

# City of Asheville (North Carolina)

Response to RFP for

## Website Redesign Services



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## Executive Summary

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### OVERVIEW OF MAPLE

**Maple IT & Software Solution Advisors LLP (MAPLE)** is a leading information technology consulting, services, and business process outsourcing organization providing innovative and best-in-class solutions with flexible global business practices which today enable enterprises to operate more efficiently and produce more value to their business.

More than 90% of MAPLE customers reward the company's reliability, passion, creativity, and unique ability to handle the broadest range of their IT needs by continually extending and deepening their partnerships with MAPLE.

A cumulative experience of more than 1000 person years across diverse technology areas and business domains enables MAPLE to offer end-to-end Consulting and IT solutions and Services to many of our customers globally. MAPLE is uniquely positioned to deliver its flexible world class services seamlessly to any location.

### ABOUT CITY OF ASHEVILLE

The **City of Asheville (CITY)** provide the complete information and links between city services and subordinate sites, particularly geographic information systems, external database searches, online utility payments, citizen reporting tools, citizen engagement tools, activity registrations, and social networking sites.

## Our Understanding of CITY's Requirements

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### **CITY Overview**

The City of Asheville is planning a redesign of its existing website, [www.ashevillenc.gov](http://www.ashevillenc.gov). The redesigned website should improve the City's ability to provide the community with an intuitive, functional, user-friendly and attractive website. The City is looking for a distinctive website that exemplifies the character and uniqueness of Asheville.

The last major redesign of the City's website took place in 2010. Since that time, much has changed in the level of expectation of services provided by local government as well as the technology available to support online services.

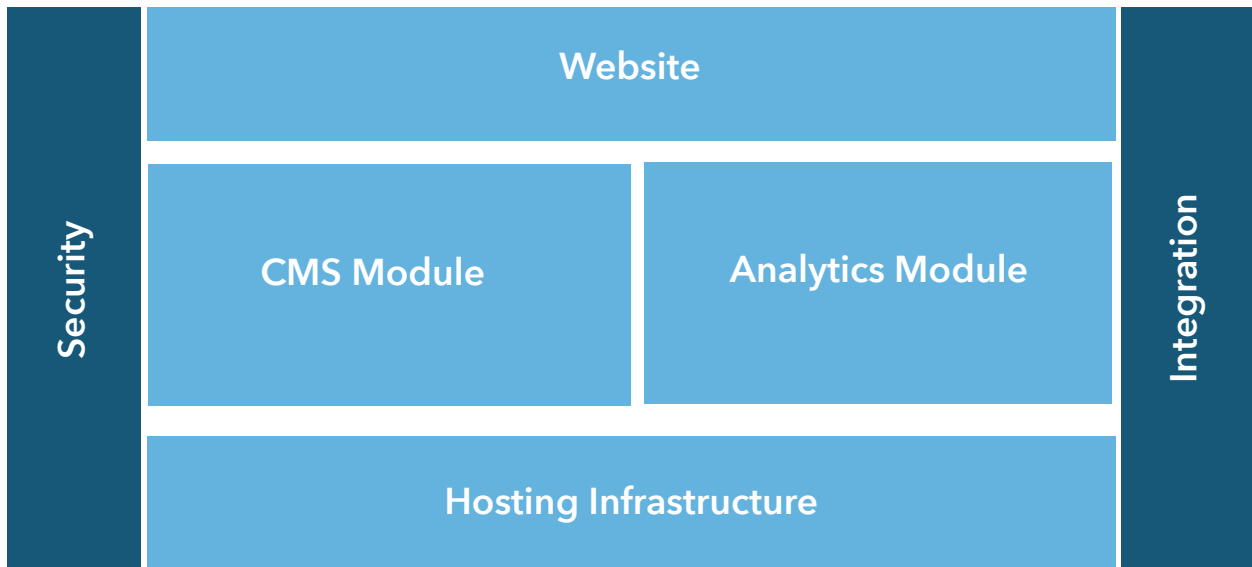
The site currently operates on the DNN platform with administrators in the Information Technology Department and Communication and Public Engagement Division and content editors in each of the City's departments.

The redesigned site must be accessible to persons of all abilities and designed to be responsive when viewed on mobile devices.

The website will reflect the links between city services and subordinate sites, particularly geographic information systems, external database searches, online utility payments, citizen reporting tools, citizen engagement tools, activity registrations, and social networking sites.

The City will consider options for both a traditional premises-based solution housed on city maintained servers and cloud based solutions which meet the required specifications.

CITY envisions redesigning its website to cater to the growing needs of its customers and benefit from the expected growth into their niche market segment. CITY believes to achieve its business objectives and enable expansion, it requires a robust and scalable technology backbone. Towards this CITY has decided to go for a website redesign service. The new website is expected to grow their business and strengthen/ streamline for their members.



CITY aims to achieve the following “representative” objectives from its portal initiative:

- New look and easy navigation for the website
- Educate potential clients, members, media and communication professionals about the benefit of working with CITY
- Represent CITY’s collective network and the myriad samples of work
- Serve as a content generation platform

## Background to MAPLE Proposal

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CITY has achieved a leading position in their niche segment of service. CITY's focus on a unique business model that caters to the customer demand has been the foundation of its continued success amidst difficult times.

We understand from the sources that CITY has an existing website which successfully caters to the current business needs and at the same time the website landscape now needs an enhancement to meet the increasing business demand. CITY would like to maintain the lead in their niche segment by virtue of the early mover advantage and now improve the customer centric approach to the next level.

The main objectives could be outlined as -

**Scalability:** All the applications catering to the business process needs to scalable to increase in volumes.

**Performance Enhancement:** To keep performance at par with the increased business growth.

**Integrated Solution:** All core business functions must be achieved through a single integrated solution and provide seamless inter-component interfaces.

**Multiple Channel Supporting:** Customers, Employee, Management increasingly expect an ability to exchange data and reports electronically over web, mobile, etc.

**Service flexibility:** Speed-to-market of new services and the ability to create differentiated products depend on ability of all core systems, to be configured quickly to reflect new services like Content Management, Lead Generation, Client Education etc.

**Measurement of Operational Efficiency:** The workflow and a documented audit trail in the system will help measure operational efficiency and take actions for process improvements.

**Consolidation / Integration:** Overcome the challenges that are currently faced due to many disparate legacy website in place.

This solution is a part of a larger transformational exercise which would help CITY to address the emerging market imperatives successfully. By executing this project, CITY is looking to reach larger customers base, corporate contacts, provide differentiated services, and provide their hassle-free services. The solution will provide CITY the flexibility to change business process, offer new services with a reduced time-to-market while holding on to its leadership position.

The solution, as articulated in response to the RFP, would help CITY to offer innovative service to meet the objectives of key stakeholders. It would help CITY to build a transaction system

on an enterprise platform which would facilitate reporting requirements and provide analytical capabilities.

### **Experience from similar scale project implementation**

MAPLE has executed many similar large enterprise wide application implementations at various organizations. Representative list client list and case studies are detailed in Annexure A and B. MAPLE is in a position to use the experience and processes from that project to implement In CITY. Some of the benefits that will be used are:

#### **Business Processes**

- Similar lines will help in meeting the implementation timelines and thereby facilitating faster transformation
- Integration with CMS other external systems

#### **Project Delivery**

- Identification of risks and mitigation
- Provide end-to-end customer experience
- Consulting partner to CITY in providing program related best practices and processes
- Productivity improvement in the overall operations
- Reusable Data Migration framework including but not limited to order of migration, Systems to be migrated

The details of similar projects are present in the Annexure A.

### **MAPLE Technologies Practice**

MAPLE provides end-to-end consulting and services across the spectrum of activities to our customers in the field of technologies. MAPLE caters to customers who require strategic consultancy, specialized user training and service support, turnkey solutions, business process out sourcing, end-to-end out sourcing apart from specialized technology areas such as configuration, capacity and Cloud application and software development, Cloud consulting, design and management, Cloud data migration and conversion, Big Data analytics and business intelligence.

MAPLE expertise in Cloud & Big Data projects and commitment to delivery out of the box solutions to it's domestic and international .

As discussed and desired by CITY, MAPLE would like to provide website redesign and development service to improve its speed and performance, assist in design for future enhancements.

## Project Scope & Deliverables

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CITY envisages implementing website and related web functions across its organization to streamline and standardize its business processes. Following modules would be covered as part of the proposed engagement:

- The website must have a new look and feel that incorporates modern best practices in user interface and user experience design. The home page must integrate with the Asheville City Source blog which features our news and events. City Source blog is a Wordpress site
- The website must address accessibility issues
- The design of the website must be responsive on mobile devices
- Proposal should include content migration to the new site

If the vendor should propose a change to a different platform, the content management system must continue to have these capabilities:

- Capable of general World Wide Web Consortium (W3) standards compliance
- Web-based CMS user login through integration with the City's existing active directory authentication
- Multiple CMS user roles
- WYSIWYG content editor
- Content staging and restoration through histories or undo
- Content approval and user audit trails
- User selectable templates or skins which can be freely modified
- Intelligent search
- Content style wizards
- Document management system with access rights by user role
- Sub-site multi-site development
- Friendly URLs and/or URL aliasing
- Site maps



- Cross browser compatibility, specifically compatibility with Chrome, Firefox, and Internet Explorer
- Support for Google Analytics
- Comprehensive documentation
- Technical support, security patches, and product updates available from the software developer
- Valid software license naming the City of Asheville as the license holder.
- The platform, templates, themes and/or skins code base must be reasonably extensible by the City of Asheville and/or other vendors

## Scope Exclusions

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Based on our understanding of CITY's scope of work, following functions found be not in the scope.

