

## Methodology-Framework 21

### 1.0 Describe Methodology

- *Describe your actions you would take to establish yourself as that State's SVAR, with the central procurement office, and with individual using entities (e.g. state agency & a coop partner such as a city)*

One of the first tasks in establishing Framework 21 as a State's SVAR is to execute a Participating Addendum (PA) with the State ensuring that all the terms, taxes, services and any other requirements not covered by the MPA are included in the PA. We will ensure that the End User License Agreements are agreed to and included in the PA. Moreover, we will identify the cost discount structure that we receive from the Software Publisher and determine if we need to negotiate our cost plus percentage markup (not to exceed the established markup of the MPA).

All resellers receive some level of discount from the Software Publisher and we need to make sure we are reasonable and fair in our pricing to the participating entity. We will make sure that all taxes and licenses needed to operate in the State or County are secured and that any State specific requirements are met such as insurance, fees, reporting, etc. Additionally, we need to ensure the State Central Procurement Office (CPO) will allow local government entities to purchase using the PA. Besides the Software Publisher we currently represent, we will determine if the participating entities require other software products not listed in our MPA but that can be added. If that is the case, we will reach out to the Software Publisher(s) to identify ourselves as the SVAR for that State. Over time, there may be additional Software Publishers added to our MPA. Also over time, as volume increases, we may be able to negotiate additional discounts with the Software Publishers.

Once the PA has been executed, we will incorporate that PA on our website and make sure logins and information/pricing presented to the participating entities are reflected for that specific PA. Should the participating entities request, we will then assess what volume license arrangements (VLA) are in place to see if those arrangements would be incorporated into our system for license tracking. We will reach out to the Software Publisher to see if they would be open to Framework 21 becoming the channel partner for that VLA agreement. We will explore the possibility of incorporating the VLA into the PA as well. The incorporation of the VLA or at least the tracking of the licenses in our license management system is to ensure that license renewals or support renewals are timely and that volume discounts are afforded to the participating entity based on the additional volume.

For participating entities, Framework 21 will also reach out to the various hardware contractors to document any software distribution provided through the hardware from a Software Publisher can be tracked and reported on to the reasonable extent possible in our license management system.

We will conduct multiple training and/or webinar classes (depending on number of people and locations) on what and how to use our WSCA portal for the participating entities. Education will focus on logins, pricing, quote processing, order processing, reporting services, license tracking, support and license renewals, installation assistance and services, contact info (email, telephone, fax, and/or online), and help services available to them. We will establish regular and frequent (at least initially) meetings with the CPO and participating entities to make sure we are delivering on what we committed to and to gather feedback on our performance with suggestions on how to improve.

- *Describe how those actions may be modified if your contract were the first SVAR contract for that state*

In the event Framework 21 is selected as the first SVAR, a few actions outlined above may be modified. For example, in addition to focusing on the Software Publisher that we have in our MPA, we will work closely with the CPO and the participating entities regarding other Software Publishers products to add to our offering. We will dedicate more time to work with the Software Publishers to determine if we could be established as a SVAR for their products and what certifications and requirements are required to do so. Additional time will also be spent assessing and inventorying the VLAs for the other Software Publishers.

- *Describe your outreach to State and Cooperative Partner users.*

We intend to conduct outreach at various levels; National, State, and Local. At the national level, Framework 21 will participate in various NASPO events that allow for non-NASPO members to attend such as the Annual “NASPO How to Market to State Governments Meeting”. We will work with individuals such as Greg Smith and Paul Stembler to obtain their recommendations on best methods for reaching out to WSCA participating States.

At the state level, we will work with the central procurement office to determine the best way to communicate the availability of the WSCA contract as a contracting vehicle to their departments. Some of the larger States have annual procurement meetings that are open to vendor sponsorship and exhibits like the California GTC West Conference. In addition, at the State level, we will work with the CIO and his/her counterparts in the various departments to let them know about the WSCA contract vehicle. We will also participate at national CIO events like the annual NASCIO Conference. At the local and city government level, we will work with the State CPOs to determine the best venue for outreach.

## 2.0 Describe Website

Describe the website you would establish for a State and that website’s functionality or special features. Up to 10 screenshots can be included as a supplement to the narrative.

