Bestline

Request for Proposal (RFP)

For

DATA CENTER DESIGN & PLANNING SERVICES

August 12th, 2014

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1. Introduction

1.1 Overview

Bestline Communications, LP acquired a 5000 square foot, 1 story office space at 13945 Highway 183 North, Austin, Texas 78717. Bestline purposes to design and construct a data center to harmonize and house various customer applications and equipment. The purpose of this RFP process is to identify qualified firms to provide datacenter design and planning for the acquired space. Interested vendors, therefore, are required to develop a proposal for the service(s) to be deployed covering all bid areas and the implementation plan for meeting the specified requirements. The proposal must be submitted by **3:00 PM** on **August 29, 2014**.

1.2 Intent and Purpose of RFP

The purpose of this RFP is to enter into a firm fixed price agreement with a Consultant for Phase One of Bestline's Data Center Project ("Project"). Phase One includes Development of Data Center Strategy, Conceptual Design Options and a Detailed Design Plan of the option selected by Bestline.

A consultant awarded an agreement as a result of this RFP for Phase One will be eligible to propose and be awarded an agreement for Phase Two of the Project, Implementation & Construction.

1.3 Organization of this RFP Document

This RFP is structured as follows:

Section 1 – Introduction
This section introduces the RFP, and explains its structure.

Section 2 – Background
This section provides the background of the project.

Section 3 – Terms and Conditions
This section sets out the:
        Conditions under which proposals would be accepted
        Required validity of information
        Required format of proposals
        Contact policy during the evaluation period
        Submission deadline

Section 4 – Technical Specification
This section outlines the technical requirements of the project.

Section 5 – Vendor Profile
This section introduces an outline for the structure of each vendor's response to ensure consistency, and thus an easy evaluation of each of the responses. It also highlights the required structure/outline of vendor's proposal.

2   Background

2.1 Scope of Work

The Consultant awarded a contract as a result of this RFP for Phase One shall perform the following services and provide associated deliverables.

2.1.1   Conceptual Design Options

The Consultant shall provide at a minimum two (2) Conceptual Design Options with a report of the associated Pros and Cons of each design. This deliverable will include diagrams, narratives, and recommendations depicting a conceptual, logical and physical IT design for a Tier III Data Center. The design should balance security, system administration, budget, high availability, maximized revenue, and redundancy, taking into account the current environment, Bestline requirements, and industry current best practices.

2.1.2   Detailed Design Plan

Bestline will choose or modify the Conceptual Design Option to be further designed into a Detailed Design Plan. The Detailed Design Plan will include:

2.1.2.1 Modelling & Simulation

2.1.2.2 Electrical/Power Quality Design

2.1.2.3 Mechanical/Cooling Design

2.1.2.4 Architectural & Civil Design

2.1.2.5 Data Center White Space Design

2.1.2.6 Network & Connectivity Design

2.1.2.7 Security & Access Control Design

2.1.2.8 Fire Protection Design

2.1.2.9 NOC & DC Management Design

3   Terms and Conditions

3.1 Award

Bestline reserves the right to award the contract to the best vendor without necessarily holding discussion with other vendors that submitted a response to the RFP. Therefore, proposals must be submitted initially on the most favorable terms possible from a pricing, solution coverage, delivery, support and technical standpoint.

3.2 Contacts and Clarifications

Should there be any clarifications concerning RFP, the prospective bidder shall notify the same to Bestline in writing. The time for clarifications shall be extended until the deadline for submission of bids.

In an effort to maintain consistency and uniformity in responding to questions concerning the RFP, bidders are encouraged to direct all the questions to:

Kerry Myers
Project Management Office
Bestline Communications
kmyers@bestline.net
512-328-9095

Copies of the response, where appropriate, shall be forwarded to all the bidders.

3.3 Cost of Bidding

All costs incurred by the Bidder in responding to this Request for Proposal, including cost for embarking on client reference, will be entirely absorbed by the Bidder.