- Any new applications/modules/sub-modules not covered in the Scope
- Any processes changed from the base line and un-documented would be scoped out for support, till MAPLE team assesses it and agrees for support
- Management / planning and execution of all regulatory and compliance audits will be out of scope. MAPLE will support these audits through them being deemed as part of daily activities. However, any additional manpower needed to execute relevant tasks or coordination thereof is considered excluded
- Asset Procurement and Ownership
- Creating rolling long term technology strategy for CITY
- Business Process Re-engineering (BPR), Organization restructuring, Organizational Change
- Management and any other organizational changes will not be part of this engagement
- Development activities on existing systems
- Transaction entry on behalf of CITY business users
- Creation of Business Case Scenarios and Test data for Acceptance Testing
- Fixing bugs, if any, in any third party system
- Data extraction, cleaning and verification from existing legacy systems
- There is currently no business requirement of Payment Gateway interface. However, it can be taken up in Phase II on a CR (Change Request) basis
- There is currently no business requirement of Workshop (Service Station) interface. However, it can be taken up in Phase II on a CR basis

## Proposed Solution Overview

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MAPLE has considered the following salient features while proposing a solution which offers the flexibility .

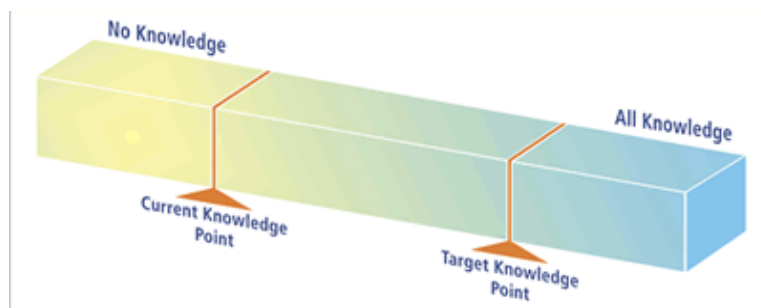
*Salient Features:*

- Flexibility of scalability and still keeping the cost low
- Ensuring migration from existing system to new with minimum impact on business process
- Handholding, training, adaptability and acceptance
- Ability to meet the current and future requirements of CITY from both business and technology perspective
- Solution that enables business flexibility and market responsiveness in terms of quicker to develop and deploy
- Solution that simplifies the technology landscape
- MAPLE in-house capability for an accelerated deployment
- MAPLE's ability to bring value add and industry experience during the implementation of the solution
- Implementation of solution, technology, tools and platform in similar business scenarios
- Compliance to prevalent technology standards and directions
- Software and Vendor's commitment
- Value for money
- Proven scalability

## Intuitive Navigation

We follow the concept to define an intuitive design is to identify the gap between current knowledge and target knowledge. People come to the website pre-loaded with existing knowledge (from previous experiences and so on). This is what we call "Current knowledge". Then there's "Target knowledge" - This means, how much the user needs to know in order to use visiting website.

The difference between the two is called "knowledge gap". Our job is to build an interface that minimizes the knowledge gap between what the users know prior to coming to the site and what they have know in order to use it properly.



What makes this difficult is that there might have all sorts of users. Some are tech savvy computer nerds and some are computer illiterate grannys plus everything in between.

The narrower this target group is, the better for the design. The wider the audience, the bigger the design challenge.

There are two conditions where users will tell you an interface seems 'intuitive' to them:

1. The current knowledge point and the target knowledge point are identical. When the user walks up to the design, they know everything they need to operate it and complete their objective
2. The current knowledge point and the target knowledge point are separate, but the user is completely unaware the design is helping them bridge the gap. The user is being trained, but in a way that seems natural

Therefore, we make it so easy that it doesn't require any learning, or add instructions, tips and microcopy that is easy to spot and follow.

## Clear Path to Conversion Approach

No matter how best your service is, your business can't survive without high-quality leads. Without lead generation, your promising service has no future.

More leads generate more revenue. More revenue gives the confidence to face the competitive environment. These are the typical methods we recommend to any businesses should have for lead generation:

- **Power of Q&A Section on Website** : A forum is an ideal place for gaining the trust of prospects. When you help people by solving their problems, healthy relationships develop which helps in generating more leads
- **Company's Blog Page** : Apart from creating content on your site, take out some time for creating stellar content for authoritative sites. It is an excellent chance for shifting the audience from high-traffic site to your landing page
- **Offer Free Tools** : Who doesn't like free things? If your free product eases off the workload of your users, you can easily pitch your premium products
- **Use Twitter for Targeting Your Leads** : Stop looking Twitter as just a social platform for emoting your feeling within 140 characters. It is an active social media medium for grabbing the attention of your followers and influencers in your niche. Target the leads by using your industry-related hashtags
- **Slideshows** : Slide based hosting service which helps in presenting the content in an appealing manner. You can prepare presentations based on your target audience or can repurpose your evergreen content
- **Landing Pages Optimization for Lead Generation** : When you don't have the right kind of landing page for generating leads, there is no use of guest post contribution. Landing pages are essential for converting first-time visitors into a long-term audience
- **Consumer's Feedback** : The customer survey is an indirect way of generating more leads. When you ask a specific question from visitors, you can use the insights in enhancing the user experience. When you frame audience centered product or any page by focusing on that qualitative information, you increase your lead generation chances
- **Generate Leads From Your Existing Customers** : If you have some substantial offer for your existing customers, get ready for more leads from their close friends and relatives. Create a referral system for them to leave a big smile on their faces. Without any incentive, they won't be interested in promoting your product

## Analytics

We will address the following key points on generating leads from Analytics.






- **Focus on key metrics** : Many online businesses focus on visits and page views. But these metrics do not necessarily drive sales
- **Address content** : Compelling content (white papers, case studies, video etc.) can generate legitimate prospects. It can also produce visitors that will never convert
- **Measure advertising** : Pay-per-click ads and banner ads can generate traffic. But these needs to be monitored carefully whether do they generate valid leads that actually convert?
- **Segment campaigns** : Creating segments can help identify high-performing marketing initiatives, those that bring qualified leads. It can also identify your underperforming campaigns

## Sample Dashboard



## Visual Design Approach

We have an intuitive 5-spoke process that guides every project we take. Explore how each phase frames our work flow as well as your expectations for partnering with our team.

		
<p>Discover</p>	<p>Plan</p>	<p>Design</p>
<p>We ask and listen toward a thorough understanding of your company, project, audience and objectives.</p>	<p>We construct a framework for your project to take shape within in terms of strategy, production and time.</p>	<p>We distill planning into purposeful designs that reflect your objectives and outline a visual aesthetic.</p>
		
<p>Deploy</p>	<p>Grow</p>	
<p>We review, tweak and propagate your final product. From there, we'll celebrate socially like it's 1999.</p>	<p>We track, analyze and correct your project's growth through ongoing campaigns and retainers.</p>	

## Responsive Web Design

Our approach emphasis, the design and development should respond to the user's behaviour and environment based on screen size, platform and orientation. It is about adopting a more flexible, device-agnostic approach.



We follow 3 approached for designing Responsive Web Design (RWD):

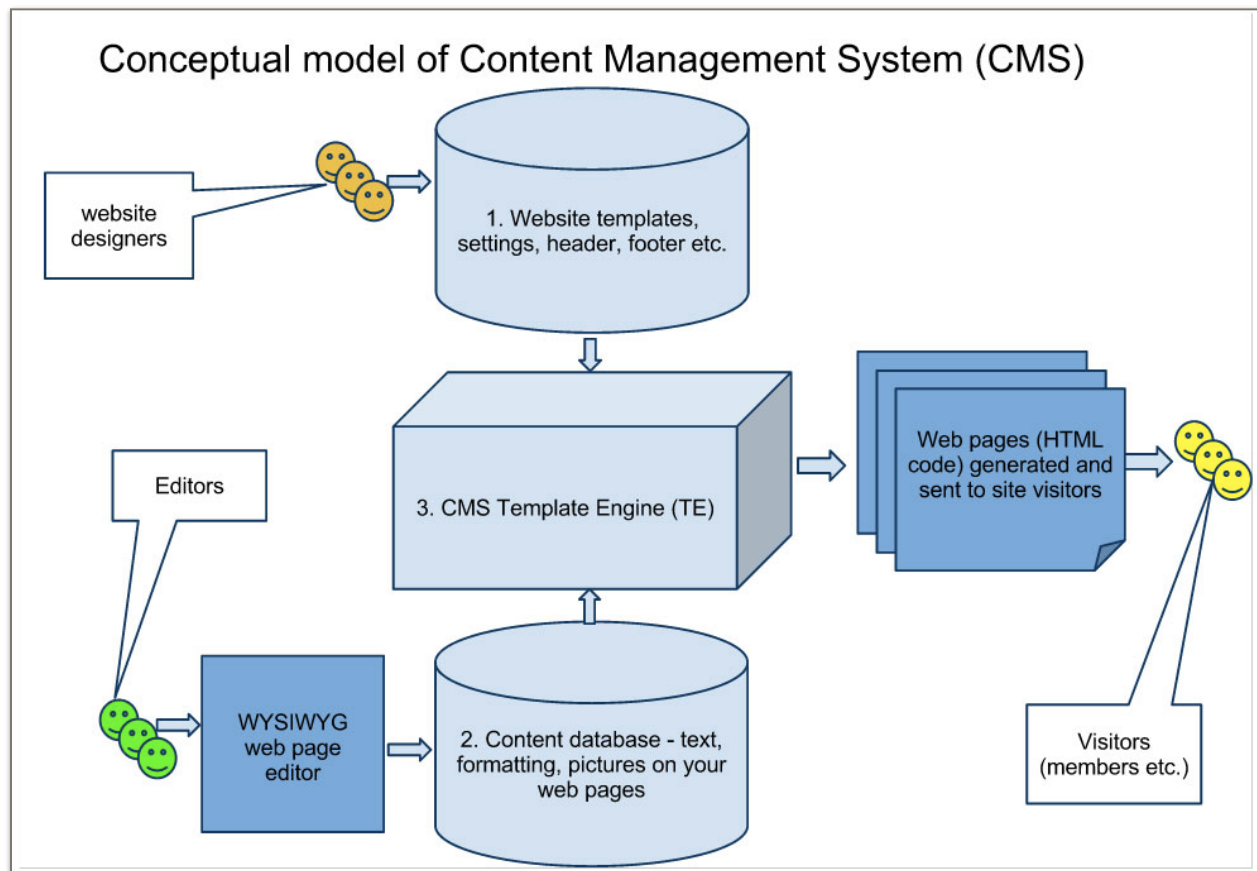
1. **Flexible grids and layouts** : Flexible grid is a concept of building a layout of the website with a flexible grid which is capable of dynamically resizing to any width. These grids are built using relative length units. Instead of designing a layout based on fixed pixel values or random percentage values, fluid grids are more carefully designed in terms of proportions
2. **Flexible media** : When the viewports begin to change their sizes, media will not always accommodate the container size. Images, videos and other media types need to be scalable by changing their size as the viewport changes in order to achieve a responsive website
3. **CSS media queries** : One of the most commonly used media feature is the height or width of the device or the browser viewport. The height and the width can be found by using the height, width, device-height, and device-width media features



