



**Ameex**

**Inc.**  
**500**

AMERICA'S  
FASTEST  
GROWING  
PRIVATE  
COMPANIES



Enabling Customers with **Smart IT Solutions**

Proposal Response for  
*Website Design Services*



**CITY OF ASHEVILLE**

Submitted On: February 11th, 2016  
Valid For: 60 Days

**Primary Contact**

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Ameex Technologies Corp.  
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## TRANSMITTAL LETTER

**The Selection Committee,**  
City of Asheville

Ameex Technologies Corp. is pleased to have the opportunity submit the proposal in response to your RFP Website Design and Development RFP for City of Asheville (Herein as referred to as City). We believe that this proposal illustrates and describes our competence and experience in delivering your project.

Our goals are the same as your expectation. We make accessible, informative, intuitive, useful, welcoming, engaging, appealing Web sites that serve the best to City users and make them more reliable to it.

At Ameex, our dedication and adherence to industry best practices, as well as our extensive direct experience with all web content management systems and e-commerce platforms, guarantee that we are well equipped to provide you with solutions that will meet and exceed your expectations. We know exactly how to make the entire process from kick-off meeting to final delivery an easy and seamless transition. Ameex Technologies, has unparalleled experience in Creative Design, development, maintenance and security. Our team's other unique value includes:

- ◆ With our extensive experience in the CMS space, you deal with a one-stop shop for all your requirements. From creative design to website development, we believe we have required expertise to not only meet your expectation, but to exceed them. We offer a full complement of web strategy and planning, creative web design, custom software development and hosting/support services revolving around the best-of-breed CMS solutions.
- ◆ We have implemented hundreds of web-based solutions, most of which feature some level of custom programming, integration and design services. This means we've built a repository of a rich set of assets and learning's that has facilitated the team in building the most optimized solution as per the requirements. From experience, we have also evolved a process optimized for web based applications and you could stay rest assured that the right product is being built, all the way. We are always committed to your satisfaction by using this proven methodology.
- ◆ Our staff augmentation capability ensures that you always have the right resources when you need them. With about 250+ developers, ramping up and ramping down teams as and when needed is a possibility with us.
- ◆ Our creative design team has been together over 15 years – and focused on web design all that time. This experience brings quality and peace of mind. And we absolutely understand the importance of brand identity, and we will vehemently protect your brand. The Creative team also includes our UX Designers, who understand the importance of ease to use and well-designed solutions. You are in good hands.
- ◆ We have extensive knowledge and experience in strategizing Omni channel solutions. We aim to provide all of your customers with content through their preferred channel and to cater to their specific business need.

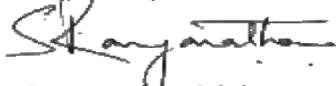
We are headquartered at the below location and we have also provided our contact information below. **James N T from our Illinois Office** will be your dedicated relationship manager and you can reach him directly using the contact information, also provided below, for any clarifications or concerns regarding this proposal & engagement.

<b>Company Name and Address :</b>	Ameex Technologies Corp. 1701 E Woodfield Rd, Suite 710, Schaumburg, IL 60173	<b>Phone :</b>	<b>(847) 517 – 9441</b>
<b>Email :</b>	<a href="mailto:rfp@ameexusa.com">rfp@ameexusa.com</a>	<b>FEIN:</b>	20-8976752

**James NT**  
CMS Architect  
Ameex Technologies Corp.  
Direct: (847) 801-4755  
E-mail: [james.nt@ameexusa.com](mailto:james.nt@ameexusa.com)

I sincerely welcome the opportunity to elaborate further on our proposal and we look forward to working with the team at City to demonstrate our commitment to your success.

Respectfully,



**Ranganathan Srinivasan**  
<https://www.linkedin.com/in/rangaprofile>  
President & CTO,  
Ameex Technologies Corp.

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## 1. EXECUTIVE SUMMARY

Our organization Ameex Technologies Corp. has been serving for more than 8 years and has an established client base and a reputation as a premier CMS Web Development company. Our Web CMS & Mobile experience team, with implementation of 600 plus Web CMS sites in various platforms, adopts Industry best UI development processes. We embrace the best technical and coding best practices to make your creative design and business goals a reality. Our rich experience in front end development work various coding frameworks like HTML5, CSS, jQuery, and the diverse technology with our unique business objectives of our customer base, has created opportunities for us to learn and master the process of implementing your Web site “The Right Way The First Time”.

Our staff includes a full complement of top-notch development teams within the United States as well as other locations across the globe. With a strong team of about 250+ permanent full-time employees and a culture rooted in team spirit, integration of skills and group work, you can be rest assured, that your dreams are with safe and creative minds.

