

DAYMON WORLDWIDE

700 Fairfield Avenue
Stamford, CT 06902

REQUEST FOR PROPOSAL LEARNING MANAGEMENT SYSTEM

Issued: July 15, 2011
Due: August 19, 2011, 5:00PM EST



Proposal directed to:
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Daymon Worldwide
700 Fairfield Avenue
Stamford, CT 06902

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SECTION 1: INTRODUCTION

1.0 INTRODUCTION

1.0.1 Request for Proposal

Daymon Worldwide is seeking proposals from qualified vendors for an online Learning Management System (LMS) to replace our current systems and to improve delivery of eLearning to our associates both domestic and international, business partners and suppliers while providing Daymon University designated staff with the ability to develop, deliver, and manage courses at high level of quality and proficiency.

1.0.2 Company Information

Daymon Worldwide is an international company specializing in the sales and marketing of Private Label consumer products. Our company is broken out into several business units: (1) Daymon Worldwide (brokerage business), (2) Daymon Worldwide Design (branding), (3) Daymon Worldwide Trading (national brand trading and product sourcing and (4) Daymon Worldwide Demos (product demonstration services) (5) Daymon Interactions (6) SAS (7) Anderson Daymon.

Daymon works with some of the leading retail, wholesale and food service companies across the U.S. and in a dozen other countries. Our customers include supermarket and drug chains, mass merchandisers, warehouse clubs, specialty stores, food service, buying cooperatives and wholesale distributors.

Daymon Worldwide is equally proud to serve more than 3,500 manufacturers of all conceivable types of Private Label products worldwide. These manufacturers (our principals) are industry leaders, dedicated to creating products that offer quality and value to consumers - good enough for retailers to market as "100% satisfaction guaranteed!"

Daymon Worldwide believes that our associates are our core strength and the foundation for delivering value, insight and knowledge to our retailers, suppliers and ourselves. Therefore, to support the development of our associates and to maintain Daymon's competitive advantage, Daymon University has been created to support our organization's goals and strategies. Daymon University is responsible for providing the education and training that builds Brand expertise of our associates and partners.

Daymon University's Vision is "To be the Best-in-Class education enterprise that creates a culture of learning, promotes our shared values and strengthens the competitive knowledge of our associates and partners." This vision is the umbrella under which all learning will be governed.

1.0.3 Submission for Proposals and Criteria

Vendors wishing to respond should do so to the instructions provided. Only vendors that meet the minimum requirements of the RFP and show the ability to meet our integrated administrative system needs will be considered.

1.1 RESPONSE INSTRUCTIONS

1.1.1 Vendor Requirements for Submission of Proposals

All questions shall be answered point-by-point in which they appear in the RFP. Each response should be identified by section and line number. To aid in the evaluation process, all proposals should be submitted using the same General Format sequence outlined in *Appendix D: Vendor Proposal Format and Content Requirements*.

All requests for clarification and questions regarding the technical aspects, requirements and purchasing guidelines of this RFP must be received by:

Company Name:	Daymon Worldwide
Contact:	Lidia Gomes, Training Manager – Daymon University
Address:	700 Fairfield Avenue Stamford, CT 06902
Telephone:	(203) 352-7589
Email:	lgomes@daymon.com

An original and additional (12) copies of the proposal shall be delivered in a sealed packet by Friday, August 19, 2011 at 5:00 PM EST to the above location. Electronic versions may be issued in lieu of the (12) copies; however, a signed original must be received. Electronic versions must be in a PDF or Word format. **Proposals must be sealed and labeled on the outside of the package** to clearly indicate that they are responding to an RFP for an LMS.

1.1.2 Late Proposals

Time being of the essence, **late proposals will not be accepted and will automatically be disqualified from further consideration.** It will be the sole responsibility of the Vendor to ensure a sense of urgency in response and delivery by the designated time. Late proposals may be returned to the vendor at the expense of the vendor or destroyed if requested.

1.2 DAYMON UNIVERSITY CONDITIONS

Daymon University on behalf of Daymon Worldwide will not be liable for any costs incurred by respondents in the preparation and production of the proposal.

Daymon University reserves the right to modify the requirements to this RFP after its release. All Vendors will receive written notification of any modifications to the requirements of this RFP. If any modifications make compliance with the original Procurement Timetable impractical, Daymon University, at its discretion, adjust the timetable accordingly.

Vendors who submit a proposal in response to this RFP may be required to give an on-site presentation and demonstration. Daymon University shall solely determine who will be invited to conduct the on-site presentation and demonstration.

Daymon University reserves the right to only accept proposals that show evidence of a single vendor involvement in the conceptual design, development, implementation and ongoing support of the LMS. Any subcontracting of services must have prior written approval by Daymon University.

The successful vendor will be notified by Daymon University. A contract will then be negotiated with the successful vendor.

Daymon University reserves the right to reject any and all proposals, waive formalities which do not affect the fairness of the process, to reject nonconforming, irregular, non-responsive or conditional proposals, and to accept the proposal deemed in the best interest of the company.

1.3 SCHEDULE OF DUE DATES

Item	Due Date	How Delivered	Responsible Party
RFP Issued	7/15/11	Web/Email	Daymon Worldwide
Intent to Respond to Daymon Worldwide	7/22/11	Email	Vendor(s)
Written questions for bidders due	7/29/11	Email	Vendor(s)
Response to questions from bidders	8/5/11	Email	Daymon Worldwide
Proposal Due	8/19/11	Email	Vendor(s)
Notification of Selection Status	Fall 2011	Email	Daymon Worldwide
Presentations and Demonstrations	Winter 2011	In person/WebEx	Vendor(s)
Award of Contract	To be Determined	Email	Daymon Worldwide

SECTION 2: PROJECT OVERVIEW AND INSTRUCTIONS

2.1. REQUIRED REVIEW

2.1.1 Review RFP

Vendors should carefully review the instructions; mandatory requirements, specifications, standard terms and conditions, and contract set out in this RFP and promptly notify Daymon University contact identified above in writing or via email of any ambiguity, inconsistency, unduly restrictive specifications, or error which they discover upon examination of this RFP. This should include any terms or requirements within the RFP that either precludes the Vendor from responding to the RFP or add unnecessary cost. This notification must be accompanied by an explanation and suggested modification and be received by the deadline for receipt of written or e-mailed inquiries set forth below. Daymon University will make any final determination of changes to the RFP.

2.1.2 Form of Questions

Vendors with questions or requiring clarification or interpretation of any section within this RFP must address these questions in writing or via e-mail to the Daymon University contact referenced above on or before the date specified in the Schedule of Due Dates. Each question must provide clear reference to the section, page and item in question. Questions received after the deadline may not be considered.

2.1.3 Daymon University's Response

Daymon University will provide an official written response by the date and time specified in the Schedule of Due Dates to all questions received in writing or via email by the date specified in the Schedule of Due Dates. Daymon University's responses will be by formal written addendum. Any other form of interpretation, correction, or change to this RFP will not be binding upon Daymon University. Any formal written addendum will be emailed to all bid packet holders. Offers must sign and return their RFP response an Acknowledgement of Addendum for any addendum issued.

2.2 GENERAL REQUIREMENTS

2.2.1 Resulting Contract

This RFP and any addenda, the Proposer's RFP response, including any amendments, a best and final offer, and any clarification question responses shall be included in any resulting contract. Daymon University's contract will contain the contract terms and conditions which will form the basis of any contract between Daymon Worldwide and the highest scoring Proposer. In the event of a dispute regarding the duties and responsibilities of the parties under this RFP, along with any attachments prepared by Daymon University, will govern in the same order of precedence as listed in the contract.

2.2.2 Mandatory Requirements

To be eligible for consideration, a Vendor must meet the intent of all mandatory requirements. Daymon University will determine whether a Vendor's RFP response complies with the intent of the requirements. RFP responses that do not meet the full intent of all requirements listed in this RFP may be subject to point reductions during the evaluation process or may be deemed non-responsive.

2.2.3 Understanding of Specification and Requirements

By submitting a response to this RFP, proposer agrees to an understanding of and compliance with the specifications and requirements described in this RFP. Proposer will collaborate with individuals designated by Daymon University and its business partners to develop a plan to deploy a comprehensive Learning Management System. This plan will include at a minimum:

- Provision of an overview of the product and potential use.
- Training of applicable staff in the administration of the selected product.
- Implementation of a pilot program to field tests the product and corrects any problems.

The successful proposal will demonstrate the ability to provide a comprehensive Learning Management Systems solution that will:

- Allow associates to access required and enhancement training using a standard web browser and internet connection.
- Be compatible with our current HRIS system and possibility to integrate with multiple HRIS systems.
- Produce robust training management reports.
- Allow users to administers, assign training modules and track progress.
- Be implemented in phases with initial phase by January 1, 2012.

Vendors desiring to participate in this RFP process must submit proposals with the format and content as detailed in the attachments. Proposers must respond to all requirements set forth in this RFP. Proposers may choose, but are not required, to respond to all preferences set forth in this RFP.