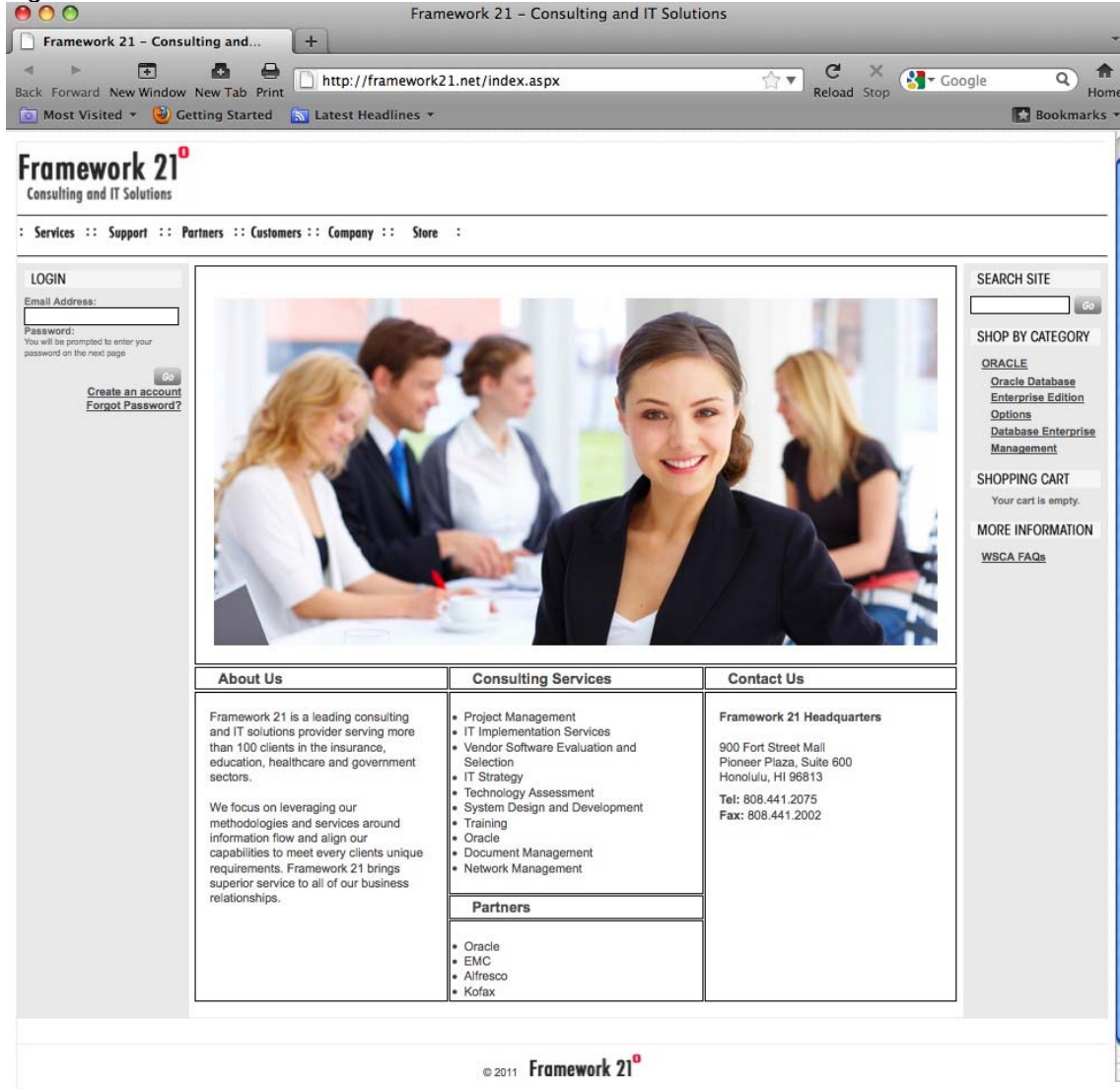
- *Home page appearance & information*

Framework 21’s website ([www.Framework21.net](http://www.Framework21.net)) is hosted and managed by web content management tools provided by Network Solutions, the leading domain name registrar and web services company.

WSCA members will have the ability to securely access product information and pricing, ordering options and view order history through Framework 21’s website.

See *Figure 2a* for an illustration of Framework 21’s homepage.

Figure 2a

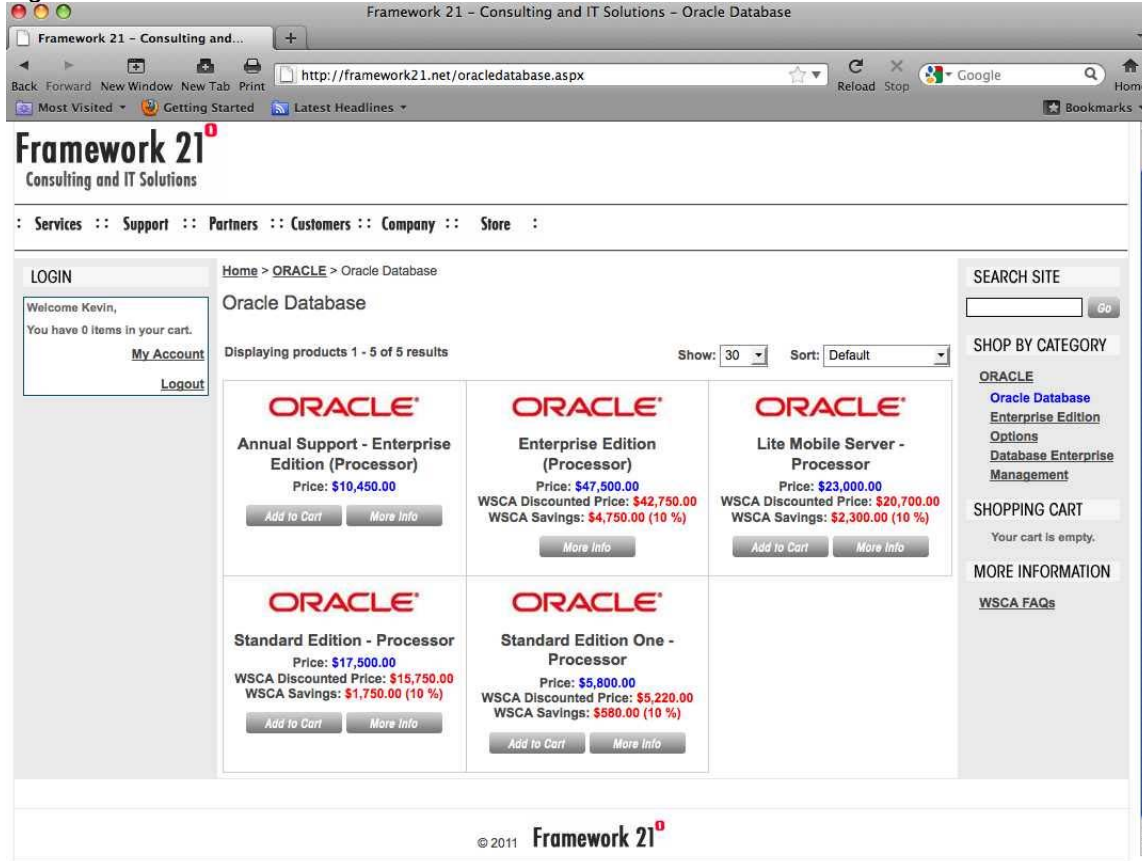


Upon successful user registration through Framework 21's website, WSCA members can browse Framework 21's product offerings by clicking on the product categories or by performing a product search. Results can be further filtered by sorting results in alphabetical order or by price.

