Association Management System RFP

Issued by the Society of Manufacturing Engineers
1000 Town Center
Southfield, MI 48075

Release date:	**[December 4, 2023]**
Intent to Respond deadline:	**[December 31, 2023]**
Question deadline:	**[January 12, 2024]**
Response deadline:	**[January 31, 2024]**
Evaluation:	[**Through March 15, 2024]**
Approval:	**[March 29, 2024]**
Notification:	**[April 2, 2024]**
Contract Negotiation:	**[April 16, 2024]**
Project Commencement:	**[April – May 2024]**

Project Contact: **Erica Ciupak**

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Project Overview

Introduction
The Society of Manufacturing Engineers (SME) is a membership-based 501(c)(3) organization, founded in 1932 and located in Southfield, MI. Our purpose is to support manufacturing education, and to promote the advancement of scientific knowledge and professional development in engineering and manufacturing technology through member programs, publications, expositions and trade shows. In addition, SME also operates the SME Educational Foundation (SMEEF), another 501(c)(3) organization, whose mission is to prepare future engineers and technologists for careers in advanced manufacturing.

Project Objectives
We have issued this RFP seeking a comprehensive Association Management System (AMS) solution that offers highly flexible, efficient and robust organization management capabilities that support our critical business functions. They include:

- Membership management
- Certification and transcript management
- Circulation and subscription management for SME's print and digital publications, including journals, yearbooks, special sections, conference and event publications and product catalogs
  - Advertising
- Subscription management for LMS
- Conference and event management
- Corporate training
- Inventory Management?
- Awards Management?
- Finance
- Fundraising and philanthropy
- Reporting

Background
Currently, SME uses a highly customized hosted instance of Personify with a SQL database to manage its membership and related business processes. Additionally, we have integrated a number of third-party products to support its critical business functions. While we anticipate the selection of a hosted AMS solution, we will also consider cloud-based solutions that provide the required capacity, flexibility, security, access and performance in a cost-effective manner.

In addition to Personify, our business processes currently use the following third-party products, which have been integrated to varying degrees into our AMS. In some cases, these products do not integrate closely with Personify, but instead provide primary support for a business function. Any proposed solution must integrate with these products

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unless the proposed solution incorporates these functions in a way that provides obvious improvement.

Solution Interoperability

- A2Z: An online solution for sales and marketing expositions and trade shows.
- CDS: Event attendee registration provider
- Cadmium: Conference abstract management software
- Optimizely: .NET Web CMS provider
- Sage Intacct: Financial Management system
- Small World Labs: Cloud-based community platform
- Journal Designer magazine layout software
- Wood Wing – Manage editorial content
- Nocti software to score certification exams
- Teams & ON24: Webinar platform
- Salesforce: CRM software
- SAP Business Objects 4.0: Business intelligence
- YourMembership: Member engagement platform
- Delivra – Email Marketing software
- Avalara – Tax Compliance management
- PropFuel – Membership retention & recruitment
- SwapCard – Events / Show app

Project Duration

The duration of this project is unknown at this time. Upon award, the selected vendor must produce a realistic project plan that includes a specific timetable for implementation and the migration of SME's existing data into the chosen solution. The project will begin when the vendor has produced an acceptable project plan and will follow the accepted timetable, except by mutual agreement of the parties.

Project Scope

This project includes the development, implementation, customization and integration of an acceptable Association Management System solution that best meets the needs and desires of SME, as described in this document. The proposer will be responsible for delivering the solution, in full and completely, as described in the vendor's proposal, and according to a timetable that is mutually agreeable by the parties.

Customization

SME has significantly customized our current AMS to serve our unique needs. Internally, we employ several developers who provide customization services. The proposer should identify capabilities around customizing their solution.

Related Project Documents

Currently, no related project documents accompany this RFP.

Administrative Information

Proposal Due Dates and Submission Procedure

Your complete, entire response to this RFP must be received by the Proposal Contact in the SME offices on or before **[January 31, 2024].** Barring significant, disruptive circumstances, SME will not extend this response deadline, and late proposals will not be evaluated.

Anticipated schedule

Release date:	**[December 4, 2023]**
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Response Requirements

Format of Response

Transmission Letter
Technical Proposal
Project Management Proposal
Cost Proposal
Vendor Profile
Vendor Section

Return one electronic version of your response to this RFP to the Project Contact. Your response should include all requested and required information, as well as all supporting data needed to complete your response. Late responses will not be considered.

Questions and Question Deadline

Questions, discrepancies and omissions regarding this RFP shall be reported immediately in writing to the Project Contact. The Project Contact will provide written instructions, clarifications or an addendum to the RFP to all prospective Bidders. Bidders should rely only on the written responses of SME; no oral interpretations of response requirements will apply. All questions regarding this RFP must be submitted no later than **[January 12, 2024.]** The Project Contact will not guarantee a response to questions submitted after the question deadline.

Evaluation of Responses

SME will evaluate each bid received using the following criteria, listed here in no particular order of importance:

a.   The Bidder's ability to satisfy each term and condition fully

b.   Compliance with the technical and administrative specifications stated herein

c.   Experience with delivering the requirements of the specification

d.   Cost

e.   Ability to provide service for those items in the specification deemed to require an ongoing service contract

f.   Technical expertise, demonstrated or demonstrable with respect to the specification.

g.   References from previous customers for work of similar scope

h.   Other factors not specifically expressed here that are relevant to determining which proposal will succeed.

Demonstrations

Vendors whose proposals receive serious consideration may be asked to provide an on-site demonstration of the proposed solution, and to engage in a detailed discussion with key SME personnel of the proposed solution's technical capabilities and limitations.

RFP Contact Information
The official SME RFP contact person is:

Erica Ciupak

Vice President of Information Technology

(313) 425-3333

eciupak@sme.org

Bidders are specifically cautioned against discussing the RFP or the underlying project with any other person at SME without the Project Contact's prior approval. Failure to observe this request may result in the disqualification of your proposal.

Terms and Conditions

Additional Information Requests

SME may solicit additional information from Vendors to aid our determination of the bid that best meets our needs. We reserve the right to reject a proposal as non-conforming if the Vendor does not respond to our request for additional information in a complete and timely way.

Vendor Status

SME expressly states that the Vendor is a supplier of SME and is not an agent, partner or employee of SME. The Vendor is not entitled to wages, tax withholding, Workers' Compensation, unemployment compensation, or any benefits of employment extended to regular employees of SME. The Vendor may not bind SME to any contracts or obligations nor represent to anyone that the Vendor has any such authority.

Bid Rejection

SME reserves the right to reject any or all bids, in part or whole; bids not accompanied by data required by this RFP; bids that are submitted improperly according to the terms of this RFP; late bids; and bids that contain incomplete or irregular responses.

Bid Selection

SME reserves the right to select the proposal that best meets the totality of our needs. Issuance of this RFP does not obligate SME to purchase the products and/or services described in this RFP.

Confidentiality

Vendors must sign and return a Non-Disclosure Agreement prior to receiving this RFP. No portion of this RFP may be retained, reproduced, transmitted, stored by or shared with any entity that is not a party to the SME Non-Disclosure Agreement without our prior written consent. This includes information, descriptions, business processes and diagrams relating to our current AMS, its design, our proprietary and custom modifications, interoperations with other software, stored data, and diagrams or descriptions of our internal network. No documentation developed in connection with this RFP that contains this information may be reproduced without SME's prior written consent.

