



REQUEST FOR PROPOSALS

Interactive Client Application

May 31, 2011

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Proposal Guidelines and Requirements:

This is an open and competitive process.

Proposals received after 12:00 PM/noon EST, Friday, July 1, 2011, will not be considered and will be returned unopened.

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 based on either a work hours total or a fixed bid. 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 work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. Logicworks will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Company Background:

Logicworks® brings focus to the broad spectrum of hosting solutions. From cloud hosting with infinCloud to high-availability infrastructure services for savvy, high-growth clients, Logicworks has been built from the ground up to deliver maximum uptime for applications and content.

This focus on only the most complex hosting requirements drives everything we do at Logicworks: from the engineers we hire, to the technologies we adopt, to the systems we build to manage customer applications.

Our website is located at <http://www.logicworks.net>.

Project background & goals

A. Main goal:

The main goal of this project is to bring our Statement of Work process online. This document is currently an editable Word doc that our Account Managers, clients and engineers manually edit offline. By converting the document into an online application with a content management system and version control we hope to make it easier to fill out (now) and integrate into our inventory and accounting systems (later).

Currently these processes are all manually completed.

B. Specific strategic goals:

- Encourage prospect/client stickiness
- Streamline the provision/upgrade quoting and purchasing process
- Further prospect and client understanding of Logicworks' hardware/configuration offerings
- Distinguish Logicworks from competitors with an online configuration and system status application

C. Background:

Logicworks has built and maintained an internal customer service portal/ticketing system called LogicOps™ (LO). LogicOps is written in PHP. The database layer is written in PostgreSQL. We use Git as our repository.

This portal currently allows clients to perform the following functions:

- Open Service Requests
- Monitor Bandwidth Usage
- Control approved user lists
- Customize alert messages for servers

Logicworks is looking to expand the portal with more functionality. This expansion will be done through incremental projects focusing on one feature set at a time. The first project (**now complete**) encompassed building an online architecture builder/configurator. Using a mix of pre-populated templates and manual entry, prospective clients are be able to "build" or "upgrade" a customized hosting solution that falls into Logicworks' service offerings. The solution is a teaser

mechanism that is passed along to Logicworks' sales, engineering and provisioning team. Though the actual hardware provisioning remains a manual process, Logicworks hopes to automate as much of the up-front process as possible.

Now Logicworks hopes to build an online version of our clients' network diagrams and a work order form Logicworks calls its "build order." Both currently exist in offline forms. The main goal of this future project is to create a standardized (and whenever possible, templated) online, client-accessible version of the network diagrams and build orders from which clients can monitor, add to or change their architecture. The process would be initiated by our Account Manager team and completed with the client by phone or online conference. We want our clients to have additional insight into how their architecture is set up and the ability to experiment with changes.

Any responses to this RFP must be implemented in a dynamically typed programming language (i.e. PHP, Python, Ruby, Groovy, etc.). We're also looking for implementation that is both PCI and SAS 70-type II compliant where necessary.

Wireframes are available to review upon request.

Current workflows:

A. Sales process:

1. Prospect either comes to Logicworks' website organically/through paid advertising or calls in
2. Sales team member is assigned to prospect
3. Initial call held with client for discovery
4. Initial proposal
5. Negotiations
6. Close/sign

B. Upgrade process:

1. Client calls Enterprise Solutions Manager (ESM)
2. Call held to discuss upgrade needs
3. Quote generated
4. Negotiations
5. Close/sign

C. Network Diagram creation:

1. Sales Dept creates rough network diagram Visio during sales process
2. Prospect accepts rough diagram
3. Prospect becomes client
4. Sr Networking Engineer adds details (IPs, replication maps, etc.) to network diagram Visio
5. Visio is attached to client's LO account as an un-editable PDF

D. Build Order creation process:

1. Client requests new/additional servers or network infrastructure
2. Sales and client fill out a pre-made Microsoft Word build order template with about 30 multiple choice/text fields
3. Sr Engineering reviews, approves build order
4. Sales sends quote to client
5. Client signs and returns quote
6. Approved build order is attached to client's LO account

Stakeholders:

The primary stakeholder for this project is our clients and the LW Client Services Team. Logicworks mainly interfaces with developers, system administrators and occasionally network administrators. Our clients' titles range from CTO to developer. Their technological knowledge level is above that of the average consumer or business user however their level of system and network administration savvy varies from not at all knowledgeable to expert.

The Client Services Team is primarily concerned with the ability to start Statements of Work for clients and make manual changes as needed. It is important that options for each component can be readily changed or edited by our team.