- *Product Catalog (include searchable fields, which products you would include, how VLA information is provided)*

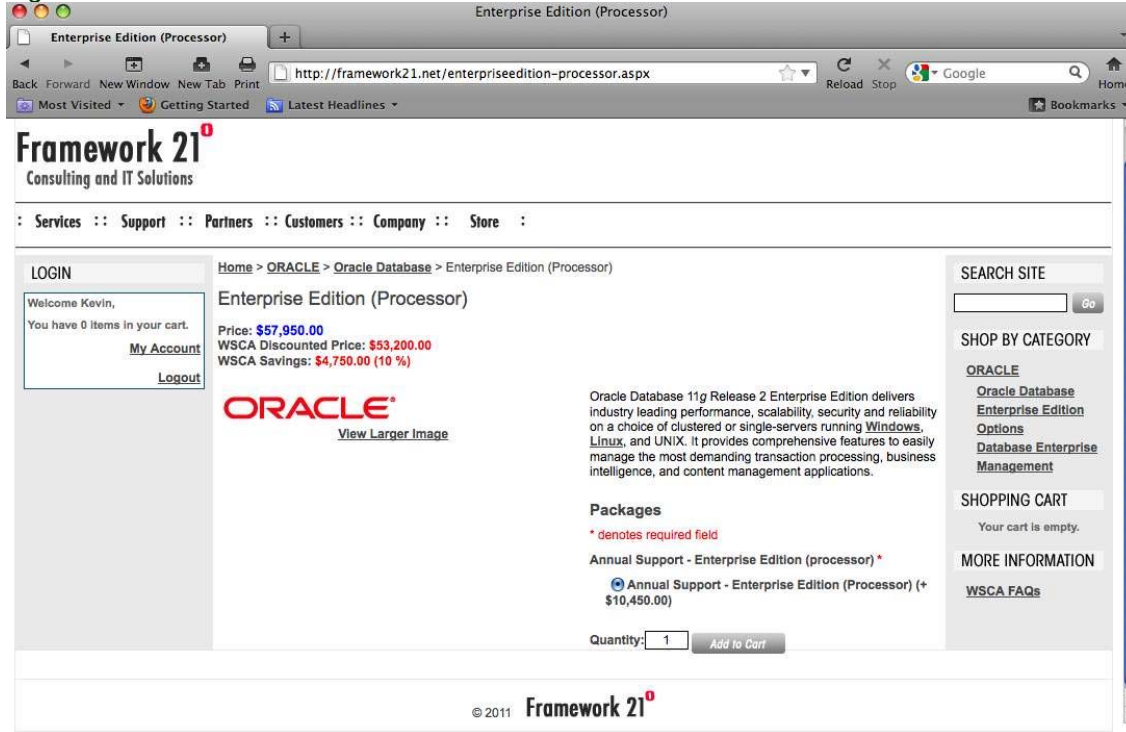
See Figure 2b below for a sample screen shot of a product listing after clicking the "Oracle Database" category. Note: Prices and discounts shown are examples and not actual product prices or discounts.

Figure 2b



Selecting a desired product provides detailed product information. The detailed product information will show the WSCA discounted price and WSCA savings for the selected product. Additionally, annual support options and other bundled products may be shown as depicted in Figure 2c below. Note: Prices and discounts shown are examples and not actual product prices or discounts.

Figure 2c



After adding desired products to the user's cart and proceeding to checkout, users will have the ability to review their order and submit purchasing information. Completing the order requires that a registered user has successfully signed in and has supplied proper purchasing information. Additionally, Framework 21 has the ability to capture the user's IP address for additional auditing capability.

See Figure 2d for an illustration of the site's checkout screen. Note: Prices and discounts shown are examples and not actual product prices or discounts.

Figure 2d

Framework 21<sup>®</sup>  
Consulting and IT Solutions

Services :: Support :: Partners :: Customers :: Company :: Store ::

1 Customer Information 2 Additional Information 3 Review & Payment 4 Confirm Order

**LOGIN**  
Welcome Kevin,  
You have 1 item in your cart.  
[My Account](#)  
[Logout](#)

**Review Order**

**Ship To:** Kevin Awaya  
900 Fort Street Mall  
Suite 600  
Honolulu, HI 96813 United States  
[Edit](#)

**Bill To:** Kevin Awaya  
900 Fort Street Mall  
Suite 600  
Honolulu, HI 96813 United States  
[Edit](#)

**Your IP Address:** 70.95.182.205

Product Name	Item Number	Quantity	Item Price	Total Price
Enterprise Edition (Processor)		1	\$53,200.00	\$53,200.00
Annual Support - Enterprise Edition (processor): Annual Support - Enterprise Edition (Processor)				

Subtotal: \$53,200.00  
Shipping & Handling: \$0.00  
Tax: \$0.00  
Order Total: \$53,200.00

**Select Payment Method**

**Pay by Account Number**

Account Number: \*

Purchase Order Number: \*

\* denotes required field

<< Previous Place Your Order

**SEARCH SITE**  
  
Go

**SHOP BY CATEGORY**

**ORACLE**  
[Oracle Database Enterprise Edition Options Database Enterprise Management](#)

**SHOPPING CART**

Qty	Item	Total
1	Enterprise Edition (Processor)	\$53,200.00

Subtotal \$53,200.00  
[View or Edit Cart](#)

**MORE INFORMATION**  
[WSCA FAQs](#)

© 2011 Framework 21<sup>®</sup>

- On Line Tutorials

Framework 21 provides several options for self help throughout its website. Users may browse the website's sitemap, visit the WSCA Frequent Asked Questions page shown in Figure 2e or click on specific help options such as the "Shopping Cart" help option shown below in Figure 2f.