2.2.4 Prime Contractor/Sub-Contractor

The selected Vendor will be the prime contractor if a contract is awarded and shall be responsible, in total, for all work of any subcontractors. All subcontractors, if any, must be listed in the proposal. Daymon University reserves the right to approve all subcontractors. The prime contractor shall be responsible for all the acts and omissions of all subcontractors or agents and of persons directly or indirectly employed by such subcontractors, and for the acts and omissions of persons employed directly by the prime contractor. Further, nothing contained within this document or

any contract document created as a result of any contract awards derived from this RFP shall create any contractual relationship between any subcontractor and Daymon Worldwide.

2.2.5 Vendor's Signed Proposal

The original proposal must be signed in ink by an individual authorized to legally bind the business submitting the proposal. The vendor's signature on a proposal in response to this RFP guarantees that the offer has been established without collusion and without effort to preclude Daymon University from obtaining the best possible supply or service. Proof of authority of the person signing the RFP must be furnished upon request.

2.2.6 Proposal Modifications

A proposal once submitted may not be modified, withdrawn or canceled by the proposer.

2.3 SUBMITTING A PROPOSAL

2.3.1 Organization of Proposal

Vendor's must conform with all RFP instructions and conditions when responding to this RFP and organize their proposals into sections that follow the RFP format, including tabs to separate each section. A point-by-point response to all numbers sections, subsections and appendices is required. If no explanation or clarification is required in the Proposer's response to a specific subsection, the vendor shall indicate do in the point-by-point response or utilize a generic response.

2.3.2 Failure to comply with Instructions

Proposer's failing to comply with these instructions may be subject to point deductions. Daymon University, at their discretion, may choose not to evaluate or disqualify vendors from further consideration any proposals that do not follow the RFP format, are difficult to understand, are difficult to read or are missing any requested information.

2.3.3 Pricing

Vendors must respond to this RFP by utilizing the RFP Cost Sheet scenarios attached. These cost sheets will serve as the primary representation of each proposer's cost/price. Additional Information should be included as necessary to explain in detail the Proposer's cost/price strategy.

2.4 PROPOSAL PREPARATION COSTS

2.4.1 Daymon University, Daymon Worldwide Financial Responsibility

The cost of developing and delivering responses to this RFP and any subsequent presentations of the proposal as requested by Daymon University are entirely the responsibility of the vendor. Daymon University or Daymon Worldwide are not liable for any expense incurred by the vendor in the preparation and presentation of their proposal or any other costs incurred by the proposer prior to execution of the contract. This may include but is not limited to any subcontractor costs associated with preparing and presenting the proposal.

2.4.2 Daymon University, Daymon Worldwide Property Ownership

All materials submitted in response to this RFP becomes the sole property of Daymon University and are to be appended to any formal documentation, which would further or explain any contractual relationship between Daymon University, Daymon Worldwide, its business partners and the vendor resulting from this RFP process.

SECTION 3: SCOPE OF SERVICES

3.0 OVERVIEW

Daymon University of Daymon Worldwide would work in partnership with our business partners, including but not limited to, Daymon Interactions.

Daymon University is located in Stamford, CT and services our domestic and international brokerage businesses and overseas online and classroom activities. The extended business partner, Daymon Interactions, would like to enhance their learning division, by collaborating with Daymon University on a Learning Management System (LMS) software solution that will support online learning and classroom management needs of Daymon Worldwide associates. Currently, Daymon Worldwide utilizes Moodle software hosted on a third party server to managing their e-Learning. Additional management of classroom and other online learning is housed on our HRIS Learning Management System, UltiPro. A third management of learning is housed on SharePoint through s Productivity hub format. Daymon University also contracts with a third party vendors to provide online learning for management and human resources initiatives.

The intent of this RFP is to identify a single solution LMS that would be deployed and would have the capacity to work with multiple HRISs and host publisher developed courses as well as courses developed by third party vendors.

In addition, the primary goal is to integrate the various software and platforms we currently use to manage, track and administer learning both domestically and internationally to Daymon Worldwide associates. This would require the LMS solution to handle maximum number of course sections in a safe, secure and reliable manner.

3.0.1 General Specifications and Description

The general qualification of the LMS and its implementation include, but are not limited to learner tools (communication tools, productivity tools, and learner involvement tools) and support tools (administration tools, course delivery tools, curriculum design tools and reporting tools) that enable online and classroom learning to be managed, tracked and administered to all Daymon Worldwide associates and business partners. All proposals will offer core features specifically related to course development and the capability of interfacing with HRIS, UltiPro, and other HRIS. Detailed descriptions for particular specifications are stated in the following sections. Successful solutions must provide the following core requirements:

- The application must include tools that support the learner, the administrator and the course designers to enable the delivery, tracking and managing of all online and classroom instruction.
- The solution must address the need to migrate existing online content from a variety of LMS and web based platforms to a single LMS.
- The solution will be easy to integrate with other administrative systems.
- The solution must be compatible with UltiPro HRIS and potentially other HRIS's.
- The solution must accommodate a full range of content including text, multimedia, and simulations.
- The successful must support a wide variety of pedagogical approaches and designs, accommodate diverse learning styles, and provide mechanisms that promote community among learners.
- The solutions must be standards-based and comply with most recent versions of the guidelines of SCORM/AICC, Information Systems Enterprise, IEEE, and other national or international specifications and standards organizations.
- The solution may provide a multi portal concept to address business partner learning activities.
- The solution must be able to be implemented in stages as to adhere to our UltiPro changes.
- A twelve month warranty must be provided and details of what is included specified.
- License is perpetual unless otherwise noted by Proposer.
- Installation and testing of all required server and application hardware and software components.
- Implementation and testing of integration components, particularly for course provisioning, course rostering and transfer of course completion back to HRIS systems, including but not limited to UltiPro.
- Phase 1 export of initial classroom and e-Learning courses from UltiPro's LMS including testing and initial migration/import of courses.
- Phase 2 migrate e-Learning courses from Moodle including testing of courses.
- Phase 3 migrate e-Learning courses from SharePoint Productivity Hub including testing of courses
- Phase 4 integrate business partner e-Learning and classroom courses and testing of courses, if applicable.

In summary, the solution includes the following identification and selection of a preferred LMS solution and system components through this RFP process for each instance of the application:

- Administration;
- Management and Delivery of Web Based Training;
- Management and Delivery of Instructor Led Training (ILT);
- Assessments; or
- Reports.

3.0.2 Background: Existing Premise Hardware Services

Hardware Purchasing

In the event of the selection of company hosted implementation. Daymon Worldwide shall be responsible for purchase of all hardware systems.

Current Enterprise System Description

Daymon Worldwide is a multi-division environment that utilizes UltiPro and other HRIS database and is supported by Windows (XP and 7) Operating System and Mac Operating System.

Current Daymon University LMS Environment

Daymon University and Daymon Interactions uses Moodle and a hosted third party server to deliver e-Learning courses created in Articulate, Camtasia and other third party software. Daymon University exclusively uses UltiPro's Learning management functionality to capture classroom and other online learning from a third party vendor in addition to SharePoint's database to administer additional courseware/

Historical User Information:

Daymon University Moodle Usage/e-Learning (including HMM): 2890	Daymon University Classroom (UltiPro) Usage: 3176
Daymon University SharePoint Productivity Hub Usage: 885	External Vendor Usage - HRClassroom (mid-year): 788

3.0.3 Volume of Licenses/Users

It is estimated that Daymon Worldwide and business partners will require between 4,000 and 5,000 accounts.

3.1. SYSTEM SIZING INFORMATION

3.1.1 Functional and Technical Narratives

The vendor must provide detailed information on how its proposed LMS meets or performs each requirement below. Each point should be discussed in detail and examples provided in the proposer's response. If proposer's solution does not have the specific capabilities as required, provide a detailed explanation providing sufficient information to ascertain if the requirements may be otherwise met. Any unique capabilities or quantities that the proposer's solution possesses that are not addressed in the Requirements should be discussed in detail.

Proposer must include with its response all pertinent promotional and informational literature produced for the purpose of marketing its LMS product and provide informational resources of current and potential customers.

Operational Scenarios:

Proposer is required to address the following operational scenarios, both from a company-hosted and a vendor-hosted perspective:

Scenario 1: assumes vendor will host services and provide an e-learning LMS.

Scenario 2: assumes vendor will provide an e-Learning LMS and company will host services.

Daymon Worldwide is interested in receiving creative and realistic proposals to provide the most cost effective and operationally efficient services for the proposed LMS. Vendors must propose operational strategies that reflect best practice experiences or other similar companies and systems that have successfully migrated organizations to a common software suite. In response to this RFP, vendors are encouraged to think creatively and propose operational scenarios, including but not limited to, a vendor hosted LMS which they believe would be functionally and economically advantageous to Daymon Worldwide associates and business partners.

Technical Specifications:

Daymon University will evaluate vendors based on answers and explanation to Technical, Function and Administrative requirements found in *Attachment 1*. Vendors are asked to respond to requirements with a Yes/No response.

For each functional and technical requirement, the proposer is asked to indicate if this requirement is met by a standard out-of-the-box functionality (**S**), through customization (**C**), through a third party software product (**T**) or by other means (**O**).

When appropriate, please provide an explanation as to how the requirement will be met.