We understand that at the core of any civic based website is the need to engage communities that rely on civic bodies to facilitate the process. In this digital era, where most of these interactions have moved online, it is imperative that civic bodies provide a platform for mutual communication between them and their citizens. The platform needs to be robust enough to encourage deliberation and solicitations, thereby allowing citizens to be informed of the policy directions of the government, helping them participate in policy formulations and as whole serve as a tool for the development of the community. We comprehend that every investment made by government agencies typically revolves around the following factors and our organization remains sensitive to such parameters like effective utilization of the tax payers money, the need make content more accessible and transparent to the citizens, growing need to manage enormous amounts of data/information, dwindling budgets and appropriate justification on expenditures

Based on City’s current situation, we believe a robust CMS needs to be implemented and customized with all the requested business components built in to it. In our past experience with various clients and our expertise with website development, , we have found that the key requirements that clients have for a selecting a CMS are; *the core functionality of the CMS, the editor (WYSIWYG) that the CMS incorporates, ADA Compliant, asset management, search capability, customization, user interaction, roles and permissions, version control, multisite and multilingual support, ease of usage of the CMS, efficiency of the web publishing process, re-usability of templates to quickly build pages into the website, scalability, work flow management , Social Media and Online payment integration etc.* The latest version of **Kentico**, , seems to tick all the check-boxes and we would recommend looking no further. The flexibility of Content Management System means that it can be used to build sites that can be customized to meet almost any use case.

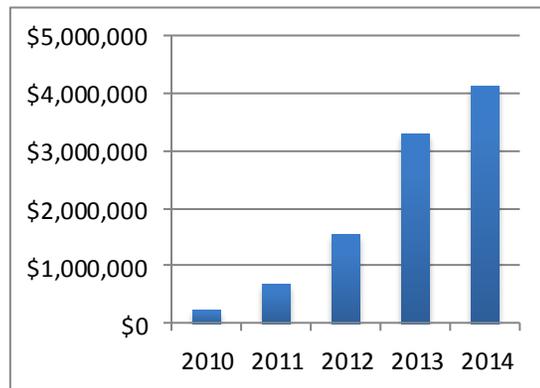
We will follow a hybrid approach in which the best practices of the waterfall as well as the agile methodology are being used in which the requirements and solutions are evolved via interaction between the client and the service provider. This follows the basic principles of co creating in partnership with the Client keeping in mind the requirement of our end customer. Ameex strives to create value for customers and shareholders. Our training process is customizable; we understand the need of the customer and the best feasible training method which helps them to understand the system or website in detailed manner. At the end of each phase we take the ownership and ensure that customer the functionalities we developed.

We have a plethora of clients who are extremely satisfied with the solution we have provided and we have similar ongoing projects with other organizations that we assist in moving over to an Open Source CMS solution or Proprietary CMS solution based on their requirement

## 2. COMPANY BACKGROUND

Ameex proudly provide CMS and application development as well as a host of additional web services. With offices located in five states in the US as well as international offices in Belgium, Australia, and India; Ameex serves diverse global client base. Our goal is to increase our client's revenues and contribute to the overall success of their ventures by providing the technical services needed in today's competitive market.

### OUR GROWTH



500+ value based Solutions delivered

250+ developers and growing

120+ maintenance & support clients

370th rank in Inc. 500

14th rank in top IL companies

13th rank in Chicago metro area

8 years in web development

### OUR CERTIFICATIONS

- PMP Certified Project Managers
- Certified Scrum Masters for Agile Executions
- Acquia Certified Drupal Developers
- MBE Certification by CMSDC
- BEP Certification by Illinois Central Management System

## OUR SERVICES

		
<p><b>CONSULTING &amp; STRATEGY</b></p> <p>Just tell us where you want to go and we'll tell you how to get there. We'll even do the heavy lifting if you'd like or you can just brainstorm.</p>	<p><b>RESPONSIVE WEB DESIGN</b></p> <p>Responsive web design isn't a trend any more, it's a must! We have implemented more than 75 websites that are responsive.</p>	<p><b>WEB &amp; INTRANET DEVELOPMENT</b></p> <p>We Know Different Projects Require Different Tools. We Carefully Choose the Right CMS for Your Project. Development is our passion!</p>
		
<p><b>ECOMMERCE</b></p> <p>We craft compelling user experiences and strategic monetization plans that drive traffic and convert visitors into customers.</p>	<p><b>MOBILE APPLICATIONS</b></p> <p>Biggest benefits of having a mobile app is that all the information you'd like to provide to your customers is right at their fingertips</p>	<p><b>MIGRATION AND UPGRADES</b></p> <p>With variety of experience in CMS our team excels in migrating static and dynamic contents and assets to the right CMS</p>
		
<p><b>TESTING AND OPTIMIZATION</b></p> <p>Our testing and optimization team helps you to keep your website running the way that it should.</p>	<p><b>24/7 MAINTENANCE &amp; SUPPORT</b></p> <p>Our dedicated team of highly experienced professionals is helping 130+ business owners with maintenance, security updates, etc.</p>	<p><b>SITE AUDIT</b></p> <p>Not all websites are created the same way; we perform a comprehensive evaluation of your website on every level.</p>