Our clients will be primarily concerned with the ability to play around with their architecture, i.e. what happens if I select SATA disks, what happens if I select SAS disks or SSDs, etc. This will be described further in the use cases. Clients will need two access levels: read/write and read-only. Their second concern will be seeing a detailed network diagram that displays their entire architecture, as well as where that architecture attaches to Logicworks' core infrastructure and the Internet. Their third concern will be seeing detailed information for each piece of their architecture (IPs, utilization, bandwidth, uptime, etc.).

The secondary stakeholder is Logicworks' Senior Engineering team. These engineers are the primary caretakers of clients' architectures. When a client requests infrastructure additions or changes it is the Sr. Engineers that will review and decide how to implement the requests. These engineers will need read/write access. Included in this group is our Director of Logistics.

A tertiary stakeholder is the Logicworks Sales Department. The Sales team will be fielding any upgrade or new provisioning requests clients and prospects make. Sales will need to access network diagrams for review and proposal purposes. They will need read-only access for client/prospect data but should have their own login(s) to create new architecture specs.

The final stakeholder is our front-line engineering team, the Network Response Team. This team is junior to our Sr. Engineers. They will need access to review client architectures. They will need read-only access.

Scope and Guidelines

A. Scope

Phase 0:	Discovery
Phase I:	Design
Phase II:	Statement of work development/launch
Phase III:	Client network diagram development/launch

B. Discovery

During this phase, agency should conduct stakeholder interviews, modify wireframes as necessary, complete a competitive review and ensure full understanding of Logicworks' business as well as competitors. Use cases should be written if necessary. During this phase the systems architecture should also be settled so that Logicworks may provision hardware to host the application.

C. Statement of work

This phase is the initial application development phase. This phase will begin with design comps and conclude with the launch of the statement of work online application I. During this phase the foundation will be laid for the content management system (CMS).

The design component should include graphical look and feel, user navigation, navigation templates, comps for all major pages and downpage templates. Logicworks requests a copy of the site style guide upon completion of this phase.

Content will be written by Logicworks; however user navigation cues should be written by the chosen agency.

The content management system should allow Logicworks to make changes to all components of the site aside from the main navigation. Logicworks expects to be able to hide/show features, change text and pictures, add/remove/change down pages, add/remove/change buttons, add/remove/change meta text. Logicworks welcomes suggestions for other functionality.

Prior to launch, Logicworks expects a two week beta period to test the application. Upon launch, a 30-day bug fix period should be included under the scope of this RFP.

After launch Logicworks expects to internally manage the configuration application. This phase should include training of appropriate Logicworks staff on how to use the CMS.

D. Client Upgrade/Architecture Design

During this phase, Logicworks will work with the chosen agency to populate current client architectures in the application. This layer of the application will require SSL authentication. Clients should be able to view their current architecture on a tiered basis and request additions/upgrades to any of their components through the application. The application and CMS should be updated to allow for these new features. The application also must accept configurations updates from our LogicOps system via API or similar method.

Prior to launch, Logicworks expects a two week beta period to test the application. Upon launch, a 30-day bug fix period should be included under the scope of this RFP.

After launch Logicworks expects to internally manage the application. This phase should include training of appropriate Logicworks staff on how to use the CMS.

E. Client Network Diagram

For this phase, the application will be expanded to include client network diagrams based on data provided by Logicworks. This layer of the application will require SSL authentication. The application should allow clients to view their current architecture in a Visio-like interactive diagram through which they can drill down into specific component information. They should be able to see usage statistics (i.e. bandwidth) and request changes to their architecture (which will send them into the upgrade/architecture design portion of the application). The application and CMS should be updated to allow for these new features. The application also must accept configurations updates from our LogicOps system via API or similar method.

Prior to launch, Logicworks expects a two week beta period to test the application. Upon launch, a 30-day bug fix period should be included under the scope of this RFP.

After launch Logicworks expects to internally manage the application. This phase should include training of appropriate Logicworks staff on how to use the CMS.

Delivery Specifications

A. Testing:

The chosen agency should conduct all necessary testing on code, CSS, and application to ensure proper site functionality. Any necessary user testing should be conducted by the agency. A login-authenticated staging/quality assurance site should be utilized prior to launch for testing purposes. Logicworks also requests a two-week testing period before any code freezes or phase launches.

B. Delivery:

All code must be submitted to a version-controlled repository. Logicworks uses Git as its preferred repository. The application should always have the current version in the footer. The application will be hosted on Logicworks' servers on an architecture agreed upon during the Discovery phase.