3.1.2 Functional and Technical Requirements

Vendors must include the response to the functional requirements below with each proposal. Any feature that is not immediately available upon installation must be clearly identified. Additional costs must be clearly specified in the Cost Proposal.

3.1.2.1 Accessibility

- Describe how the Learning Management System addresses web accessibility and compliance.
- Describe any provision for content authoring tools have to generate content.
- Describe testing accessibility and how those results will be tracked and managed.

3.1.2.2 Ease of Use

- Identify types of training materials available for learners and administrators, such as manuals, contextual help, tutorials, and online resources (electronic manual formats should be specified as html, pdf, word, etc.)
- Describe LMS printing functionality of content pages.
- Describe any provision for accessing content offline.
- Identify how the LMS can be accessed via web based browsers and hand held devices.
- Describe how administrators can view and test course materials in the role of learner.
- Describe how the LMS enables various roles to search and navigate easily across relevant content, records and assignments.
- Describe how the LMS enables learners to review courses enrolled, progress, and transcripts.

3.1.3 Course Content Development and Organization

3.1.3.1 Creating Course Content

It is important that the LMS can provide or smoothly integrate with tools that allow flexibility and meet the different needs of the learners, approvers, and administrators. Describe in detail how the content can be created, assessed and modified using authoring software such as Articulate and Camtasia. Address the following specific issues with:

- Creating Content with or without the knowledge of HTML.
- Importing and cross linking learner profile information across various tools without knowledge of HTML, including linking to HRIS and external third party courses.
- Formatting, editing and reusing content easily, including adding hyperlinks and organizing or embedding images, presentations, sound, animation or movies.
- Method of linking documents to courses.
- Method of creating links to external web resources.
- Customize the look and feel of LMS, learner and administrator pages, course pages, etc. to mirror Daymon University's branded logo.
- Support of foreign languages.
- Input of sound, music, and various symbols.
- Spell check capability.
- Use of interactive elements such as forms and flash animation.
- Copying, moving and re-ordering content within a course and across courses (i.e. multiple modules, offerings or sessions for the same course).
- Ability to group several courses or modules into subsets for organization.
- Ability for learners to reformat windows, pages, sections for optimizes printing.
- Method of providing course index or glossary of terms related to content.
- Method of providing tips, tricks and hints to learners.
- Ability to integrate third party content/
- Ability to capture instructors and external third party vendor information in delivery of courses.

3.1.3.2 Third Party Content Tools

List any third party content development products with which the proposed LMS has been proven to integrate and describe any relevant information about those products such as:

- Third party content development tools and multimedia development tools such as Articulate, Camtasia, and others.
- Other third party tools that add functionality to the LMS structure.
- Explain approach to toward supporting internal/onboard and/or external/stand alone repositories for learning objects. Specifically, how the LMS supports the use of reusable learning objects in terms of easy integration, organization, management and delivery.
- Ability to import and export content in SCORM/AICC formats.

3.1.4 Content Management (Internal File Management)

The LMS should allow course developers the ability to move a variety of files, course modules, and other content into and out of a course. Describe in detail the file and content management feature of the LMS. Explain or describe:

- Basic File Management features – copy move, rename, etc. How directories are organized, managed and accessed.
- Flexibility available with the LMS's file naming conventions.
- Smart recognition of common file types for both PC and MAC.
- File size limitations and controls.
- Easy export/import of various text, word processing, graphic and presentation formats (.txt, .doc, .jpg, .PowerPoint, Flash, PDF, Zip files, etc.)
- Import/Export of Content Objects.
- Describe compatibility with Windows XP, 7 and Mac Operating Systems.
- How course content is archived in the LMS?
- Availability of workspace for groups working on small projects.
- How rights are assigned to the content that is contained within this LMS, including public viewing of course materials that must be restricted to all except learner approved, and all course/class data that is secure from unauthorized access?
- Included Database or Content Management tools.

3.1.5 Communication Tools

Describe in detail the communication tools found in the software, including features such as:

- E-mail.
- Instant messaging, including security.
- Tools for collaborative work groups.
- File exchange capabilities and file types supported.
- Provisions for notifying learners of new communications and course changes.
- If employee ID or email can be used as the learner ID, describe the communication tools' abilities to shield this and other personal account information from other participants.
- Asynchronous discussion topic, thread and subject posting and replies for discussions.
- Archiving capabilities for threaded discussion, including the ability to import and export, monitor, modify and delete all or portions of discussions.
- Ability to communicate using social media tools.

Describe any significant features or limitations of these tools, in particular any synchronous tools, with respect to properly operating among or across different platforms, Windows XP, 7 and Mac Operating Systems, handheld or mobile devices, shared source code, etc.

List third party communication tools with which the proposal LMS has been proven to integrate and describe any relevant information about those tools.

3.1.6 Testing and Assessment

Describe in detail the test/quiz/survey and assessment features of the software, including information on:

- Support for anonymous surveys and evaluations.
- Customized Certificates of Completion.
- Test development features including types of questions supported, provisions for test security, randomize questions and ability to share, reuse, modify and organize existing tests and questions.

- Compatibility with third party software quizzes and tests.
- Ability to share, reuse, modify and organize existing tests and individual questions.
- Provide easy and/or automatic importation of completion to and from UltiPro HRIS.
- Capabilities for detailed item analysis of test, survey, quiz items including learner performance, tracking and results notification and breakdown.
- List any third party quiz/survey and assessment tools with which the proposed LMS has been proven to integrate and describe any relevant information for those tools.

3.1.7 Calendar Functionality

Describe how the course calendar can function as an effective course and learner organizational tool, including information on:

- Display events for all courses.
- Display the calendar in multiple views.
- Display events/sessions for all courses.
- Link directly to learner calendar tools such as Microsoft Outlook, Microsoft Outlook Exchange, and any third party email systems such as Yahoo and Gmail which the proposed LMS has been proven to integrate and describe any relevant information about those products.

3.1.8 Learner-Centered Features

Describe in detail learner-centered features:

- Support for learner features including creating home pages and customizing account page.
- Support area for learner personal web pages and ability to customize.
- Areas for displaying learner and group and individual (e-portfolio tools) project work, discussion groups, and forums.
- Ability to integrate personal notes into course materials.
- Ability for learners, instructors, content experts or administrators to create work groups of learners within a course and across courses.
- Ability for learners to take ungraded pre-assessments, practice or review tests online.
- Ability for learners to view enrollments, transcripts and course content they have accessed.
- Ability for learners to review how much course content they have accessed.
- Bookmarking capabilities while within a course.
- List any third party learner centered features which the proposed LMS has been proven to integrate and describe any relevant information for those tools.

3.1.9 Course Management

The LMS should allow the course developer role the ability to easily maintain and manage settings and elements of a course and the content that learners generate. Describe in detail the functionalities listed below and include other significant course management and maintenance functions. In particular, explain how the software handles:

- Course and session level announcements.
- Ability for learners and approvers to register and enroll learner in a course.
- Automatic notifications of learner or approver add/drop confirmations, change in session meeting time and place, course cancelations and possibly uncompleted pre-work.
- Individual learner management – organize by name, ID, business/organization unit or any custom field, etc.
- Adding or deleting learners from courses or LMS.
- Learner access and progress tracking (login frequency, duration, course activity, content accessed, courses/tests completed, discussion participation, etc.).
- Ability for content developer to backup/restore/reset entire courses as related to their permissions. Describe the LMS's ender user backup strategies including the ability to:
 - Backup courses on desktops.
 - Backup selective areas of a course.
 - Restore content from backup.
- Restore and repurpose content with another application or third party application.

- Ability for course administrators to make modifications easily across multiple sections of a course that shares common content such as course content announcements, discussion topics and test/quizzes/survey and assessment.
- Ability to control or specify the date and duration of the release of course content, resources, tests, discussions, etc.
- Courses and sessions assigned by position.

3.1.10 User Access Management

Describe in detail how various roles can manage their accounts. Address how the software handles:

- Username and password security.
- Default email.
- User information.
- Users resetting own passwords.
- Forgotten password/changing passwords.
- Proxy and permission settings.
- Troubleshooting tools, tips, manuals or help.
- Administrators' ability to access all activities.

3.1.11 Site/System Administration

LMS Administrator Management Functionality should include high level administrative tasks, such as:

- Course creation and management, including copying existing courses or creating new sessions and automation of these processes.
- Batch utilities to create copy archive and delete courses and users.
- Provision for creating open enrollment courses and sessions.
- Targeted and global announcements for messaging.
- Producing and tracking LMS and overall system statistics.
- Producing usage reports that include at a minimum; number of courses/sessions held and delivered, number of learner usage, business unit usage, instructors/facilitators reports, classroom enrolled and completed courses, e-Learning course enrollment and completion, third party course reporting, etc.
- Resource (disk space) allocation, tracking and management.
- Server settings management including but not limited to active directory integration, encryption protocols, backup and recovery procedures and privacy and proprietary concerns.
- License management.
- Export/import data to and from UltiPro HRIS and possibility other HRIS.

Role management functionality within the LMS should support the assignment of a range of privileges to various user types or user roles. Describe how the LMS achieves the assignment of the following roles to users, and describe additional roles if the LMS allow for them, and any additional flexibility in role management, permissions and automation.