3.4 Reservation of Rights

Bestline reserves the right to:

- Accept or reject any bid, in part or in full, and to annul the bidding process and reject all bids at any time prior to Contract award.
- Accept the bid(s) that is/are in the best interest of Bestline.
- Accept other than the lowest quoted price.
- Cancel the project at any time prior to the signing of the contract without assigning any reasons thereof. Bestline has no obligation to explain to unsuccessful Bidders the reasons for not proceeding with the contract.

Bestline bears no responsibilities to issue a contract. All responses remain the property of Bestline. In the event a contract is agreed upon, responses to RFP may be referenced, in whole or in part, and considered binding. Proposals, which, in the sole judgment of Bestline, are incomplete or considered non-responsive may be rejected.

3.5 **Period of Validity of Proposal**

Proposals are valid for one (1) year from the closing date of submission of proposals and Bestline reserves the right to extend for an additional period of thirty (30) days with the same terms and conditions. A proposal valid for a shorter period shall be rejected by Bestline as non-responsive.

3.6 **Addenda to RFP**

- Bestline may amend or modify the RFP Documents by issuing addenda, for any reason, and at any time prior to the deadline for submission of proposal. Any addenda to the RFP Documents shall be part of the RFP Document.
- All Bidders will be notified of the addenda to the RFP through email and in writing and it shall be binding on the prospective Bidders.
- To allow Bidders reasonable time to take any addenda into account in preparing their proposal, Bestline will extend, if necessary, the deadline for the submission of proposal.

3.7 **Price Quotations and Currency Instructions**

Price quotations will include but not limited to the following items; details of all proposed products (hardware, software, network, etc), training, documentation and services necessary for the successful implementation of the contract except as may be otherwise expressly provided herein and awarded.

The Bidder should quote the rates, inclusive of all taxes, in US Dollars.

All quotations should be final, not estimates. Bidders should state clearly that the quotations include all costs.

Bidders may be invited for further negotiations on their quoted bids. However, invitation for further negotiations does not in any way imply a successful bid or intention by Bestline to award the bid to the Vendor.

3.8 **Use and Disclose of Information**

The Bidder shall not disclose information within this RFP to any third party without a written approval from Bestline. Likewise, information within this RFP shall not be used for any other purpose not directly related to the response to this RFP or to the job in the case of an award.

3.9 **Contractual Requirement**

Vendors are requested to indicate their acceptance of each of the following terms and conditions and provide the additional information requested below:

This RFP, Bidders' proposals, any associated documentation, and any interchange of correspondence or information by way of elucidation or amplification, will form the basis of the Bidder's contractual obligations. However, such contractual obligation will be solely under the discretion of Bestline.

Vendors should note that final contracts will be based on provided Terms and Conditions, and would be expected to include the following provisions:

- Confidentiality of details of the proposed services/products
- Suitability for the stated technical specifications requirements
- Timeliness, covered by, for example, liquidated damages
- Guaranteed availability of key vendor staff
- Overall component guarantees
- Fixed prices
- Control of publicity
- Successful completion of implementation
- Compliance & liability with construction implementation

3.10 Hand Holding Period

The vendor shall be part of the Infrastructure Stabilization Period for any reconfiguration or optimization of the infrastructure components. Bestline expects a minimum of 5 months for handholding/stabilization of the deployed solution(s). The vendor should specify the duration of Infrastructure Stabilization Period, with the minimum of 5 months for stabilization of the deployed solution(s), they are willing to support with details of support engagement during this period. The Infrastructure Stabilization Period commences from the day the proposed solution(s) are accepted by Bestline.

3.11 Contract Negotiations

After selection of the highest ranking bidder, Bestline may enter into negotiations with the bidder for purpose of signing a contract with response to the proposed solution(s). If the highest ranking bidder fails to negotiate, Bestline shall enter into negotiation with the second highest ranking bidder and so on.

3.12 Proposal Evaluation

Bestline's evaluation of your response to this Request for Proposal will be based on its subjective assessment of each element of the Bidder's response, including intangible factors, such as Bestline's perception of ability to meet its commitments.