Cost of Response

The cost of responding to this proposal is borne entirely by the Vendor. SME will not pay for, reimburse, or otherwise bear any costs incurred by Vendors in connection with the preparation of a response to this RFP.

Errors

Significant mathematical errors or omissions in a vendor's cost proposal may render a proposal subject to disqualification. SME is not obligated to allow the Vendor to correct mathematical errors or errors of omission. Following award, correction of errors that are the sole fault of the Vendor shall be made expediently and at no additional cost to SME. This clause will survive the termination and/or expiration of this agreement without respect to the cause or reason for the error.

Insurance, Licenses, Indemnification

The successful Vendor must be licensed and bonded as necessary, and is solely responsible for employment, acts, omissions, insurance, control and direction of its employees. Vendor agrees to indemnify and hold harmless SME, its officers, employees and agents from any and all damages, injury, loss, claims, demands, or causes of action in the event that the Vendor fails or neglects to provide appropriate insurance coverage for its employees while working in performance of this contract at SME, including but not limited to payment of any claims.

Any personal injury to the Vendor, its successors, assigns, employees, agents, subcontractors or third parties or any property damage incurred in the performance of this agreement shall be the responsibility of the Vendor. The Vendor agrees to restore or make whole any loss of or damage to the property of SME incurred during the performance of this agreement.

Jurisdiction

The laws of The State of Michigan in the United States shall govern the interpretation and performance of this agreement. The Vendor, its successor(s) or assign(s) consents to the jurisdiction of the Wayne Circuit County Court in the State of Michigan with respect to any claims arising under this agreement. All parties, their successors or assigns expressly agree to bring any claims, demands, or actions asserted against another party to this agreement, its trustees, officers, employees or agents only to the jurisdiction identified above.

Laws Governing This Agreement

Vendor must comply with all applicable State and Federal laws, standards and regulations with respect to the performance of this agreement.

Ownership of RFP Responses

All responses to this RFP become the sole property of SME and are not subject to Freedom of Information Act requests.

Payment Terms

Vendor agrees to accept SME's standard payment terms, which are **[STANDARD_PAYMENT_TERMS]**. Prices quoted in Vendor's response shall be FOB SME unless otherwise specified. All items on the Vendor's response will be itemized, and all charges and discounts shall be clearly shown.

Subcontracting

Under this RFP, subcontracting is not specifically disallowed, however all services to be performed by subcontractors and all subcontractors selected to perform the services must be clearly identified in the Vendor's initial proposal. SME must specifically approve in writing any subcontracting and the subcontractor(s) prior to the commencement of any subcontracted work. SME reserves the right to refuse any subcontractor, with or without cause. The Vendor may not substitute subcontractors without SME's prior written consent. Performance, management, and payment of the subcontractor(s) for all services rendered to SME are the sole responsibility of the primary vendor.

Termination of Agreement

Following award and prior to the commencement of work, either party may withdraw from this agreement by giving the other party at least thirty (30) days' prior written notice of the termination date. Termination or cancellation of this agreement does not affect the collection, enforcement or validity of any accrued obligations between the Vendor and SME.

Use of SME Name, Marks and Logos

Vendors are not entitled to use SME's name, service mark(s), logos, trademarks or trade names without our express written permission. The successful Vendor will not be granted access to SME's membership or membership information, except to the minimum extent required to perform work under this agreement.

Validity of Offer

Proposals must remain valid for a period of ninety (90) days from the proposal due date.

Withdrawal of Proposals

Proposals may be withdrawn and resubmitted at any time without penalty <u>prior to</u> the proposal response deadline. Following submission, proposals may be withdrawn by writing to the Project Contact. Withdrawal of a Vendor's proposal after the proposal due date constitutes a withdrawal from the selection process. Successor proposals may not be substituted for a withdrawn proposal.

Technical Requirements

Please review each requirement section carefully. Each section contains questions in **bold text.** Proposals that do not provide fully developed responses to these questions risk elimination.

Terminology

Solution Requirements

The specific requirements of each process are explained in more complete detail in the following sections.

> **NOTE: SME does not require or anticipate that a vendor's proposed product must fully support each business process, however SME should be able to integrate support easily for each process into the vendor's proposed solution. Naturally, SME will favor proposed solutions that support the greatest number of its critical business functions without the need for extensive customization.**

Enterprise system of record

SME's current AMS contains more than 3,000,000 records. The proposed solution must be designed to manage at least 5,000,000 records easily. Solutions that do not meet this requirement will be immediately disqualified.

CMS support/inclusion

The proposed solution should provide either a robust, intuitive content management system (CMS) or well-developed APIs that enable our preferred web-based tools to support and streamline our public-facing business functions. Optimizely CMS is currently incorporated into our business processes.

Single Sign On

The proposed solution must support single sign-on for all user classes and all AMS functions.

Deduplication

Because of the large volume of membership data SME processes and stores, the proposed solution must support data deduplication, intelligent data compression or single-instance data storage. The vendor must discuss the proposed solution's approach to data storage and compression.

Questions
Does the vendor agree to grant SME access to the source code for the proposed solution?

Vendor Response:

Can the proposed solution manage a minimum of 5 million records easily?

Vendor Response:

What is the maximum record capacity of the proposed solution?

Vendor Response:

What is the <u>recommended</u> maximum record capacity of the proposed solution?

Vendor Response:

Fully describe the proposed solution's CMS and/or available APIs.

Vendor Response:

Does the proposed solution support single sign-on?

Vendor Response:

Please discuss the proposed solution's data deduplication, single-instance data storage or intelligent data compression support.

Vendor Response:

Membership in SME is open to individuals who are interested in and support the manufacturing ecosystem; applicants and renewing members demonstrate specific, required professional and educational qualifications for acceptance. Active memberships may be of 1-, 2-, or 3-year lengths (5-year Young Professional). Memberships are renewable. A basic description of our membership types follows.

Member

Within this type of membership, individuals may have one or more specific designations, including member, life member, fellow member, honorary member. The last three designations are special designations within SME and are reserved for members who meet additional professional, service or philanthropic qualifications. Fellows and honorary members are nominated; life members qualify based on specific professional and philanthropic tiered conditions. Tiered conditions: Age plus consecutive years of membership = 100; Recruitment of 100+ members; A contribution of $1,000 to the SME Education Foundation. ($500 is shared with Membership)

Individual members are assigned to a local chapter, which is determined by the member's zip code. Student members self-select a chapter from a drop-down menu listing the student chapters. Individuals may also self-select a chapter of their choice. Additionally, individual members may also be associated with an organization, which may (or may not) have its own corporate SME membership designation.

In addition to maintaining membership identification and status information, SME also maintains relevant information about members, including their SME certification status, qualification documentation, awards and honors, historical information regarding purchases, conference and event attendance, webinar attendance SME-related volunteer efforts, authorship, corresponding market codes, and other similar data.

Further, SME has partnered with the Association for Manufacturing Excellence (AME) and offers discounted reciprocal membership in both organizations. And, SME has also partnered with the Women in Manufacturing (WIM) to offer discounted reciprocal student membership (and talks are in progress for a reciprocal professional membership) in both organizations. Options must be available for other reciprocal memberships with other organizations. Options must be available for corporate reciprocal memberships.

Emerging Professional

SME offers membership for emerging professionals who have graduated from high school, technical and vocational school and college graduates, aged 18-35.