## Content Management System

With the rise of both content and mobile marketing, interacting online requires relevant, content-centric exchanges and web design compatibility with a myriad of mobile devices. To meet customer expectations your website must be adaptive and provide a seamless experience across platforms and devices.

Real-time customer insights and social analytics allow you to measure content consumption patterns and the impact of your marketing campaigns, ultimately allowing you to focus on optimizing the quality of your content offering and identifying new ways to transform customers into loyal brand advocates.



Connect your employees, partners, and customers with the information they need through optimized processes for managing and delivering content to the Web, mobile, or other media channels.

The controlled access and integration of content from across your organization provides employees, customers, partners, and visitors with a more dynamic experience for significant business impact.

- Deepen your relationships with your markets, customers, partners, and colleagues

- Transform your website or intranet into a rich, engaging, and credible site by adding social content and functionality, including ratings, reviews, wikis, blogs, and other social media functionality
- Enable your teams and align projects by allowing employees to identify resources and experts within the organization, and capture knowledge as it is created so that it is available for reference and reuse in context

### Membership Management & User Account (Identity Management)

**Lightning-fast administration for greater agility** : Adapts to changing business needs, ensuring business continuity and improving user productivity enterprise-wide.

**Automated provisioning for easier administration** : Centralizes access administration and ensures every user has one identity—from your physical and virtual networks to the cloud.

**REST API support for seamless integration with user-friendly interfaces** : Makes everyone happy by fitting right in with your user interfaces and programming languages.



## **SEO Best Practice**

Our strong strategy for search engine optimization is key for any business website. Internet searches should be able to easily find your site and draw customers. Thus, its imperative to have a high rank in the search results list. This will help your business become successful.

Here is a list of activities we follow for implementing SEO for best results:

### *On-Page Optimization*

- Head Section Order
- Title Tag
- Description Tag
- Keywords Tag
- Heading Tags
- Overall Word Count
- Alt Attributes with Keywords
- Dashes vs. Underscores in URLs
- Fully Qualified Links
- Make JavaScript/CSS External

### *Sitewide Optimization*

- Site Map
- Text Navigation
- Make Robots.txt File
- Keyword Strategy
- Web Analytics
- Linking Strategy
- Server Configuration
- Privacy Statement
- Static Pages

- Static Index Pages
- Use Text over Images
- Ensure No SPAM Tactics
- Check for Duplicate Content

### *Webmaster Tools*

- Set Up a Webmaster Tools Account for Google and Bing
- Check Crawl Errors Reported
- Review Mobile Usability Issues
- Check for Manual Penalties Reported
- Analyze Your Site Traffic Against Known Google Algorithm Updates
- Improve Site Speed and Performance



## Business Architecture

As shared by CITY, and based on our understanding, MAPLE has come up with an enterprise level business architecture that addresses the required business processes with process enablers. The picture below shows the business architecture of the current solution. It should be noted that some of the information have been provided keeping the future scenario under consideration. Following diagram provides Enterprise view of business architecture.



**Stake Holders:** Stakeholders consists of all the participants in CITY business. Following are the stakeholders who will directly or indirectly use the IT system capabilities.

- Subscribers
- Customers
- CEO and Management
- Employee
- Advertisers

**Channels:** Channel consists of the entire medium through which these stakeholders interact with the IT systems.

- SMS
- EMAIL
- Portal
- Chat

**Core Business Functions:** Consist of all the Core Functions to cater CITY business requirements.

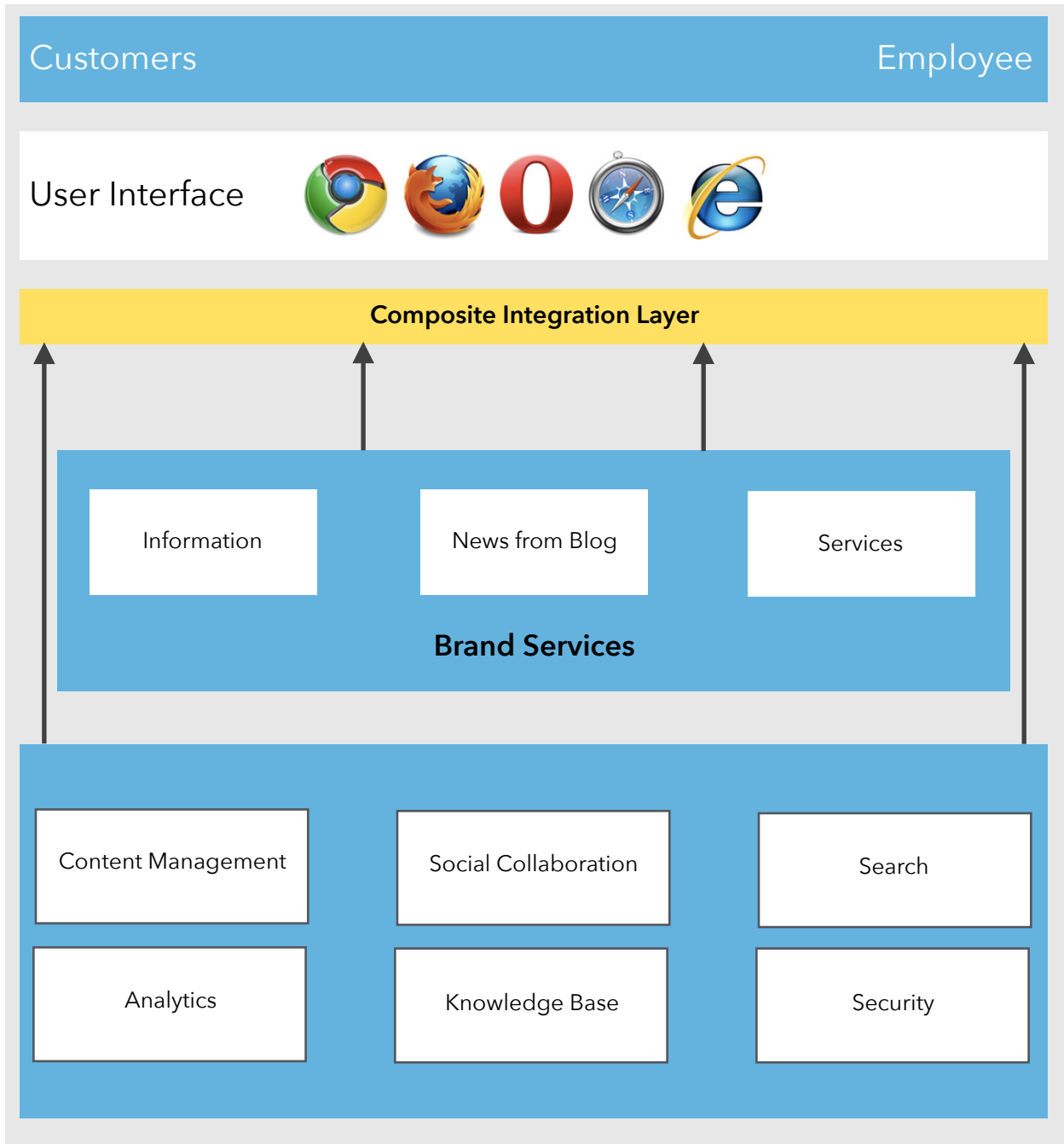
- Living
- Working
- Visiting
- Students
- Government
- Online Services

**Supporting Business Functions:** Consist of all the function to support offers back office and support operations.

- Finance
- Content Management System
- Business Intelligence (Analytics)
- Sales & Marketing