Figure 2e

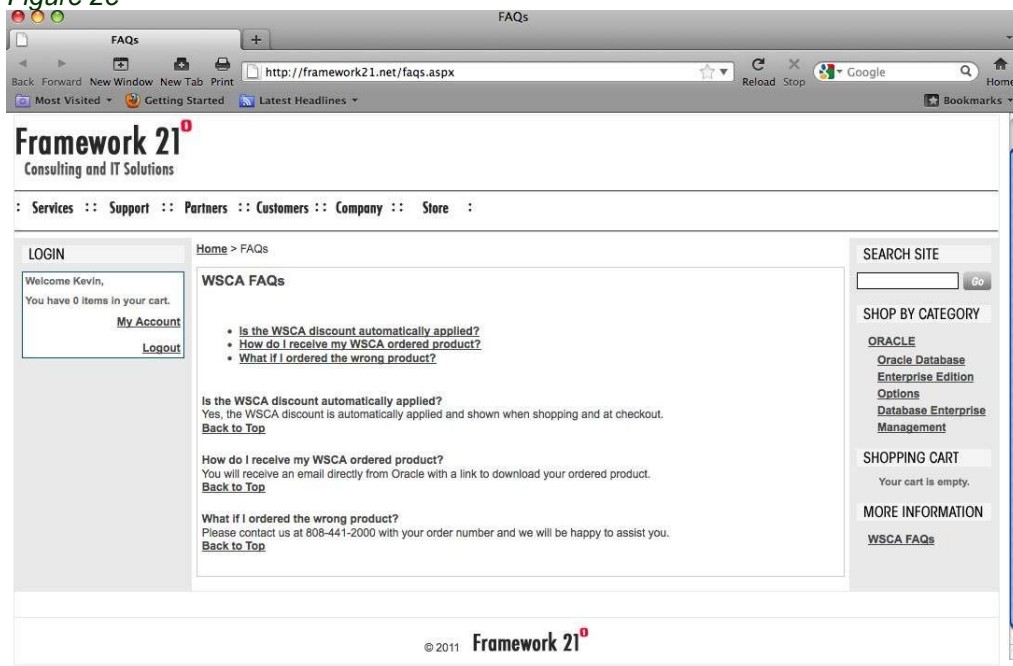
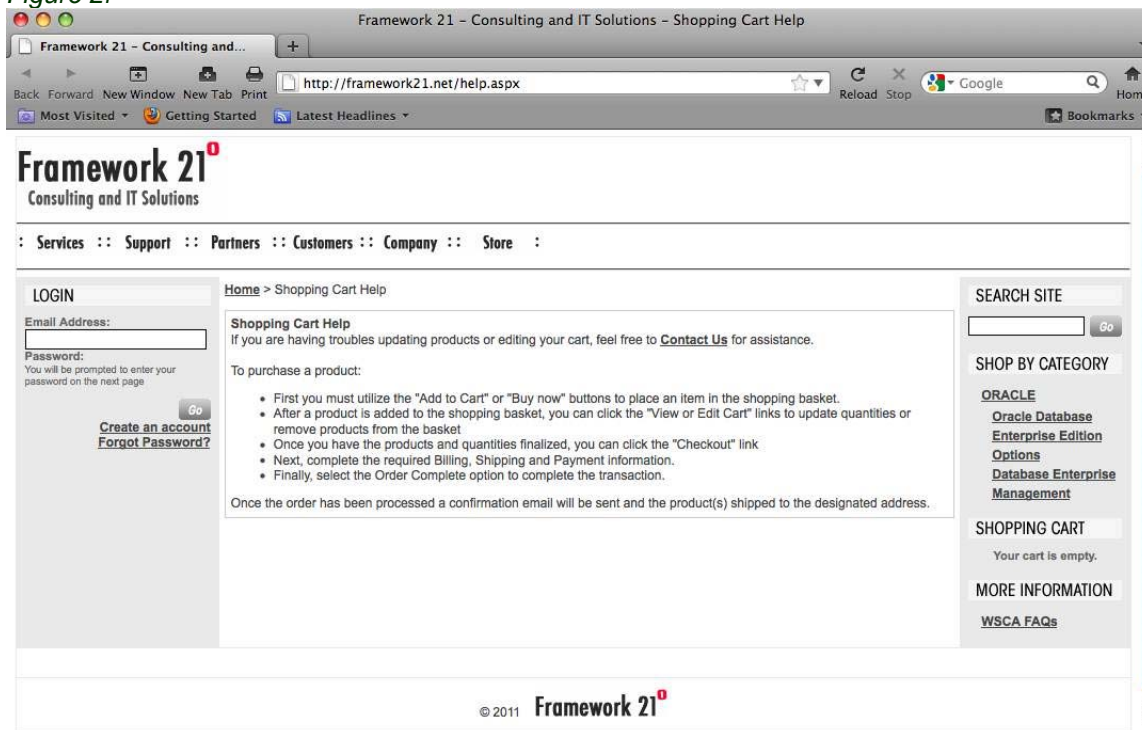


Figure 2f



- Downloadable standard reports, if any. Include how information is controlled and sorted (e.g., how can Tempe, AZ obtain only their information, how can Procurement Officer of contract obtain a purchasing profile for user and volume in State)

After submitting an order and/or receiving the product(s), WSCA members have the ability to review their order history through the use of reports. Figure 2g depicts the order history summary screen that can be filtered by desired date ranges. Figure 2h illustrates the results of the filtered data while Figure 2i depicts the detailed information of a specific order.

Figure 2g

The screenshot displays the nsCommerceSpace Control Panel interface. At the top, the browser address bar shows the URL <https://0336307.netsolstores.com/MCP/index.aspx>. The navigation bar includes tabs for Sales, Inventory, Operations, Design, Pages, and Reports. The sidebar on the left contains a Quick Search section and a list of bookmarks. The main content area is titled 'nsCommerceSpace Control Panel' and features a 'Home' section with a 'Quick Search' box. Below this, there are sections for 'All Orders' (Manage Orders) and 'Shopping Carts' (Manage Shopping Carts). The 'All Orders' section shows a summary of 3 Orders Received, 0 Payment Received, and 0 Declined. A dropdown menu for 'Timeframe' is open, showing options like Today, Yesterday, Current Week, Previous Week, Current Month, Previous Month, 1st Quarter, 2nd Quarter, 3rd Quarter, 4th Quarter, Current Calendar Year, Previous Calendar Year, Previous 12 Months, and All Time. Other sections include 'Top 5 Selling Products from Today' (View All Reports) and 'Product Feeds' (View All Feeds). The bottom section features 'News & Updates' with articles about upcoming software releases and bandwidth usage.