Student Member

SME offers student memberships for both high school and college students. High school students cannot be assigned to a chapter. Chapter assignments for college students are determined by college or university enrollment. Student members select a chapter from a drop-down menu listing the student chapters. A student member may "bridge" to regular membership status when they achieve all required membership qualifications. The transition from student member to member may occur over a period of years.

Corporate and Institutional Member

SME offers Corporate Member status, which as the name suggests, is applied to corporations rather than individuals. A corporate membership provides full SME membership to a designated number of individuals associated with a specific corporate member. Premium corporate memberships can offer customized benefits of membership. Corporate memberships have 3 tiers of dues amounts each with a different benefit package. Records must be available to detail the primary contact person at each corporation. Records must be available to connect each individual to the corporation. The corporate membership fee is annual. The individual membership fee is annual and is paid by the individual or in some instances the corporation. Options must be available to suppress designated individuals at designated corporations from renewal messaging.

Individuals who are sponsored by a corporation are tracked as a group for the purpose of benefit allocation and reporting. The group, comprised of individuals, is attached to the sponsoring corporation.

The same criteria apply to the institutional members.

Chapters

SME chapters are not members per se, but individuals are assigned to chapters based on their geographic location (by ZIP code). SME chapters are self-managed, by volunteer members and chapter officers have access to membership data relevant to their chapters. Some chapters have and manage their own websites currently using SME Connect that is powered by Personify. Chapters plan and present their own events, so the proposed solution must allow authorized chapter personnel to access relevant membership data as it relates to their chapter operations.

Chapter Funding and Awards Program: Chapters apply for funding to support their activities. Professional and student chapters will be required to apply for funds through an online application process. A solution to maintain this information in AMS will be required moving forward.

Chapter Levels: Chapters are able to achieve Bronze, Silver, and Gold status through the completion of an annual chapter review that includes completion of required SME tax forms, a healthy chapter checklist, and 360 local chapter member survey. Each chapter's designated level should be captured in its record.

Chapter officers are maintained in Personify via a portal from the SME internal Enterprise Management System (EMS system). In this portal, volunteers enter their chapter officer information using individual member ID numbers for each chapter. The EMS system checks if membership is current, then records the data for each chapter. Chapter data includes: chapter name, chapter email address, chapter website URL, chapter award level, country, state, city.

Chapter financial information. Chapters are required to submit an annual financial report. A solution to maintain this information in AMS will be required moving forward. Financial data includes: chapter name, contact information, chapter status, chapter federal ID number, bank account number and bank routing number, check box to authorize filing of Federal Form 990-N, electronic signature, checking account and savings account opening and closing balance, summary of transactions (debits & credits).

Distinguished Faculty Advisor Award

Description of Award: This award is offered to student chapter faculty advisors in recognition of their service to SME and their student chapter(s), in advancing manufacturing knowledge, education, and SME's vision/mission/purpose. A solution to applying online in AMS will be required moving forward. Most application data is connected to the individual member record in AMS plus uploading a CV.

Mentorship Program

Currently, Membership uses customized Excel sheets and custom JotForm for registration and tracking. The current process does not integrate with Personify (current AMS system) Any proposed solutions ideally will integrate with AMS. SME will assign Mentors to a Mentee and evaluate the relationship's success annually at the end of the program year. Pairing is Mentee-driven and allows students to search online among pre-selected and qualified SME Mentors using specified criteria to find individuals whose experience and expertise match the areas where they desire guidance.

Membership Applications, Renewals, Bridge Donations and Sponsoring

Currently, new members may join online or by submitting a paper form. Existing memberships may renew online or by paper form. Memberships may renew automatically or manually, at the discretion of the member.

SME has monthly payments for membership and membership renewals. The membership itself is not monthly, but dues payments may be made in monthly installments. The proposed solution must be able to accommodate recurring monthly payments in the scope of a standard 1-, 2-, or 3-year membership as well as an optional 5-year membership for the Emerging Professional membership category

Ultimately, SME would like to move to an online membership application and membership renewal process, however a proposed solution should support alternative methods of accepting membership applications and renewals.

Bridge Donations. Members can contribute money (usually in $45 increments) to pay for graduating student members to upgrade to Emerging Professional member status. A record showing the donation amount and the person receiving the donation will be required in AMS.

Membership Annual Record Updates

Ability to annually (or on a frequent basis) maintain/update member information for members no longer paying membership dues in AMS will be required moving forward. Creation of form (branding compliant), messaging on form, distribution by email, text and/or print (for direct mail).

Membership management requirements
With regard to membership proposed AMS solution should allow:

- Multiple membership types, designations and statuses
- Multiple membership lengths
- Secure membership application and renewals
- Manual and automatic membership renewals
- Membership expiration with the ability to renew after a paid membership has expired
- Perpetual membership with no renewal requirements
- Chapter support
- Chapter assignment based on ZIP code for professional members
- Chapter assignment based on university/college affiliation for student members only
- Memberships with no chapter assignments (for high school members)
- Corporate and Institutional memberships (a membership for the corporation and individual memberships associated within the corporation)
- Editing by members for designated personal information fields
- Editing by internal users for designated personal information fields
- The ability to document/archive all elements of SME's membership qualification requirements
- The ability to document information about individual members, which includes:
  - Member qualifications;
  - Continuing education transcripts;
  - Certifications; scholarships, awards and honors;
  - Purchase histories;
  - Subscription histories;
  - Participation histories in SME conferences, events and webinars (essentially all programs a member can participate in);
  - Contributions to publications;
  - Volunteer participation;

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- - Personal gender pronoun
    - Other SME-related activities
  - Member selectable marketing opt-in/opt-out capabilities
  - Membership survey capabilities
  - Invoicing for corporate and individuals
  - Invoicing with ability to add custom fields (e.g., BPA requirements) to print and digital versions
  - Discounts on memberships (e.g., reciprocal memberships, student memberships)
  - Text messaging (SMS) capability

Membership management questions

Fully describe the proposed solution's membership management capabilities as they relate to each SME member type (Member, emerging professional, student member, corporate member).

Vendor Response:

Describe the proposed solution's chapter support capabilities.

Vendor Response:

Describe the record editing capabilities of the proposed solution. Identify which user types have editing permissions.

Vendor Response:

Describe the proposed solution's approach to membership expiration and renewal after expiration.

Vendor Response:

Describe the proposed solution's ability to manage comprehensive information about members, including qualifications, transcripts, certifications, awards, purchase histories, subscription histories, event participation, contributions to publications, volunteerism, etc.

Vendor Response:

Describe the proposed solution's support for marketing opt-in and/or opt-out identification.

Vendor Response:

Describe the proposed solution's member survey capabilities.

Vendor Response:

Describe the proposed solution's member invoicing capabilities.

Vendor Response:

Describe the proposed solution's support for discounts, promotions and coupons.

Vendor Response:

Certification / Transcripts

SME manages multiple unique, complex certification processes for its customers. They include Lean Certification, Certified Manufacturing Engineer (CMfgE), and Certified Manufacturing Technologist (CMfgT), Certified Manufacturing Associate (CMfgA), Additive Manufacturing Fundamentals (CAMF), Certified Manufacturing Technician (CAMT) Robotics (RMF) and EV Fundamentals (EVF). Within Lean Certification, there are three levels of achievement: Gold, Silver and Bronze.

In addition, SME offers customized workforce development programs through Tooling U-SME. Courses offered through Tooling U-SME may be online, in-person or a mixture of both. SME's professional certifications are engineering and manufacturing industry standards and have significant value to our members, employers and educational institutions involved in engineering education.