Upon completion of each phase all production code must be migrated to Logicworks' servers and Logicworks engineers should be given access to the code.

C. Tracking:

Logicworks will be using analytics and tracking software on the application including but not limited to: Google Analytics, Salesforce, and LeadLander. The application must support integration with these applications.

Design Requirements:

- The design must conform to the color palette of Logicworks' website and logo
- The design should conform to Logicworks' style guide (fonts, etc.)
- The design must use realistic representations/commonly recognized depictions of hardware components, i.e. chassis, firewalls, routers, etc.
- The design must fit a screen resolution of 1280x800
- The design must use HTML text rather than pictures whenever possible
- The design should be use best CSS practices
- The site structure must include SEO-friendly architecture including a site map, robots.txt index file, etc.
- The design must be compatible with the following browsers: Internet Explorer (7+), Firefox (3.0+), Safari (4+), Chrome (3.0+)
- All design components aside from main site navigation should be modifiable through a content management system (CMS)
- Content management system should also allow for creation of new pages, buttons and options
- Site must be built in compliance with Web Content Accessibility Guidelines and W3C standards

Technical/Infrastructure Requirements:

- The application must be written in a language(s) compatible with PHP, Python and PostgreSQL to integrate with LogicOps
- The application should be designed for SSL connections
- The application must pass on login credentials from LO to the application
- The application should allow for real-time editing via AJAX or similar language
- The application code should be fully commented
- The application must include version control
- The application must allow for both manual input and prepopulated data
- The application should be able to update inventory/client architectures through API or similar
- At launch, the application should have all existing client architecture data prepopulated
- The application must be programmed to hide/show features via back-end CMS
- The application must support analytics software (i.e. Google Analytics)
- The application must support integration with third party software list to be provided by Logicworks (i.e. Salesforce, Dynamics)

Project Timeline:

- This RFP is dated May 31, 2011. Proposing agencies may also request an emailed PDF copy of this RFP by contacting Thea Domber, Director of Client Services, tdomber@logicworks.net.
- Proposals are due by 12:00 PM/noon EST, Friday, July 1, 2011.
- Proposals received after 12:00 PM/noon EST, Friday, July 1, 2011, will not be considered and will be returned unopened.
- RFP vetting will last approximately 2 weeks. During this window agencies may be invited to Logicworks' offices for further evaluation.
- The winning agency will be chosen on or about July 15, 2011.
- All other candidates will be notified on or about July 30, 2011.

Logicworks hopes to adhere to the following phase delivery timeline (or beat it):

Phase 0: 2 weeks.
Phase I: 2 weeks.
Phase II: 2 months.
Phase IV: 2 months.

Any opportunities to work on phases concurrently should be maximized.

Qualifications:

- Please submit a portfolio including at least 5 samples of launched website/application work.
- Describe your experience in customizing/developing content management systems.
- Provide three current/former client references.
- Briefly describe your firm's organizational structure.
- Briefly describe your firm's organizational capacity to support this development project. Describe the staff members that will be working on this project and whether your resources are fully or partially dedicated.
 - What type of team will be assigned to this project? What will each person's role be? Please provide a brief background summary for each key staff member assigned to this project.
- Provide a company profile, length of time in existence and core competencies.
- Briefly describe your firm's project management process.
- Explain your total revenue derived from site developments and other business ventures.
- Explain your business model.
- Please state any planned IPOs, mergers or acquisitions over the previous 12 months/anticipated over the next 12 months.
- Please discuss any hardware/software vendor relationships.
- Please explain your service level agreement (SLA) structure.
- Estimated time frame for completion based upon scope described in this document. Please note that the final time frame will be agreed upon at completion of the Discovery phase (Phase 0).
- Process to include input from stakeholders and Logicworks team. Please state how you intend to communicate with all program areas to gather the required information.
- Terms and conditions.

Evaluation Criteria:

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

- Proposals are to be submitted to email to Thea Domber, Director of Client Services, tdomber@logicworks.net.
- Proposals submitted to any other email addresses or staff members will be discarded.
- Proposals must be received no later than 12:00 PM/noon EST, Friday, July 1, 2011.
- Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented represented in either a fixed bid or work hour total (or both).

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 engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).

Competitors (for comparative purposes only):

Softlayer: http://softlayer.com/servers_dedicated_all.html

Amazon's EC2 service: <http://aws.amazon.com/ec2/>

Rackspace Cloud: <http://www.rackspacecloud.com/>

Neospire: <http://www.neospire.net/>