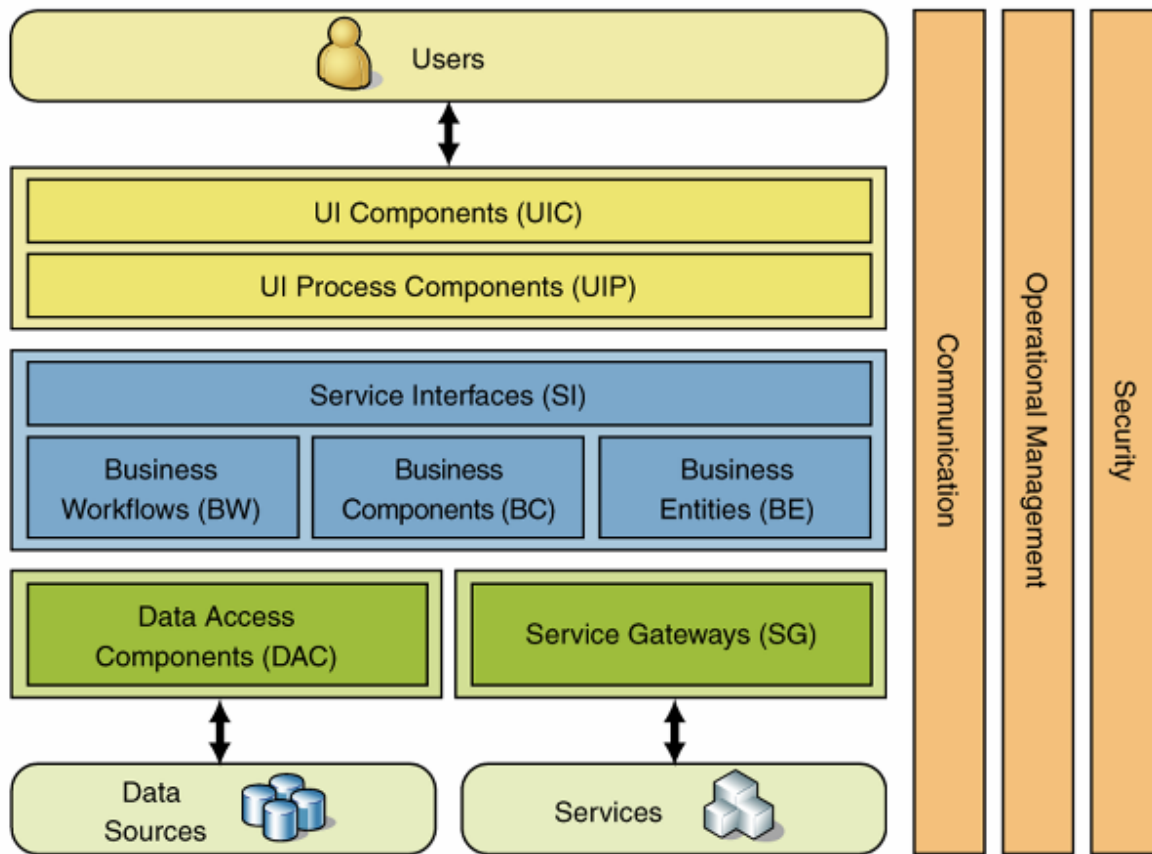
### High Level Integrated Block Diagram

The section provides high level integration scenarios for select business processes.



### Technical Architecture

The proposed website architecture is a framework for multi-tiered, distributed computing. In this model, various servers or services are distributed among three levels, or tiers.



**Web Tier:** The web interface is provided through HTML for HTML-based applications in a web browser for the traditional forms-based applications.

In this tier, each user lands on to website through the home page through a web browser. The home page provides a single point of access to HTML-based applications, Forms-based applications, and Business Intelligence applications.

**Application Tier:** The application tier has a dual role: hosting the various servers and service groups that process the business logic, and managing communication between the web tier and the database tier. This tier is sometimes referred to as the middle tier.

**Database Tier:** The database tier contains the MySQL server, which stores all the data maintained by MySQL. The database also stores the MySQL online help information. More specifically, the database tier contains the MySQL data server files and MySQL database



executables that physically store the tables, indexes, and other database objects for your system. The database server does not communicate directly with the web browser, but rather with the servers on the application tier, which mediate the communications between the database server and the clients.

## **Software Selection for CITY**

The scope of the project is to implement the all functionalities and it should serve as a lead generation platform with content management capabilities. Here is the technology stack to be used for development & design.

- Codeigniter
- JQuery, Ajax
- Frontend Frameworks like Node.js and Angular JS
- Java Script
- Web Services with jSon and XML (if required) Data parsing
- Social Networking API Integration: Twitter, Facebook, LinkedIn, YouTube
- HTML 5 / CSS 3
- MySQL

## Training & Support

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MAPLE will train CITY's personnel for transacting in website and will provide the training material along with the faculty. CITY will organize and provide for the logistics of training viz. booking of training rooms, projectors, communicating and co-coordinating with the users, stationery, reproduction/ binding of training material.

MAPLE will create user specific training content for each of the 3 identified groups:

**Super User Training** (2-4 Users) would be conducted in the project preparation and training phase. Here MAPLE expects participants from business/ operational/ functional background

**Technical Training** (2-4 Users) would be conducted in the project preparation and training phase. Here MAPLE expects participants to have basic System Administration/ DB Administration knowledge

**End Users Training** (5-7 Users) would be conducted in the final preparation phase. MAPLE will follow the Train the Trainer approach for the end user training

MAPLE would provide post implementation support for a period of 30 days from the date of Go-Live. The Scope of work during this phase shall be restricted to corrective maintenance for the configured website.

## Scope Assumptions & Exclusions

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### Assumptions

- Identified requirements out of the listed scope would be handled by MAPLE's standard Change Request Procedure
- MAPLE will develop 10 customized reports. For additional development requirement, standard Change Request (CR) procedure would be followed
- MAPLE role in Data Migration will be restricted only to the creation of Data Migration templates, BDC scripts and running BDC to upload Data into website. Data cleansing, preparation of data in portal specific format (provided by MAPLE) and (any) manual data entry/ input would be the primary responsibility of CITY

### Exclusions

Following points are out of scope for the current engagement,

- Maintenance/ Support/ Integration of non-website (apart from those specifically mentioned in the scope) and other legacy systems
- Data Center setup/ maintenance, Disaster Recovery site setup/ maintenance
- Backup, Archiving and other housekeeping activities
- Any items not explicitly mentioned in the scope of work section here

# Project Methodology, Approach & Timelines

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## Project Methodology

MAPLE has evolved a detailed methodology for software development based on all available software development models. Our software development methodology is a proven method of ensuring faster implementation of portal and leads to on-time systems implementation and quality deliverables.

Our methodology leverages complementary set of tools, methodologies, content and programs, which is designed to help developing the portal solution in complex environments, along with MAPLE's strengths in managing large and complex projects across technology areas.

The next few sections outline each of these phases and a snapshot view of the activities undertaken during these phases.

## Project Preparation & Requirement Understanding

Every successful project begins with careful preparation. Here MAPLE will create a detailed plan defining crucial program elements – from the exact scope of the project, to the best implementation approach, from system architecture, to change management along with CITY.

At this point, MAPLE Project Manager and CITY Project Manager will also put together the project team. In a nutshell, this phase will facilitate the creation of Solution Strategy and development of focused Program Charter to establish firm foundation, and guide implementation.

## System Design

In this phase, the project team will finalize and document the business processes to be implemented across the solution. This phase will also ensure a preparation/usage of a common template covering all the standardized business processes that CITY intends to implement and achieve across the solution. The project team will create a system design containing details of all implementation requirements, including standardization, reporting, master data, parameters, interfaces, and conversions:

- Defining the system landscape
- Documenting the scope of the implementation at the local levels
- Defining which processes and master data need to be standardized
  - Describing the parameters, interfaces programs and data conversions which will be required

## **Development (Including System Integration and User Acceptance Testing)**

The purpose of this phase is to develop the website requirements based on the finalized system design. The objectives are final implementation in the system, an overall test, and the release of the system for production (live) operation. The project team receives relevant knowledge.

System Integration tests will also be conducted to simulate actual live conditions, which will check conversion and interface programs for accuracy and usability. CITY's core team along with the identified end users would conduct the user acceptance tests.

The project team will prepare a production start-up strategy -- a step-by-step data conversion plan will make sure that all data from CITY's current system is moved efficiently and accurately into new website.

## **Production Rollout**

In the final preparation phase, CITY's end-users will be given comprehensive training by CITY core team members under supervision of MAPLE. In this phase, MAPLE will fine-tune CITY's website before the Go Live. Here the business data will also be migrated to website. During Final Preparation, volume and stress test will also be conducted - these are essential for optimizing performance.