- Learner functions (can see courses, sessions, enrollments, transcripts, communicate with peers and facilitators, reset own password, cannot modify course settings, layouts, etc.).
- Course Development/Design function (has the ability to design, build, manage and change courses/session settings. Describe how the LMS provides the option for more than one unique designer per course).
- Registrar and Help Desk functions (ability to create user accounts, assign user roles and place users in courses, reset passwords).
- Approver functionality (ability to approve learner enrollments and assignments, assign proxies, reset own passwords, recommend courses and assignments for professional development, manage and view staff learning, etc. Describe if the LMS has the ability to refine this role to limited responsibly such as view staff learning and recommend courses and assignments).
- Administrator functions (has all course development/design and registrar/help desk functions in addition to perform site/system administration. Describe if the LMS can accommodate more than one administrator for one or more portals).

3.1.12 Resource Integration

Is the LMS able to integrate with virtual reference services (virtual reserves, online articles, webinars, etc)?

3.1.13 Assessment Tools

Able to track learning and integrate with Talent Management tool currently in UltiPro HRIS to meet goals and objectives. Describe in detail features of the LMS which provide performance assessment results for learner, program, business unit and organization. If additional costs are associated, please specify cost. If the current LMS does not provide this functionality, please describe a solution known to be compatible with the vendor's LMS and associated costs needed to acquire and implement.

- Able to link learning to goals and objectives in UltiPro HRIS.
- Able to evaluate learner level assessments.
- Able to evaluate program/course/session level assessments.
- Able to evaluate business unit and organization level assessments.
- Able to consolidate and report on individual, business unit and organizational outcomes and assessments.
- Be able to develop assessment framework by individual and job title.

3.1.14 Technical and Architecture Requirements

Vendors must include responses to technical and architecture requirements below with each proposal. Please include vendor supported, as well as recommended hardware platforms, operating systems (OS), database management systems (DBMS), and related information. In addition to the production environment, the vendor must include requirements or recommended configuration(s) necessary to support development, testing and training environments.

If the vendor requires additional equipment and/or software to establish separate environments for development, testing, production, or training, this must be included in the vendor's discussion of recommended hardware and OS configurations.

The vendor will specify the basic equipment configuration as required by the proposed operational models. Any features that are not immediately available upon installation must be clearly identified. Additional costs must be clearly specified in the cost proposal.

3.1.14.1 Architecture

- Describe the overall technical architecture that the LMS requires, including other relevant products that the LMS relies upon.
- Clearly note what part the software provides, descriptions should include high level diagrams.
- Describe component-to component communication protocols and contents and sizes of network packets exchange by tier.
- Describe the ability to support mirrored/redundant servers where appropriate and identify supported standards, version numbers and any network communication software that is required, but may not be supplied with the LMS.
- Identify supported protocols for communication between the various tiers.
- Provide technical details how the learners are able to work offline and synchronize their learning with the LMS when they are online.

3.1.14.2 Operating Environment

The proposed solution must be as platform independent as possible and be able to run across a variety of hardware and software platforms on the market today.

- Identify all operating systems, including versions, for which the application server components of the LMS are available and if they are compatible with Daymon Worldwide and business partner's operating systems.
- Identify all browsers, including versions, for which the web clients of the LMS are available.
- For new releases of the application server components, database server components, and web clients of the LMS, identify order, including elapsed time and versions in which the OS are supported.
- Identify method of testing and identifying patches prior to releasing them to customers.
- Describe how the LMS components can operate in an environment of heterogeneous computers and operating systems. Discuss the impact on the overall application architecture of independently changing

the operating system of the database server. Provide a statement of commitment to supporting opening architectures.

3.1.14.3 Server System

Describe what software systems that reside on a server that are fully operational as separable products:

Web

- Identify all web servers (including versions) that work with the LMS.
- What version of HTTP does the web server use?
- Identify how SSL support and other security measures are provided.
- Describe other software required for optimal operation, specifically in an encrypted environment.

Application

- Identify any dependant products needed by the application servers.
- List and describe the caching technologies used by the application servers.
- Does the application server support both command line and web access for the administrative functions?
- How long does it take to restart LMS servers? Identify typical scenarios.
- Does application require a dedicated server?

Content Management

- Identify any systems used for content management. If a third party product is proposed, list the name and versions that are supported.
- Identify and discuss how content is transferred into and out of the content management system(s). Note any internet protocols.
- Identify and discuss the security for the content management system(s). Clearly describe how this works with the general approach to security.
- Describe the ability of the content management system(s) to store artifacts at the course level or to have a drop down box.
- Identify links between content management system(s), learner profiles and assessment tools for reporting.

Media

If the LMS includes a media server, identify which if any media servers (include version) that are supported by the LMS. These servers are also known as streaming media servers. Do not include pseudo-streaming, those that work strictly from within a web server, in the answer to this section.

3.1.14.4 Other Server and Server Side Component Technologies

Other Servers

If there are other server systems used by the LMS and have not been covered, please answer the following:

- Identify the server product (include version).
- Describe the function of this product.

Server Side Component Technologies

Server Side Component Technologies are similar to server systems, but bundled within other systems and would not be standalone mode.

Email

Which email protocols are used and supported by web-based email services? Include any information regarding known limitations or inconveniences to users if e-mail is exchanged between the LMS and 3rd party servers.

Is software capable of sending learner automatically generated messages based on various conditional criteria? Describe any features of this kind or whether they could be added.

Ability to send e-mail with attachments to users registered for a course and to users outside the course environment? Include any limitations in this area.

Search Engine

Does the LMS provide a full-text search engine? If so, give the name of the product and list its major features.

Can a different search engine be used with the LMS? Is there an API that provides for an alternate search engine?

List the features that use this search engine.

XML

Identify the XML parser(s) used by project.

Identify any XML transformation services used by the LMS.

List the features that use XML in the LMS.

Message Oriented Middleware (MOM)

Does the LMS support message-oriented middleware? If so, identify the product (including versions).

List the features that use MOM in the LMS.

Web Services

Identify and discuss any web services provided by the LMS.

Describe the technology used by the web services.

What web services standards are supported?

Identify and discuss any external web services that the LMS uses or plans to use. (i.e. web services that are not contained within the LMS offerings.)

3.1.15 Third Party Development Tools

- Describe the technologies used to extend the functionality of the LMS including scripting, APIs, SDKs, and similar techniques, provide examples documenting these extensions.
- Describe how upgrades to applications written to integrate the LMS using approved integration approaches remain compatible with new releases for the LMS.
- If the LMS has an associated Application Programming Interface (API):
- Describe the technical aspects of the API in terms of programming language system requirements, etc. and any costs associated software and hardware.
- Describe any licensing requirements/constraints upon distribution of products created with the API.
- Describe how clients are provided access to tools created including any repository user communities.
- Describe if and how SPI can be used for interfacing with other company enterprise systems.

3.1.16 Security

- Describe the LMS's authorization system. Include a description of how the LMS determines authorization for initial access, module access, database access, record access, program access and field access.
- Describe in detail the LMS's authentication protocols and authorization services. Describe any web single sign-on techniques the LMS supports.
- Describe how user accounts will be created using an external authentication system.
- Describe the LMS's encryption methods and/or its ability to interface with encryption software during communication between user stations, application servers and database servers.
- Does the LMS run using a firewall on the server side? If so, list the firewall products that are used and how they fit into the overall architecture.
- Describe how the LMS ensures that private/secure information is not running on the user station after the session ends (please address the caching of data, passwords, etc.)
- Describe what logs the LMS maintains on the system usage side and unauthorized attempts to access the system, system functionality, and/or specific data.
- Does the vendor offer security alerts for the LMS? If so, list the number of alerts and an example. Also, describe how the system provides for automatic electronic/electronic notification of our security/administration personnel when security breaches occur. Include a description of how solution can define which security breach require immediate notification and which do not.
- Does the LMS undergo a third party security audit?
- For internally maintained passwords, explain how LMS provides for best practice password management (strength, expiration, history, failed attempt lockout, etc.)
- Does the LMS support a configurable idle session time out?

- How does the LMS provide courses to unauthenticated users? How does the LMS provide authentication when the course is accessed.
- How does security perform within different applications of the LMS?

3.1.17 Development Environment

- List the development tools and languages used by the developers to create the LMS. Are these tools available to the customer or the use in modifying the LMS or its components?
- Can the LMS be customized and still receive support? Describe options.
- Does the organization have a development strategy road map and time frame available?
- Describe any plans the vendor has in making changes/upgrades to the development environment of the LMS?
- List the tools available to our developers for adding additional functionality to the proposed LMS.
- Which tools were used to write the reports for the LMS? (crystal, cognos, etc.)

3.1.18 Administration

Describe tools and processes required for backup and recovery of the entire LMS and related components.

- Is recovery automatic in the event of a system failure?
- How long does backup and recovery take for a system of the size proposed?
- How long is the LMS unavailable during recovery or backup?
- How often does a typical customer experience a need to recover?
- What is the likelihood of data loss? What are recommended tools and associated costs to minimize downtime and data loss?

