



SecureState Request for Proposal Website Design, Development & Hosting

May 27, 2014



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1. Executive Summary

SecureState is accepting proposals to design, develop and possibly host the SecureState website. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

2. Proposal Guidelines and Requirements

This is an open and competitive process. Proposals received after **12pm EST on Friday, June 20, 2014** will not be considered and will not be returned. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. If you wish to submit alternate solutions please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If the execution of your work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Subcontractors must be identified and the work they will perform must be defined. In your proposal, please provide the name, address and EIN of the subcontractor. SecureState will not reject a proposal based upon the use of subcontractors; however we retain the right to reject the subcontractors you have selected.

3. Format for Proposal

Please use the following guideline to format your proposal:

Title Page:

SecureState, Website Development Proposal, your company name, address, website address, telephone number, fax number, email address and primary contact person.

Cover Letter:

Signed by the person or persons authorized to sign on behalf of the company.

Proposal:

Discuss your proposed solution including the features, benefits and uniqueness of your solution. You should also comment on your ability to deliver the project in the timeframe noted in section 5 (completed and website live by October 31, 2014).

Qualifications:

Provide the information requested in Section 8.

Budget and Fees:

List budget as requested in Section 9. Identify staff you anticipate working on the project and their hourly rates for work that may be needed.

Attachments:

Hosting options/information:

- Do you provide hosting? If so, please answer the following questions:
- How often do you perform backups?
- How often do you have down time?
- How often do you upgrade software/hardware?
- Describe your technical support.
- Describe your security.
- Do you have high-speed, direct connection to the Internet?
- Please describe your methodology and service level agreements.
- Provide pricing, terms and conditions.

If you don't provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.



4. Contract Terms

SecureState will negotiate contract terms upon selection. All contracts are subject to review by SecureState's legal counsel and a project will be awarded upon signing of an agreement contract which outlines terms, scope, budget and other necessary items.

5. Timeline

- This RFP is dated May 27, 2014. Proposers may also request a copy be sent via email by contacting Linda Utley at lutley@securestate.com.
- Questions should be submitted no later than 12pm EST on Friday, June 13, 2014.
- Proposals are due no later than 12pm EST on Friday, June 20, 2014.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be notified on or about July 15, 2014.
- Negotiations will begin immediately with the successful candidate and should conclude no later than July 30, 2014.
- All other candidates will be notified on or about August 15, 2014.
- Engagement work must be completed and website live by October 31, 2014.

6. Purpose, Description and Objectives

Purpose:

The SecureState website currently has a web presence that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to create a new website to better reflect the mission of SecureState and incorporate the latest web technology. Upon completion of the development of the site, SecureState will assume full responsibility for website content maintenance and administration. All content, coding and graphics will become the sole property of SecureState.

Description:

Due to the complexity and variety of content that we provide, the website needs to deliver content in a clear, easy to navigate and understand manner to our key audiences. We need to be able to provide high-level thinking to people who are not familiar with SecureState. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key personnel to easily update content without directly accessing source code. To be effective, our website must be:

- Easy and intuitive
- Visually pleasing
- Comprehensive
- Easy to navigate
- Secure
- Quick to load and operate
- Consistent with image
- A vehicle to spread awareness and knowledge of SecureState and the industry
- Reflective of company culture
- Able to be viewed in all browsers on any device (responsive design)
- Able to have blog incorporated into the website (blog rolls on the sides)
- Able to further adapt site in the future as marketing/SEO evolves
- Able to take in viewer's information and add into CRM

Objective:

Our primary objective is to continue to build brand identity, awareness and interest in the organization and the services we provide.



7. Scope & Guidelines

The scope of this project is to create a new SecureState website. SecureState's in-house marketing department will create/provide all site copy and provide the necessary original photography. Content will be made available up request. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

Discovery:

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues, required functionality, phasing and budgetary constraints, resulting in a creative brief.

Design:

Website information architecture, graphic look and feel, user navigation, homepage and main navigation templates for each of the main navigation links.

Development Guidelines:

- Keep current SecureState logo
- Reflect SecureState philosophy
 - <http://www.youtube.com/watch?v=1JavCR6DSQw>
- Each page must contain a CTA (Call to action), images, videos and other types of media
- Ability to create landing page(s)
- All pages must contain social share buttons
- Keep toolbars to a minimum
- Blog needs to be incorporated into the website.
- Must be able to scroll through the SecureState philosophy
- Create a content management system that will permit non-technical SecureState staff to instantly update website content
- Convert substantial amounts of existing content to new website
- The site must be visually appealing, attractive, clean and simple mix of text and graphics
- Common theme – each section of the site should have a common look and feel
- Consistent design – as stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site
- Easy to navigate – the site should be easy to navigate. Information should be grouped and presented in a logical manner and require not more than 3 levels of “drill down” for the user to find the desired information
- Development of web pages to accommodate the proposed navigation scheme
- Provide necessary software and licenses to maintain site internally or externally, as decided by SecureState
- Provide search capabilities using key words or phrasing that will identify content from throughout the site
- Project management – an assigned project manager will be made available to present information and coordinate with SecureState staff, including a reasonable number of meetings to present design and development solutions
- Once the website has been completed and accepted by SecureState, the website design and all of its contents, software and architecture become the property of SecureState.