Three distinct user communities are involved in the certification process: the customer applicant who is seeking certification; reviewers, who are SME members and who inspect, verify and evaluate the applicant's credentials; and SME staff members. Each user type has different responsibilities and requires access to specific portions of the certification records.

The SME certification process supports multiple certification tracks. Customers may hold more than one certification and may recertify. SME certifications are time-based, but our process supports flexible grace periods. Additionally, our certification requirements include testing, verification, and documentation, all of which the AMS must accept and maintain.

Our current AMS does not support our certification process well, largely because it is difficult to edit certification records, especially when their info is attached to another record. Additionally, the current solution generates multiple records related to a customer's certification history. Currently, users cannot easily determine where an applicant is in the certification/recertification process, the documentation status of a customer's application, or the review status of an application.

Certification/Transcripts requirements

To address this, the following requirements are established for a solution that includes a certification module.

- Applicants must be able to add and edit designated informational fields in their certification records.
- SME must be able to edit all fields related to a customer's certification.
- The proposed solution must clearly indicate the progress status of an application
- The certification module must support flexible data entry, lookups from existing records, flexibility in the start and end dates for certifications, and multiple certifications for a single member, including the ability of dual recertification payments.
- Payment applied must update the personnel record no matter when the customer pays the fee.

- An expired certification record must be accessible and modifiable by authorized personnel.
- The system must provide adequate notification to a certified member that his or her certification is set to expire.
- If the proposed solution does not provide extensive reporting capabilities, SME must be able to integrate the proposed solution with SAP Business Objects or its successor product.
- Reviewer tracking software for Lean portfolio submissions. Must be able to assign a portfolio reviewer to a portfolio and allow the reviewer to read, provide feedback and scoring to the applicant.

SME has recently introduced an online recertification process, so any proposed solution must also support online recertification.

Certification/Transcript questions

Does the proposed solution support a certification process? If not, please indicate that and move to the next section.

Vendor Response:

If the proposed solution supports a certification process, please provide a complete description of its capabilities.

Vendor Response:

To what degree can SME customize or configure the proposed solution's certification module?

Vendor Response:

Describe the editing capabilities available in the certification module, and which user(s) are allowed to edit certification records.

Vendor Response:

Describe the review capabilities available in the certification module.

Vendor Response:

Describe the proposed solution's approach to an expired certification record.

Vendor Response:

Does the proposed solution offer notification capabilities for certifications that are approaching expiration? If so, please describe.

Vendor Response:

Describe the reporting capabilities of the certification module.

Vendor Response:

Circulation/Advertising

SME produces multiple print and electronic publications annually, including magazines, industry reports, event directories and special sections. Each publication produces revenue streams from advertising, marketing and subscriptions. Additionally, website advertising, retargeting ads, webinars, eNewsletters, podcasts, and lead generation programs are additional—and growing—advertising products offered.

Subscription Registration

Print and/or digital copies of SME magazines are delivered to regular SME members as a benefit of membership. Student members and members outside the US receive only the electronic editions of our publications. In addition, a number of subscribers receive the publications at no cost because SME members referred them. Often, referrals work at the same company or in the same industry as the referring SME member. Additionally, certain subscribers receive complimentary print subscriptions, print and electronic access, multiple copies of a publication at a single address or access to the electronic version only of a publication. The largest controlled group of subscribers is based on their job title / job function classification and company NAICS. Libraries and other paid subscribers, which are not members, may also subscribe to one or more SME publications. SME Show Registrants can subscribe to the print and/or digital editions of the magazines when registering for a show. This information comes through our registration company, CDS. People visiting SME website can also subscribe to our publications and eNewsletters by completing a subscription form. Advertisers and advertising prospects also receive the print and/or digital version of the magazines at no cost and are referred to as the Gratis list.

Enewsletter subscribers are tagged and identified by the date they opt in to receive it. When they unsubscribe they are opted out.

SME also conducts new subscriber campaigns to reach potential subscribers with desired demographic characteristics. Desired demographic characteristics may include job titles, employer, employer industry (NAICS), employer size, location, gross revenue, budget, etc. By balancing the demographics of the entire subscriber base, SME makes its publications more attractive to the broadest possible range of advertisers. SME needs the ability to cancel/terminate subscription or add new subscriptions in bulk of Controlled group.

We often send out data to get NAICS appended by third-parties. We also receive additional demographic data back including sales revenue and plant size.

SME sends out data every two months for CASS/NCOA verification as this is a requirement from our printer and keeps the database up-to-date with address changes.

SME needs to track how its subscribers came to be on its subscription and marketing lists, as well as verify the qualifications (demographics) for its subscribers, and source of subscription at any given time. We do this to support auditing, to determine advertising rates and to provide verifiable demographic information to our advertisers. We are

looking for circulation registration and reporting tools that provide a high degree of flexibility, and that minimize the need for significant intervention on the part of the staff developers.

When outputting mail files, we need to be able to segment the monthly circulation file by demographic information and output the mail files for our printer.

BPA data collection

SME contracts with Business Publications Audit of Circulations (BPA) to audit and provide independent verification of circulation figures and successful delivery rates twice annually for both our print and electronic publications. We also require regular monthly reporting that identifies new subscriptions, expired subscriptions, subscription requests and their sources, subscriptions by NAICS codes and other similar supportive data.

Advertising

SME publications accept industry-related advertising, which is sold by a commissions-based sales group of as many as 30 people. Sales territories are both geographic and account based. Since an advertiser's agency may be in New York and the agency's client may be located Los Angeles, SME splits the commission 50-50 between the New York territory and the Los Angeles territory.

Advertising may be sold on a contract basis, which may span multiple publications, issues and different ad sizes. Currently, SME uses JournalDesigner from Dataplan GmbH to perform publication layout and advertising data needs to be able to be exported for flatplan development.

Circulation/Advertising requirements
Circulation manages these common publication-related functions:

- Advertising content, placement and color options
- Audit support
- Discounts
- Duplication detection and flagging/elimination
- Expirations
- Invoicing
- Marketing (including telemarketing, email, print)
- Market segmentation based on user demographics
- Multiple issue advertising
- Multiple publications, including paper and electronic
- Positioning and placement rules
- Rate cards
- Reporting
- Sales commissions
- Single issue advertising
- Split commissions

- Subscriber qualification based on NAICS codes
- Subscriptions
- Suppression and opt-in/opt-out management

Circulation/Advertising questions

Does the proposed solution support some or all of the circulation management functions described in this section? If not, please indicate that and move to the next section, Conference and Event Management.

Vendor Response:

If the proposed solution supports circulation management, please provide a complete description of its subscription management capabilities. In addition, specifically address subscriber qualification, duplication detection and subscription expiration in your response.

Vendor Response:

Please provide a complete description of the proposed solution's advertising management capabilities. Specifically address advertising sales, single-issue advertising, multiple-issue advertising, discounts, advertising content, positioning and placement rules, rate cards, sales commissions and commission splitting in your response.

Vendor Response:

Describe the marketing capabilities available in the circulation module as they relate to SME's marketing processes. Specifically address marketing, marketing suppression and demographic management in your response.

Vendor Response:

To what degree can SME customize or configure the proposed solution's circulation module?

Vendor Response:

Describe the proposed solution's ability to manage multiple publications.

Vendor Response:

Describe the proposed solution's invoicing capabilities.

Vendor Response:

Describe the proposed solution's standard and ad hoc reporting capabilities, and audit support. Identify all available data export formats.

Vendor Response:

Describe the proposed solution's print and/or digital ad management capabilities, if any.