Figure 2h

Orders - Framework 21 - Consulting and IT Solutions

netsolstores.com https://0336307.netsolstores.com/MCP/sales/order

nsCommerceSpace Premium v7.9.4.1 for framework21.net

Home > Sales > Orders

**Sales**

- Shopping Carts
- Orders**
- Order Statuses
- Customers
- Price Levels
- Customer Groups
- Mailing Lists
- Shopping Lists

Quick Search

Order by Keyword:  Go

Product by Name:  Go

Customer by Keyword:  Go

Bookmarks

- [View New Orders](#)
- [Add New Products](#)
- [Manage Categories](#)
- [View Customers](#)
- [Edit Shipping Option](#)
- [Bookmark this page](#)

Additional Resources

- [Exclusive Offers](#)
- [Network Solutions Forum](#)
- [My Account Manager](#)
- [Feedback](#)
- [Glossary of Terms](#)

**Manage Orders**

Manage your store's orders below. You can search for orders, view and edit detailed order information, or change the status of orders as you process them.

[Create a new order](#)

You have 3 Active orders in status "Order Received"

Search:  Search

Active (3) Archived (0)

Order Received (3) Payment Received (0) Partially Shipped (0) Shipped (0) Canceled (0) Declined (0) Admin (0)

Sort by: Order Number Descending

Order Number	Date	Customer	Amount	Shipping	Status	Actions
3	4/7/2011 11:51 AM	Kevin Awaya	\$10,350.00	Shipping not required	Order Received	<a href="#">Edit</a> <a href="#">Clone</a>
<a href="#">Products (1)</a> - Advanced Security (1)						
2	4/7/2011 11:49 AM	Kevin Awaya	\$20,700.00	Shipping not required	Order Received	<a href="#">Edit</a> <a href="#">Clone</a>
<a href="#">Products (1)</a> - Data Mining (1)						
1	4/7/2011 11:42 AM	Kevin Awaya	\$53,200.00	Shipping not required	Order Received	<a href="#">Edit</a> <a href="#">Clone</a>
<a href="#">Products (1)</a> - Enterprise Edition (Processor) (1)						

☐ select / deselect all

Page 1 of 1

Save Selected

With selected order(s):  Go

Tip: How to process an order: 1. View Order 2. Verify Funds 3. Ship Order 4. Confirm Order [more](#)

Order Number Setting

Figure 2i

Framework 21 – Consulting and IT Solutions – Order Detail

Framework 21 Consulting and IT Solutions

Services :: Support :: Partners :: Customers :: Company :: Store ::

**LOGIN**  
Welcome Kevin,  
You have 0 items in your cart.  
[My Account](#)  
[Logout](#)

Home > My Account > Order History > Order Detail

**Order Detail** [Print This Page](#)

[Your Order History](#) | [Edit Profile](#) | [Change Password](#) | [Logout](#)

**Order Information**  
Order Number: 1  
Date: 4/7/2011 11:42 AM  
Status: Order Received  
Shipping Method: Shipping not required

**Customer Information**  
Customer: Kevin Awaya  
Email: kawayaya@framework21.net

**Ship To**  
Kevin Awaya  
900 Fort Street Mall  
Suite 600  
Honolulu, HI 96813 United States  
Phone: 8084412023

**Bill To**  
Kevin Awaya  
900 Fort Street Mall  
Suite 600  
Honolulu, HI 96813 United States  
Phone: 8084412023

**Additional Information**  
**Policy Agreement:**  
I have read and agree to the [Shipping](#), [Return](#), and [Privacy](#) policies.

**Product Information**

Product Name	Item Number	Quantity	Item Price	Total Price
Enterprise Edition (Processor)		1	\$53,200.00	\$53,200.00
Annual Support - Enterprise Edition (processor): Annual Support - Enterprise Edition (Processor)				
Subtotal:				\$53,200.00
Shipping & Handling:				\$0.00
Tax:				\$0.00
Order Total:				\$53,200.00

**SEARCH SITE**  
 [Go](#)

**SHOP BY CATEGORY**  
[ORACLE](#)  
[Oracle Database Enterprise Edition](#)  
[Options](#)  
[Database Enterprise Management](#)

**SHOPPING CART**  
Your cart is empty.

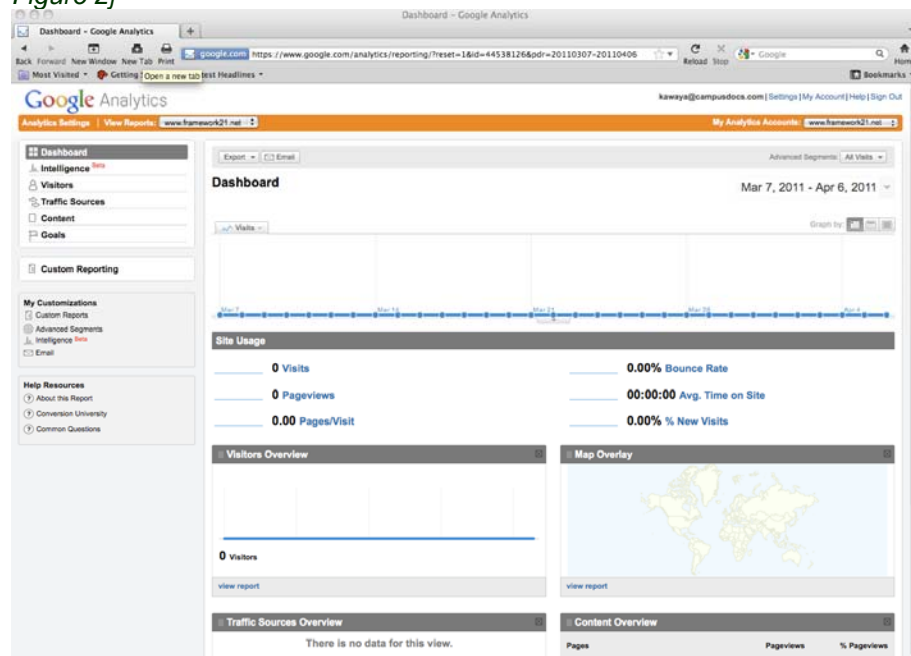
**MORE INFORMATION**  
[WSCA FAQs](#)

- *How website is monitored, kept current and accurate*

Framework 21 will leverage Network Solutions integrated Google Analytics option to monitor website traffic and analyze the website traffic data to further improve the site's usability for WSCA users.