3.1.19 Standards

Describe in detail level of conformance of the LMS to learning interoperability and content standards to SCORM, all versions, and AICC. Please include any conformance test results that specify the type and level of conformance at which the LMS is certified.

Describe the level of support for:

RSS.

Web Services.

Emerging repository standards.

Compliance with disaster recovery and backup.

After hour support

Is the vendor a participant in any specifications and/or standards organizations?

3.1.20 Performance/Scalability

- For each level of the LMS, describe what acceptable performance is, how it is measured, and how the system software and hardware can be scaled to maintain acceptable performance. Be sure to provide detail of each tier (or server-database, application web) can be scaled and how load is balanced.
- Recommend hardware configurations, including specific list of equipment that will provide acceptable performance for the needs of Daymon Worldwide associates.
- Are there limitations on the maximum number of users supported?
- Describe any limitations to scalability that exists.

3.1.21 Integration with Daymon Worldwide HRIS system

In General:

- Can your LMS integrate with UltiPro's HRIS?
- Can your LMS integrate with multiple HRIS?
- Can your LMS import/export information to/from HRIS?

3.1.22 Conversion Services

Describe the steps, tools, effort and costs to convert our existing courses from multiple platforms to your LMS. List any limitations to this conversion that exist? This should include:

- What consulting services are included for LMS course conversion and implementation?
- Describe how proposer will assist in the development and planning of strategies for the conversion to the new LMS.
- Describe how the proposer will quickly and competently identify and solve problems that arise during the conversion process.

3.1.23 Reporting and Query Tools

- Describe reporting functionality the LMS provides to analyze system usage from a learner, business unit, course, program, and organization perspective including external learners and learning.
- Provide a complete list of all the standard reports.
- Describe the electronic format for reports.
- Describe the LMS's ability to preview reports on line including customized reports from live data.
- Describe how security and authorization applies to reporting.
- Describe the ability to customize and create reports for organization and business partners.
- Describe how the LMS will integrate/interface with Business Objects.
- Daymon University or its business partners may require ad-hoc access to information by multiple levels of users (many whom are not technical experts) please describe how the LMS will:
- Provide ease of use in obtaining discrete data elements.
- Provide built in security features for the query tools.
- Uses the security rules to query information phonetically or in English.
- Describe how security and authorization applies to query tools.
- Provide Access to reporting databases (raw data).

3.1.24 Vendor-hosted Services

Daymon Worldwide would entertain the option of having the vendor host the LMS solution. Please describe:

- What options for vendor-hosted services are available?
- What are the levels of the hosted service and costs?
- What level of integration with Daymon Worldwide's HRIS is possible, and what associated services are needed to achieve integration and costs?
- What would be the impact on Daymon Worldwide IS staff to support the integration?
- What roles does the LMS support to differentiate associates, Human Resource professionals, Managers, business partners, external users?
- Do the roles allow different permissions by department?
- Describe the system functions Daymon Worldwide will perform vs. the system functions the vendor will perform?
- Tech Support, help desk and other support feature options for the end-users.
- Tech Support, help desk and other support feature options for Daymon Worldwide administrators.
- Anticipated schedule annual downtime for system maintenance, etc.

3.2 DOCUMENTATION

Vendor must explain the process it will use to create and modify documentation including examples of deliverables it will provide for all documentation elements developed during implementation. This should include but not be limited to user, operations, and system documents.

- Describe the user and technical documentation that is available for the LMS. Include information on documentation that provides:
 - An overview of the LMS
 - Installation/configuration information
 - System and database administration
 - Technical information on jobs or modules executed
 - Data element documentation
 - Description of tables and views and the relationship of the database entities

- Content sensitive help.
- Provide a list of printed and electronic formats (PDF, HTML, Word, online in the application) documentation set is available. If available online, indicate where and how to access. If available online, indicate where and how to access. Identify any documentation accessible to the sight disabled?
- Provide limitations on customization and distribution of documentation.
- Describe how the vendor ensures the documentation provides clear, accurate and detailed error messages.
- What documentation is provided with new releases?
- Describe number of copies of technical administrator and technical user documentation is included with the LMS.

3.3 IMPLEMENTATION

3.3.0 Installation Plan

As a result of the evaluation process, if the proposal of a given vendor is found to be most advantageous, Daymon Worldwide shall select that vendor to negotiate a contract with the Daymon University for the implementation of the vendor's proposal.

The proposed solution requirements should be detailed and provide an installation plan for either Daymon Worldwide hosted or vendor hosted solutions. The plan shall include:

- Implementation Work Plan;
- Implementation Requirements;
- Implementation Preferences;
- Training Plan

3.3.1 Implementation Work Plan

Proposer will submit an implementation project plan with a hypothetical start date of January 1, 2012.

- Task durations should be 5 days or less.
- Key task dependencies should be identified.
- Necessary resources should be clearly identified by job skill.
- Resources should be clearly identified as either Daymon Worldwide or vendor employees.
- All work identified in the plan is to be included in the cost proposal.
- Classroom resource bulk loads – addresses, locations, class schedules, equipment, enrollments, etc – are within the scope.
- Courseware conversion and development are within scope.

3.3.2 Implementation Requirements

Daymon Worldwide Information Systems may host the LMS. The LMS will be utilized for approximately 4,000-5,000 individuals. The following conditions will not count against the purchased license quota:

- Registered user that maintains an inactive status.
- Registered user that stays unassociated with current training activity (e.g. terminated employees for whom archive transcripts must be maintained).
- Implementation pricing will include as necessary and is not limited to:
 - Application installation;
 - Application server configuration;
 - Database configuration and initial load;
 - Backup server installation and configuration;
 - Training for administrators;
 - Software technical and administrator support weekdays 8AM to 5PM EST;
 - Software technical and administrator support after hours and weekends;
 - Optional feature: Rate for vendor services (ex. application customization, web development, report template builds);

3.3.3 Implementation Preferences

Implementation pricing shall include, but is not limited to software technical and administrator support weekdays *and weekends*

3.3.4 Training Plan

The proposal must clearly state the vendor's responsibility for the content and delivery of all LMS training and provide examples of their training methodology.

System Administrator Training

Proposer must provide examples of their standard course material for System Administrator training. Include information on content format and delivery method and instruction hours.

User Training

User training is not within scope of implementation. However, if course material is available vendors may provide examples of their standard User training course material for each functional area. Include information on content format and delivery method.

Maintenance Training

Proposer should provide examples of their standard course material for software maintenance, if any. Include information on content format and delivery method.

Help Desk Training

Proposer should provide examples of their standard course material for Daymon Worldwide Help Desk personnel as that group may need to be familiar with the application and its problem resolution protocols. Include information on content format and delivery method. Provide a detailed Training Plan that includes at a minimum class description, timing with associated with the implementation and on-going recommendations for classes for successful testing, commissioning and operation of the proposed LMS.

Describe availability and costs of:

- Classroom training provided for LMS Administrators delivered on site and/or via webinar.
- Training materials for all roles.
- LMS product certification options and train-the-trainer materials.
- Recommended amount of end user, administrators, registrar, helpdesk and support staff training.
- Identify standard of training and any training that is available.
- Training on system/software upgrades.
- Training for customizations.

3.4 MAINTENANCE AND SUPPORT

3.4.1 Maintenance

- What is the frequency of new releases? Provide a schedule for the last three years.
- Describe the technology used and process for installing patches and the process, If third party is used, provide name and supported versions of product.
- How many versions of the LMS has the proposer supported? Backed (major and minor)
- How long will the vendor provide bug fixes on prior releases? How are bugs reported and tracked? And when is the support discontinued?
- Is it possible to skip releases? It is possible to install a release without installing its immediate predecessor?
- Describe maintenance costs and service associated with the LMS.

3.4.1 Support

- Describe installation support included with the purchase of the LMS.
- Describe product technical and administrator support availability during normal business hours from 8AM to 5PM EST, Monday through Friday and after hours.
- Describe product technical and administrator support for international users.

- Describe how information releases, such as technical updates or informational releases are communicated and made available to clients.
- Describe support modes and venues and how customers are routed to them.
- Describe process for documenting all discrepancies to include date/time, description of problem, level of severity, actions taken and resolution.
- Describe process for software upgrades, at least annually, that maintain LMS compliance with eLearning industry standards;
- Describe how vendor software support will include documentation, user self-help features, email and calendaring will integrate with MS Outlook, purchase prices for additional licenses and vendor cost proposal to include, but not be limited to:
 - annual technical support
 - software upgrade
 - add-on features
 - additional new administrator training
 - ongoing administrator training
- Describe the Quality Assurance process for the LMS.

SECTION 4: VENDOR QUALIFICATIONS AND REQUIREMENTS

4.1 INFORMAL REQUIREMENTS

In order for Daymon University to determine the capabilities of a vendor to provide the supplies and/or perform the services specified above, the vendor must respond to the following requests for information regarding its ability to meet Daymon University's requirements

4.2 VENDOR QUALIFICATIONS

Each item must be thoroughly addressed. Proposers taking exception to any requirements listed in this section may be found non-responsive.