## OUR STRENGTHS

### Core Competencies

- Specific expertise in web content management systems for more than 8+ years
- Ability to provide specific project services or staff augmentation
- Extremely competitive rate structures
- Ability to quickly scale up or down resources and teams
- Extensive experience in working in multi-vendor relationships
- Widespread experience in the world of web development, including: multilingual sites, taxonomy/metadata-driven site functionality, search implementation, search engine optimization, responsive design support, social media marketing and channel integration, e-commerce implementations, mobile-specific web sites, mobile applications that interact with CMS platforms
- Large amount of knowledge around hosting environments, deployment models.
- Offers maintenance and managed services models to provide support to the client post-launch
- Senior management team that is well versed in working with clients, large and small.
- Thought leadership amongst senior developers and the management team.
- Creative Design and Hosting

### Skill Sets and Capabilities

Our staff includes a full complement of top notch development teams within the United States as well as in other locations across the globe. With a strong team of about 250+ permanent full-time employees and a culture rooted in team spirit, integration of skills and group work, you can rest assured that your dreams are with safe and creative minds. The team excels with a variety of skillsets to cater client needs across all verticals. Below are few of our organization's primary skills and capability listings.

### Staff Resource Mix

• CMS Developers	• Social Media Experts	• QA Engineers
• UI / UX Designers	• Content Writers	• Site Architect
• CSS Experts	• CMS Advisors	• SEO Specialists
• PHP Programmers	• Business Analysts	• UI Consultants
• .Net Developers	• Systems Analysts	• Mobile App Developers
• Performance Engineers	• Maintenance Specialists	• Creative Design

### 3. REFERENCES

#### City of Fontana (State Govt. – On-going)

URL: <https://www.fontana.org/>



#### City/State Government

Working with City of Fontana to migrate the existing City intranet website from HTML to Drupal CMS

**Contact Person: Dennis Vlasich (Director – IT)**

**Email: [dvlasich@fontana.org](mailto:dvlasich@fontana.org)**

**Tel no: 909-208-8931**

#### Highlights:

- Migrating the existing City intranet website from HTML to Drupal CMS
- Migrating the public facing website from CivicPlus to Drupal CMS
- Features include:
  - Access control
  - LDAP authentication
  - Integration with other internal applications
- Completed 3 days onsite requirements gathering session with the Directors and IT Staff

# The Village of Mundelein

URL: [www.mundelein.org](http://www.mundelein.org)



## Village/State Government

Ameex worked with Mudelein to enhance the look and feel of the website by implementing responsive theme and new menu hierarchy

Contact Person: Carmen Pedraza (IT Director)

Email: [cpedraza@mundelein.org](mailto:cpedraza@mundelein.org)

Tel no: P 847-949-2182 | C 847-833-0836

## Highlights:

- Creation of new widgets on the home page for news and calendar. These widgets can be enabled or disabled by the site admin anytime. If these widgets are disabled then the home page slideshow will auto extend to occupy the complete width of the page
- Enhanced the slideshow with navigation and faster loading time.
- Designed the website sitemap and menu hierarchy.
- Responsive theming – we had to work on the existing Drupal theme to make it responsive for best viewing in all viewports.
- Enhanced the directory listing by grouped as categories. Also created a new widget to showcase “Mundelein’s Newest Businesses”
- Created a new web form for services request with database and email trigger options
- Migrated the website from Mundelein-il.org to [www.mundelein.org](http://www.mundelein.org)

## Illinois Department of Public Health (State Govt.)

URL: <http://dph.illinois.gov/>



### State Health Department

Ameex helped this client to migrate their website from SharePoint to Drupal CMS along with content and asset migration

Contact Person: John Sudduth

Email: [john.sudduth@illinois.gov](mailto:john.sudduth@illinois.gov)

Tel no: 312-804-9110

### Highlights:

- 40% savings in hosting cost as compared to SharePoint hosting
- Moved from dedicated hosting environment to cloud hosting, which provided more flexibility with less cost
- The website content can be managed by staff who don't have to be Drupal developer
- Event management along with a provision to upload documents like meeting agenda, meeting minutes and any attachments related to the event
- Content and document search – deployed using Solr search server, hosted on a separate index server
- Access control logic for the website admin to manage contents under different program area
- Ability to provide access to multiple stakeholders to update content belonging to their own program areas. This removed lot of overheads, bottlenecks and process in updating contents

## Chesterfield County Public Library

URL: <http://library.chesterfield.gov/>



The current site has been completely redesigned from a UI perspective to enable ease of navigation within the website. The site was built as a completely responsive website that could cater various devices from mobiles, tablets to wide screen desktops. The contents within the site were structured and migrated manually from the Contents that were provided by the CCPL team to the new website. The Library Catalogue system and Encore systems were accommodated in the new templates using iFrames to help the users search for books/eBooks and other resources

### Reference

**Project Name:** CCPL  
**Location:** Chesterfield, VA  
**Contact Name and Position:** Tara Mason, Information Architect  
**Email:** [masont@chesterfield.gov](mailto:masont@chesterfield.gov)  
**Tel number:** (804) 768-7545

## Pacific Northwest National Laboratory (Federal Govt. E-Commerce Site)

URL: <http://www.pnnl.gov>



[PNNL Home](#) | [About](#) | [Research](#) | [Publications](#) | [Jobs](#) | [News](#) | [Contacts](#)

Search PNNL



Ameex worked with the PNNL team to build E-Commerce distribution portal where PNNL staff can post software and research data for dissemination to Government or Public entities either free or at a charged fee.