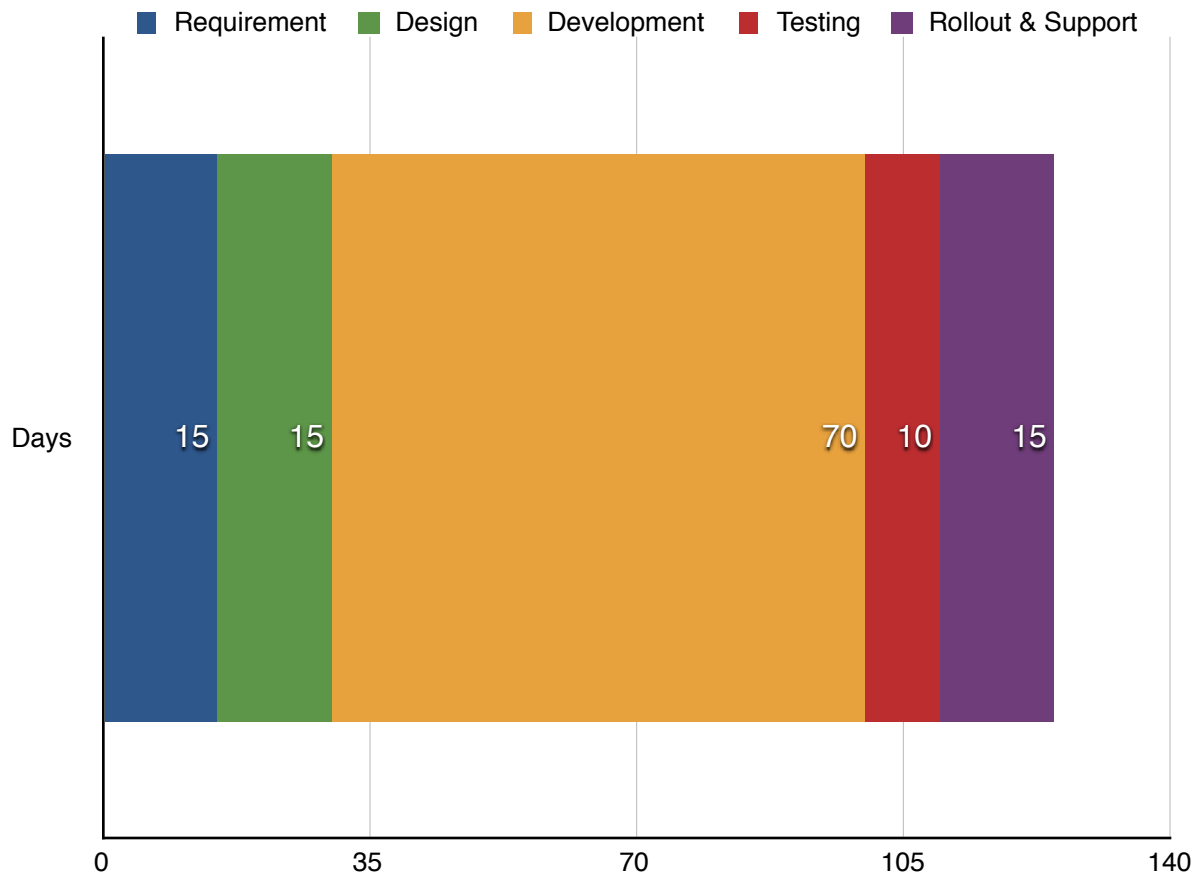
## **Go Live & Support**

The purpose of this phase is to move from a test/pre-production environment to live production operation. MAPLE would assist CITY in putting a support organization for end users, not just for the first critical days of production operations, but also to provide long-term support.

During this phase, end users of the website have many questions. There must be a solid end user support organization easily accessible to all end users. This phase is also used to monitor system transactions and to optimize overall system performance.

## Timelines

MAPLE proposes ~ 5.23 months duration to implement the in-scope website system. Post the Go Live MAPLE team would provide support for a period of 30 days. MAPLE can commence the work with 10 working days ramp-up time for project kick-off after award of project and advance payment release as per details given below in commercial section.



## General Assumptions

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- CITY has (or would) to procure the necessary third party license (and related annual maintenance) for in-scope engagement before engagement commencement (wherever applicable)
- CITY would ensure availability of necessary hardware platform for project execution. The same would be made available during the project preparation phase. In case, MAPLE has to arrange the hosting environment as well then the hosting and maintenance charges would be additional from the given commercials in this proposal
- CITY would ensure set up of needed network connectivity before the Final preparation phase
- Hardware and Software Platform and their release versions will remain unchanged during the life cycle of this assignment
- There would be “no” or “minimal” deviation from agreed website design & development scope of work
- CITY would provide dedicated core team members for the entire duration of in-scope engagement
- Detailed methodology for data uploads and interfacing with other systems will be finalized during system design
- In case of changes in the requirements post system design sign-off, standard change request (CR) procedure will be followed
- CITY would provide the test plans and test data for User Acceptance Testing (UAT). It is also assumed that CITY will provide real life data files wherever required for testing purposes
- UAT will be conducted by CITY with guidance from MAPLE
- All bugs/defects found during the User Acceptance should be reported in a format which is mutually agreed/defined
- Keeping in mind the aggressive timelines for the project completion, MAPLE suggests a maximum cap of 1 week for any sign off activity from CITY during the implementation
- MAPLE will not be held responsible for delays in the project due to factors not attributable to MAPLE (e.g. delay in providing master data as per formats provided by MAPLE for upload into website delays in availability of the hardware/ network/other infrastructure for project execution)
- MAPLE is not responsible for any third product-related shortcomings. MAPLE however can assist CITY to escalate problems to the third product vendor

- The implementation will be carried out of MAPLE defined premises (Mumbai)
- CITY would provide needed infrastructure support to MAPLE team during the in-scope engagement (wherever required)
  - ❖ Office space along with discussion rooms for meetings with CITY teams and/ or MAPLE team
  - ❖ Office stationery and consumable
  - ❖ Typing, word-processing assistance
  - ❖ Telephone and Photocopying assistance
  - ❖ Reasonable secure storage to store equipment & media that are environmentally controlled which is appropriate to electronic equipment



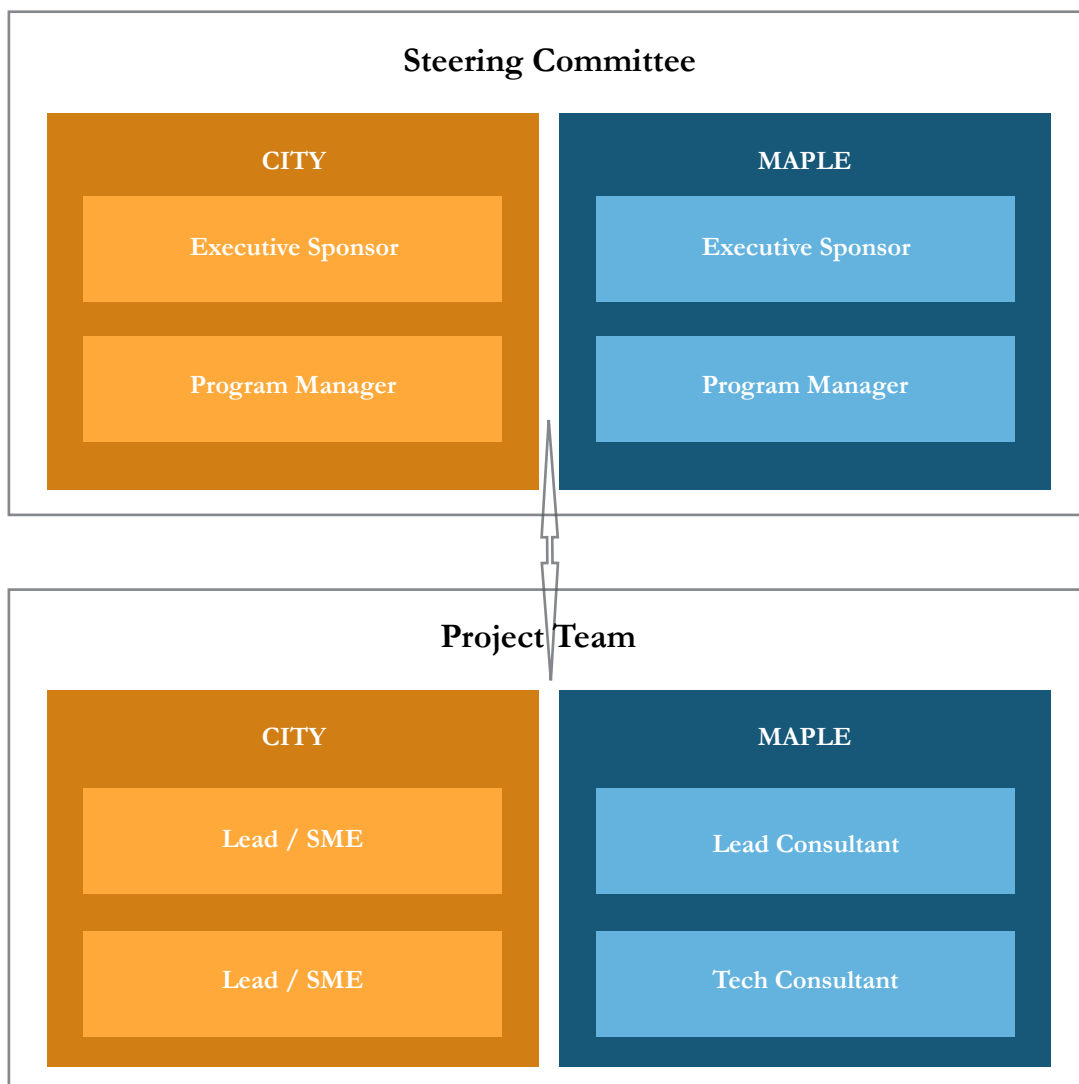
# Program Management

The objective of Project Management is to provide a framework in which the Website Design & Development Implementation for CITY can be planned, estimated, controlled and completed in a consistent manner.

The Project Management approach is a process-based methodology, which can be tailored to a project's specific needs as and when required.

## Project Organization Structure

The MAPLE team for this engagement would consist of a Project Manager and a team of functional and technical consultants who would interact with the CITY core team and the steering committee. Sample steering committee is shown below.



## **Roles & responsibilities**

As depicted above, the MAPLE team will comprise of Project Manager, Functional, Technical and DBA for the Applications. There will be also Project Manager, Business Process Owner,

Functional Team and Technical team from CITY interacting with the MAPLE team through out the lifecycle of the program.

The entire project will have multiple stakeholders from CITY and MAPLE. In order to maximize effective exchange of project information between these stakeholders and to co-ordinate, monitor and control the execution of the project, MAPLE suggests a project organization comprising:

- Steering Committee
- MAPLE
- CITY Team

The broad level roles and responsibilities of the project organization structure are given below:

### *Steering Committee*

This committee will comprise of CITY Sponsor, CITY Program Manager, MAPLE Program Sponsor and Oracle representative. This team will be responsible for providing directions and authorizing all the outcomes of the engagement. It will also review project progress on a periodic basis.