VENDOR EXPERIENCE

How many years have you operated as a Learning Management System vendor?	
How many years have you operated as company?	
How many installations are in North America? and please provide client references in section D (below) that we can contact for feedback:	

COMPANY DATA

What is the total number of people you employ?	
How many of total are in the United States?	
How many of total are International?	
What is your yearly gross sales volume?	
Software?	
Hardware, if applicable?	

VENDOR SUPPORT

Do you have a Customer Service hotline?	
How many people are devoted to hot line support in our time zone?	
Are there regularly scheduled training programs that you offer? Attach a list of courses, the agenda or contents and duration of each.	
Location(s)	
Frequency	
Are there any situations where the proposed maintenance and support agreement does not cover costs (i.e. weekends, nights, cases where no trouble is found etc.)?	
Is there a guaranteed service response time?	
If so, how many hours is it?	
Do you measure/what is the average response time?	

VENDOR REFERENCES

Company information required:	
Name	
Title	
Company	
Telephone No	
Company information required:	
Name	
Title	
Company	
Telephone No	
Company information required:	
Name	
Title	
Company	
Telephone No	

SECTION 5: COST PROPOSAL

5.0 FEE STRUCTURE

Proposer must provide explanation and documentation for each identified cost category to support the summarized costs listed below. The proposer is required to address the following operational scenarios:

Scenario 1: Assumes the license of a single LMS instance to provide e-Learning to Daymon University, Daymon Interactions and potentially other business partners. Vendor should identify cost of company-hosted and vendor-hosted solutions if available. Daymon University reserves the right to select the option(s) that represent the best application of system and resources. Please provide a brief overview of your product, service and support costs.

FIXED COST SUMMARY		
Single LMS License		
	Daymon Hosted	Vendor Hosted
Software License Fees or Costs: Base system Customization* Additional modules 3 rd party software, if any		
Technical and User Documentation		
Installation/Conversion/Integration Costs		
Training (and Training materials)		
Maintenance Costs, to include, per year: Existing Software Updates to supplemental files Revisions to documentation Utilities New Functionality		
Technical and Customer Support Service, per year: Minimum Required service agreement Other required service and maintenance costs (describe) Unlimited Phone technical support		

Other costs (describe)* Third party software Other (auxiliary)		
Grand Total Cost:		

Scenario 2: Assumes the purchase of a single LMS instance to provide e-Learning to Daymon University, Daymon Interactions and potentially other business partners. Vendor should identify cost of company-hosted and vendor-hosted solutions if available. Daymon University reserves the right to select the option(s) that represent the best application of system and resources. Please provide a brief overview of your product, service and support costs.

FIXED COST SUMMARY		
Single LMS Purchase		
	Daymon Hosted	Vendor Hosted
Software Purchase Fees or Costs: Base system Customization* Additional modules 3 rd party software, if any		
Technical and User Documentation		
Installation/Conversion/Integration Costs		
Training (and Training materials)		
Maintenance Costs, to include, per year: Existing Software Updates to supplemental files Revisions to documentation Utilities New Functionality		
Technical and Customer Support Service, per year: Minimum Required service agreement Other required service and maintenance costs (describe) Unlimited Phone technical support		

Other costs (describe)* Third party software Other (auxiliary)		
Grand Total Cost:		

5.1 CONSULTING SERVICES

The proposer should include rates for consulting services and will not be evaluated as part of the Cost proposal, but will be carried over into contract.

Category	Rate	Hourly/Daily

SECTION 6: EVALUATION PROCESS

6.0 BASIS FOR EVALUATION

All proposals that are properly submitted will be accepted by Daymon Worldwide. However, Daymon Worldwide reserves the right to request necessary amendments, reject any or all proposals received, or cancel this RFP, according to the best interests of Daymon Worldwide ~ Daymon University.

Only those proposals that are determined to be sufficiently responsive will be evaluated. Failure to comply with the instructions or failure to submit a complete proposal may deem a proposal not sufficiently responsive. Daymon Worldwide may reject any proposal that is incomplete, non-responsive, or in which there are significant inconsistencies or inaccuracies. Daymon Worldwide also reserves the right to waive minor irregularities in proposals, providing such action is in the best interest of Daymon Worldwide and Daymon University. Where Daymon Worldwide does waive minor irregularities, such waiver shall in no way modify the RFP requirements or excuse the Proposer from full compliance with RFP specifications and other contract requirements if the Proposer is awarded the contract.

Daymon Worldwide shall consider unacceptable and may reject without further review proposals not containing the minimum mandatory proposal requirements or proposals that do not meet these requirements. Minimum Mandatory Proposal Requirements are as follows:

Proposals must be submitted no later than the proposal due date and time as specified in this RFP.

Proposals must include technical specifications, references, company profile and cost proposals defined in this RFP.

Mandatory forms identified in this RFP must be included in the proposal.

The proposed system must meet all Federal requirements as well as all requirements specified in this RFP.

The Proposer must assume Prime Contractor responsibilities for all project activities.

6.1 EVALUATION METHODOLOGY

Each proposal will be evaluated and scored by an evaluation team composed of designees from the Daymon Worldwide and its business partners. The team has extensive experience in training organization management, workforce development planning and training delivery. Team members represent business units that have elected to participate in the project. Daymon University will conduct a comprehensive, fair, and impartial evaluation of proposals received in response to this procurement.

Daymon University may designate other professional staff to assist in the evaluation phases. Other designated persons may act as observers during the evaluation and selection process. The following evaluation criteria categories will be used to develop more detailed criteria which will be used during the evaluation process:

The Proposer's qualifications, including but not limited to, financial position, legal standing, or ethics compliance.

The Proposing firm's documented experience in successfully completing projects of a similar size and scope, ideally, in the same or comparable line of business, to those required by this RFP.

The Proposer's general approach, including application integration, resourcing, and architecture, with an overall plan to meet the requirements of this RFP.

The Proposer's detailed approach, including organization, and functional design, with detailed plans to perform the services required by the scope of work of this RFP.

Business and personnel reference checks may be made as part of the evaluation process. Reference checks might not be limited to specific customer references cited in the proposal. Moreover, in the case of the proposed user data and transcript migrations, evidence of successful implementation may be required.

The overall ability of the Proposing firm, as judged by the Daymon Worldwide, to begin and successfully complete the project within the proposed schedule. This judgment will include, but will not be limited to the Proposing firm's understanding of requirements.

The Proposer's total fixed and/or estimated costs for implementation and total fixed costs for ongoing software support.

6.1.1 PROPOSAL RECEIPT AND REVIEW

Proposals will be reviewed to initially determine if minimum submission requirements have been met. The review will verify that the proposal was received before the date and time specified in this RFP. The proposals will be reviewed to assure submission of the correct number of copies, the presence of all required signatures, and sufficient responsiveness of the proposal to the needs outlined in this RFP to permit a complete evaluation. Failure to meet

minimum submission requirements could result in the proposal being rejected and not included in the evaluation process.

Upon receipt, the proposal information will be disclosed only to Daymon University staff and business partners involved in the decision making process. The proposal will not be publicly opened. The possible need for negotiation of "Best and Final Offer" necessitates the need for privacy.

6.2 EVALUATION OF PROPOSALS

Only proposals that meet the minimum mandatory proposal requirements will be considered for evaluation. During the evaluation process, Daymon University reserves the right to initiate discussions with proposers who submit responsive or potentially responsive proposals for the purpose of clarifying aspects of the proposals; however, proposals may be accepted and evaluated without such discussion. Daymon University reserves the right to waive minor irregularities. Qualifying proposals will be presented to Daymon Worldwide, IS Team, to determine compatibility. Any Proposal determined to be incompatible with Daymon Worldwide EWTA and technical requirements will not receive further consideration.

6.3 EVALUATION OF COST PROPOSALS

The evaluation of the Cost Proposal, *Section 5*, will be summed and ranked based on business and cost evaluations.

APPENDIX A: TECHNICAL, FUNCTIONAL AND ADMINISTRATIVE REQUIREMENTS RESPONSE FORM

RESPONSE FORM AND EXPLANATION

Explanation of Technical Specifications. Vendors are asked to use the table below for responding to the requirements. When appropriate, please provide an explanation, in addition to a Yes/No response.

Column definitions:

Section column: reference to RFP item

Requirement Title Column: a brief description of the specification

Yes/No column: Does the vendor currently have this specification in their LMS

S/C/T/O column: For each functional and technical requirement, the vendor is asked to indicate if this requirement is met by a standard out-of-the-box functionality (**S**), through customization (**C**), through a third party software product (**T**) or by other means (**O**).

Mandatory column: Is this a mandatory specification for Daymon Worldwide and its business partners.

Explanation column: vendors to describe identify how their solution meets the requirement.

A comprehensive Learning Management System for Daymon Worldwide associates that meets the following requirements:

Open or Proprietary software and platform.

Application is housed on company or vendor's server.

Is accessible via any computer with an internet connection using a standard browser and plug-ins.

Adheres to accepted principles of adult learning.

Is SCROM/AICC compliant?

Provides an interactive multimedia experience for the learner.

Is aligned with Daymon Worldwide ~ Daymon University mission.

Can be customized to reference relevant policies and procedures as needed.

Allows one or more users with administrative privileges to register users and assign training.

Has a robust reporting capability and ability to customization.

Allows users in administrator, manager/supervisor, and learner roles to track training progress and generate reports.