### Highlights:

- E-commerce site to buy Software's under various license types.
- Condition based User Auto-approval process to purchase products in the sites.
- User based display of various products under license types.
- Variable pricing based on the user and license types.
- Avatax integration to calculate the sales tax based on the state/country.
- Authorize.net Payment integration for Credit card, eCheck and offline payment.
- FedEx and UPS Shipping integration to deliver software products.
- Web service API to use the products/users from the PNNL End.

### Reference

**Project Name:** PNNL

**Contact Name and Position:** Jeffery A. Evans, Project Manager

**Email:** [jeff.evans@pnnl.gov](mailto:jeff.evans@pnnl.gov)

## Our Client Base (Not the complete list, doesn't restrict itself to Drupal)



## 4. PROPOSED SOLUTION

### Our Understanding of City's Requirements:

City predominantly uses its website for

- Support business development efforts
- Encourage interactions with City
- Communicate City facilities and service

Considering the above major objectives of City's website we understand that City wants a website that is more,

- **Visually appealing:**
  - Let the website speak about City's through visual designs.
  - **Informative**
  - Communicate about City
  - About City services (like Building permits, Billing plans, Waste management, Flood information... etc.)
  - What actually City does?
  - Happenings in City
  - How to contact City
  - Business opportunities
  - **User friendly**
  - Easy Navigation.
  - Easier content management.
  - **Engaging**
  - Serving as an interactive bridge between City and its stakeholders
  - **Reliable**
  - Providing right information to the right people
- Responsive**
- To provide an optimal viewing and interaction experience—easy reading and navigation across a wide range of devices

We at Ameex Technologies Corp. have reviewed the RFP and feel we are in a great position to be the partner for City on their transition with their new site. Based on our experience we would recommend the City to adopt **Kentico** CMS for the proposed new site .Kentico is the best fit in terms of City's budget and the current site's platform. Both Kentico and DNN are in .Net platform.

## Kentico CMS



Kentico CMS is an enterprise Web Content Management and Customer Experience Management System that provides a complete set of features for building websites, intranets, community sites and e-commerce solutions on the Microsoft ASP.NET platform on premise or in the cloud. It supports document management, online marketing tools, multilingual websites, multisite management and it ships with over 40 modules, and over 400 configurable Web parts and source code available.

Your web presence is the most important asset you have in today's world. Your web site represents your brand, company, culture, values and maybe even your sales funnel. Not having complete control of these puts you in a difficult position with your customers and puts your companies brand at risk. Thankfully this is what a content management and Customer Experience Management system like Kentico is specifically designed to solve. Kentico is a Web Content Management System (WCMS) that simplifies the publication of content targeted for web sites and mobile devices. This allows content creators to submit their web content without the detailed technical knowledge of Hypertext Markup Language (HTML), and the intricacies of web site management. For web developers and designers Kentico provides a web platform and CMS framework that they can enhance and extend. For marketers, Kentico CMS provides a complete Customer Experience management (CXM) platform that includes on-line marketing, marketing automation, lead scoring, and brand management.

Kentico CMS customers can expect a highly flexible platform with a uniquely easy-to-use user interface. It's currently used by more than 16,000 websites in 90 countries. Clients include Microsoft, Gibson Guitar, Vodafone and many more.

## Salient Features

### EASE OF USE

- ✓ Author your site with an intuitive browser based interface similar to Microsoft Word.
- ✓ Create on-line campaigns, forms, newsletters and optimize customer experience without technical knowledge.
- ✓ Test new customer experiences using multi-variant and A/B split testing.

## FULLY INTEGRATED

- ✓ Provide an end-to-end customer experience both on-line and offline.
- ✓ Easily connect with back-end systems like Salesforce.com
- ✓ Provide a dynamic customer experience across all web properties and get a 360-degree view of your customers.

## HIGHER ROI

- ✓ Deliver effective campaigns using content personalization.
- ✓ Analyze real-time results with campaign management.
- ✓ Deliver qualified leads with lead scoring and make your sales team more productive
  
- ✓ Kentico is in use all over the world today. With over 16,000 sites in 88 countries and backed by a worldwide partner network of over 1200 and growing. Kentico CMS provides site owners with unlimited choice for their site design and uses. This includes simple extensions for blogging to advanced interactive websites and marketing micro sites that deliver powerful additions to your marketing campaigns.
- ✓ With this many options in building your website we wanted to narrow down the main reasons that customers chose Kentico CMS over other products.
- ✓ World class support. Kentico provides their customers 24X7 customer support, and a seven day bug fix guarantee. Kentico is the only CMS system that provides a public view of their current support statistics (see <http://www.kentico.com/support>)
- ✓ An extensibility model that makes sense and guarantees productivity. A consistently documented API that enables our customers to solve their business requirements.
- ✓ An all in one solution that manages single or multiple sites with multi-languages.
- ✓ A flexible pricing model that allows you to select the options and number of sites you need. Making it easy to determine your ROI.
- ✓ Out of the box Search Engine Optimization (SEO). This built in functionality makes basic SEO available to your site from day one. Helping web sites take control of their brand and make it available to the world wide audience.