Vendor Response:

Conference and event management

Annually, SME conducts four major conferences and 10-15 trade shows, a number of workshops and events that support the professional development needs of our customers. Our major conferences and events may feature multiple tracks, multiple sessions within each track, and multiple presentations or presenters within individual sessions. Sessions may be repeated during the course of one event, and a single event may feature as many as 400 speakers/presenters. SME conferences and events are also large, and sometimes occupy multiple physical locations over multiple days.

In the future, we envision the potential of hosting additional smaller events and workshops that may only include a handful of speakers.

The scheduling of tracks, sessions and presentations requires significant flexibility in the way presentations, sessions, and tracks are defined within a single event.

Abstract Management

As part of our conference and event planning process, we issue a Call for Papers from potential presenters. We estimate that we receive as many as 900 abstracts from as many as 500 potential presenters annually. Our team of event planners and subject-matter experts must review and evaluate these abstracts. Supportive documentation may accompany these presentation proposals.

CadmiumCD, our current abstract management tool, does adequately manage abstracts within our event planning process. We use standard and non-standard reports from Cadmium (With more in-depth training we're discovering CadmiumCD is meeting/exceeding our needs.) Once the abstracts have been reviewed and accepted, this data forms the basis of event scheduling, and publications related to the show. Internally, we also want to index and archive all accepted, rejected and deferred proposals, along with all evaluations and reviewer comments. Currently, we have archive data stored in multiple, non-linked, non-indexed Microsoft Access databases.

Floor plan management

Further, the management of exhibition space is critical to our conference/event planning process. Currently, we use A2Z for floor plan management of the exhibition space, as well as exhibition space invoicing. The layout of the exhibition space is important to both our exhibitors and attendees, and we would like to provide exceptional service to our exhibitors. SME exhibitors may participate in multiple shows each year but have different needs for each event. In addition, we want to track detailed exhibitor contact information, feedback, preferences and requirements, all of which may either persist or vary from show to show.

Conference and event management requirements
- Manage events of varying sizes and formats.
- Communicate easily and exports with Microsoft Office products, especially Salesforce and Excel
- Data collection when an abstract is first submitted.

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- Rating and review tools for reviewers to help manage a Call for Papers/Call for Abstracts.
- The ratings and review tools must support easy, secure communication among the reviewers, and between the reviewers and the submitter.
- Flexible data retrieval for scheduling, promotion and other post-acceptance purposes
- Indexing, searching, retrieval and review all archived submissions using ad hoc queries
- Centralized robust database capable of managing a significant volume of abstract-related data.
- Floor plan management and reporting- or at least integrate with our floor plan management system
- CDS Integration for Attendee and Exhibitor registration
- Exhibit space sales pipeline integration with Salesforce (one pipeline in Salesforce that is capable of pulling data from the CRM)
- Retrieval of customer information for use in sales prospecting.
- Retrieval of event prospects for sales matching technology criteria needed.

Conference and event management questions

Does the proposed solution provide conference and event management support? If not, please indicate that and move to the next section, Corporate Training.

Vendor Response:

Provide a complete description of the Conference and Event management capabilities of the proposed solution. Specifically address scheduling capabilities, track/session/speaker capabilities, event size limitations, attendee marketing, floor plan management, exhibition support, invoicing and reporting capabilities.

Vendor Response:

Does the proposed solution provide any abstract management capabilities? If so, please provide a full description. Specifically address rating and review tools, data retrieval, indexing, searching, archiving and document retrieval.

Vendor Response:

What is the data management capacity of the proposed abstract management solution?

Vendor Response:

Can the Conference and Event management solution interact with a Customer Relationship Management module or an external CRM package? If so, how?

Vendor Response:

Does the proposed solution export data in a Microsoft Office-friendly format? If so, which one(s)?

Vendor Response:

Workforce Training and Development

SME provides competency-based learning and development solutions to the manufacturing community. We work directly with small businesses, manufacturers, government, education, workforce development, industrial sales, associations, channel partners, and individuals.

 Educational & Training Products and Services

Classes – Online and instructor led classes deliver a variety of content in the industry. Our classes cover topics from foundational to advanced. Our digital content (online classes) is delivered through our own learning management system (LMS) or other third-party LMS systems.

Assessments – Pre and post program evaluations. Custom and individualized training that aligns with industry's overall goals.

Certifications – SME offers industry recognized credentials in 8 certifications.

Apprenticeships – Provides predefined, guided learning paths for common job functions.

Learning Services – Using a partnered approach, SME works alongside training and HR leaders to develop effective, measurable training programs.

Virtual Labs – Our virtual labs provide training in a safe setting. It demonstrates critical thinking through applied learning.

Various types of products:

- Subscription based products (E-Learning Classes)
- Event based products (Onsite instructor led training)
- Service/consulting-based products (Learning Services)
- Certification based products.
- Inventory products (Books & Video)

Workforce Training and Development Requirements
With regard to workforce training and development proposed AMS solution should allow:

- Create a new customer.
- Create a new order.
- Create new contact record.
- Create/update product codes.
- Change rate code.
- Add a purchase order number.

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- Cancel an order.
- Renew an order (Automatic order renewal).
- Request a refund.
- View a customer financial analysis.
- Pull account statement.
- View related activities/Tasks on an order.
- Define credit Limit/Purchasing net terms on an order basis.
- Change Bill to customer.
- Change ship to customer.
- Show financial analysis (payment type, payment amount, balance due)
- Print/Reprint invoice.
- Assign sales rep and commission percentages/split commissions.
- Add comments.
- Adjust the unit price at order creation.
- Adjust an order/billing line after invoice creation.
- Link to a contract number/document.
- Create a one-time shipping/billing address.
- Work with payment schedule.
- Schedule future billings.
- Calculate shipping charges at country/state/county/city level.
- Calculate tax charges at a country/state/county/city level.
- Create and add discount at an order line level.
- Add promotional codes at an order line level.
- Add a sales representative commission at an order line level.
- Update tax exempt information.

Workforce Training and Development Questions

Please fully describe order management, invoicing, refunds, product inventory support

Vendor Response:

Fully describe standard and ad hoc reporting capabilities, and audit support. Identify all available data export formats.

Vendor Response:

Describe order editing capabilities of the proposed solution.

Vendor Response:

Describe the proposed solution's ability to manage comprehensive information about customers, including purchase history and subscription history.

Vendor Response:

Describe the proposed solution's support for online web orders.

Vendor Response:

Describe the proposed solution for product setup (subscription based, service based, event based)

Vendor Response:

Describe the proposed solution's integration capabilities with Salesfoce.com.

Vendor Response:

Describe the proposed solution's integration capabilities with SAP Business Objects.

Vendor Response:

Finance

SME requires robust support for its AMS-related financial functions. We use SAGE as our ERP, and the interaction between Great Plains and our current AMS is sub-optimal. We offer a significant array of products, including memberships, books, journals, videos, technical papers, classes, services, conferences and events. While our views of transactions are clear, we have difficulty displaying updated account information to our members. We want to provide highly accurate, secure transaction histories, balance information, credit and debit trails and other account information to our members easily. We use A2Z for event floor plan management. Interaction among our AMS, A2Z and SAGE requires significant manual intervention, which we would like to limit or eliminate.

Our transaction processes currently require significant manual oversight to ensure that charges, credits and settlements are processed accurately and in a timely way. We would like to reduce the amount of manual supervision required for transactions by improving our batch processing capabilities for both orders and payments. Related to this, we want highly flexible, accurate searching and reporting tools that permit SME to develop and produce standard financial and accounting reports, as well as ad hoc reports that can incorporate user-selected criteria.