Figure 2j shows the sample Google Analytics Dashboard for Framework 21's website.

Figure 2j



### 3.0 Describe Method for Tracking Software Licenses

Describe your method for tracking software licenses and ensuring PE receive timely notifications of renewals or are advised of volume agreements opportunities or vulnerabilities, etc.

Framework 21 utilizes a customizable and robust best of breed tracking and client managing software by Atlassian for its license tracking and notifications associated with software renewals, updates and technical support. We will track the licenses based on the unique CSI number (Oracle's license number) provided to us by Oracle upon purchase of its software.

- *Standard sort-able data fields you establish for these records*

All available fields are sortable and searchable within the application and monitored for updates or notifications via email alerts as well as via the dashboard setup by designated staff. Examples of standard and custom fields that are sort-able and tracked on behalf of the PE's include but are not limited to the following:

- Participating Entity or Organization
- Purchase Date

- Purchase Amount
- Renewal Date
- Product
- Product Number/Version
- License Number (Oracle CSI)
- Description
- Comments
- Unresolved Issue

- *The information you track on behalf of PE's*

Additional custom fields required for additional tracking or reporting purposes can be added as needed as depicted in Figure 3a, all of which can be tracked and exported in a report format.

Figure 3a

The screenshot shows a 'Search/Filter Fields' section with the following fields:

- PE/Org: City of Tempe
- State: AZ
- Created: From [ ] To [ ] (Use this picker for relative dates)
- Product Item: [ ]
- Purchase Date: [ ]
- Updated: From [ ] To [ ] (Use this picker for relative dates)
- Description: [ ]
- CPO: [ ]
- Due Date: From [ ] To [ ] (Use this picker for relative dates)

Below the search fields is a 'Custom Fields' section with the following fields:

- Renewal Date: [ ]
- Notification Date: [ ]
- License No: [ ]

- *How reminders or significant dates or volume plateaus are triggered and how your organization, as a partner with a PE, works with the PE to ensure no deadlines are missed or opps unexplored.*


Our system can easily be setup to trigger notifications specific to each Participating Entities' renewal (or other key dates) dates or product volume purchases based on predefined parameters or requirements. We will work closely with a PE to determine significant dates, desired advance notice and / or when product volume purchases reach a defined target level. At a minimum, based on those notifications and triggers, we will collaborate with the PE to ensure that e.g. renewal reminders are handled in a timely manner and to provide any updates or recommendations (to identify new opportunities) for additional software needs or services.

## 4.0 Describe Standard Reports






















Describe standard reports which you can generate for a PE and provide sample reports as examples.

We will be able to provide various standard reports based on the reporting needs of the requesting PE. At minimum and based on the reporting requirement of the WSCA contract, we will provide quarterly purchase volume reports. Additional standard reports from our accounting, ecommerce and license management system can be provided at the behest of a PE. See figure 4a for an example of a sample report data that can be filtered and provided as a report to a requesting PE.

Figure 4a

Current View: [Browser](#) ( [Current Fields](#) | [Printable](#) | [Full Content](#) ) | [XML](#) | [RSS](#) ( [Issues](#) | [Comments](#) ) | [Word](#) | [Excel](#) ( [All fields](#) | [Current fields](#) )  [Bulk Change: all 202](#)  
[Configure your Navigator](#)

1 | 2 |

T	PE/ORG	PA	Product Item	License No.	Rep	Pr	Status	CPO	Purchase	Renewal	Created
	<a href="#">CSUS-204</a>	WSCA-CA	Oracle Database 11g Standard Edition	HI003	K Duarte				18/Jan/11	18/Jan/12	21/Oct/10
	<a href="#">CSUS-203</a>	WSCA-CA	Oracle Data Integrator	OES1	K Duarte				07/Dec/10	07/Dec/12	19/Oct/10
	<a href="#">CSUS-202</a>	WSCA-CA	Oracle Fusion Financials	PS99	K Duarte				07/Dec/10	07/Dec/12	18/Oct/10
	<a href="#">CSUS-201</a>	WSCA-CA	Oracle Sunblade Server	OU999	K Duarte				13/Dec/10	13/Dec/11	15/Oct/10
	<a href="#">CSUS-200</a>	WSCA-CA	Oracle Sunblade Server	ODB01	K Duarte				13/Dec/10	13/Dec/11	15/Oct/10
	<a href="#">CSUS-199</a>	WSCA-CA	Oracle Sunblade Server	PS005	K Duarte				26/Oct/10	26/Dec/11	13/Oct/10
	<a href="#">CSUS-198</a>	WSCA-CA	Oracle MySQL	OE003	K Duarte				19/Oct/10	07/Dec/12	11/Oct/10

- License Summary
- License Renewal
- Product Listing
- Purchase Volume
- Discount Summary

Describe examples of Optional reports which you could provide and provide pricing in the Offeror-Pricing Section.

Additional custom reports may be provided at the behest of a requestor. Pricing for the reports would be based on actual Consultants' time required (and hourly rates provided in Offeror-Pricing attachment) to customize or prepare the initial report.

## 5.0 Describe Proof of Licenses

Explain your method of ensuring a PE will receive and can provide proof of licenses.

Oracle electronically provides a unique CSI number for every product purchase. We will maintain as well as forward the CSI number once assigned by Oracle and which will serve the proof of license.