Bestline reserves the right to accept or reject any or all responses at its sole discretion and to negotiate the terms of any subsequent agreements. Bestline is looking for reliable, competent Consultants who have the ability to meet or exceed the stringent selection criteria. These selection criteria include, but are not limited to the following:

Consultant Evaluation (See section 5 for details)
Solution Capabilities
Service Coverage
Cost Competitiveness
Project Experience
Project Delivery Timeline

Accordingly, each is discussed below:

Company Evaluation – Detailed assessment of the history of the Consultant (in terms of financial stability, profile of the key technical staff proposed for the solution, project management standards and procedure, training etc).

Solution Capabilities – Assessment of the functional fit of the proposed solution(s) to the business requirements of Bestline.

Solution Coverage – Vendors should bid on all requirements covered by this Request for Proposal. In this context, Consultants who are able to reliably provide a broader range and depth of solution(s) to Bestline will receive preference in the selection process.

Cost Competitiveness – Vendors must provide highly competitive pricing – pricing reserved for their largest and most important accounts – both at the outset of the relationship and on an ongoing basis. Vendors should include any discounts associated with future RFPs for construction, hardware purchase and implementation. Bestline expects its providers to assist in identifying opportunities to reduce the total cost of ownership of the proposed solution.

Project Experience – Bestline wishes to work closely with proven and tested end-to-end Consultants. This will be judged, in part, through similar project implementation and customer references. It is also expected that venders live up to the commitments they make with Bestline.

Project Delivery Timeline – Vendors with strong capacity to deliver the required solution(s) in good time, based on past experience will receive higher consideration.

3.13 **Scoring Procedure**

The scoring parameter for the evaluation of vendor response is segregated into different bid areas, which will include each bid area defined in the RFP. The evaluation will be carried out in a discreet manner covering two major attributes, the Technical and Financial.

Technical Bid – the evaluation criteria set for design of the Data Center is subjected to a wide range of scoring parameters such as company expertise, company profile, human resource, financial capability, maintenance, warranty, etc.

The following are the major components for the overall technical evaluation procedure:
- Meeting the specified technical specifications of the products proposed by Bestline – compliance statement
- Company profile of the bidding firm
- Technical manpower of the firm (trained, experienced and qualified personnel for the performance and completion of all the contractual obligations arising out of this document)

Financial Bid – the financial bid score will consist 40% of the total evaluation score. The lowest bidder will be awarded 40% directly.

Overall Score – the consolidation will be based on the following formula:

E=[(F1/F)*40] + [T/Th)*60]

Where

E=total score for the vendor response (combining technical and financial bids)
F=financial bid quoted by a particular vendor

F1=lowest of all evaluated bid prices among the responsive bidders
T=technical score awarded to a particular vendor
Th=technical score for a vendor who scored highest among the responsive bidders

(Bestline retains the right to alter the evaluation criteria at any point in the process.)

The highest scoring firm shall be invited for negotiation. Should the negotiation fail, the next highest scoring firm shall be invited for negotiation.

The representative, other than the proprietors themselves, conducting negotiations on behalf of the selected bidder must have written authority to negotiate and to conclude a binding agreement.

The successful Bidder will be required to sign an agreement incorporating entire terms and conditions covered in this RFP and any additional terms and conditions agreed during the negotiation.

3.14 **Patent Rights**

The Vendor shall indemnify Bestline against all third party claims of infringement of patent, trademark or industrial design rights arising from us of the provided services/solutions or any part thereof.

3.15 **Standards**

These General conditions shall apply to the extent that they are not superseded by provision in other parts of the contract. The components (hardware, software, network etc) of the solution provided by the vendor under this Contract shall conform to the standards mentioned in the Technical Specifications/Requirement List and, when no applicable standard is mentioned, to the authoritative standard appropriate to the solution required, and such standards shall be the latest issued by the concerned institution.

3.16 **Liquidated Damages**

The Vendor shall be liable to pay liquidated damages at the rate of zero point one (0.1%) percent of the Contract Price for every day of delay. The aggregate liquidated damages, payable by the Vendor shall not exceed 10% of the Contract Price.

3.17 **Delays in the Vendor's Performance**

Delivery of the solution(s) and performance of services shall be made by the Vendor as specified in the Implementation Timeline and/or the Contract.