Shopping Cart

Visitors to the SME website come from around the globe. Although most of our customers are in the United States, we need to provide easy navigation and standard shopping cart functionality. Additionally, we have specific need for sales tax management for customers in all 50 states and throughout Canada. Currently, a third-party provider manages our sales tax calculation and reporting. All transactions are (and will continue to be) processed in US dollars, however the proposed shopping cart solution should be able to display pricing in multiple currencies.

Finance requirements
- Batch processing support for orders and payments
- Display accurate and complete account information for customers
- Display pricing in multiple currencies
- Export data easily in common file formats
- Interact easily with SAGE
- Invoicing
- Manage sales tax correctly for all 50 states and Canada
- Reporting
- Shopping cart functions

Finance questions
Does the proposed solution provide accounting support? If not, please indicate that and move to the next section, Fundraising and Philanthropy.

Vendor Response:

Please fully describe the accounting and AR capabilities and features of the proposed solution. Specifically address order management, invoicing, refunds, multiple currency support, product inventory support, packaged or bundled product support, standard accounting support (e.g., general ledger)

Vendor Response:

Fully describe the taxation management capabilities of the proposed solution.

Vendor Response:

SME manages a charitable foundation. Fully describe the proposed solution's ability to provide separate accounting support for our charitable activities.

Vendor Response:

Fully describe the financial reporting capabilities of the proposed solution.

Vendor Response:

List the data export formats supported by the proposed solution.

Vendor Response:

Fundraising and philanthropy

As a 501(c)(3) organization, SME conducts fundraising in support of its mission and the mission of the SME Education Foundation. Gifts may come from individuals, chapters or corporations. We produce annual reports for each organization, and track donors and their giving histories. We also utilize eResources for managing donor restricted scholarship funds and making awards to students.

While some gifts are intended for SME itself, other gifts are intended to support our Education Foundation via scholarship, PRIME and Student Summit programs, and may have specific use and/or distribution requirements. Gifts arrive in different forms, typically cash, real estate, appreciated stock and/or in-kind donations. We also accept pledges and planned gifts.

SME and the SME Education Foundation must track donors, fundraiser activities, donor histories and scholarship recipients. We operate a number of scholarship programs directly and manage other scholarship programs both restricted in use by donor intent and for our chapters. Management includes not only stewardship of the funds, but also the online application and review process for scholarship candidates (applications and review process handled by 3rd party). SME communicates with the chapter-owner of a scholarship fund regularly to disclose the scholarship account balance, the identity of the scholarship recipient(s), and the amount of the scholarship award(s).

Scholarship recipients may be in college at the time of scholarship award, but the majority of our scholars receive designated awards as graduating high school seniors. . SME retains historical scholarship award information dating back to the 1980's, and using our customer data, tracks award recipients throughout their careers.

Fundraising and philanthropy requirements

- Annual list report generation
- Online Donation process
- Provide support to donor prospect research activities
- Invoicing and pledge management
- Management of multiple SME scholarship and additional restricted funds
- Online scholarship application process
- Reporting
- Donor Database/CRM
- Fundriaising Forcast/Modeling
- Stewardship of restricted/ chapter scholarship funds
- Tracking donor histories
- Tracking scholarship recipients

Fundraising and philanthropy questions

Does the proposed solution provide fundraising and philanthropy support? If not, please indicate that and move to the next section, Reporting.

Vendor Response:

Describe the proposed solution's donor tracking and segmenting capabilities.

Vendor Response:

Describe the proposed solution's gift tracking capabilities.

Vendor Response:

Describe the proposed solution's campaign management capabilities.

Vendor Response:

Describe the proposed solution's automated solicitation/marketing capabilities.

Vendor Response:

Describe the proposed solution's reporting and forecasting capabilities.

Vendor Response:

Describe the proposed solution's support for online donations.

Vendor Response:

Can the proposed solution support a scholarship application process? If so, please describe this capability.

Vendor Response:

Can the proposed solution be used to track scholarships? If so, please describe its approach to scholarship management.

Vendor Response:

Reporting

SME requires an AMS with robust, flexible reporting capabilities. Currently, we use SAP Business Objects 4.0 to retrieve and create most reports, and a large number of staff personnel throughout our organization require access to business intelligence data. SME is a data-driven organization, so having quick, easy access to our data is essential to our operations.

Marketing is an essential function, and we require an AMS that supports our marketing strategies. We would like to use our AMS to track the performance of our marketing initiatives through marketing code tracking, database field tagging, automated emailing, the use of promotional codes and coupons to manage discounts and other similar types of back-end processing.

Approximately 25% of our users will require continuous, unrestricted access to the database and reporting tool(s).

Reporting requirements

- Support for a minimum of 100 concurrent standard users, and 50 users with administrative privileges
- Ad hoc query creation
- Visual reporting capabilities
- Real-time charting and graphing
- Drag and drop report creation
- Widgets
- Dashboards
- Tools to build customized widgets and dashboards
- Standard reports from any table or record in the database
- Easy data import
- Flexible, customized export of data
- Merge queries, include, exclude and purge specified data from query results
- Share data easily with SAP Business Objects Live Office
- USPS ACS coding for direct mail

Reporting questions

How many concurrent standard users does the product support?

Vendor Response:

How many administrative users does the product support?

Vendor Response:

Fully describe the proposed solution's reporting capabilities.

Vendor Response:

Does the proposed solution provide ad hoc query creation for users?

Vendor Response:

Does the proposed solution provide visual reporting tools, including real-time charting and graphing, widgets and dashboards?

Vendor Response:

Does the proposed solution provide tools to build customized widgets and dashboards?

Vendor Response:

Does the proposed solution provide standard reports or standard report templates?

Vendor Response:

Fully describe the proposed solution's data import and data export capabilities.

Vendor Response:

Can the solution share data easily with SAP Business Objects?

Vendor Response:

Does the proposed solution support USPS ACS coding for direct mail?

Vendor Response:

Hosting Requirements

Solution Requirements

Please fully describe the recommended hardware, software and infrastructure requirements to use a hosted instance of the proposed solution.

Vendor Response:

Please describe any additional dependencies required by the proposed solution. Dependencies may include additional software, specific software versions, libraries, services, connectivity, etc.

Vendor Response:

Do not include cost information in your response to this question. **What is the basis for pricing the solution? (e.g., per user, per transaction/per record, flat-rate subscription, consumed bandwidth, storage space consumed, etc)?**

Vendor Response:

Do not include cost information in your response to this question. **Under your proposal, how often or under what circumstances will the pricing for the solution change?**

Vendor Response:

Do not include cost information in your response to this question. **What is the length of a standard contract? What contract lengths are available?**

Vendor Response:

Architecture and Standards

Describe the design of the proposed solution. Include drawings or diagrams as needed. Identify the industry standards to which the proposed solution complies. Identify any proprietary standards the proposed solution employs.

Vendor Response:

Where does the proposed solution store customer data?

Vendor Response:

Does the vendor operate its own data centers?

Vendor Response:

Where are the data centers located?

Vendor Response:

What is the security level of the data center used by the proposed solution?

Vendor Response:

Implementation

Describe your approach to implementation for a project of this scope and size.

Vendor Response:

How many projects of this scope and size have you completed in the past 24 months using the proposed solution?