- *Explain method of retaining back up copies of Proofs of License; and how quickly you could provide duplicate copies as needed*

Oracle electronically provides a unique CSI number for every product purchase. We will maintain as well as forward the CSI number once assigned by Oracle and which will serve the proof of license.

- *Describe how you partner with a PE to demonstrate accuracy of licensing information to a publisher (e.g. true up licenses).*

At a minimum, the processes and reports that are in place will provide a baseline for collaborating and working with a PE on a regular basis to review and validate purchases and licensing information on a quarterly basis or as otherwise agreed upon with each individual PE.

## 6.0 Describe Value Proposition

Describe how you would work with a PE and publisher to maximize the Entity's value in obtaining products and services under this contract. Description to address but not limited to:

- *Working with a PE and a publisher to assist the Entity in best managing their volume or enterprise licensing agreements.*

Based on our experience with Oracle, we can assist the PE by providing a single location for all its software licenses acquired prior to the MA (both VLA or enterprise licensing agreements as well as individual purchases made by the PE) and software licenses acquired during the duration of this contract. We would request, with the PE's permission, from Oracle Renewals a listing of all PE's CSI numbers purchased prior to the MA being in place. As Oracle maintains its own database listing, we would enter that information into our tracking system for that PE based on the Oracle CSI number. With permission from Oracle to manage the VLA, we will be able to track the volume and the metrics used to monitor the VLA. Each VLA would have been uniquely structured with regards to the metrics used for volume, discount, reporting, and renewal periods. Hoike has key personnel experienced and familiar with the Oracle method of VLAs.

- *Working with a State and publisher to maximize the leverage created by the total sales volume from a State and its cooperative partners to ensure best value to all PE's.*

As the dollar volume of a PA increases over time, Framework 21 will be able to request additional discounts afforded to that PA such that any discount approved from Oracle would be readily reflected in the PA. Framework 21 has experience in requesting and gaining approval for Oracle Non-Standard Requests (NSR) for additional discounts based on volume and other justifications. Again, any further discounts received from Oracle will be passed along to the PE for that PA.

- *Working with a Publisher to maximize the leverage created by the total sales volume overall resulting from this contract.*

As explained in the response above, Framework 21 will be able to request additional discounts based on overall MA volume from Oracle. The overall software license volume purchased through the MA is anticipated to be substantial to warrant further discounts. However, we not only will consider total sales volume for the justification but also the convenience and efficiency of having a single source of license management for the customer and Publisher is of high value. Further, the processing of support renewals will be of high value based on a streamlined single source.

- *Working with a PE and publisher to obtain the best quote on a high volume purchase*

As explained in the previous response, based on a single high volume purchase, Framework 21 will be able to request additional discounts through the Oracle NSR process. Besides a volume discount on software licenses, other terms can be requested (e.g. lower price on maintenance renewals for future years, limited increase in maintenance renewals for future years, migration of licenses, consolidation of licenses into a single CSI, etc.). These optional terms can be requested through the Oracle NSR process. Framework 21's key personnel have substantial experience with the NSR process.



- *If, and how, you use historical purchase information to provide targeted assistance to a PE*

Oftentimes in large organizations, one entity of the same PE may not know the purchasing trend of another entity. As such, if the entities knew historical trends or future procurements, they may be able to consolidate their purchase to justify (through NSR process) additional discounts based on a single high volume purchase. In addition, by reviewing historical trends, it may benefit the PE to consolidate their purchases at certain time of the year to receive additional discounts. Oracle has traditionally offered greater discounts at quarter- or year-end periods for larger volume purchases. Framework 21 understands this business cycle and can assist the PE with the timing of their volume purchases.

- *Assuming software configuration is not within the knowledge or authority of your organization, describe how you could assist a PE in finding a solution. Explain how you would “price out” such assistance.*

This is not an issue for Framework 21. Its staff has collectively over 100+ years experience in Oracle products and solutions. Several of the Company's staff have worked for Oracle Corporation and maintain several Oracle certifications and qualifications. Software configuration and finding a solution is not typically a chargeable service to a customer. Unless it will require a physical on-site evaluation, software recommendations and configurations are not charged. We would also enlist the help of Oracle Sales Engineers and other resources to assist with the customer's solution. Oracle has its own sometimes complex metrics and rules for software licensing and requires knowledge and experience to resolve. Framework 21 has personnel that are able to resolve most software configurations and pricing. In the event we are not able to do so, we would seek assistance from Oracle Sales Engineers. All of these services are of no cost to the customer and should be able to be accomplished through email or web conferences (unless physical on-site presence is required). Framework 21 intends to establish a help desk to provide multiple services for WSCA such as providing software consultation and configuration recommendations.

- *Explain the training you could provide (other than online tutorials) to assist PE's in using this contract and obtaining the best value from it.*

At minimum, we will be participating at various regional and national NASPO and WSCA scheduled events throughout the year to meet with as many PE's and their Purchasing Officers to educate them on the existence of the WSCA contract and highlighting the value associated with partnering with us for their Oracle software purchases, a selected SVAR, under the contract. We will continue to seek out other events for reaching or gaining access to state, city, county and public education purchasing officers. Our website will also detail the value of the WSCA purchasing option and how the PE can get the best value from it. Examples will be displayed showing purchasing through WSCA and purchasing Oracle List Price. In addition, the website catalog will indicate how much the PE has saved from Oracle's List Price based on the selection and configuration of products.

We will also engage in a marketing campaign and promotion (possibly led by our selected Public Relations firm) to target and educate PE's Purchasing Officers regarding the WSCA contract and our partnership with Oracle as a SVAR.

We will also hold multiple training and/or webinar classes (depending on number of people and locations) on what and how to use our WSCA portal for the participating entities. Education would focus on logins, pricing, quote processing, order processing, reporting services, license tracking, support and license renewals, installation assistance and services, contact info (email, telephone, fax, and/or online), and help services available to them. We will establish regular

and frequent (at least initially) meetings with the CPO and participating entities to ensure we are delivering on what we committed to and to get feedback on our performance with suggestions on how to improve.