An unexcused delay by the Vendor in the performance of its delivery obligations shall render the Vendor liable to any or all of the following sanctions: imposition of liquidated damages, and or termination of the Contract for default.

If at any time during performance of the contract, the Vendor or its subcontractor(s) should encounter conditions impeding timely delivery of the agreed solution(s) and performance of services, the Vendor shall promptly notify Bestline in writing of the fact of the delay, it's likely duration and its causes. As soon as practicable after receipt of

the Vendor's notice, Bestline shall evaluate the situation and may at its discretion extend the Vendor's time for performance, in which case the extension shall be ratified by the parties by amendment of the contract.

3.18 Third Parties

Bestline will have the right, at any time at its sole discretion, to contract with third parties to perform all or any part of the services provided for in this RFP. In case the Vendor is not directly present within Austin, Texas, the Vendor should detail the engagement model for the delivery of products and services to Bestline as part of the response. The Vendor will cooperate with such third parties and Bestline. Additionally, the Vendor will adhere to the following requirements:

Delegation – The Vendor will neither delegate nor subcontract any of its responsibilities, without prior written approve of Bestline.

Sub-contractors – If the Vendor intends to use sub-contractors, the Vendor's proposal must include a list of proposed material subcontractors containing the firm name, a description of the work to be subcontracted, an explanation of why that work is to be subcontracted, and descriptive information about each subcontractor's ability to perform the work.

Standards – Sub-contractors will adhere to the standards, policies, and procedures of Bestline and the primary Vendor's which are in effect.

Vendor Capability – The Vendor must confirm that it will be responsible for all obligations performed by sub-contractors to the same extent as such obligations were performed by the Vendor.

3.19 Vendor Designated Contact

The respondent should identify the name, title, address, telephone, fax and email of a single point of contact (and one alternate) for the duration of this RFP process. The availability of this person should be specified.

3.20 Submission of Responses to the RFP

Vendor shall give the postal address, telephone, fax numbers and email addresses of the contact person authorized to receive all communications on the Vendor's behalf. Bestline will only send communication to this address. Initials/seals of the bidders must be placed on all the pages of the proposal.

These copies should be sealed in separate envelopes, subscribed as **"Proposal for Design of Data Center - Technical"** and **"Proposal for Design of Data Center – Commercial"** respectively. Thus, the Vendor shall submit one sealed envelope containing two separate sealed envelopes labeled **Technical** and **Commercial**.

The Technical and Commercial offers would need to be delivered in person, by the Vendor's representative to:

Project Management Office
Bestline Communications, LP
500 North Capital of Texas Highway, Building 8, Suite 200
Austin, Texas 78746

The **electronic version** of the response must also be submitted in a CD-ROM, Thumb Drive or via Email prior to the deadline, and must be placed in the sealed cover only. This copy of the response must be in any of the Microsoft Office Suite formats (Word, Excel, PowerPoint, and Visio). The **electronic version** is in addition to the two sealed copies outlined above.
All packages must be delivered to Bestline by 3:00 PM on Friday, August 29, 2014.

Bestline reserves the right to disqualify Bidders whose responses are not submitted by this date and time. No responses will be accepted after the deadline for submission of bids unless Bestline determines in its sole judgment, to do so. Bestline may, at its discretion, extend the deadline for the submission of Bids by amending the Bidding Documents, in which case all rights and obligations of Bestline and Bidders previously subject to the deadline shall thereafter be subject to the deadline as extended. The proposal, along with all supporting documents shall become the property of Bestline.

3.21 **Timeline/Schedule of Events**

This Request for Proposal (RFP) represents one of several steps taken to assist Bestline efficient solution that will meet its business requirement. Bestline reserves the right to adjust the RFP schedule listed below:

ACTIVITY	DATE/TIMELINE
RFP Announcement	August 13, 2014
Vendor Walk Through	August 22, 2014
Questions & Clarifications	August 29, 2014
Receive response to RFP (deadline)	August 29, 2014
Evaluate Technical Bids vendor response, Selected vendor presentations	September 8, 2014
Cost negotiation, selection and award of contract	September 15, 2014

Bestline will do all that is feasible within foreseeable limits to ensure strict adherence to this timeline.