Vendor Response:

Backup / Restore plans

Fully identify your data backup and restore capabilities for hosted services.

Vendor Response:

How quickly can you provide restoration from backup?

Vendor Response:

Can you demonstrate a successful restoration of data from backup, if asked to do so?

Vendor Response:

Using your standard backup plan, what is the maximum possible data loss?

Vendor Response:

Disaster Recovery Plan

Do you have an updated business continuity/disaster recovery plan?

Vendor Response:

When was the last time your BC/DR plan was updated?

Vendor Response:

Have you ever tested your BC/DR plan?

Vendor Response:

How quickly can you implement your BC/DR plan, if needed?

Vendor Response:

How are customers notified of a disaster, and how can customers contact your support teams in a disaster?

Vendor Response:

Will you provide a copy of your DR plan upon request?

Vendor Response:

Scheduled Downtime

Do you have scheduled downtime? If so, what is your downtime schedule?

Vendor Response:

How do you notify hosting customers of scheduled downtime/maintenance?

Vendor Response:

How much advance notice can a hosting customer expect for scheduled downtime/maintenance?

Vendor Response:

Service Levels

Provide a copy of your standard Service Level Agreement (SLA).

Vendor Response:

Do you offer enhanced SLAs? If so, please provide full information about enhanced SLAs.

Vendor Response:

How can a customer contact you for standard (non-emergent/non-urgent) support? What are your standard support hours?

Vendor Response:

Security

Describe the security measures built into the proposed solution or recommended for use with the proposed solution.

Vendor Response:

Conversion/Transition

Provide a basic conversion/transition plan that indicates how SME would transition records and data from its current AMS solution to the vendor's proposed solution. Identify all dependencies and assumptions.

Vendor Response:

Estimate the length of time required to transition to the vendor's proposed solution.

Vendor Response:

Acceptance Testing

SME would like a 45-60 day acceptance-testing period once the final implementation has been completed. Will you agree to this?

Vendor Response:

What is your standard acceptance-testing period?

Vendor Response:

Documentation

Describe or provide the documentation given to customers of the vendor's proposed hosting solution.

Vendor Response:

SME Access

Describe in detail SME's administrative access to the hosted implementation of the vendor's proposed solution.

Vendor Response:

Maintenance Support

Describe all software maintenance services provided to hosted implementations of the vendor's proposed solution. Your response should include:

- **Identification of standard maintenance windows**
- **Definition of priority trouble tickets**
- **Standard and escalated response protocols**
- **Uptime definition and the actual solution uptime**

Vendor Response:

Describe the vendor's standard upgrade/update policies for hosted solutions. How much notice does the vendor provide prior to installing an upgrade. Can the customer request a different upgrade/update schedule?

Vendor Response:

Project Management Requirements

Project Requirements

SME requires the selected vendor to appoint a dedicated project manager to oversee the design and implementation of this project. The vendor's project manager will be SME's sole point of contact for all project management issues. SME will appoint an internal project manager to serve as SME's point of contact for this project. We anticipate that implementation team members will communicate directly on implementation, conversion and migration issues.

The vendor must assemble a team that is appropriately sized and staffed to manage this project. We anticipate significant interaction between our developers and the vendor's developers and database analyst(s) with regard to customization, integration and migration issues.

Project Management Plan

As part of the vendor's response to this RFP, the vendor must include a detailed Project Management Plan. The vendor's Project Management Plan will include all of the following elements:

- **Project Communication Plan**
- **Project Documentation Plan**
- **Change Management Plan**
- **Implementation Plan**
- **Conversion/Transition Plan**
- **User Training Plan**

The vendor may also include other elements in its Project Management Plan that are not specifically identified here. The components of the vendor's Project Management Plan are subject to negotiation and final approval by SME, prior to the implementation of the accepted solution.

Project communications plan

The communications plan should include:

- **The reporting structure for the vendor's team**. If the vendor's personnel have not yet been assigned, the preliminary communications plan can substitute the anticipated roles instead. Prior to commencement of the actual project, all team members must be identified in an updated communications plan.
- **Escalation procedures**. The vendor should identify its intended plan to address urgent, recurring or lagging issues that arise during the project.
- **Status meeting format.** The vendor should propose a format for all regular mandated status meetings.

Project documentation plan

The project documentation plan should include the vendor's proposal to document the solution during the development and implementation phases. Documentation should be generated for customization requirements and customizations, deployment status updates, third-party integration notes, system administration requirements, and training materials.

The vendor will provide complete, clear and accurate written documentation for all standard product functions, all customized functions, APIs and integrations developed by or with the vendor as part of the selected AMS solution. The documentation will describe the solution in its implementation state. SME expects to receive the documentation no later than the first day of the acceptance testing period.

Change management plan

The vendor will propose its preferred change management mechanism as part of its Project Management Plan. The Change Management Plan should include the mechanism for communicating a need for change by either party, documentation requirements, cost and time analyses and approval procedures. The vendor's Change Management Plan is subject to the approval of SME prior to the commencement of the project.

Implementation plan

The vendor's project manager is responsible for developing a realistic, acceptable implementation plan and timetable. No work will begin on the project until an implementation plan and timetable has been presented to and accepted by SME. The vendor's implementation plan should include a team communication plan to ensure that all parties on the Implementation Team communicate effectively

Conversion/Transition plan

The conversion and transition plan should provide an explicit and detailed plan to migrate SME's current AMS data to the accepted solution. The Project Management Plan will also describe in detail the plan to integrate existing third-party products to manage those functions that have been deemed necessary in this RFP, but the vendor's proposed solution does not acceptably support.

The vendor's project manager is expected to consult with SME's project manager to determine the staffing and physical resources required to implement the vendor's proposed solution. The project managers will jointly determine a mutually acceptable staffing plan. The vendor should be prepared to provide the physical resources required to implement the proposed solution, unless a specific agreement with SME is otherwise obtained.

User Training plan

The vendor's Project Management Plan will include a user-training plan that meets the needs of SME personnel. The User Training Plan is subject to approval by SME prior to the commencement of the project. The vendor will be responsible for delivering user training in a format that is acceptable to SME.

Project Status Reporting

SME expects the selected vendor to participate in weekly status conference calls with the SME project manager and/or designated personnel for the duration of the project. In addition, the vendor may be required to provide regular status update briefings periodically to SME management, ad hoc briefings and incident briefings as required or requested by SME.

Maintenance/Software (Solution) Support/(Patching, bug fixes)

As part of the Project Management Plan, the selected vendor will provide SME with maintenance releases, patches and bug fixes at no additional cost for as long as the vendor supports the solution.

Vendor Section

Vendors may use this section to provide information, address issues or raise concerns not specifically requested in the RFP, yet the vendor believes is important or relevant to the proposal.

Cost Proposal

Your cost proposal should observe the following instructions. A single Excel workbook with multiple sheets is the preferred submission format for your cost proposal. You may submit a workbook created with a different program, as long as it can be opened and read with Excel.

Within your workbook, create and label an Excel spreadsheet that shows all of the <u>non-recurring</u> costs associated with the proposal. Include setup and other one-time charges associated with the proposal. Show the list price of the product or service as well as any discounts applied in your proposal.

Within the workbook, create and label Excel spreadsheet that shows all of the <u>recurring costs</u> associated with the proposal. Include all service and usage fees, monthly or annual licensing fees and other costs that will recur during the course of the contract. Identify the licensing model the vendor's proposed solution uses. (e.g., per seat, per instance, unlimited users, etc. as well as any minimum required licenses) Show the list price of the product or service as well as any discounts applied in your proposal.