## With Kentico you can:

- ✓ Leverage the power of Kentico CMS to author your site using the intuitive browser based interface
- ✓ Create on-line campaigns, forms, newsletters and optimize customer experience without technical knowledge.

- ✓ Test new customer experiences using multi-variant and A/B split testing.
- ✓ Provide an end-to-end customer experience both on-line and offline.
- ✓ Connect with back-end systems, such as Salesforce.com and Data.com.

#### **DYNAMIC PORTAL ENGINE CAPABILITY**

Once upon a time ... actually in the times of Kentico CMS version 1.x and Web 1.0 there was only the ASPX page templates model. It required the Visual Studio and lots of coding experience, but it could produce nice templated pages. Later, in version 2.0, the new development model was introduced in Kentico CMS, providing the portal UI experience where you could develop your web site from your web browser, without any special needs for the VS. This model evolved in what you now know as the Portal engine with all its features. Where you can develop same nice page templates much easier.

There are some basics that are same for both models. As you probably know, each page can be assigned with the page template. Page template is basically the definition of how the page looks like, and when it is displayed in the context of specific page, it feeds the content into its controls and display the content as the live page. When somebody requests the page URL (e.g. /Home.aspx), the path is internally rewritten to the physical page which can handle the rendering, and the aliaspath parameter analyzed from the URL is added to the URL by the rewriting engine, like this: <template url>?aliaspath=/Home. The page gets the path from query and sets up all the controls which are based on it. With ASPX, the template URL is specific physical page implemented by you, in the location you choose. With Portal engine, the template URL is always /CMSPages/PortalTemplate.aspx, which is the page that can load the structure of the page template dynamically from the database and hierarchically combine the levels of templates, so there is no need for any implementation of physical pages.

## 5. IMPLEMENTATION APPROACH

Our approach is built upon helping client's identify their needs and working closely with them to develop optimized and effective solutions that are in line with a client's business strategy.

Ameex Technologies Corp has a proven track record of customizing the development methodologies and project workflow to sync with the client's project specific requirements and best practices, may it be Agile, Waterfall or a Hybrid mix tailored specially to the customer's specific needs. In our past experience with various clients and our expertise with website development, our recommendation to City would be to adopt a hybrid model – which is a combination of the waterfall and agile methodology. This approach takes into effect the advantages of both methodologies and gives you the assurance that right product is being built. We understand that with website development, the requirements are never frozen beforehand and there is always a request for tweaks when the website is delivered. In order to mitigate this, we often suggest that at least 60% of the requirements be frozen during the initial discovery and analysis phases. Post that, during the design and development phases, the project team would adopt an agile approach, which provides the flexibility of tweaking the outcome to suit your needs. This approach has always proven to work and most often than not, we have had clients elated as their expectations are met to spec.

### **Below is a brief description of the Hybrid methodology:**

#### **Initial requirements gathering:**

High-level requirements are gathered in conjunction with the client. From this initial definition, the project manager develops a Sprint schedule, which defines how many development cycles will be required.

#### **Sprints:**

The implementation and programming efforts are contained within 2 – 3 week sprint development periods. Depending upon the size of the project, several development sprints will be required. Throughout each Development sprint, the customer actively participates by providing feedback and input throughout the development process.

