



MEDIASPAN

ONLINE SERVICES

Request for proposals (RFP) Title: Software/System Documentation & User Manual

RFP Circulation Date: April 16, 2009

Proposal Submission Deadline: Thursday, April 30, 2009 at 11 a.m.

Solicitation Coordinator: Timothy Nguyen
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Questions Questions regarding this RFP can be submitted
via email until April 24, 2009

Address: 8687 Research Drive, Suite 100, Irvine, CA 92618

1. SUMMARY

MediaSpan Online Services is accepting proposals from individuals and firms to provide software and system documentation services for a content management system. The purpose of this RFP is to provide a fair process for evaluating proposals submitted by all individuals and firms that meet the proposal criteria.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive bid available **ONLY** to firms registered as one of the following:

- Small disadvantaged business
- HUBzone small business
- Women-owned small business
- Veteran-owned small business
- Service-disabled veteran-owned small business

Proposals received after 11am, Thursday, April 30, 2009, will not be considered and be will returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

Proposals not addressing all questions will not be accepted and will be returned unopened.

Quoted price should be inclusive. If quoted price exclude certain fees or charges, a detailed list of excluded fees with complete explanation of the nature of those fees must be included.

If the execution of work to be performed requiring of sub-contractors, this must be indicated in the proposal. Provide name, address, and key contract of the all contractors.

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

3. CONTRACT TERMS

MediaSpan Online Services will negotiate contract terms upon selection.

4. SERVICES & DELIVERABLES

- Provide system document for .NET-based content management system (CMS)
- Documentation shall be in paper, Microsoft Word (version 2003), and Adobe PDF (version 7.0) formats.
- All documentation shall conform to the *Chicago Manual of Style*.
- Individual or firm selected for documentation services shall provide documentation for:
 - CMS workflows and processes
 - Workflow checkout
 - Tags, syntaxes
 - CMS Architecture
 - Site search function
 - Template control
 - Template addition, revision
 - Logs & Reports
 - Authoring & content creation
 - Assigning roles
 - Content approval process
 - Technical and administrative aspects of the CMS
 - User administration
 - Technical and administrative aspects of the CMS and site search function

- User administration
- Work flow use and administration
- Template administration (including the use of Macromedia Dreamweaver to create and upload templates)
- Site search use and administration
- Web page creation, modification, and deletion
- Dynamic page elements (both preconfigured in the CMS and user-created)
- Site report use and administration
- CMS user interface customization
- Content deployment strategies
- Web site design principles

5. EXPERIENCE

- Describe five (5) software/system documentation projects your firm has produced within the past 3 years that best reflect your work and relevancy to this project. For each project, describe the project in detail: a) why it is relevant, b) describe approach and methodology used for documentation and user manual creation, c) describe communication method used, and d) address how you plan on meeting deadlines and deliverables of this project.
- Identify any key personnel who have relevant experience in system documentation. Any key personnel identified in this proposal must be available for this project throughout its entirety.
- Submit a list of 5 references. Include key contact name, phone number, email, and describe work performed for each client referenced.
- Describe experience producing user manuals based on documentation.
- Describe your firm's experience in partnering with technology firms.

6. PROPOSAL FORMAT

Proposal shall be submitted in the following format as indicated below. Proposals not meeting formatting requirements will not be recognized

- Vendor Contact – List the name, address, FAX number, e-mail address and voice phone number of the vendor's authorized negotiator. Vendor's authorized negotiator shall be empowered to make binding commitments for the Vendor's firm.
- Vendor Profile – Provide a description of the company including an extensive company history. Include the location of your organization's headquarters. The year the organization was formed and ownership structure.
- Vendor Staff – Submit a prospectus of your company and a brief biography showing the qualifications of each individual who will work on the project. It is anticipated that the individuals listed will work on the project until completion.
- Vendor Experience – Provide complete vendor experience
- Professional References – Provide a list of at least five (5) Vendor client references. The reference list must include:
 - Client name, location
 - Current contact person and phone number
 - Description of services provided
 - Outcome and deliverable
- Work Sample – Provide 3 work samples
- Cost – Provide **hourly** rate and **total cost** of implementing full documentation services.

Proposals must be received no later than 11am on Thursday, April, 30, 2009. Proposals can be emailed to tnguyen@mediaspanonline.com or mailed to:

Timothy Nguyen
MediaSpan Online Services, Inc.
8687 Research Drive, Suite 100
Irvine, CA 92683

7. PRICING

Provide System/Software Documentation: \$_____/page