### *MAPLE Team*

MAPLE team will consist of the Applications Project Manager, Functional Consultants, Technical Consultants and DBA. Apart from these various support groups of MAPLE will constantly interact with the project team to ensure highest quality standard within the stipulated timeframe.

### *MAPLE Program Sponsor*

- Act as single Point of Contact for the overall engagement from MAPLE to CITY
- Drive communication and cross group collaboration in conjunction with CITY Team by providing the following set of activities :
  - o Program Planning
  - o Ensure co-ordination across the team
  - o Work allocation to the team
  - o Adhering to CITY Project Schedule

- o Ensure adherence to Change Management Process as and when required in consultation with CITY Program Manager
- o Identify Program risks and develop & execute mitigation plans while supporting the engagement from a delivery perspective in conjunction with CITY Program Manager
- o Participate in cross-functional review meetings, which will coordinate activities and identify and remove program roadblocks
- o Evaluate program performances on a regular basis and provide reports to CITY touch point leadership
- o Ensure effective usage of Best Practices
- o Engagement execution support

### *MAPLE Functional Consultants*

- Interaction with CITY process owners and Business users
- Prepare & facilitate request gathering workshops for solution design, build and test
- Provide solution design using best practices for supporting required modules
- Produce configuration documents based on solution design
- Configure Test environments for Conference Room Pilots
- Facilitate Conference Room Pilot Sessions
- Produce System Test Specifications to exercise system
- Support Users through out User Acceptance Testing
- Prepare and deliver User training
- Assist in preparation of Cutover plan and associated activities
- Participate in Cross-functional review meetings with Functional/Business Owners of the application

### *MAPLE Technical Consultants*

- Analysis and Preparation of Technical Design Specifications
- Interaction with Functional Consultants
- Development/Testing of Components
- Development/Testing of Data Migration components
- Conduct code reviews
- Prepare Unit Test Specifications

- Unit test the developed components
- System test of the developed components
- Providing support during UAT
- Keep the project manger informed of progress and issues in a timely manner

#### *MAPLE Application Database Administrator*

- Installing and Configuring Applications and Databases
- Applications and Database monitoring and backups
- Applying patch sets, maintenance and storage of patch sets
- Maintaining audit application security
- Being involved with upgrades to the Applications

#### *CITY Team*

CITY team will consist of Project Manager, Key Process Owners, Business and Data Center Users. The Key Process Owner is expected to have exhaustive knowledge of site specific business processes. This team will assist MAPLE in understanding the processes and systems.

#### *CITY Process Owners & Business Users*

**Defining the Project Strategy:** Involves finalizing the strategy for the major issues. Project objectives will be studied and understood from the contract or its equivalent. The Project Manager will reference the process assets and measurement repository information and will use it appropriately for the current project activities.

**Project Management Tool:** MAPLE extensively uses an in-house developed proprietary project management tool, Integrated Project Management System (iPMS). iPMS automates the Quality Management System by enforcing a process in the project and thereby increasing consistency and quality of the product. All project procedures (initiation, planning, monitoring, reviews, and final inspections) are within the scope of iPMS, and the tool also provides comprehensive software configuration and software metrics features.

## Copy Development (Website Content Writing Optional Service) - Optional

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With the professional touch of a website content writer and the careful eye of our editors, your website will feature superb writing to attract the right visitors and the search engine spiders. The spiders will crawl, and your visitors will read. It's the best of both worlds and will boost your business online and off with more conversions and customers.

It's no secret: content is the core of SEO rankings today. With the right content, your website will be optimized for search engines to find you, and it will be read by humans. Our quality writers and editors coordinate together to bring you the best of quality content to your website. We know what it takes to create pages that will match your expectations.

No matter what genre of website content, tone of voice, or level of experience you are looking for in a website content writer, our expert team of web content writers have the ability and expertise to offer you exactly what you are looking for in your written website copy.

- RESEARCH & FIELD**  
We'll spend time to research and understand your company.
- CALL TO ACTION**  
We'll incorporate a seamless call to action on your web pages.
- INFORMATIVE & UNIQUE**  
No matter how many pages you order, each will be original and unique.
- SEO OPTIMIZED**  
We'll include your keywords. Don't have them? We do keyword research too.
- GRAMMATICALLY CORRECT**  
Our editors will check to maintain grammatically accurate content.
- COPYSCAPE-CHECKED**  
Our editors run each page through our Copyscape premium account.

## Hosting & Maintenance

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### Recommended Hosted Infrastructure

**Environments on AWS** - 3 EC2 instances of size as defined below :

1. Production (Dual Core with 8GB RAM, m3.large)
2. QA (Single Core CPU with 4GB RAM, m3.medium)
3. Development (Single Core CPU with 4GB RAM, m3.medium)

**S3 Storage (Images, Video and Audio)** : S3 (Simple Storage Service) offer a high performance and highly redundant object storage.

**RDS instance for DB** - RDS is highly scalable, available and durable relational DB service from amazon. Instance type for RDS would be :

1. Production - db.t2.large (8 GB RAM and Dual Core), DB space of 100 GB
2. QA - db.t2.medium, DB space of 50 GB for QA
3. The DB will be install in dev EC2 instance itself to save cost as this machine is meant for integrated code for all developer before we release to QA for testing

**SNS** is required to get alerts in case of high CPU usage

**Elastic IP** - Static IP service of AWS (one would be required for Production)

**EBS Storage** :- Approximately 50GB of storage is required in each box for EC2 Instances (150GB of EBS storage in total)

### Optional Resources from AWS

1. **Load Balancer** :- For availability zone failure, the load can be shared across availability zone and safe guard from availability zone failures
2. **Read Replica for RDS** :- For Data Recovery plan Read Replica and increase DB Performance
3. **Multi AZ** - Deployment of RDS. For high performance by replicating DB to a different availability zone and to get High availability
4. **CloudFront** : Amazon CloudFront is a content delivery web service. It integrates with other Amazon Web Services products to give developers and businesses an easy way

to distribute content to end users with low latency, high data transfer speeds, and no minimum usage commitments.

5. **CloudWatch:** Amazon CloudWatch is a monitoring service for AWS cloud resources and the applications running on AWS. Amazon CloudWatch can be used to collect and track metrics, collect and monitor log files, set alarms, and automatically react to changes in AWS resources.
6. **AutoScaling** :- Auto Scaling helps in maintaining application availability and allow to scale the Amazon EC2 capacity up or down automatically according to conditions defined. Auto Scaling can be used to help ensure that the services are running in desired number of Amazon EC2 instances. Auto Scaling can also automatically increase the number of Amazon EC2 instances during demand spikes to maintain performance and decrease capacity during lulls to reduce costs.
7. **Route53** :- For DNS Management and health check and recovery of ELB
8. **SES** :- Amazon Simple Email Service (Amazon SES) is a cost-effective email service built on the reliable and scalable infrastructure that Amazon.com developed to serve its own customer base. With Amazon SES, transactional email, marketing messages, or any other type of high-quality content can be sent to the end customers.
9. **CodeCommit** :- AWS CodeCommit is a fully-managed source control service that makes it easy for companies to host secure and highly scalable private Git repositories. CodeCommit eliminates the need to operate the own source control system or worry about scaling its infrastructure.
10. Daily backup of EC2 machines as snapshot

## Annexure A : Case Studies

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### Board of Control for Cricket in India ([www.bcci.tv](http://www.bcci.tv))

#### Client Profile

- The Board of Control for Cricket in India, or BCCI, headquartered at Mumbai, is the national governing body for all cricket in India.

#### Scope:

- To create awareness on BCCI as a national governing body for all cricket
- To promote Domestic cricket
- To promote BCCI as a whole and soul of cricket in India
- To be a one-stop site for any official information on cricket in India.
- Not particularly focused on Revenue-generation

#### Approach

- Iterative development cycle, with new feature release every month (sprint)
- Special rollout phase for a small site release before Champions trophy in September
- Optimized Parallelisation of activities such as creative, infrastructure planning to reduce Time to market
- Adopt a sprint of sprint approach to carry out parallel activities in individual sprints
- Final version of the site to be ready for consumption and marketing by second week of February 2011

#### MAPLE Role

- Architectural goals aligned to key business drivers, ensuring scalable, extensible and robust solution
- Built on MAPLE' Social Web Monetization Platform (SWMP) for low TCO & TTM
- Provision for multi-channel content distribution through web, widgets, mobile, syndication
- Easy extension of features and functionalities to the existing base site
- Reliable and robust architecture to support
- Make the users feel engaged, encouraged, empowered and important



## Technology Used

Web Templates	-	Smarty
• Search	-	Lucene (Zend)
• Cache	-	Zend
• Image Management	-	ImageMagick
• Database Cache	-	Memcache
• Database	-	MySql
• Video Management	-	BitGravity
• Image Storage	-	File Store
• Content Management	-	Alfresco 3.2x
• Web Analytics	-	Google, Piwik
• Blogs	-	Wordpress



## CloudXchange ([www.cloudxchange.io](http://www.cloudxchange.io))

### Client Profile

- The CloudXchange.io offers unrivalled choice and flexibility so you can pick the cloud services best suited for your applications, workloads, and business requirements
- The CloudXchange.io portal and APIs simplify the process of provisioning and managing connections to multiple cloud services
- The CloudXchange.io expertise and experienced professionals help us harness the industry's best practices

### Scope:

- To create marketing portal for CloudExchange
- To offer end users to compare and buy various Cloud Infrastructure services from one portal
- To be a one-stop site for any official information on Cloud Infrastructure Services
- Focused on Lead Generation