#### **Deployment:**

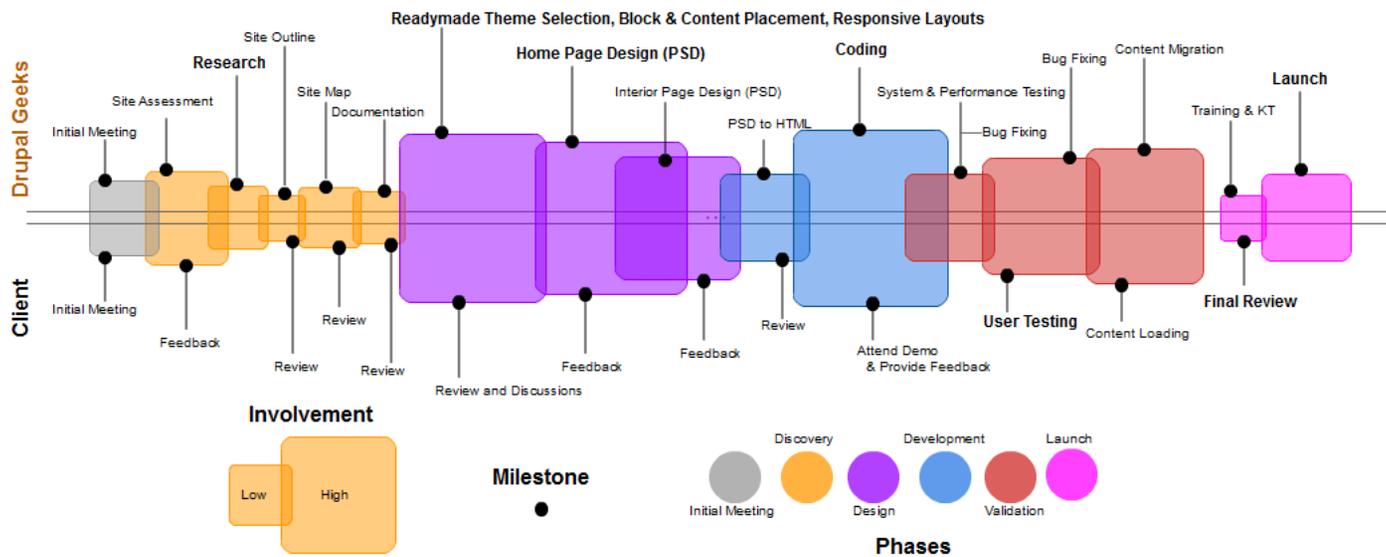
The final stage is focused on deploying the web site to the final production environment and launching the site to the public.

#### **How are you benefited by this Approach?**

- Customer satisfaction by rapid, continuous delivery of useful software.
- Customers, developers and testers constantly interact with each other.
- Close daily cooperation between business people and developers.
- Continuous attention to technical excellence and good design.
- Regular adaptation to changing circumstances.

- Even late changes in requirements are welcome
- Increased project control
- Reduced risk
- Improved project predictability

## Typical Phases Involved & City's Level of Involvement



We understand that Web site development can be especially complex. Design, information, and technology need to be seamlessly integrated into an interface that provides a great user experience. We believe that a Web site must be easy to use and manage. It must be built on a solid architecture that conveys content in a clear and concise manner. It must have an engaging interface that is consistent with your personality and promise. The technology solution must be flexible, adaptable, and realistic.

## Discovery and Definition

During the discovery phase, we focus on defining the requirements for this project. Our first step is to host a kickoff meeting. During the kickoff meeting, we will introduce the key team members from Ameex. An Engagement Manager will be assigned to the client for this project and will serve as your primary point of contact for the entire duration of the project.

### Functional and Technical Discovery:

The Ameex Technologies Corp team will exhaustively review and document the functionalities across three other different levels:

**Business Functionality Understanding** - The team will review any available documentation related to the site functionality and from our previous discussion in kick off meeting, Ameex will prepare an understanding document cover all the general requirements of the clients. At this time, we will also perform testing and analysis to determine parameters of the current functionality of the website.

**User Experience Analysis** - The team will review any available documentation pertaining to user experience or information architecture of the existing web platform.

**Technical / Engineering / Integration Understanding** - Ameex Technologies Corp CMS Architects will review any existing technical documentation pertaining to the site and will evaluate use of third-party systems and tools.

**Implementation Guide Document** - Based on the Functional Requirements, an Implementation guide will be developed. This document shall provide a more detailed view of the templates, site functionality, and web services. This shall serve to define the CMS server controls, custom user controls, and other mechanisms that would be created and/or used by Ameex Technologies Corp to implement the functionalities necessary for the application.

**Project Plan Document** - This document shall contain details of the resources, timelines, and milestones for this project. The final project plan will be delivered at the end of this phase and will include any necessary updates as a result of the previous three documents

### Key Deliverables/Activities

- Site Assessment, Research, Site Outline.
- Wireframes (if any)
- Project plan with milestone, phase breakup (includes Risk Management plan), Migration plan, Test Plan, Implementation Guide and Information Architecture, Functional Requirements Specification

### Responsibilities and Interaction expected from the client:

- Attend Kick Off meeting
- Assign a client point of contact
- Ensure stakeholder availability for meetings

- Provide relevant information(if available) like qualitative data, quantitative data, business rules, marketing and branding strategy etc. to the team that would aid to capture the exact requirements
- Define project standards and controls required
- Provide high level user stories or use cases that the vendor will finalize and utilize
- Provide feedback, verify accuracy and review of the deliverables
- Co-ordinate resource availability and provide at least read only access to infrastructure

**Point of Contact:** Project Manager

**Contact Channel:** Email, Phone (direct number), Chat (Skype), Collaboration tool

**Onsite Meetings:** Usually ranging between 2 to 5 meetings

**Support Type:** Consultation and Recommendations, Collaboration tools setup and access provided

## Theme Development Phase

In the theme development phase of the project, the team will guide the client with our user experience and design capabilities in order to help you through a successful design and content display. We will start with the site map, which will determine the navigation structure for the site. After which we provide

1 Home page

3 inner pages (3 unique pages)

With 1 Round of revision

That illustrates the user experience, page layout, priority and prominence of various content and interface elements on the site. Upon final approved PSDs mockups from City, Ameex would convert the PSDs into HTML pages and would be given for responsive testing. After completion of responsive testing, Ameex would use recommended responsive framework (Bootstrap) or any suggested framework from client as Kentico base theme and would create a Kentico sub-theme. In the newly created Kentico sub-theme, Ameex would implement/use the converted HTML pages for building the pages/layouts and would do further customization on the layouts.