Can operate in various languages.

Is compatible with current HRIS systems and able to perform various importing/exporting functionality.

Each preference is identified with a unique preference number.

VENDOR RESPONSE TO TECHNICAL SPECIFICATIONS

Section	Requirement Title	Yes/ No	S/C/T/O	Mandatory	Explanation
TECHNICAL and FUNCTIONAL REQUIREMENTS					
3.1.2.1	Accessibility			Yes	
3.1.2.2	Ease of Use: Lookup function (Ability to review sessions and course descriptions with ease)			Yes	
3.1.3.1	Creating Course Content: More than one portal administrator (Control security levels for access control, Modifications to web-forms, Modification of business rules, categories, etc.,)			Yes	
3.1.3.1	Ability to assign roles – Administrators, registrar, learner, approver, etc. These will include but not limited to users, managers, reporting, view only, etc.			Yes	
3.1.3.2	Third party authoring tools: may include Articulate and Camtasia must be SCORM and AICC Complaint			Yes	
3.1.4	Content management – Basic file management features including copy, move, rename, export, import, organize and manage. Support workflow training approvals. Assign business unit to each learner. Approval Delegation and automated Manager notification for approvals. Notify or prompt manager to approve/deny training, identify cost and length, etc.			Yes	
3.1.5	Communication tools: Messaging options (Email, MOM, Web)			Yes	
3.1.6	Testing and assessments			Yes	
3.1.7	Calendar functionality: Automated email notifications via Outlook or Outlook Web			Yes	

Section	Requirement Title	Yes/ No	S/C/T/O	Mandatory	Explanation
	Access User notifications				
3.1.9	Course management: Creation of Courseware: Courses that require prerequisites, course length, cost, course description, competencies, objectives, etc.			Yes	
3.1.10	User Access Management: Ease of user sign on and registration, ability to register for multiple sessions/programs and Simple, easy to follow screen layout. Access to user history (enrollments and transcripts)			Yes	
3.1.11	Site/System Administration: Ability for one LMS to interface with multiple HRIS systems. Registration automation and invoicing for external learners (supplier partners/international – anyone not on UltiPro)			Yes	
3.1.12	Resource Integration: Possible Knowledge base/LCMS (resource distribution). Content repository of job aids, user guides, etc. Discussion Forum (blogs, networking communities). FAQ possibility				
3.1.13	Assessment Tools: Integration of Development Plans for associates. Accessibility			Yes	
3.1.14	Technical and Architecture Requirements:			Yes	
3.1.14.1	Architecture Protocols: Comprehensive Business Rules: Registration, Delegation, Approval, and Authorization etc.			Yes	
3.1.14.2	Systems Compatibility with our Operating Systems			Yes	
3.1.14.3	Systems Compatibility: 100% Web-based application (Client to Server communications)			Yes	

Section	Requirement Title	Yes/ No	S/C/T/O	Mandatory	Explanation
3.1.14.4	Other server and component technologies: Customized email notifications via Outlook or Outlook Web Access. Automated email notifications via Outlook or Outlook Web Access User notifications - Place in learning in learner calendar, integration with Microsoft Outlook? Or email system.				
3.1.15	Third party documentation tools			Yes	
3.1.16	Security:			Yes	
3.1.17	Development Environment: Business Objects			Yes	
3.1.18	Administration: Recovery and backup			Yes	
3.1.19	Standards: Track, manage and administer learning Both domestically and internationally. Including but not limited to classroom, online, self paced, and documented external training, etc. Ability to categorize and subcategorize (user and business unit): Upload new associate profiles. Ability to activate or make profiles inactive.			Yes	
3.1.20	Performance/scalability			Yes	
3.1.21	Integration with Daymon Worldwide Systems: Systems Compatibility with UltiPro HRIS – information flowing freely to and from LMS to HRIS. Multiple Portal capabilities for the different business partners (i.e. Daymon University and Daymon Interactions). Ability to charge for courses/resources. Invoice training programs and associated costs. May need integration to general ledger/finance. Categorize learning by position: Required courses by position identify developmental courses, ability to add learning based on individual need.			Yes	

Section	Requirement Title	Yes/ No	S/C/T/O	Mandatory	Explanation
3.1.22	Conversion: Integration of external learning sources (i.e. HR classroom)			Yes	
3.1.23	Reporting and Query Tools: Survey capability - instant feedback on courses, modules, lessons. Reporting functionality (trend analysis, track and report learner progress), Track enrollments, transcripts, employee history, reports by team, number of courses, enrollments, completions for various groups.			Yes	
3.1.24	Vendor-hosted services: Server Support Function (hosting of LMS), Software Function (buy vs. lease)			Yes	
3.2	Documentation			Yes	
3.3	Implementation Plan			Yes	
3.3.1	Implementation Work Plan			Yes	
3.3.2	Implementation Requirements: Staged implantation process of functions and business partners. (Costs associated with staging should be included in cost worksheets)			Yes	
3.3.3	Implementation timeframe/process availability: May need staged timeline to correlate with UltiPro's upgrades.				
3.3.4	Training Plan: Pilot Program, Testing and testing by Administrative Support Functions (IS, HR Generalists, Business Partners)			Yes	
3.4	Maintenance and Support			Yes	
3.4.1	Support			Yes	

APPENDIX B: LIST OF SUBCONTRACTORS

List all subcontractors who will be involved in the implementation and commissioning of the proposed LMS solution. Include subcontractor name, core business, prior relevant subcontracting experience with proposal and references.

APPENDIX C: SERVICE AGREEMENT GRID, OPTIONAL

Complete the table below to reflect the various types of service agreements available and the options and response times associated with each for a particular incident or severity level. Provide as much detail as necessary to create a complete description of the options. The cost of each type of agreement should be reflected in the cost proposal in Section 5.

Service Level Name	Definition/Description

Severity Level	Definition of severity level	Service Level Name	Guaranteed Response time	Resolution or "Fix" time

APPENDIX D: VENDOR PROPOSAL FORMAT AND CONTENT REQUIREMENTS

OVERVIEW

This RFP will result in a single award for a web-based Learning Management System that complies with Daymon Worldwide's enterprise information systems architecture standards and principles. A vendor's proposal must include the following sections and subsections:

Vendor's Response

Responding vendors must restrict and order their responses to the items identified in *Section 3* of the RFP. All proposals should include: Business, Technical and Cost Solutions and outlined below:

Table of Contents

Transmittal Letter

Vendor Checklist, Appendix G

Executive Summary

Company Overview

Summary of Qualifications

Overview of the Proposed Solution

Meeting the Requirements for an Enterprise Learning Management System, Section 3, including:

Functional Requirements

Administration Requirements

Management and Delivery of e-Learning Requirements

Management and Delivery of Classroom Requirements

Testing and Assessments Requirements/Preferences

Report and Query Requirements

Learner Centered Requirements

Documentation and Training Preferences

Implementation Preferences

Technical Requirements and Standards

Mandatory Vendor Questionnaire (Appendix E)

Copy of Annual Statement (Public Companies Only)

Cost Proposal, *Section 5*

Service Agreement Grid, Optional (Appendix C)

GENERAL FORMAT REQUIREMENTS

The content of the Vendor's response must be exactly the same, between hardcopy and electronic submissions.

Formatting and Binding the Proposal

The original hardcopy, which must be clearly identified, and each additional copy of the proposal must be bound. Each hardcopy cover must include the responding Vendor's name, address and that this is the proposed RFP for a new Learning management System for Daymon Worldwide.

Formatting the Proposal's Content

Daymon Worldwide is providing the following formatting expectations to ensure a uniformity of presentation. The body of the narrative material shall be presented using the following formatting guidelines:

Text shall be on 8 ½" x 11" paper in the "portrait" orientation,

Text shall be single spaced,

Daymon Worldwide prefers a font pitch no smaller than 11 points,

The margin at the binding edge of any document shall be a minimum of one and one half inches (1 ½”), all other margins shall be one inch (1”),

Inline graphics or illustrations shall be clean and crisp in appearance must be captioned appropriately,

Any graphics or illustration may have a smaller text spacing, pitch and font size but must be legible,

Oversize attachments or appendices should not exceed more than one fold to conform to 8 ½” X 11”,

Resumes must be in a consistent format; but, they do not need to conform to the formatting guidelines for the proposal itself.

Corrupted Documents

When creating PDF versions of the proposal for electronic submission, vendors shall take care to ensure that all sections of the proposal are properly rendered and contain no corrupted text or illustrations and that all necessary fonts are embedded within the PDF document.

Acceptance of Daymon Worldwide Terms and Conditions

All proposals in response to this RFP must specify the vendor's unequivocal acceptance of all the requirements of this RFP and must reflect written compliance to all its requirements.

Table of Contents

Proposals must include a Table of Contents that includes sections and subsections with page numbers. Vendors are encouraged to ensure that the Table of Contents is updated prior to publishing the proposal.

Transmittal Letter

Proposals must include a Transmittal Letter addressed to the Training Manager, Daymon University, Daymon Worldwide, which must be in the form of a standard business letter, signed by an individual authorized to legally bind the vendor.