### Approach

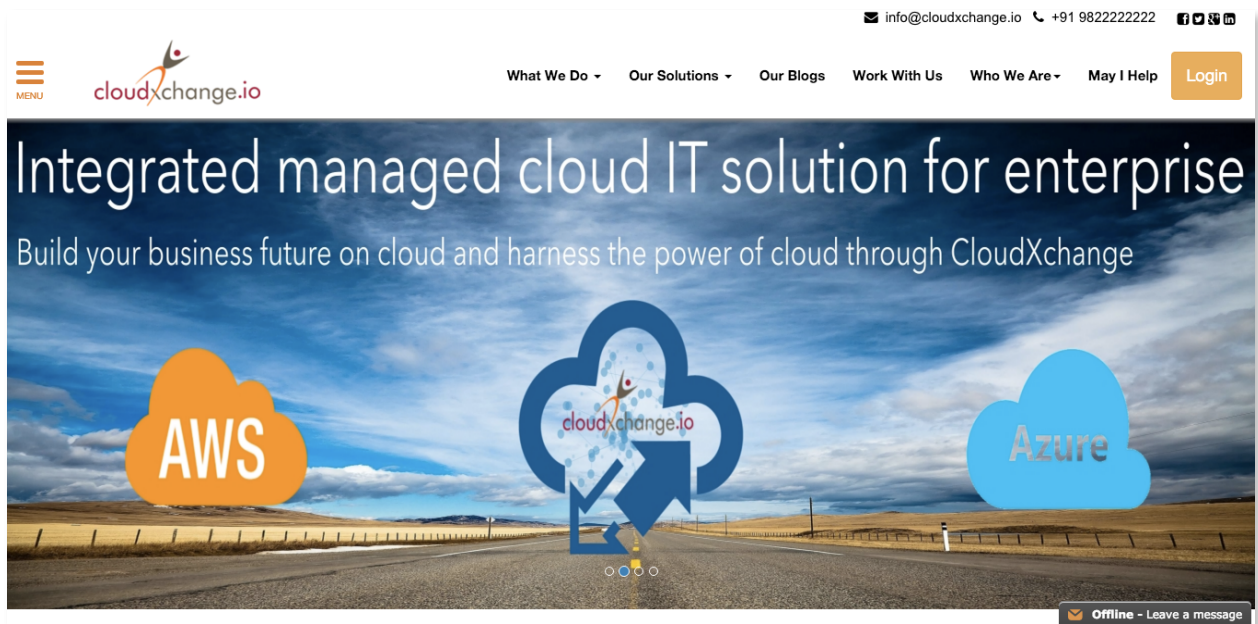
- Iterative development cycle, with new feature release every week (sprint)
- Special rollout phase for a small site release
- Optimized Parallelisation of activities such as creative, infrastructure planning to reduce time to market
- Adopt a sprint of sprint approach to carry out parallel activities in individual sprints

### MAPLE Role

- Architectural goals aligned to key business drivers, ensuring scalable, extensible and robust solution
- Provision for multi-channel content distribution through web, widgets, mobile, syndication
- Easy extension of features and functionalities to the existing base site
- Reliable and robust architecture to support
- Make the users feel engaged, encouraged, empowered and important

## Technology Used

- Search - Lucene (Zend)
- Cache - Zend
- Image Management - ImageMagick
- Database Cache - Memcache
- Database - MySQL
- Image Storage - AWS S3
- Web Analytics - Google
- Blogs - Wordpress



## PickApps™ ([www.pickapps.in](http://www.pickapps.in))

### Client Profile

PickApps™ is the leading marketplace platform for selling Cloud Business Apps. PickApps™ help the software vendors to generate qualified leads from global market by connecting to millions of business users. Whether the vendor is a global brand or a new start-up, PickApps™ becomes their Go-To partner to enable them to sell their software.

In today's high competitive world, every business is looking for higher growth at lower cost, and to do to businesses need the right kind of recourses to run your business. Technology plays a very important role in any industry by automating their business processes using various business applications.

The businesses understands this and accept this fact and therefore they look out for right business applications into the market and they typically try to search their solution with leading IT companies, in personal network, internet, or by advertising etc. Those channels does not really help them in real means.

Therefore to address all such points, the business applications marketplace platform **PickApps™** helps them to find, all the business applications they need for their business in just minutes. In no time, they will get a short list of applications, that are the best fit for them, on screen, and in their email inbox.

- Offer to Business Users
  - One platform to identify, evaluate and select the right business apps
  - Complete self-service platform
  - Powerful search engine
  - Compare apps, refer expert reviews & connect to vendor
- Offer to Software Vendors
  - Global visibility for lead generation from one platform
  - Generate qualified leads and provide end user details
  - Increase traffic to your site
  - Pay per click (PPC) business model
  - Understand market trends with powerful analytics

### Scope:

- To generate leads for software vendors from global market
- To offer business users to compare and choose the right business apps for your business needs

- To be a one-stop business apps marketplace globally
- Focused on Lead Generation

### Approach

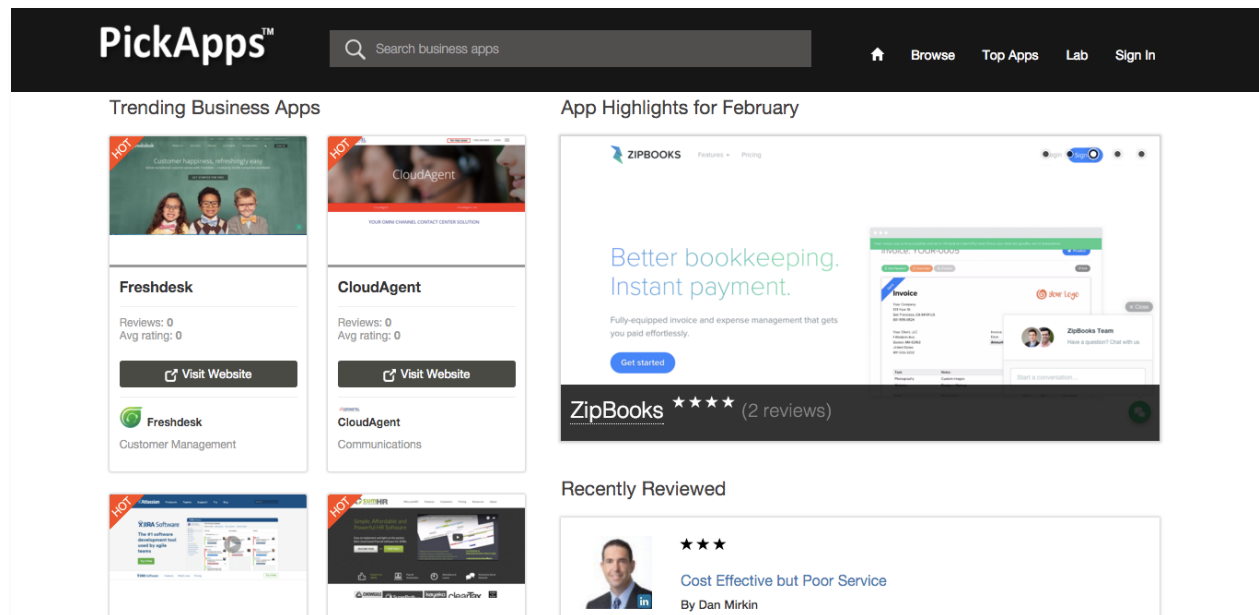
- Iterative development cycle, with new feature release every week (sprint)
- Special rollout for soft launch of the portal
- Created a powerful specific search engine to filter apps information in run time
- Adopt a sprint of sprint approach to carry out parallel activities in individual sprints

### MAPLE Role

- Architectural goals aligned to key business drivers, ensuring scalable, extensible and robust solution
- Provision for multi-channel content distribution through web, widgets, mobile, syndication
- Easy extension of features and functionalities to the existing base site
- Reliable and robust architecture to support
- Make the users feel engaged, encouraged, empowered and important

### Technology Used

- |                    |   |               |
|--------------------|---|---------------|
| • Search           | - | Lucene (Zend) |
| • Cache            | - | Zend          |
| • Image Management | - | ImageMagick   |
| • Database Cache   | - | Memcache      |
| • Database         | - | MySQL         |
| • Image Storage    | - | AWS S3        |
| • Web Analytics    | - | Google        |
| • Blogs            | - | Wordpress     |



**Government Procurement Institute, LLC (<http://www.gpiwin.com>) - USA****Client Profile**

The Government Procurement Institute (GPI) is the place where you will find a one stop solution to understanding the Federal Government contracting processes. We specialize in working with entrepreneurs, small businesses and non-profits interested in obtaining Federal contracts and Federal grants. Our mission is accomplished by offering effective approaches through training seminars, one-on-one business coaching, an Online Resource Service Center; and business products and samples. GPI is an organization dedicated to providing practical, proven processes to achieve business success. Our mission is to equip, educate, and ultimately empower small businesses to achieve economic success.

