West Piedmont Workforce Investment Board

Response to Website Development and Design RFP
Attn: Philip Wenkstern of the WPWIB
philip@wpwib.org

Timeline – 6 to 8 weeks
January 24, 2014

Submitted By:
Michelle Mabery
inCommand Technologies
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January 24, 2013

Dear Philip,

Now in our 14th year of business, inCommand Technologies is pleased to offer our expertise and essential experience in responding to the request for the West Piedmont Workforce Investment Board Website Development and Design Services Quote.

Our expertise, gained through website work for World Kitchen, Market Street Trust Company and Arnot Health, seems like a good match for your needs. We believe our expertise and resources ensure the best possible solution and provide the best value to the West Piedmont Workforce Investment Board.

Let us assure you that the success and lessons we've learned from over 14 years in the technology field is vast. With the submission of our proposal, inCommand Technologies pledges to deliver a world-class solution, backed by a company committed to a successful implementation and a long-term partnership.

As always, inCommand Technologies sets out to make every client a repeat client and a future reference. We offer sound strategic thinking, professionalism and creativity to our clients' every day.

Thank you for your consideration. We look forward to working with you.

Sincerely,

Michelle Mabery
Business Consultant
607.936.5066
michelle@incommandtech.com

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Approach and Methodology

Based on the information in the RFP, we have outlined our approach to your project below.

Phase I – inCommand Technologies will contact the West Piedmont Workforce Investment Board (WPWIB) for an initial familiarization meeting. The goal is to develop an innovative and creative website. We can share ideas between you, as the client, our graphic designer and the project manager.

The discussion will focus on project deliverables like a custom website design, website functionality, and social media integration.

We will also ask to review any existing draft website content. I understand there is no request for content development. A quote for that service can be provided, upon request.

Phase II

We will develop three options to "create a look" for WPWIB which compliments your current logo. These initial graphic mockup concepts will be presented and then one concept will be refined based on any client feedback. This is always the most time-consuming step in the development of the website and is driven by the client. Once approved, we will move onto phase III.

Phase III

Once our designs are approved, we will move onto providing a draft version of the website. Development of the website takes approximately six (6) to eight (8) weeks.

Phase IV

At this stage, we would work with staff to have a draft site working for review. This includes migrating content from the existing website to the new draft site. Post-development and prior to launching your website, we will provide training on our content management system (CMS) to any individuals you identify. This training will be conducted via GoToMeeting. In-person trainings will incur additional costs.

Project Management and Scope

inCommand Technologies matches our project management to our understanding and knowledge of your website project. Our structure lacks the layers of many bigger and more expensive agencies, which means more direct contact for clients.

Our team works closely with one another and I would lead the initiative as chief contact. Our relationships are tried and tested and have worked well for our clients in the past.

The scope of the project appears straightforward. As we understand it, the website is a very important information tool in update stakeholders and reaching out to potential customers. The website must be easy to understand and navigate, and serve as a resource for all involved in the important activities of the WPWIB.

Deliverables

inCommand's Content Management System (CMS)

This is the set of tools that enable you to create an unlimited number of webpages and manage the content on your website. The CMS is easy to use whether you are an experienced webmaster or not. This powerful tool reduces the overall time and costs associated with content management.

Some of the tools and functionality of the CMS include:

Homepage Manager

Easily manage your homepage content with our homepage manager. Edit your welcome message and create links to both internal and external web pages.

Page Manager

Create an unlimited number of pages within your website. Each additional page will retain the overall graphical appearance of the website. Easily insert images, or modify your page content using our built-in text editor.

Menu Builder

This unique tool enables you to manage the website's navigation and create links to web-based resources, including the pages you develop using Page Manager, documents that you have uploaded, or other external websites. You can also create drop down menu options with just a few clicks.

Resource Manager

Upload and organize images, PDFs, documents, and other resources to your website eliminating the need to provide FTP access to the web server.

WYSIWYG Editor

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This tool will allow you to manage HTML content using a familiar point and click toolbar. The tool supports skilled webmasters, allowing them to create custom HTML code and paste it into the content editor.

Content Migration

In addition to the features described below, we intend to implement all the features of the existing website although we may not mention each one individually. Most of the features will be implemented as "free-form" pages in our content management system and would not require special programming. For this reason, we have not elaborated on every feature that exists in the current website.

In reviewing your existing website, we believe that the bulk of the effort will be in reorganizing and migrating content:

- to enhance customer experience;
- to optimize the content in support of SEO best practices;
- to recognize the trends that are emerging on the Internet; and
- to realign content in support of marketing objectives for the website.

Website Modules

These are the modules that we propose to include in the development of your website. Modules are webpages where content is generated from information you provide in the CMS.

News

The news module allows you to post news articles to your website that visitors can view. With our tool, news can be pre-staged, shared with a friend, and assigned to multiple categories.

Events Calendar

This module allows you to create events on your website with the ability to assign them to one or more categories.

Member Login and Secure Content

We will develop a feature that will allow users to access secure resources on your website. Each member will be able to register with the website to gain access. An administrator must then approve the member and before they can access the secured resources. Once logged in, members will have access to documents, images and videos.

Comment Cards

Forms for a specific purpose can be created to be filled out and submitted online by a visitor to the website. These forms will include website comments, business comments, job seeker comments and youth comments.

Document Library

The document library will allow you to organize and search documents that visitors can view and/or download. With our tool, you can upload your documents, provide descriptive information for each, and assign them to multiple categories.

Image Gallery

Our image gallery allows you to manage and organize images for display on your website. With our tool, you can upload unlimited images, provide descriptive information for each image and assign images to multiple albums.