3.22 **Eligible Bidders**

Invitation to bid is open to all registered firms in Texas who hold a valid license, with competency in Network and Data Center design. Bids unaccompanied by such license will be rejected. For availability of prompt services & support, the Bidder must have an office residing in or around Austin, TX.

The bidder shall furnish the following documentary evidence:

 I. Valid trade License or other documents to prove the legal status and place of registration of the business.
 II. A record of similar assignments carried out in Texas by the firm or strategic partner in the last 3 years.
 III. Manufacture's authorization letter for major equipment
 IV. Bidding firm or alliance partner must have at least one certified Technical consultant for Data Center.

4   Technical Specification

This section provides information on the technical requirements/specifications for the required solution(s)/service(s).

4.1 Modelling & Simulation

4.2 Electrical/Power Quality Design

- Design of system room power starting from the building distribution transformer, including main distribution switchgear, power factor compensation equipment, cable routing, system room distribution switchboards, cables and sockets.
- Engineering drawings for electrical, automation and data lines.
- Design of protection system including proper circuit breaker selection and coordination.
- Earthing/Grounding conforming to the protection system design, covering the entire grounding network.
- Lighting design drawings of the system room.
- UPS installation and alignment of the electrical installation (connector room, system room distribution board and shaft, system room distribution cabinet and feeder cables, sockets) with the related standards.
- Generator system design including sub base fuel tank and remote fuel tank along with fuel delivery system design for diesel generator or design for existing natural gas utilities.
- Power distribution and redundancy level details per the Tier standard followed.
- Simulation of the entire design to ensure safety and desired redundancy.
- Sizing of equipment such as fuses and cables used in electrical panels.
- Design parts related with Power Usage Effectiveness (PUE) rating for the facility.
- Energy Consumption, Peak Demand and Energy Installation Designs.

4.3 Mechanical/Cooling Design

- Design of the air-conditioning system in the system room.
- Calculations of optimum room temperature and moisture levels.
- Selection of appropriate type of cooling system based on site considerations.
- Design of system room's air delivery and return paths and optimum cabinet configurations for the most efficient cooling.
- Design of cold and hot air ventilation funnels of the system.
- Locations of ventilation loopholes and waste water installation.
- Design of chiller plants and cold water delivery system.

4.4 Architectural & Civil Design

- Design of Data Center general layout such as Technical Rooms, Entrance Room, Open Area, Wall Space, Fire Rated Doors, Windows etc.
- Design of Ceiling Construction and Specification of Ceiling height.
- Design of rooms which have to be physically separate from the Data Center.
- Specification of floors, walls and ceiling such as anti-static, fire rated properties.
- Design of lighting fixtures and emergency lighting.
- Exterior bearing & non-bearing walls.

- Interior bearing walls.
- Interior computer room partition walls.
- Shaft enclosures.
- Floors and floor-ceilings.
- Roofs and roof-ceilings.
- Building entrances with security checkpoints.
- Floors and floor panel construction.

4.5 Data Center White Space Design

- Complete layout of data center white space area.
- Determination of optimum rack cabinet locations for optimizing cable lengths and heat dissipation.
- Environmental monitoring system design for effectively monitoring heat, humidity, smoke, water leakage, and other parameters.
- Design of electrical and data cabling installation as per physical and electrical conditions
- Cable routing and colour coding design.
- Design of data center raised or hard floor structure and layout, seismic assessments of the area.

4.6 Network & Connectivity Design

- Design of Network Principle (Schematic) Diagram.
- Structural Cabling Design for different connectivity requirements.
- Horizontal, Vertical, Backbone and Optical fiber cabling design and considerations.
- Optimum layout of copper, Fiber-Optic Distribution Frames.
- Network equipment placement in accordance with Data Center connectivity.
- Design of Network Cable Management systems.

