



3222 N Street, N.W.
5th Floor
Washington, D.C. 20007
Phone: 202-965-9500
Fax: 202-965-7600
www.metier.com

Métier Website Redesign RFP

Jennifer Smith
Director of Marketing

Contact: *Beth Tackabery*
Marketing Assistant
Elizabeth.Tackabery@metier.com
202-965-9500

October 18th, 2007

Table of Contents

Table of Contents	2
Summary	3
Scope	3
Design Requirements and Technical Requirements for Website Redesign	3
Design Requirements for Website Redesign.....	3
Technical Requirements for Website Redesign	4
Proposal Guidelines and Requirements.....	5
Contract Terms	5
Ownership	5
Timeline.....	6
Budget.....	6
Background.....	7
Competitive Landscape:	7
Key Audiences Include:	7
Thank You	7

Summary

Métier, an innovator in project portfolio management software and services, is accepting proposals to design and develop a new corporate website. 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.

This will be a redesign of our current website: www.metier.com, which we have had since 2004. We would like our new website to reflect Métier's growth and the changes the company has undergone since this time. We are looking for something that is sophisticated, upscale, and professional.

Scope

Métier would like to reinvent its current web presence with an updated, classic and fresh look. Additionally, our current website does not give us the full control which we require for editing content and updating the images. Thus, we are looking for a new look and feel for the website, as well as a fully functioning, web-based administration site through which we can edit all website content. As part of this project, we are also asking that you design a PowerPoint template with the headers, navigation and footers complementary with the main design elements of the website. Additional collateral design projects may follow.

Design Requirements and Technical Requirements for Website Redesign

We are interested in a flexible, informative website that is easy to maintain. We must develop a reader friendly site that can deliver large amounts of constantly changing information to our varied audience and client base.

Design Requirements for Website Redesign

- Reflect corporate image (logo and colors will remain the same).
- Clean and upscale
- More lead generating than informational (We would like this website to produce sales leads, not just give information)
- Reflect our tagline and corporate theme: *workforward* (this theme is used in the attached brochure text and explains our predictive project portfolio management

software that allows clients a future view of their projects and programs in order to avoid problems. This will remain our corporate tagline and should be conveyed graphically through our new website.)

- Appropriate for all target audiences – our clients include both government and commercial organizations. We must also appeal to sales prospects, investors, press and analysts, and future employees.
- All graphics available for use in other Métier collateral.
- We have recently begun a redesign of our marketing collateral. See our newest brochure, attached. The new website will obviously be the face of our corporate image and be more complex graphically, but we'd like it to complement the collateral we've already redesigned.
- Provide us with a PowerPoint template that matches the look and feel of website so that we can use in our sales presentations.

Technical Requirements for Website Redesign

- Non-Flash site (although a small percentage of the site can potentially be flash, we would like our website to be non-flash based)
- All areas must be editable, maintainable and printable without HTML knowledge (the website will be maintained by the marketing team, not developers)
- Search capability
- "Contact Us" forms that can be filled out and directly mailed to us or imported into a CRM system
- Field Validation for Contact Form Entries
- Search Engine Optimization
- Ability to add pages, sections and headings for new content
- Ability to upload images
- We would like the capability to have an RSS feed on our Home page
- We would like the capability to have a Live Chat feature with our sales team
- Preferred Technology: PHP, MySQL

- We would like our website to take the full space of the web window (when maximized, it will use the entire window rather than having white space)
- Open Source Content Management System (so that our developers are able to edit anything they need to)

Proposal Guidelines and Requirements

Interested companies should submit the following, no later than November 1st to Beth Tackabery at Elizabeth.Tackabery@metier.com. If you have questions, please contact Beth before submitting your proposal at 202-965-9500.

1. A proposal describing your company qualifications, along with the qualifications of those assigned to Métier's project. Please also provide a schedule/timeline outlining the steps of the project, sign-off points, deadline dates and estimated completion dates. Please include time to present at least two design themes, of which we will choose one with which to proceed.
2. A firm-fixed cost for the project in its entirety.
3. Resumes of all team members who would be involved in the project as well as three or more relevant examples of past work.
4. Client references from within the past 18 months. Please provide names and contact information.

Contract Terms

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

The contract will also include document transfer, knowledge transfer and product support for post delivery of the project.

Ownership

All content, coding, and graphics will become Métier's sole property upon completion of the website redesign project. We would therefore like the content management aspect of our new site to be web-based for easy access and open source so that our developers will have full access to change **every** aspect of the new website.

Timeline

The Timeline for this proposal will be as follows:

- The RFP is dated Thursday, October 18th, 2007.
- Representatives from Métier are available for any type of scope questions from October 18th-October 29th.
- Proposals are due no later than COB, October 29th.
- Proposals will be evaluated immediately thereafter.
- The top 3 proposals will be selected and notified by November 5th, 2007.
- During the week of November 12th, the top 3 firms will be selected and brought in for presentation.
- The name of the candidate firm who has been selected will be announced on November 19th.
- Phase 1 of the project (Initial information gathering and design meetings with Métier, requirements and timeline finalized, design theme selected)- Phase 1 completion date to be determined in Negotiation
- Phase 2 of the project (Development, Editing, etc.) – Phase 2 completion date to be determined in Negotiation
- Engagement work complete and web site live - Deliverable date to be determined in Negotiation

Budget

Please provide one complete cost proposal to accomplish the scope outlined below. The budget must encompass all design, production, and artwork acquisitions necessary for development and maintenance of the web site. We will be writing the content in accordance with the design theme and content specifications you provide.

List pricing for:

Phase 1: Requirements Planning, Design Theme Development and Selection, Editing

Phase 2: Site Development, Testing and Deployment



NOTE: The price you quote should be inclusive. If your price excludes any fees or charges, you must include a detailed list of excluded fees with a complete explanation of the nature of those fees.

Background

Headquartered in Washington, D.C., Métier provides project portfolio management software and award winning services that drive project success. Since 1998, Métier has delivered performance improvements for government agencies and Global 2000 corporations. Métier is ranked as one of the fastest growing, privately held companies in the U.S. by Inc. Magazine.

Competitive Landscape:

- eProject
- Planview
- Primavera
- Microsoft
- Clarity

Key Audiences Include:

- Government (Federal and State)
- Systems Integrators, Contractors and Consultants
- Commercial Enterprises (Fortune 500, Mid-Market)
- Press and Analysts
- Potential Employees

Thank You

Thank you for taking the time to submit your proposal to Métier. We look forward to receiving your response. Again, if you have any questions, please contact Beth Tackabery at Elizabeth.Tackabery@metier.com or 202-965-9500.