**Note: This phase is applicable only if the client chooses for creative design over themed approach.**

## Implementation Phase

During the implementation phase of the project, Ameex Technologies Corp team will begin to develop the deliverables required for the proposed website. This includes all the aspects of the actual development work as elaborated in the full-scale project plan. The implementation phase is split into two areas of focus, with the front end engineering team freezing the page design and the back end team working on the functionality aspects of the site. This phase typically follows an iterative approach. Additionally towards the end of this phase, the front-end deliverables are specifically subjected to a rigorous testing cycles.

### Key Deliverables/Activities

- Code Drops
- Unit Test Plan & Unit testing reports

- Status Reports/Burn Down Reports/Status Calls
- Demonstration

**Responsibilities and Interaction expected from the client:**

- Ensure stakeholder availability for demonstrations/inputs
- Co-ordinate and ensure resource availability
- Review and provide feedback during each of development sprints

**Point of Contact:** Project Manager

**Contact Channel:** Email, Phone (direct number), Chat (Skype), Collaboration tool

**Onsite Meetings:** Upon request only

**Support Type:** Consultation and Recommendations, Technical Assistance

## System Testing Phase

Upon completion of the Implementation Phase, we will focus on testing the new website in the staging environment by executing a series of core system tests. Ameex Technologies Corp team does three rounds of system testing before moving into the final phase of testing.

All critical, major, and minor issues are addressed before the software is moved into the UAT phase.

Ameex Technologies Corp uses an industry-standard bug-tracking tool to track, monitor, and report test issues.

We adhere to the best industry quality testing practices and standards.

The team will review and test the web pages for the web sites to ensure that all possible scenarios of bug discovery are traced and tested appropriately. We will also test whether the links are functioning, browsers are appropriately rendering pages, the content management system is functional, and that all pages are in compliance with the standards defined earlier in the project.

**Key Deliverables/Activities**

- Development of test cases for the new proposed features
- Internal QA Test Plan, Test Cases, Testing Results and Reports
- Resolution of identified bugs

**Responsibilities and Interaction expected from the client:** NA

**Point of Contact:** Project Manager

**Contact Channel:** Email, Phone (direct number), Chat (Skype), Collaboration tool

**Onsite Meetings:** Upon request

**Support Type:** General Assistance

## Performance Testing

Ameex Technologies Corp offers industry standard performance testing and tuning services to optimize websites, applications as per the client's need.

### Objectives

To measure the end user performance capabilities of the features as implemented

To determine the capabilities and limitations of the features with regard to concurrent users, response times, and Transactions per second

To monitor the servers, analyzing the test execution results, and provide the Performance Test Report

### Initiation:

During the Initiation phase, the Dev team will provide detailed information of the application architecture under test that includes Servers, Operating Systems, Applications, Appliances, Network, etc. PTE Team will determine the requirements for adequate and accurate system monitoring and come up with a solution for watching all of the required elements and gathering performance statistics of the system under test during the load testing events.

### Analyze & Design

Development team will review the test plan prepared by PTE team and approve a formal test plan artifact that will describe the testing activities, their start and end dates, effort, deliverables, etc.

#### Key Deliverables/Activities

- Performance Testing Plan
- Test Execution Reports
- Fine tuning and Optimization of the CMS environment

**Responsibilities and Interaction expected from the client:** NA

**Point of Contact:** Project Manager

**Contact Channel:** Email, Phone (direct number), Chat (Skype), Collaboration tool

**Onsite Meetings:** Upon request

**Support Type:** General Assistance

## User Acceptance Testing, Cut-Over & Production Launch

In this final phase of the engagement, the team will focus on completing the testing process and ensure that all knowledge transfer efforts are completed successfully. In addition, this phase of activity includes the production launch of the new web site and project closure activities.

Ameex Technologies Corp will 'migrate' the web site from the staging environment to the production environment for final acceptance testing. Although the web site would be technically operating in the production-hosting environment through this final phase of testing, we recommend that the site should not be made visible/available to the public at large. We have found that using this approach allows our clients to feel more comfortable that the CMS and its redesigned web

site code are fully functional in the production environment. To complete the acceptance testing, we shall ask the client's team to review and test the web pages to ensure that all links are functioning, browsers are appropriately rendering pages, the content management system is functional, and that all pages are in compliance with the creative standards defined earlier in the project. Upon completion of final acceptance testing and with the expressed written approval of the client, we will make the redesigned web site available to the public at large. After successful launch, we shall focus on the project close-out activities and conduct a debrief meeting with the client team to review the final status of the project and to define opportunities for future expansion.