## 7.0 Describe Options for Improving Value

This contract has maximum life of 5 years, the technology field is a fast evolving one, and the potential volume under this contract is beyond any single entity contract.

- *How would you improve the value of this partnership, over time, during the life of the contract?*

Framework 21 recognizes the value of the partnership and WSCA for a number of years. Key personnel from Framework 21 have been attempting to place Oracle on a WSCA contract since 2007. The value of the partnership is seen as a win-win situation. The more the PE utilizes the WSCA contract; the more successful Framework 21 can become. With that success, the PE can expect to receive lower costs based on additional discounts and other terms. The Company views this as a long term relationship for the mutual benefit of the Company and the PE. The value Framework 21 brings, in addition to discounts and cost savings, are better informed decisions by a PE based on Framework 21's Oracle knowledge and experience, better customer service to the PE (Oracle is the Company's primary focus), commitment from Framework 21 executives at the highest level for this contract, and dedication and commitment to other Software Publishers as needed.

- *We require the successful contractor(s) to retain publisher certification level, to improve upon them, to work to reduce their costs to obtain publisher products, etc. Explain your processes to meet these requirements.*

All of Framework 21 staff are encouraged to attend Oracle education classes and maintain their certifications levels. Oracle's Partner Program requires SVARs to have specialization and certification in the products they sell and support. These specializations and certifications require the passing of exams and tests based on a particular product area. Framework 21 is committed to expand its specializations and certifications. Several Framework 21 staff are certified Oracle University instructors that have passed Oracle technical and delivery reviews. They teach actual Oracle University classes ([www.oracle.com/education](http://www.oracle.com/education)) in Hawaii. Several of them maintain DBA and Developer level certifications which are also part of the Oracle University designations. In addition, the annual Oracle OpenWorld conference is a great venue to continue and expand product knowledge and gain experience from others beyond the classroom.

- *How would you partner with the Procurement Officer and Participating States to adapt to changes and keep the contract viable?*

The software marketplace is constantly evolving. Oracle is not immune to this. As such, as new products are brought to market, Framework 21 would ensure that these products are added to the MA and PA so that it is always current. In addition, the Company would work with the CPO of each PA to review trends and make appropriate changes as needed (more training, additional marketing, etc.). Moreover, Framework 21 would work closely with Paul Stembler and Greg Smith to get their input and guidance to ensure the WSCA contract is of value. Their advice and comments are invaluable as they see and interact with the WSCA States and have a good "feel" of members directions and changes.

- *As this is a contract which is expected to be used by many states, there is potential for a level of value and partnership – considering marketing information, volume, extended relationships with*

*publishers, shared standards, etc. – beyond that provided by a single State or PE contract. What extra services or value do you feel you could provide given this expanded user and volume base?*

Framework 21 would be able to provide the national or WSCA committees technology and software trends based on the purchasing practices of the PAs. The Company would be able to share collective information on PE needs and education requirements that national or WSCA committees could address in future conferences and meetings. Framework 21 would also be able to provide greater insight as to the technology challenges and solutions PEs have encountered and share those experiences at a collective level. These solutions would benefit PEs facing similar problems and issues. As stated before, we envision the WSCA contract arrangement to be a win-win situation. Any status Framework 21 has gained with the Software publisher will result in more leveraged pricing for the MA and PE. Framework 21 has the potential to become a trusted advisor to the WSCA committee on technology and trends, Framework 21 would welcome that opportunity.

## 1.0 Performance Measurements

What performance measures would you establish to ensure yourself and users of this contract that you are, at a minimum, meeting the requirements of this contract, providing cost-savings solutions, and realizing a high level of customer satisfaction.

*Describe your methods of defining and tracking your performance against specific measurable objectives. Provide copies of any reports you may have developed that communicate your performance levels to customers.*

As part of our customer service and marketing plan, we will establish electronic customer satisfaction and feedback surveys that PE members can complete and submit to us on a scheduled basis (e.g., semi-annually). Our customer satisfaction survey (may be developed in collaboration with our selected Public Relations firm) will provide ratings to allow us to score the responses and measure against our customer service goals. This will provide one avenue for obtaining feedback to determine what areas of our service needs improvement and what features/functions we may be able to provide (e.g., to our website). We will develop specific customer satisfaction surveys and reports based on the SLA's and service needs and requirements of WSCA and its Participating Entities. As such, samples are not yet available.

- Quantifiable Customer Satisfaction Surveys
  - Score website
  - Score meeting defined SLA's per WSCA MPA (e.g. provide response within two days of receipt)
  - Score meeting defined SLA's per PE PA
  - Rate customer service / IT support representatives
  - Request feedback for improvements

As outlined in a previous section, we will establish regular and frequent (at least initially) meetings with the CPO and participating entities to ensure we are delivering on what we committed to and to obtain feedback on our performance with suggestions on how to improve.

## 9.0 Describe Other Value-Added Services

Please use this item as an opportunity to describe other value-added services you can provide that were not specifically required in this solicitation, but are consistent with its intent. Please advise the cost for the services you describe in the Offeror-Pricing attachment, or advise if they are included at no additional charge.

In addition to our software licensing offering, Framework 21 has additional value-added services that we can provide. We have personnel that are experienced in a variety of software products and technologies. While Oracle represents our core offering, our personnel also have knowledge and experience in Microsoft, VMware, Cisco, EMC and HP to name a few. Should the need arise for consulting in these areas, Framework 21 will be able to assist a PE with their design and installation questions or concerns. These services will be provided at no additional cost. In general, Framework 21 will only charge for its services for situations whereby a customer needs our resource to be on-site for complex designs or installations. As such, we do not anticipate charging a PE for answering questions or providing assistance via phone or email.

Framework 21 will continuously seek ways to improve its services and value to the PEs. As such, we intend to conduct frequent meetings with major stakeholders (State of Arizona, WSCA Committee members, Paul Stembler) to gather their feedback on our performance and recommendations for improvement. All of these efforts will be at no charge and will be part of our process for determining key measures of our success.