4.7 Security & Access Control Design

- Design of physical entries into system rooms.
- Design of Access Control system for entrances of both authorized personnel and visitors into the system room with a procedure and registration management system.
- A comprehensive Building Management System to monitor security and environmental services with remote access capability.
- A system for entry/exit of equipment into the system room, that follows a standard procedure.
- Location of sensors and receivers of the monitoring system and the design of associated cabling.
- Design of monitoring and surveillance application.
- Design of Closed Circuit Television (CCTV) System for building and system rooms, including recording equipment for retrieval of critical information.

4.8 Fire Protection Design

- Design of the fire detection, warning and extinguishing system for the system room and other service rooms.
- Design of wet-based fire suppression system

- Location and operating principles of fire detection sensors, including definition of zones for easier access to fire.
- Formation of leakage prevention (non-leakage) test procedures.
- Location of the fire detection, warning and extinguishing control panels.
- Locations of manual fire extinguishing equipment.
- Operating principles of air-conditioning and electrical installation in case of a fire.
- Operating principles of doors for the evacuation of personnel in the building and in the system room in cases of fire and emergency.
- Design of fireproof walls and doors of the system room.

4.9 NOC & DC Management Design

- NOC Room architectural design & layout.
- Design of Audio/Video infrastructure.
- Design of infrastructure connectivity to Access & Control System.
- Lighting and Line of Sight Layouts.
- Design of comprehensive building and data center monitoring and surveillance system for tracking the:
  - Electrical infrastructure such as generator, UPS, electrical panels, fuses, power distribution.
  - Electrical parameters monitoring and electricity usage in different areas as desired.
  - Monitoring of the air-conditioning/cooling infrastructure.
  - Physical safety (physical access, entries-exits), fire alarm system, fire extinguishing system (from sprinkler installation to individual firefighting capabilities), flood and flood alarms.

5   Vendor Profile

This section is intended to provide Bestline with sufficient information to enable an evaluation of Bidder's company's stability and ability to provide the service(s) described in the response. Please include the following information:

5.1 Company Size, Organization and Location

Provide brief profile of Bidder's company detailing the description of corporate ownership, number of employees, number of divisions and/or product lines, number and description of location(s), etc.

5.2 Number of Customers/Related Sites

List organization where similar service(s) have been provided, in a chronological sequence of platform or services provided, as appropriate.

5.3 Client References

Names of at least three (3) client references similar in size, industry, scope, and complexity to Bestline and which have purchased the vendor's proposed service(s)/solution(s) for a comparable environment. Information must include these points at a minimum:

Contact Name, Organization, Title, Address and Telephone Number
Contract Date
Solution/Service Provided
Role of the Service Provider in Implementation and Support
Contract Size
Size of Project Team

A complete set of Reference (as stated above) must be provided for each Bid area as outlined in Section 4.

5.4 Implementation Timeline

Vendors are required to provide a logical implementation plan (and state possible delivery date barring all unforeseen circumstances) to be adopted.

Please note that for each bid area, Bestline expects the successful Vendor(s) to complete implementation within the negotiated timeframe.

5.5 Support Information

Specify the number of support sites of company. Which support site will be responsible for Bestline?

Outline the support structure of your organization, i.e. the number of staff allocated to customer support, development and maintenance.

Include evidence of support agreement(s) with sub-contractors and partners

Include copies of Support Agreements and Service Level Agreements

Include copies of Escalation procedures, help desk procedures and direct contact with owner/developers.

5.6 Strategic Alliances and Partnerships

Submit relevant documentation on, and describe all technical partnerships and strategic alliances the company is involved in.

5.7 Industry Awards and Certifications

Please provide necessary information on significant awards/certifications possessed by Bidder's organization or its employees that are relevant to the successful delivery of this project.

5.8 Project Team

Provide detail structure of the overall project team, the number of staff and the profile (qualification, experience, individual role in the project) of those that will be involved in the execution of the various solutions as stated in section 4.0.

Explain the roles and responsibilities of sub-contractors (if any) that would be engaged on the project (see section 3.19).

5.9 Financial Statement

Include copies of audited financial statement. (E.g. balance sheet, profit & loss, cash flow statement for the past 3 years).

END OF DOCUMENT