

Request for Proposal

**Métier Website Project
Graphic Design Services**

April 5, 2011



1.877.965.9501

www.metier.com

**Contact: Sara Thompson
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707.546.9300**

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Summary

Métier, the global leader in project portfolio management (PPM), is accepting proposals for graphic design services to support a strategic overhaul of their corporate website: www.metier.com. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide candidates with the evaluation criteria against which they will be judged.

This project will reinvent Métier's website presence with an interactive, image-driven site that will provide a positive and meaningful introduction the organization and its product.

Scope

Graphic design services for the website redesign project will involve the execution of the design vision as outlined by Métier. Specific deliverables can be divided into four key areas:

Navigation Design

Métier has a preliminary concept for design of the website's navigation. Graphic support will be required to support this innovative concept, which will be shared upon execution of a mutual non-disclosure agreement with Métier.

Website Templates

This portion of the project will include the creation of professional-quality mockups for Métier's internal development team to translate into live web pages. Preliminary mockups and concepts will be provided by Métier. Up to ten unique page templates will be required.

Screenshots

Métier is seeking graphic designer support to enhance the quality of screenshots of our software, WorkLenz. For the website project, this will include work on approximately 25 existing images. This will also include adding tilt and shadow boxes to showcase the screenshots on the website.

Other Graphics

The new website will require several miscellaneous other graphics to fit the look and feel of the site overhaul. These will specifically include:

- A simplified version of our current Métier logo
- Buttons, such as "Download White Paper" or "Apply Now"
- Icons, specifically "Chat Now"

All content and graphics will become Métier's sole property upon completion of the website redesign project. We would therefore like the deliverables to be available in .SVG format so that our internal web developers can manipulate the images for use with HTML5.

Requirements for Website Redesign

Reflect corporate image

Clean and upscale

More lead generating than informational (We would like this website to produce sales leads, not just give information)

Reflect our tagline and corporate theme: *workforward®* (this theme is used in the attached brochure text and explains our predictive project portfolio management software that allows clients a future view of their projects and programs in order to avoid problems. This will remain our corporate tagline and should be conveyed graphically through our new website.)

Appropriate for all target audiences – our clients include both government and commercial organizations. We must also appeal to sales prospects, investors, press and analysts, and future employees.

All graphics available for use in other Métier collateral.

Proposal Guidelines and Requirements

Interested parties should submit the following, no later than April 15th to Sara Thompson at sthompson@metier.com. If you have questions, please contact Sara before submitting your proposal at 707.546.9300.

1. A proposal describing your company qualifications, along with the resume of those assigned to Métier's project. Please also provide a schedule/timeline outlining the steps of the project, sign-off points, deadline dates and estimated completion dates. Please include time to present at least two design themes, of which we will choose one with which to proceed.
2. A firm-fixed cost for the project in its entirety, or an hourly rate and time estimate for the outlined scope of work. Please also include an hourly rate for additional revision time, as necessary.
3. If any other members of your company will be involved in our project for the purposes of contract management, please provide their name, resume and role on the project.
4. Three client references from within the past 18 months. Please provide names and contact information.

Contract Terms

Métier will provide a contract and terms -upon selection. The project will be awarded upon - execution of the contract, which outlines terms, scope, budget and other necessary items.

The contract will also include document transfer, knowledge transfer and product support for post delivery of the deliverable.

Ownership

All content and graphics will become Métier's sole property upon completion of the website redesign project.

Timeline

The Timeline for this proposal will be as follows:

Schedule Item	Date
RFP released	April 7, 2011
Questions regarding RFP accepted	April 13-April 15, 2011
Proposals due	April 15, 2011 5:00pm PST
Short listed vendors notified to coordinate presentations to Métier	April 22, 2011
Vendor presentations	April 25-April 29, 2011
Vendor selection	May 6, 2011
Deliverables due	TBD

Budget

Please provide one complete cost proposal to accomplish the scope outlined above. The budget must encompass all design, production, and artwork acquisitions necessary for development of the web site. Please assume a maximum of three rounds of editing for each deliverable in your proposal, with an hourly rate for any additional revisions clearly specified.

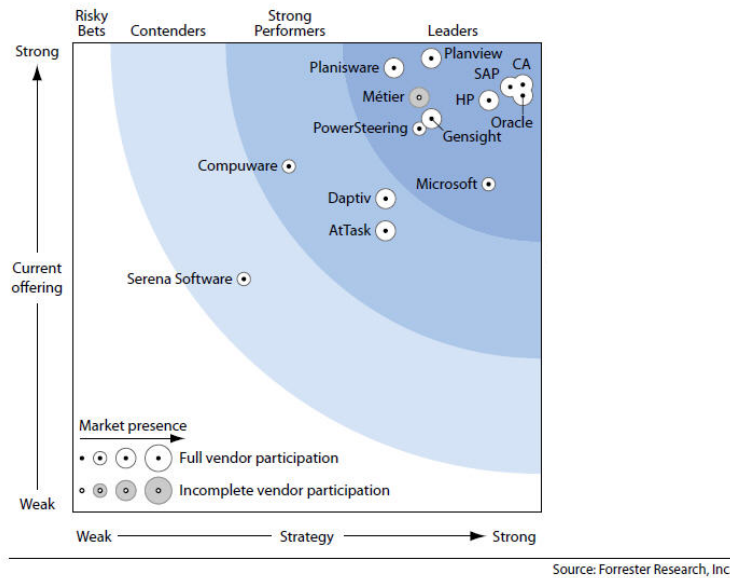
NOTE: The price you quote should be inclusive. If your price excludes any fees or charges, you must include a detailed list of excluded fees with a complete explanation of the nature of those fees.

Background

Métier, The PPM Company™, is the global leader in project portfolio management. Métier partners with clients through an award winning platform of PPM processes, software, and services to integrate organizational strategy with project execution. Ranked as a PPM leader by third party industry analysts, Métier's offerings can mature any organization, regardless of size. Métier is the thought leader in the PPM industry, and holds an extensive portfolio of industry enhancing patents. In addition to numerous awards for innovative corporate culture, Métier has been consistently ranked as one of the fastest growing companies in the U.S. by *Inc. Magazine*.

Competitive Landscape

Figure 3 The Forrester Wave™: Business-Driven Project Portfolio Management, Q4 2009



Key Audiences Include

Government (Federal and State)
Systems Integrators, Contractors and Consultants
Commercial Enterprises (Fortune 500, Mid-Market)
Press and Analysts
Potential Employees

Thank You

Thank you for your interest in our project. We look forward to receiving your response. All questions should be directed to the point of contact for this proposal, Sara Thompson at 707.546.9300 or by email, sthompson@metier.com.