Identify all multi-year pricing or package pricing options. Identify penalties for cancellation of an agreement or early termination of a multi-year agreement, or changes to a package pricing agreement. Indicate all other penalties associated with multi-year or package pricing. Show the list price of the product or service as well as any discounts applied in your proposal.

Indicate all other charges associated with each required or proposed product or service option. Indicate how and when these optional charges will apply. Show the list price of the product or service as well as any discounts applied in your proposal.

Identify all costs associated with any service level agreements that are included with or offered optionally as part of your proposal. Show the list price of the product or service as well as any discounts applied in your proposal.

If any services are made available on an hourly basis, please show all hourly rates, including overtime, weekend and escalated/expedited rates. The vendor's cost proposal should also include a realistic estimate of how many hours will be required to implement the project as described.

SME will not pay any project costs not specifically identified on the vendor's cost proposal.

Contracts/Licenses/Agreements

Include any purchase agreements, contracts and licenses that are associated with the purchase, lease or acceptance of the Vendor's proposed solution.

Appendices and Documentation

Vendor Profile

Please provide complete, concise responses for all sections of the profile. Include additional information that highlights the vendor's competitive advantages and expertise.

Company Profile

Company: _____Year Founded: _____

Operates as: ___Privately-Held ___Partnership ___Corporation / Incorporated in State of: _____ __

Street Address: _____ Mail Stop/PO Box: _____

City: _____ State: _____ Zip: _____

URL: _____

Company Dun & Bradstreet Number: _____ Year Joined: _____

Total number of employees as of December 31, 2015: _____Full-Time _____Part-Time

Total number of customers as of December 31, 2015 _____

% growth over previous year: _____%

Has the respondent provided the requested products, services, equipment, support and training for a minimum of five (5) years: _____Yes   _____No

If no, specify the number of years Company has been offering products and services in the proposal response area(s): _____

Parent Company:_____Year Founded: _____

Total number of employees as of December 31, 2015: _____Full-Time _____Part-Time

Headquarters Located In - City: _____ State: _____

Identify All Subsidiaries (Insert lines for additional listings):

Subsidiary   Year Founded   # of Full-Time Employees

_____   _____   _____

_____   _____   _____

_____   _____   _____

Vendor's Assigned Personnel:

If the vendor submits a successful proposal, the vendor will need to identify the project staff prior to the commencement of work on this project. The Vendor will also guarantee any project staff member, who is a non-U.S. citizen will retain current INS eligibility throughout their assignment on this project.

Signatures

I guarantee the truth and accuracy of all statements made and all information provided here. By completing and signing this proposal, I affirm that I have the legal authority to bind the company to all requirements, terms, and conditions of this RFP. I also authorize the pricing provided in this proposal for all products and services offered to SME in this proposal.

Company Name: _____

Officer's Name: _____ Title: _____

Telephone: (_____) _____ Fax: (_____) _____

E-Mail Address: _____ URL:._____

Signature: _____ Date: _____

Vendor References

Vendor's Financial References

All vendors, including those classified as public or private entities, are required to provide, as part of the submitted proposal response, appropriate copies of all financial requirements listed below, banking references, and auditing firm information.

Please provide:

Last two (2) fiscal years' audited financial reports, which must include Income Statements and Balance Sheets, with certification by an independent auditor. Vendor's Form 10K is not an acceptable substitute for the requested financial reports.

Current Dun & Bradstreet or Credit Bureau report, which must be the original report issued by the reporting company – copies are not acceptable.

Federal Bankruptcy Proceedings – submit a description of any bankruptcy proceedings, including filing date, chapter type, and disposition, as filed by the Vendor or their subsidiaries.

Mergers, Buyout or Acquisitions – identify, to the best of your knowledge, whether the company is currently under consideration for a merger, buyout or acquisition that would directly impact any agreement with SME.

Vendor's Auditors:

Vendors are required to submit the name(s) of their current and prior auditing firm(s), and contact information. SME the right to contact vendor's auditing firm during the financial evaluation as circumstances dictate. The resulting verification scores will become part of the final evaluation criteria process. If a signed release is required to contact the auditing firm(s), vendor must attach a copy of the signed release document as part of the RFP response.

Current Auditing Firm: _____

Number of year's firm has conducted Vendor's audits: ____Year Expires (MM/YY): _____/_____

Address: _____ PO Box: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Title: _____

Telephone: (_____) _____ x_____ Fax: (_____) _____

E-Mail Address: _____ URL:_____

Previous Auditing Firm: _____

Number of year's firm has conducted Vendor's audits: _____Year Expired (MM/YY): _____/_____

Address: _____ PO Box: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Title: _____

Telephone: (_____) _____ x_____ Fax: (_____) _____

E-Mail Address: _____ URL:_____

Reason for not retaining: _____

Customer References

Vendors are required to submit a list of their customer references by completing the following attachment. Customer references must include a minimum of 3 current customers with purchase agreements awarded or completed within the last 24 months. References should be customers with a program developed similar in nature, size, and scope to this project.

SME reserves the right to contact any or all of the references listed. If a signed release is required prior to the committee contacting references, vendor is required to attach a copy of their completed and signed release document as part of the RFP response. Potential references that will not agree to speak with SME should not be included among your references.

Customer References:
Reflects projects and/or purchases awarded/completed within the last 24 months

Reference 1: _____

City: _____ State: _____ Zip: _____

Products or Services Provided _____

Contract Start Date: _____ Completion Date: _____

Project Estimated Dollar Value: $_____

Project Came In On Budget: _____Yes _____No

Successful Contract Completion: _____Yes _____No

Authorization for SME to contact customer directly: _____Yes _____No

Contact: _____ Title: _____

Telephone: (_____) _____ x_____ Fax: (_____) _____

E-Mail Address: _____ URL: _____

Reference 2: _____

City: _____ State: _____ Zip: _____

Products or Services Provided _____

Contract Start Date: _____ Completion Date: _____

Project Estimated Dollar Value: $_____

Project Came In On Budget: ____Yes ____No

Successful Contract Completion: ____Yes ____No

Authorization for SME to contact customer directly: _____Yes _____No

Contact: _____ Title: _____

Telephone: (____) _____ x_____ Fax: (_____) _____

E-Mail Address: _____ URL: _____

Reference 3: _____

City: _____ State: _____ Zip: _____

Products or Services Provided _____

Contract Start Date: _____ Completion Date: _____

Project Estimated Dollar Value: $_____

Project Came In On Budget: ____Yes ____No

Successful Contract Completion: ____Yes ____No

Authorization for SME to contact customer directly: _____Yes _____No

Contact: _____ Title: _____

Telephone: (____) _____ x_____ Fax: (_____) _____

E-Mail Address: _____ URL: _____

Intent To Respond Form

SME AMS RFP

_____ has received and reviewed the SME AMS Request For Proposals (RFP). We may submit a proposal response.

SME will provide RFP updates only to those organizations that have provided us with updated contact information. Please ensure that our contact information for your organization is valid at all times during the RFP process.

Contact Information

The following individuals will serve as the primary contact for our organization.

Primary Contact:

Name: _____   Title: _____

Telephone: (_____) _____ x_____   Fax: (_____) _____

E-Mail Address: _____   URL:
_____

Secondary Contact:

Name: _____   Title: _____

Telephone: (_____) _____ x_____   Fax: (_____) _____

E-Mail Address: _____   URL:
_____