The letter shall include the name, title, mailing address, telephone number and extension, fax number as well as a valid email address for the person that Daymon Worldwide is to contact to resolve questions or issues regarding the submitted proposal. The transmittal letter must contain specific statements, cross-referenced to the Daymon Worldwide's administrative requirements, to establish the vendor's full acceptance of all such requirements.

Include the completed Vendor Checklist found as *Attachment 8* immediately following the Transmittal Letter.

Executive Summary

This RFP expects that an Executive Summary will be part of the proposal. This is to permit a vendor to briefly summarize the most salient aspects of each section of the proposal in terms of satisfying the requirements presented in this RFP. The Executive Summary must provide a high-level overview of the vendor's proposal in such a way as to demonstrate a broad understanding of the RFP requirements. The vendor must summarize their understanding of the objectives of Daymon Worldwide in issuing this RFP, the intended results of the Project, the scope of work and any issues which the vendor believes needs to be addressed in this Project. The Executive Summary shall not mention the dollar amount proposed for the Project.

Company Overview

Daymon Worldwide is seeking organization and client profile information, which may include their resellers or implementation partners.

Formal Company Name

Company Trade Name (If Different)

Physical Address

Mailing Address

Corporate TIN

Company Representative Contact Information

RFP Response Contact Person

Title

Daytime Telephone & Extension

Electronic Mail Address

Company Web Site

Publicly or Privately Held

Stock Symbol (Public Companies)

Corporate Status (C Corporation, 501(C) 3, LLC, etc.)
 Date of Incorporation
 State of Incorporation
 Number of Business Locations
 Address and Description of offsite Development Center(s)
 Address
 Management Structure / Organization Chart
 Number of Employees
 Number of Developers
 Number of Help Desk or Support Staff
 Number of Active Government Clients or Customers
 Years of Experience with Learning Management software or any projects of similar scope and Complexity
 Resellers or Partners & Nature of Partnership

Summary of Qualifications

Vendors are asked to briefly summarize their qualifications relative to Learning Management Systems in addition to completing the Vendor Qualifications Requirement in *Section 4*.

Overview of the Proposed Solution

Vendors are asked to briefly summarize the proposed solution. While this narrative should not be lengthy, it should provide the reader with a general understanding of the nature of the proposed solution and, specifically, how the responding vendor believes this will meet the objective of this RFP and the requirements found therein.

Vendor Proposal Validations and Authentication Statement

Include a completed Vendor Proposal Validation and Authentication Statement to each proposal, *Appendix F*. Proposals must include a completed Mandatory Vendor Questionnaire found as *Appendix E* with appropriate responses as defined in that document.

Product Architecture

Vendor must present a detailed architecture design for the proposed product along with a text description and annotated diagram (or diagrams). Descriptions and diagrams must clearly identify any products, interfaces, message formats and component function.

General Approach

Scope Statement: The vendor must restate the scope of the problem being addressed, and describe the proposed business and technical approach to providing a complete solution.

Risk Statement: Describe the risks associated with the implementation, the actions expected to be taken to address and mitigate the risks and the role Daymon Worldwide is expected to play in mitigating the risks.

Product Version

Provide product version information which must include, but not be limited to, product name, version number, date version was released for general use and number of installed customer entities.

If product has any Web accessibility, it must comply with the Daymon Worldwide's "*Universal Web Site Accessibility Policy for Daymon Worldwide Web Sites - Version 4.0*" and vendors are required to explain how their solution meets this requirement. Information on this policy can be found at

Implementation Approach

Vendors must include the following sections in the description of their approach.

Implementation Proof of Concept

Vendor must provide a copy of the methodology they will use for the Proof of Concept, including a detailed implementation plan for the proposed system that is based on the methodology proposed for use on this project. This plan must also include a clear definition of deliverables as well as details explaining how discrepancies are identified and resolved during the Proof of Concept.

Maintenance

Vendor must provide details of their product maintenance policies and procedures. It should include, but not be limited to, descriptions of upgrade schedules and emergency fixes. Vendor and DAYMON WORLDWIDE responsibilities must be clearly stated.

Technical, Functional and Administration Requirements Response Form

This RFP has requirements that are located *Appendix A* of the RFP. Responding vendors are expected to thoroughly review and respond to each of the requirements as referenced previously in *Section 3* of this document. The preferred format for requirement responses is Landscape mode and is demonstrated by the following sample:

Standard feature - The software package currently contains Daymon Worldwide functionality as a standard feature. No customization is needed to meet the requirement. A standard feature **MUST** be available in the vendor's current, general release, version. Any future or planned functionality cannot receive a "**Standard**" response.

Custom feature - The software package does not currently contain the stated functionality. Additional customization would be needed to meet the requirement. The costs of such changes are included in the Cost Sheets and are a part of the Proposal offering.

Third Party feature - The software package is offered by a third party through the proposer and meets Daymon Worldwide's requirement.

Other (Not Available) - The software package does not contain the stated functionality and customization is too extensive to be reasonably considered and therefore not part of the Proposal.

Copy of Annual Statement

This would only apply if the proposer is a publicly held company.

Cost Proposal

A cost proposal based on the two scenarios outlined in *Section 5* must be included. Additionally, vendors may include a Service Agreement Grid. Any vendor that omits the Cost Proposal will be automatically disqualified from the process.

APPENDIX E: MANDATORY VENDOR QUESTIONNAIRE

In order to respond to this RFP and have your proposal included in the evaluation process, a vendor should be able to answer "Yes" to the following questions. If a proposal is submitted with any "No" responses or if the Questionnaire is returned incomplete or is missing altogether, Daymon Worldwide may reject said proposal.

Vendor Name: _____

Vendor Address: _____

Yes No

Is your company, agents or subcontractors free from any pending civil litigation, arbitration or other similar actions as a result of work performed by the company or its agents or subcontractors?	____ _
Has your company been free from premature termination from any project, award or contract for cause?	____ _
Has your company been free from being subject of any liquidated damages at anytime during the last three (3) years?	____ _
Is your company free from any suspensions or disbarments?	____ _

Person certifying the above information:

Name: _____

Signature: _____

Title: _____

APPENDIX F: VENDOR PROPOSAL VALIDATION AND AUTHENTICATION STATEMENT

Vendor Organization: _____ FEIN # _____ (the "Company").

The person responsible for the validation of the Company's proposal must fully complete and sign this statement where indicated and attach it to your company's response to the RFP. By doing so, the signer attests that the given proposal represents:

Full and unconditional acceptance of all stipulated administrative requirements of this RFP,
Complete and valid information as of the proposal due date,

The Company shall comply with all Daymon Worldwide requirements regarding proposal contents and formats, and
The Company has read and understands the principles, standards and best practices of Daymon Worldwide's IS Architecture. Vendors should summarize any non-EWTA compliant proposals or approaches, a copy of which is to be attached to the vendor's response to this attachment.

Validating Official: _____

Signature: _____

Printed Name and Title

By signing this proposal, I confirm that this proposal constitutes a complete, authentic and bona-fide offer to Daymon Worldwide, which the Company is fully prepared to implement as described. The Company official who validated this proposal was authorized to represent the Company in that capacity on the date of his/her signature.

Authenticating Official: _____

Signature: _____

Printed Name and Title

Any modifications to this form will subject the Company's proposal to the risk of being deemed a "contingent" proposal, thus subject to rejection by Daymon Worldwide.

APPENDIX G: VENDOR'S CHECKLIST

This signed CHECKLIST is required to be submitted with your proposal.

We have listed our contact person's name, title, address, phone #, email, etc. including the Company's FEIN number: _____

We have provided the RFP response in properly marked, sealed envelopes or email before the proposal due date and time _____

We have provided our proposal following the page and text formats required. _____

We have completed the Vendor Questionnaire (*Appendix E*). _____

We have completed the Transmittal Letter as required, and have included the required forms and signed fact sheets for each amendment issued after issuance of the RFP, if applicable. _____

We have provided a Table of Contents. _____

We have provided an Executive Summary. _____

We have provided original signatures on the Vendor Proposal Validation and Authorization Statement and Transmittal Letter. _____

We have included a completed Technical, Functional and Administration Requirements Response Form as instructed in *Appendix A*. _____

We have included a description of ourselves, including a company annual report or unaudited financial statement and a description of relevant experience. _____

We have included references with name, address, email and telephone as required in *Section 4* of this RFP. _____

Where we have exceptions or additions in pricing or costs, we have explained them in sufficient detail that Daymon Worldwide can determine the complete cost of our service proposal as outlined in *Section 5*. _____

We have addressed all the mandatory requirements listed in the RFP: _____

We have provided a cross-walk between the requirements document and the sections of our response that pertains to these crosswalks. _____

We have read and understand Daymon Worldwide's Technical, Functional and Architecture Principles and Requirements. _____

We acknowledge that the proposal is the sole property of Daymon Worldwide: _____

There are no proprietary statements in the Proposal, except as clearly noted and permitted: _____

We, _____, (Company Name) accept the terms and conditions of this bid. Any exceptions that we have taken to this bid are attached in writing in the Transmittal Letter.

VENDOR NAME: _____

SUBMITTED BY: _____

SIGNATURE: _____

PRINT _____

DATE: _____