Video Gallery

Our video gallery allows you to manage and organize videos for display on your website. With our tool, you can upload your own flash videos or embed YouTube code, provide descriptive information for each video and assign videos to multiple albums.

Social Media Links

We will link to various social media websites such as Facebook, Twitter, LinkedIn, Google+, and YouTube.

Contact Form

This is an online form for visitors to fill out to request information or a contact from you. Each request can be emailed to one or more contacts in your organization.

Website Analytics

We will incorporate Google Analytics on your website which will gather detailed statistics about your web traffic. It tracks a variety of data points including traffic patterns, search engine and search terms used to find your site, entrance and exit pages, most requested pages, etc. You will have access to all reporting available from Google. This information will help you decide how to use our CMS to add content and increase your traffic.

Estimated Timeline

Project Steps	Timeframe	Phase
Introductory meeting and project management	1 week	I
Draft custom website designs Client comments and final graphic approval	2 weeks	II
Draft website for review and client comments Content migration from existing website	6-8 weeks	III
Final approvals of draft website CMS training Website launch	2 weeks	IV

This work plan is an estimate only. Final launch date of the new website will depend upon responsiveness of the MAP team.

Company Overview

Hauri Enterprises, LLC, dba inCommand Technologies, was formed in January 2000 and is a privately-held company. Our office is located at 21 West William Street in Corning, NY.

In 2012, our firm generated revenues in excess of $600,000, employed 7 individuals, and provided hosting and support for over 125 websites. Our services extend beyond website development and include smartphone application development, search engine optimization, graphic design services and custom software programming

Our clients have included World Kitchen, Market Street Trust Company and Arnot Health.

Key Personnel

Don Hauri, Owner and Lead Developer

Don employs over 30 years of experience designing and developing software solutions utilizing his technical skills and a resourcefulness that has made him well-versed in analyzing and solving problems.

Among his toolbox of technologies, Don includes the following:

- Languages: C#, Java, Visual Basic.Net, Visual Basic
- Web Technologies: PHP, ASP.NET, ASP, HTML, DHTML, JavaScript, XML, XSL
- Databases: SQL Server, Oracle, Microsoft Access
- Other: Android and iOS development, ERD Data Modeling, and Object-Oriented Design

Don never stops learning and growing his abilities as the world of programming is always evolving. He places the same expectation on each of his staff of developers.

Other Personnel
Brandee Terry, Senior Developer
Ashley Dickinson, Graphic Designer
Kim Wilson, Business Consultant
Michelle Mabery, Business Consultant

Client References

Dan O'Connell
Swan and Sons-Morss Co., Inc.
309 East Water Street
Elmira, NY 14901
607-734-6283
www.swanmorss.com

Ginnie Lupi
The Arts Council of the Southern Finger Lakes
79 West Market Street
Corning, NY 14830
607-962-5871
www.earts.org

Mike Lucey
Automated Cells and Equipment
3435 Enterprise Drive
Painted Post, NY 14870
607-936-1341
www.autocells.com

Investment

A payment of 50 percent of quote will be required upon the commencement of the project, with the remaining 50 percent due upon completion. Invoices are net 30 days.

Website Development

The total investment for the design and development of the website is $**10,500**.

Hourly Rates

Costs for work outside the scope of services outlined in this statement of work:

- Content Development/Data Migration: $85/hour
- Graphic Design: $85/hour
- Programming: $100/hour

Recurring Costs

Website Hosting - $40 per month. Included in this fee is the license for the inCommand CMS and framework, live support for your website, web space, and nightly backups.

Authorized Representative

Michelle Mabery | inCommand Technologies
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607.936.5066 Ext. 204
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michelle@incommandtech.com

Project Acceptance

The total investment for the design and development of the website is **$10,500**.

_____

Signature   **Date**

_____

Printed Name, Title

_____

Name of Company

Important Note:

Typically inCommand Technologies will take control of our customer's domain name to ensure smooth transition from an existing website to the new site. We will also renew the domain name in a prompt manner to prevent expiration and possible loss of the domain name. If you would rather control your own domain name it is understood by both parties that inCommand Technologies will not be held responsible for the renewal of the domain name.

Please indicate your preference by initialing the appropriate response below:

_____ We would like to have inCommand Technologies manage our domain.

_____ We prefer to manage our own domain.

Appendix A – Optional Services

We offer a wide variety of services in addition to website design and development that may be of interest to you. These include:

Custom Development

Our CMS supports a modular "snap in" architecture that allows our developers to make updates without having to redevelop your entire website. This saves you time and money. Additionally all of these modules use the same set of tools to guarantee a consistent approach to content management.

Search Engine Optimization (SEO)

SEO is the process of optimizing a web site in order to gain increases in traffic from search engines. We offer a service to optimize your website for you. After your website is developed, if you choose to add this service, we would run a baseline report that gathers data and reports on the current status of your website. Then we would optimize your site.

Once your site is optimized, we will produce an updated report each month for a set period of time which will document your website's search engine performance against the baseline. We will also make recommendations regarding content creation, link-building and competitive key word analysis that can impact SEO.

Mobile Application Development

Mobile applications have become a part of everyday life. With that mind our team of developers can help you bring your next business application or product idea to life. We offer iOS and Android development and can help you turn your vision into a reality.

Custom Software Development

We offer custom software development services for when packaged software does not meet your needs and requirements. We work closely with your team to ensure that we understand the needs of your business and the software requirements. We build robust software solutions for use in a wide-range of industries.

Graphic Design

Our graphic design team can help you develop custom marketing communications, ranging from logos and business cards to websites and a social media presence. We can provide high quality, cost effective solutions that convey your brand and message to customers.