### **Key Deliverables/Activities**

- Migration from Staging to Production Environment
- External QA Testing and Issue Resolution
- Knowledge Transfer Session /User Manuals
- Debrief Meeting
- Production Launch of Web Site

### **Responsibilities and Interaction expected from the client:**

#### UAT

- Provide staff resources and server access needed for testing and production environments
- Work with Ameex to develop user acceptance test criteria for test scripts
- Validate deployment on test and production environments
- Perform user acceptance testing
- Validate/accept test scripts and testing results

#### Training Phase

- Identify representatives for training attendance
- Provide feedback on training documentation

#### Cutover and Production Launch:

- Provide access to the web hosting systems (if already available) with appropriate IT staff supervision
- Perform final review and approve the launch
- Smoke test the launched site for functionality

**Point of Contact:** Project Manager

**Contact Channel:** Email, Phone (direct number), Chat (Skype), Collaboration tool

**Onsite Meetings:** Upon request

**Support Type:** Access provided to Bug Tracking tool to report bugs, Training\*, Assistance, Warranty Support of 60 days post launch

## Testing Services

Ameex Technologies Corp puts tremendous effort in maintaining 100% quality in the project delivered to the customer ahead of time. We help clients facilitate business processes by ensuring their websites and web applications are functional, reliable and highly usable. Testing a web-application is a complex task, which requires a holistic, professional approach. Our extensive expertise in web application testing ensures minimized defects and avoids expensive post-production bug-fixing and repeated patches.

Clients rely on us to deliver comprehensive, scalable and cost-effective QA for Web applications of various sizes and complexity levels.

Following are the necessary steps we take to ensure your application performs to your expectations.

- Analyzing the requirements and functional specification
- Defining the test environment and testing tools
- Developing a test plan
- Creating and prioritizing the most critical transactions
- Building test cases
- Executing test cases
- Reporting bugs
- User interface testing, compatibility testing, configuration testing, functionality testing, localization
- Product specification and user documentation review
- Providing detailed testing status reports, including Test Reports, Bug Reports and Test Documentation

## Warranty Support

A warranty support of 30 days will be offered by Ameex Technologies Corp and there wouldn't be any cost implications during this phase. This support is predominantly provided by the project team and the project manager would still remain as the single point of contact to you. The scope of work strictly restricts itself to any item that can be deemed as an issue pertaining to the work undertaken per the statement of work.

## 6. PRICING AND TIMELINE

S.No	Features	Estimated Hours	Cost in Dollars
1	Environment Setup	8	\$320.00
2	<b>Discovery Phase:</b> Kick off meeting Meeting with stakeholder team	8	\$360.00
	Current system analysis & Migration Plan	30	\$1,200.00
	Requirements Planning and Site definition	16	\$720.00
	<b>Documentation</b>	24	\$960.00
	Implementation Guide document		\$0.00
	Information Architecture document		\$0.00
	Functional Specification document		\$0.00
	<b>Off-the-shelf kentico theme implementation</b>	100	\$4,000.00
	<b>CMS architecture</b>	16	\$640.00
	Role permission need to assigned the CMS users(Admin/Authors)		\$0.00
	Creating of Page templates, Pages		\$0.00
	Category, Custom Properties Configuration etc.		\$0.00
	<b>Implementation &amp; Development Phase</b>	160	\$6,400.00
	Master Page Development, User Controls Development		\$0.00
	Development of Page templates, standard aspx templates		\$0.00
	Custom Module Development		\$0.00
	Standard Kentico Search		\$0.00
	Google Analytics		\$0.00
	Social integration		\$0.00
	SEO implementation		\$0.00
	Multisite Setup		\$0.00
	Enabling Default content workflow		\$0.00
	Content Migration of less than 500 contents		\$0.00
	URL Structuring	18	\$720.00
	301 Redirect	20	\$800.00

	QA - Testing	63	\$2,512.00
	Project Management	70	\$3,150.00
	Optimization and Deployment	8	\$320.00
	Online Training	6	\$240.00
	<b>Sub-Total</b>	<b>547</b>	<b>\$22,342.00</b>
	<b>Kentico License Cost</b>		<b>\$7,499.00</b>
	<b>Total Cost</b>		<b>\$29,841.00</b>

## Assumptions

- ✓ Maintenance and Support cost is not included in the above estimate.
- ✓ Hosting services is not part of this budget.
- ✓ The above budget is for complete offshore project development.
- ✓ Ameex would use the ready theme template purchased by the client for the proposed site's design implementation.
- ✓ Estimate may vary to some extent after the requirements gathering phase.

## Timeline

Scope of Work	Target Date
Discovery Phase	<i>Start Date + 1Week</i>
Design Phase	<i>Start Date + 3Weeks</i>
Development Phase	<i>Start Date + 6 Weeks</i>
Testing	<i>Start Date + 7 Weeks</i>
Deployment and Training	<i>Start Date + 8 Weeks</i>



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