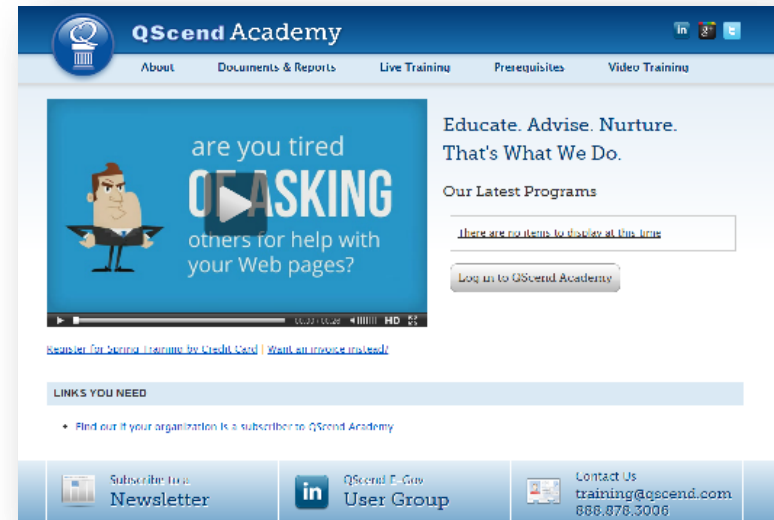
Analytics Report in two months, we will have the data needed for further improvement of your citizen reach. Our specialist will show you how to view this data and go over the individual parts so you can better understand how to go forward.

Follow-up Interview after six months of successful campaigning, our marketing specialist will contact you for a follow-up interview for media coverage.



Training Made Fun

The mission of QScend Academy is to service all levels of QScend educational needs within your organization. The programs are designed to train anyone — frontline staff, managers, administrators, and IT staff — increasing your organization productivity from top to bottom.



Private On-Site Training a premium education solution for municipalities that wish to offer hands-on session(s) for staff. A QScend Academy education specialist will design a custom single or multi-day course for your organization, and then visit your location to guide the training.

QScend Academy Online interactive, self-guided study with videos, exercises and quizzes designed to rapidly develop the skills required to excel with the QScend suite of products.

Distance Learning designed for staffers who would like to earn special certification, which may count toward CEU credit in their professional organization.

Annual User Group this gathering of municipal professionals provides a unique opportunity for the exchange of ideas on using technology to improve citizen service.

Customer Care Package



Maintenance We continually enhance our products and protect against XSS and CSRF attacks as part of our validation and QA testing process. As industry trends and technology change, so will your software. Maintenance includes: [Upgrades](#), [Integration](#), [Testing](#), [Development](#), [Installation of Service Patches](#), etc. Internet Service Provider (Datacenter Cervalis/CyrusOne Peering with Internap and Lightpath) | Multiple HP G7 Servers connected to HP LeftHand and RightHand SAN's & purpose built appliances for firewall/ips/ids and spam filters for email customers. Each HP server is running VMware with approximately ~6 guest vm's running server 2008. The HP G7 servers are part of the datacenter's managed environment in VPC configuration exclusively for QScend. *spam firewalls

24/7 Technical Support When you call, we answer — Not with an automated system, but a real person who can assist you right way. Support is always included: [8am-6pm \(EST\) Monday-Friday \(excluding holidays\)](#), [Emergency Support \(on call: 203-757-6000\)](#), [Email Support \(support@qscend.com\)](#), [Dedicated In-House Support Personnel](#), [Dedicated Training Support](#), [Online Training Information](#), [Consulting](#)

Technical Phone Support allows the Licensee to phone or email regarding questions, product functionality, and to report potential errors in the Licensed Materials. Licensor will provide improvements and Updates to the Licensed Materials, as Licensor deems is appropriate. Licensor shall have no obligation to support (a.) altered, damaged or modified Software, or (b.) problems caused by Licensee's negligence, or use of the Software other than as specified in Licensor's user documentation, or (c.) Software installed on a system that is not supported by Licensor. Licensor shall have no liability for any changes required to Licensee's hardware that may be necessary to use the Software due to a workaround or maintenance release. Licensor reserves the right to modify this policy at its sole discretion.

Secure Hosting If you host with us (bandwidth of 50 GB - burstable to unlimited), your website or CRM system is hosted in the cloud and on our redundant servers in Connecticut and New York. [They are monitored 24/7 to insure maximum level of "up time" against DDoS attacks and provide you with peace of mind regarding server issues.](#)

DDoS & DNS Mitigation Services, protecting your website and online services (QAlert):

- Best-in-class Enterprise ALWAYS ON Mitigation Service
- 15 minutes or less mitigation SLA
- 1.7TB+/s DDoS Mitigation Capacity
- Secure Portal, post mortem reporting & investigation
- Direct Access To ARIN's database for ASN Changes
- Operates 15% of the Internet's ROOT DNS servers
- 24/7 dedicated DDoS engineer support
- MPLS Global Load Balancing

Proposal Pricing: Base Bid

PROFESSIONAL SERVICES

Website Redesign & Training

One-Time

Price: \$12,200 (one-time)

Custom & Complete Website Redesign

- Advanced Search (searching while the user types and can include internal ads)
- Social Media Feed & Share Capabilities
- All Content Migrated (\$3.50/pg; 784 pages included)

- Mega Menu Navigation (users can see multiple levels with a mouse-over)
- Responsive Design For All Platforms (auto adjusts to any screen size for mobile users)

- ADA Designed (standard specifications)
- Translator (dropdown feature)

Marketing Support

- 2-3 Social Media Posts (at launch + day after to drive traffic)

- Analytics Report (2 months out for improvement)

- Follow-up Interview (6 months out for media coverage)

QScend Software Training – 2 days

- On-site Training (up to 10 administrative users/day)

- QScend Academy Online (unlimited users)

SOFTWARE PRODUCTS

CMS Web Tools & Maintenance

License Type: Purchase

License Fee: \$15,900

Unlimited CMS Users

- QContent (Content Management System)
- QSchedular (calendar software)

- QNotify (email list software)
- QPolling (poll & survey software)

Support & Maintenance

- New Release Upgrades
- New Release Training Documents

- 24/7 Technical Support
- 3rd yr Webdesign Refresh

General Terms

Maintenance and support included year 1, optional maintenance and support available year 2+ for 20% of the then current purchase price..

ALL INCLUSIVE PURCHASE PRICE: \$28,100

Additional Pricing: Options

PROFESSIONAL SERVICES

Website, CRM & Training	One-Time	Price (one-time)
<p>Custom Department Sub-Site (one department; 200 pages) *a “custom sub-site” is best for “stand alone” departments with an existing site that needs migration, but does not want separate hosting - this involves a new structure & a completely different look for the dept.</p>		<p>\$5,900 *special price when added onto the current bid</p>
<p>Re-Skin Department Sub-Site (one department; no migration) *a “re-skin” is when the structure remains the same, but colors, images & graphics change – keeping a similar look, but personalized for the dept.</p>		<p>\$1,800 *can be added at anytime in the future as a customer</p>
<p>QAlert CRM (request management for the website) *upgrade available for the phone app and/or call center version (Enterprise)</p>		<p>Negotiable *Swap-Out program available</p>
<p>Secure Hosting (DDoS protection, Redundancy & Cloud Backup)</p>		<p>\$100/mo</p>