



Web RFP for the build of www.extendthereach.com

DESCRIPTION, PURPOSE AND OBJECTIVES OF WEB SITE

a. Description of project: SRC's corporate Web site, www.extendthereach.com, (ETR) will be the leading "door" into our company for B2B, our technology, our solutions and services for both prospects and existing clients, resellers and OEM's. This engagement will require a Web development technology with content to partner with SRC to build the next generation of www.extendthereach.com. This engagement will include design of ETR, the Web content management system recommendation, content development with SRC's Marketing team as a supporting member of your team, the initial build and implementation. The site will be hosted and maintained by SRC with the initial launch. SRC will work in partnership with the selected company to define the phases of implementation to meet a December 15, 2009 launch date.

As the leading software, technology and services player in the Geographic Business Intelligence sector, SRC continues to deliver measurable business results for our clients. Our corporate Web site needs to convey the same level of success and access for our clients, prospects and partners. We are looking to partner with an organization that has a proven track record in the visioning, development and delivery of B2B sites in the software/Business Intelligence space.

b. Vision for ETR: Today, ETR is a "nice to have" in its' current state. SRC, as a growing organization, has not dedicated resources behind ETR and that approach is no longer working for us. ETR needs to drive information about our current and future technology, the success our clients and partners experience with us and put SRC at the top of every search via search engine optimization as well as act as a lead generation and lead supporting resource. ETR will also capture lead information, deliver product overviews, and enable SRC lead suspects and prospects to gather insight before engaging with our Sales Organization.

ETR will also be the leading marketing tool for SRC, our technology, services, etc. As we embark on the next generation of our technology, SaaS, it is imperative that ETR is driving information for the Developer community whom we have not focused on with the current ETR. With business users looking for more details about a company, a product or service before they are willing to engage is a conversation, we envision ETR being the place where business users find the information they need. Additionally, through SEO, SRC will be viewed as the leading technology provider for SaaS/PaaS BI.

SRC's core revenue has been via direct sales since the founding of the company. As a technology organization, we are moving our revenue model to an equal balance of OEM vs. direct.

c. Technology Platform: Web content management system/platform.

2. BUDGET

SRC is ready to commence this effort upon selection of the Web and content development partner. These funds are allocated for 2009.

3. TERMS AND CONDITIONS

a. SRC will own have full access to and have the right to customize site code, design or content.

b. Terms for proposal:

1. Relevant dates (see item #11 below)
2. Proposals should be delivered to Olivia Duane Adams at LDuane@extendthereach.com. Timeline can be found in Section 11.
3. All proposals must include a statement of authorization to bid, signed by a principal of the responding company
4. All proposals must use the proposal format outlined in Section 12
5. Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project
6. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.
7. Contact information: Olivia Duane Adams, SRC, LLC, Orange, CA

lduane@extendthereach.com or (714) 602-5200

Upon execution of a mutual non-disclosure agreement, SRC will provide the completed details for Items 4-10 below.

4. BACKGROUND OF ORGANIZATION

5. AUDIENCE

6. TOOLS AND FUNCTIONALITIES

7. REPORTING NEEDS

8. SITE SPECIFICATIONS

- a. Design parameters – for this project, SRC’s trademarks and copyrights will be provided by SRC. These include the company logo, URL, product names, tagline of “extend the reach.” SRC will work with the Web/content partner on the design recommendations based on ideas with research provided.
- b. Accessibility/Usability
 - i. Usability testing mid-stream will validate navigation choices
- c. Platform, if applicable
 - i. The site will be hosted by SRC in an NT environment
 - ii. The site must be tested and working for Firefox, IE v7 and v8, Safari, Google Chrome

9. AVAILABLE TECHNOLOGY RESOURCES/INTEGRATION ISSUES

10. STAFF RESOURCES

11. PROPOSED TIMELINE

Timeline for Partners to follow

- 1. RFP release date – 7/21/09
- 2. Submission of questions on RFP – 8/4/09
- 3. Answers to questions emailed to all bidders – 8/7/09
- 4. Notification of Intention to bid – 8/12/09
- 5. Proposals due – 8/21/09
- 6. Finalist interviews – 9/11/09
- 7. Proposal award date – 9/18/09
- 8. Initial meetings – 9/28/09
- 9. Proposed site launch – 12/31/09

12. FORMAT FOR PROPOSALS

- 1. Executive Summary
- 2. Technical Volume

a. Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation

b. Address usability standards and testing

c. Address content development approach and requirements from SRC

d. Address any important technology information and specifications used in your solution (languages, platform, etc.)

3. Management Volume

a. Organizational structure: communication process; including lines of reporting and any special tools used.

b. Schedule of deliverables; include major milestones and testing proposal.

4. Budget Volume

a. Break down cost by production hours, tools and functionalities (See section #6)

b. Maintenance and support: ID any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.

c. License fees: outline the costs we will need to pay to develop and host the site.

d. Training and Style Guide: outline costs to train our staff to use site tools and provide a style guide.

f. Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc., to complete this project.

5. Attachments

a. Qualifications and Experience: relevant case histories in technology and services Web site development with information on accessing online demos or examples

b. Biographies of all who will work on account

c. Professional references – minimum of three companies with contact information