**Scope:**

- To list all government procurement procedures at one place
- To offer business users to compare and choose the right business apps for your business needs
- Focused on Lead Generation

**Approach**

- Iterative development cycle, with new feature release every week (sprint)
- Special rollout for soft launch of the website
- Created a powerful specific search engine to filter apps information in run time
- Adopt a sprint of sprint approach to carry out parallel activities in individual sprints

**MAPLE Role**

- Architectural goals aligned to key business drivers, ensuring scalable, extensible and robust solution
- Easy extension of features and functionalities to the existing base site
- Reliable and robust architecture to support
- Make the users feel engaged, encouraged, empowered and important

## Technology Used

- Search - Lucene (Zend)
- Cache - Zend
- Image Management - ImageMagick
- Database Cache - Memcache
- Database - MySQL
- Image Storage - AWS S3
- Web Analytics - Google
- Blogs - Wordpress



## Annexure B : Client List

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### Client References

- Vishal Chandane (Founder & CEO - CloudXchange, India)  
Email : [vishal@cloudxchange.io](mailto:vishal@cloudxchange.io)
- Saumya Verma (COO - PickApps™, India)  
Email : [saumya.verma@mapleitservices.com](mailto:saumya.verma@mapleitservices.com)
- Kulbhushan Kaushal (Director - DOT Technologies, India)  
Email : [kulbhushank@dottechnologies.net](mailto:kulbhushank@dottechnologies.net)
- Jagannath Kulkarni (Director - DC Strata, India)  
Email : [jk@dcstrata.com](mailto:jk@dcstrata.com)
- Raghulan Gowthaman (Founder & CEO - Zcodia Technologies, Australia)  
Email : [raghulan.gowthaman@zcodia.com.au](mailto:raghulan.gowthaman@zcodia.com.au)
- Furqan Shafiqul (Founder & CEO - Appexos Software Inc., USA)  
Email : [info@appexos.com](mailto:info@appexos.com)



## Key Differentiators About Us

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### Why Work with Us?

We are deeply committed. Our vision is to be the best in industry for your business. We recognize the importance of nurturing relationships that reflect our culture of unwavering ethics and mutual respect.

A micro-vertical strategy, built on strong domain expertise, ensures that no matter how complex a company's business problem is, we can offer a solution that is sustainable and innovation-driven.

#### *We strive to be the best*

We offer a variety of services and strive to be the best in customer service, knowledge, teamwork, and communication. We guarantee our work, and stand behind every decision we make.

#### *We're here for you*

We understand the value of time in business, and we value yours. Whether your needs are proactive or you have an unexpected issue, we are available to assist you.

#### *Addressing Your Key Challenges*

Our culture of innovation powers every advanced capability we deliver - in systems design and integration, information technology and business process outsourcing, applications software development, Web and application hosting, mission support and management consulting. And there are many more: The solutions we design are as varied as the challenges our clients seek to address.

#### *Innovation You Can Use*

We've had a hand in countless industry firsts, and our solutions consistently incorporate cutting-edge ideas and powerful new technologies. To extend that tradition of innovation, our Forum brings together a global network of thought leaders, MAPLE experts and alliance partners to help you take advantage of the very latest business and technology trends.

### **Be willing to serve as a partner with CITY in future work opportunities**

Yes. MAPLE is open to work as a partner with CITY for future work opportunities and will be glad to serve CITY to our best ability.

## Commercials

Following table provides the commercials for the proposed Website Redesign Services at CITY.

Item	Charges (\$)
CITY Website Redesign Services (One Time Cost)	US\$ 24,500
Post Go-Live Support - 30 Days	US\$ 0
Training (3 Sessions)	US\$ 0
<b>Total (\$)</b>	<b>US\$ 24,500</b>

**Hosting & Maintenance** : Optional services, incase CITY would like to consider.

Item	Charges (\$)
CITY Site Hosting & Maintenance (Recurring Cost)	
Required Services (per month)	US\$ 850
Options Services (per month)	US\$ 450
<b>Total (\$)</b>	<b>US\$ 1,300</b>

### Payment Terms

- Provided charges are in USD
- Provided charges DO NOT include any project related travel & lodging (if any) expenses. The same would be charged on actuals
- MAPLE would follow a milestone based payment philosophy as given below
  - Advance (30%)
  - Requirement Gathering & System Design (25%)
  - Development & Testing (25%)
  - Production Rollout (20%)

## Terms & Conditions

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### **Mode of Payment**

- All payments are to be made by A/C payee cheques, demand drafts in favour of Maple IT & Software Solution Advisors LLP payable at Mumbai, within 7 days of the date of the invoice. In case payment is made by demand draft, the bank charges for the same will be borne by CITY
- Payment can also be made by Wire Transfer/NEFT at the given details below,
- If the transaction covered by this offer is subject to any tax or levy, CITY will reimburse to MAPLE its liability for payment of such tax/ levy, including interest and/or any other sum, if any, payable in respect thereof
- The professional services rendered by MAPLE cannot be classified under Works Contract and hence will not fall under the purview of the Sales Tax legislation
- If Income Tax is deducted at source as per the existing Tax laws for any payment(s), CITY will provide corresponding Income Tax Deduction certificate along with the payment
- Service tax at actuals at the prevailing tariff will be applicable

### **Validity of Proposal**

This proposal will remain valid for acceptance for a period of seven (7) days from the proposal date.

### **Language for Communication**

The official language for communication on this assignment will be English. Further, all deliverables will be in the English language.

### **Intellectual Property Rights**

MAPLE will have exclusive intellectual property rights relating to the assignment. CITY will own all deliverables relating to this engagement after it accepts all deliverables and pays MAPLE the consideration in full as laid down in the proposal. After acquiring ownership as specified herein, CITY will be free to use the deliverables for the purpose laid down in this proposal. Further, CITY will have the right to make backup copies of the deliverables.

**Lead Time**

MAPLE will be in a position to start the project within two weeks of having received the Purchase Order from CITY. MAPLE appreciates early implementation is the key to any implementation and hence MAPLE will make all possible efforts to start the assignment earlier.

**Additional Support and Services**

In case CITY requires assistance in execution of its tasks in respect of the assignment, MAPLE may undertake this under a separate arrangement. Such arrangement will be independent of this proposal and will be covered through a separate proposal. Specifically, such tasks could be codification of data items, capture of existing data, design of forms including documents and registers, conducting additional training, facilities management, etc.

**Cost Escalation**

MAPLE will monitor the cost components relating to the assignment. At each milestone and at the time of periodic reviews, in case of variances against its budget for reasons not attributable to MAPLE, it will bring this to the attention of CITY. The cost increases will be discussed and agreed upon mutually after MAPLE provides due and reasonable justification for the increase. MAPLE will then raise invoices; payment period and other conditions for such invoices will be similar to those for payments laid out in this proposal.

**Non-disclosure of Information**

All deliverables as well as information including advice, recommendation, observations and comments transferred by MAPLE to CITY will be for the sole and exclusive use of CITY. CITY will not disclose the said-transferred items to any other organisation without the written consent of MAPLE. In case CITY discloses any of the said transferred items without MAPLE' consent, then, CITY will be liable to pay MAPLE a sum not exceeding the full consideration for this proposal, for each transfer to a third party.

CITY will not duplicate or otherwise reproduce, directly or indirectly, in whole or in part, the deliverables or any material relating thereto except as and for the use specified in the proposal. CITY will take all reasonable steps to ensure that all authorised personnel including its employees and agents having access to the deliverables or any material relating thereto will refrain from disclosure, duplication or reproduction in any form.

**Liability**

In no event shall MAPLE be liable for any indirect, incidental, special, consequential, reliance or cover damages, including, but not limited to, loss of profits, revenue, data or use, incurred by the other party. In no event however shall the total liability of MAPLE under this engagement exceed 20% of the amount of fees received by MAPLE for the services rendered under the proposed engagement as on the date the liability arose.

**Indemnity**

During the period of coverage of this proposal, CITY will indemnify and hold MAPLE harmless from any loss, claim or damage unless caused by the negligence of MAPLE' personnel to any person or property arising out of the use or possession of the equipment or location by MAPLE or its personnel.

**Force Majeure**

If the performance as specified in this proposal is prevented, restricted, delayed or interfered by reason of,

- Fire, explosion, cyclone, floods
- War, revolution, acts of public enemies, blockage or embargo
- Any law, order, proclamation, ordinance, demand or requirements of any Government or authority or representatives of any such Government including restrictive trade practices or regulations
- Strikes, shutdowns or labour disputes which are not instigated for the purpose of avoiding obligations herein, or
- Any other circumstances beyond the control of the party affected

then notwithstanding anything here before contained, the party affected shall be excused from its performance to the extent such performance relates to prevention, restriction, delay or interference and provided the party so affected uses its best efforts to remove such cause of non-performance and when removed the party shall continue performance with utmost despatch.

**Arbitration**

In the event of a dispute or difference of any nature whatsoever between MAPLE and CITY during the course of the assignment arising as a result of this proposal, the same will be referred for arbitration to a Board of Arbitration. This Board will be constituted prior to the commencement of the arbitration and will comprise two arbitrators and an umpire.

MAPLE and CITY will nominate an arbitrator to the Board and these arbitrators will appoint the umpire. Arbitration will be carried out at MAPLE' office.

### **Termination**

MAPLE and CITY will have the right to terminate the agreement resulting from this proposal by giving a one-month notice to the other upon situations arising due to non-compliance of the stipulations of this proposal. The termination notice will be held valid only if it is preceded by a non-compliance notice issued at least thirty days prior to the date of the termination notice and if the non-compliance has continued up to the date of the termination notice.

If MAPLE issues the termination notice, then CITY will pay MAPLE all payments due as of the termination date stated in the notice, including those for the proportion of work completed in the on- going stage, until termination.

If CITY issues the termination notice, then it will pay MAPLE all amounts due as of the termination date stated in the notice as well as the payment that would have become due upon completion of the stage encompassing the termination date.

# Maple IT & Software Solution Advisors LLP

23, Gayatri Satsang, Thakur Village, Kandivali (E), Mumbai, MH 400101  
[write@mapleitservices.com](mailto:write@mapleitservices.com) | [www.mapleitservices.com](http://www.mapleitservices.com) | +91 7506 407 607