Site Specifications:

SecureState encourages creativity in the proposals submitted however there are certain requirements for the website project. Your proposal must account for all of the minimum requirements:

- HTML5 code
- Granular permissions
- Use a Master Page (admin templates) and Page Layouts (user templates) approach to content
 - Allow across the board changes to the header/footer, etc...
 - Keep a consistent look
 - Chosen either by structure (path) or metadata, can be overridden by user
- Versioning with page/item approval
- Must support widgets/web parts & external content



- Some form of workflow/notifications
- Content import/export
- Include editing tool
- Multiple menus, sub-menus/section menus
- Single image library with thumbnail generation
- Track who has changed anything on the website from security settings to a page update
- Built in analytics,
 - ability to report documents downloaded
 - pages visited
 - duration of each visit
 - Visitor trends
 - Page views
 - Entry pages
 - Top pages
 - Exit pages
 - Page – length of stay
 - Technical analysis: browsers and platforms
- Supports Google analytics
- Website and pages optimized for SEO
- Works well with copy/paste from Word (strips Word's styles and formatting)
- Works with WebDAV
- Compatible with Hub spot
- Compatible with Boldchat
- Compatible with Resumator
- SecureState blog needs to be incorporated into new website. SecureState blog is in WordPress and website is in SharePoint
- Not dependent on a specific browser, that is, the web interface is browser agnostic and works with commonly used browsers found on Windows, Linux and Mac computer systems
- Multiple level of security, completely contained within the website infrastructure
- Intuitive and consistent options for navigating the website
- Website administration staff must be able to:
 - Control size and types of images used within the site
 - Control publishing of links to other websites
 - Ability to create and/or edit new website pages
 - Easily set up and edit meta data per page
- Compatible with the latest mobile devices
- Standard way of updating all pages within the website
- Login should be hidden and not linked on any page on the website. Provide an address for login.
- If hosted, has to be 2 factor authorization
- Website will still have to pass SecureState's penetration test
 - If hosted, SecureState will need to be fully authorized by the hosting provider to perform penetration testing

Optional:

- E-Commerce page for selling SecureState gear

Testing:

- Testing of website on all applicable platforms to ensure website works as promised. Explain testing plan through development process.

Delivery:

- Delivery and uploading of site to client for internal hosting or to an outside third party.

8. Qualifications



- List the five websites your firm has produced that best reflect your work and relevancy to this project. Briefly list your firm's role in each project. The URL should be submitted. Only live sites will qualify during evaluation.
- Describe your experience in producing sites for business consulting focused projects
- Provide current reference information for three former or current clients
- Briefly describe your firm's organizational capacity to produce our website (i.e. staff, software, etc.).
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the number of staff that would work on this project
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process
- Please discuss any hardware/software vendor partnerships
- Please discuss your testing and support plan
- Please explain your service level agreement (SLA) structure
- Timeframe for completion will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested and will be evaluated.
- Terms and conditions
- Assumptions: list any/all assumptions while creating this proposal

9. Budget

Please provide several cost proposals to accomplish the scope as outlined. The budget must encompass all design, production and software acquisitions necessary for development and maintenance of the website. List itemized pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment
- Hosting: We have not yet made a decision to host on or offsite. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

10. SecureState Background

SecureState is a global management consulting firm focused on information security. We are the trusted advisor to organizations and governments large and small. Our Purpose is simple: We strive to make the world more secure.

SecureState was founded in 2001 on the standard of providing clients "Best Value" management consulting around security with boutique customer care. SecureState's name originated from the understanding that there are three separate states of security: The Current State, The Desired State, and the managed or "Secure State." We are thus driven to provide our clients with the understanding and ability to build and maintain a truly SecureState. Our executive management team is always accessible to our clients and employees. Our customers are priority number one.

SecureState understands the business drivers behind information security. This fundamental attribute aligns our recommendations with business needs in an effort to generate the highest Return on Security Investment (ROSI). SecureState's value above what you find elsewhere lies in our ability to bridge the high-level strategic perspectives of aligning security to enterprise risk with the tactical, technical perspective of a program approach to get the job done. We are passionate about taking on the difficult challenges that matter to our clients. Our diverse experience and knowledge coupled with a focused discipline, allow us to address problems that virtually no one else can.

11. Audience

The SecureState website should draw the following viewers:

- C-Level business executives
- Chief Information Security Officers
- Chief Information Officers
- Information security personnel

12. Staff Resources



SecureState's team for this project is listed below:

Project Lead:

- Ken Stasiak
- Responsible for sign-off on key decisions and provides project steering

Project Manager:

- Linda Utley
- Lutley@securestate.com
- 216-927-8235
- Responsible for keeping the project on schedule and within the budget. Maintains communication between other team members

Technical Lead:

- Brian Dillon
- Responsible for ensuring all technical aspects of the project are as required

Security Lead:

- Chris Makley
- Responsible for ensuring all security aspects of the project are as required

Marketing Lead:

- Courtney Satink
- Responsible for providing all copy and/or original and stock photography

13. Evaluation Criteria

The following criteria will form the basis upon which SecureState will evaluate proposals. The mandatory criteria must be met and include:

- Proposal must be received no later than 12pm EST on Friday, June 20, 2014
- Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a detailed manner, broken out by phase I & II. Phase I and Phase II also need to include estimated duration for completion of said phase.

Send proposals to Linda Utley @ lutley@securestate.com or via mail (4 copies) to the address below:

Linda Utley
SecureState
23340 Miles Road
Bedford Heights, OH 44128

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the proposal – the proposed solution meets the needs and criteria set forth in the RFP
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references
- Aesthetic capabilities – prior work demonstrates artistic and innovative, user friendly interfaces that engages visitors
- Candidate experience – candidate has successfully completed similar projects and has the qualifications necessary to undertake the project
- Value/pricing structure and price levels – the price is commensurate with the value offered by proposer.
- Depth and breadth of staff – the candidate firm has appropriate staff to develop the site in the timeframe need
- Proposal presentation – the information is presented in a clear, logical manner and is well organized
- Demonstrated commitment to high service level agreements (SLA)