Instructions: Complete each item, using attachments where necessary. Attachments shall indicate the item number and heading being referenced as it appears below. Label your response "Questionnaire-Methodology-*companyname*" and indicate each question number as it is being addressed. Your narrative response is limited to twenty-five (25) pages, 8.5" x11", with one-inch margins and no smaller than Times New Roman number 12 or Ariel 9 font. Attachments are not included as part of this total. All materials must be in electronic format that can be received by ProcureAZ, the State of Arizona's electronic procurement system (see Special Instructions.) **ANY NARRATIVE LANGUAGE RECEIVED IN EXCESS OF THE PAGE QUANTITY INDICATED WILL NOT BE CONSIDERED AS PART OF THE PROPOSAL**.

METHODOLOGY

1. **Assume you recently received a contract as the sole Software Value-Added Reseller in a State (serving that State and its cooperative partners). Further assume: the State has multiple state agencies and multiple municipalities using that State's contract; the State and cooperative partners have separate volume license agreements and existing perpetual licenses; the State has an existing contract with a personal computer (hardware) provider which provides equipment already loaded with basic distributed software products.**
    - **DESCRIBE the actions you would take to establish yourself as that State's SVAR, with the central procurement office, and with individual using entities (e.g., a state agency and a coop partner such as a city).**

GovConnection's Response

GovConnection is committed to working with the various state agencies and municipalities as we establish ourselves as the state's SVAR. GovConnection has the experience, resources and partnerships to ensure each participating state a smooth transition. GovConnection also has the flexibility to adapt to the constantly changing environment that each state and municipality faces. As a technology partner who specializes in working with public sector customers, GovConnection understands the unique challenges our clients face and we will utilize this expertise to efficiently and expediently transition each state's processes and technology to allow the state to focus on other governmental matters.

- **DESCRIBE how those actions may be modified if your contract were the first SVAR contract for that State.**

GovConnection's Response

GovConnection is committed to working with the various state agencies and municipalities as we establish ourselves as the state's SVAR. If we are the first SVAR contract for that State our actions would not be modified. Whether the first or third contract for the State, GovConnection will be diligent in using our experience, resources and partnerships to ensure each participating state a smooth transition. GovConnection also has the flexibility to adapt to the constantly changing environment that each state and municipality faces. As a technology partner who specializes in working with public sector customers, GovConnection understands the unique challenges our clients face and we will utilize this expertise to efficiently and expediently transition each state's processes and technology to allow the state to focus on other governmental matters.

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

GovConnection's Response

The GovConnection WSCA account team covering the prospective participating states include 23 inside account managers, 8 business development managers located throughout the region, and 2 publisher specific business development specialists. All of the above are certified for multiple software publishers, and will continue to receive ongoing training and certifications. We will immediately contact the participating entities, and arrange regular and established communication around the new program. This will include both face to face visits, and phone calls to determine the state's current method of procuring software, and challenges in transitioning to the new program. After a thorough needs analysis of each state agencies current skill set and immediate needs, we will arrange for a formal rollout of the WSCA program and include any necessary trainings. Once established, each account manager will maintain a regular communication schedule to ensure a smooth transition and all needs are being met.

|	STATE OF ARIZONA
Offeror Questionnaire – Methodology	Agency: **Arizona Dept. of Administration State Procurement Office (ADOA/SPO)** Customer: **WSCA participating states; AZ Statewide (state agencies & cooperative partners)**

Description: **WSCA Software Value-Added Reseller**

2.   Contractor is required to provide a website for each participating state. Describe the website you would establish for a State and that website's functionalities or special features. You can supplement this response with illustrative page shots (no more than 10) from one of your existing websites. Please address, at a minimum:

- **Home page appearance and information**

GovConnection's Response

Home Page Appearance
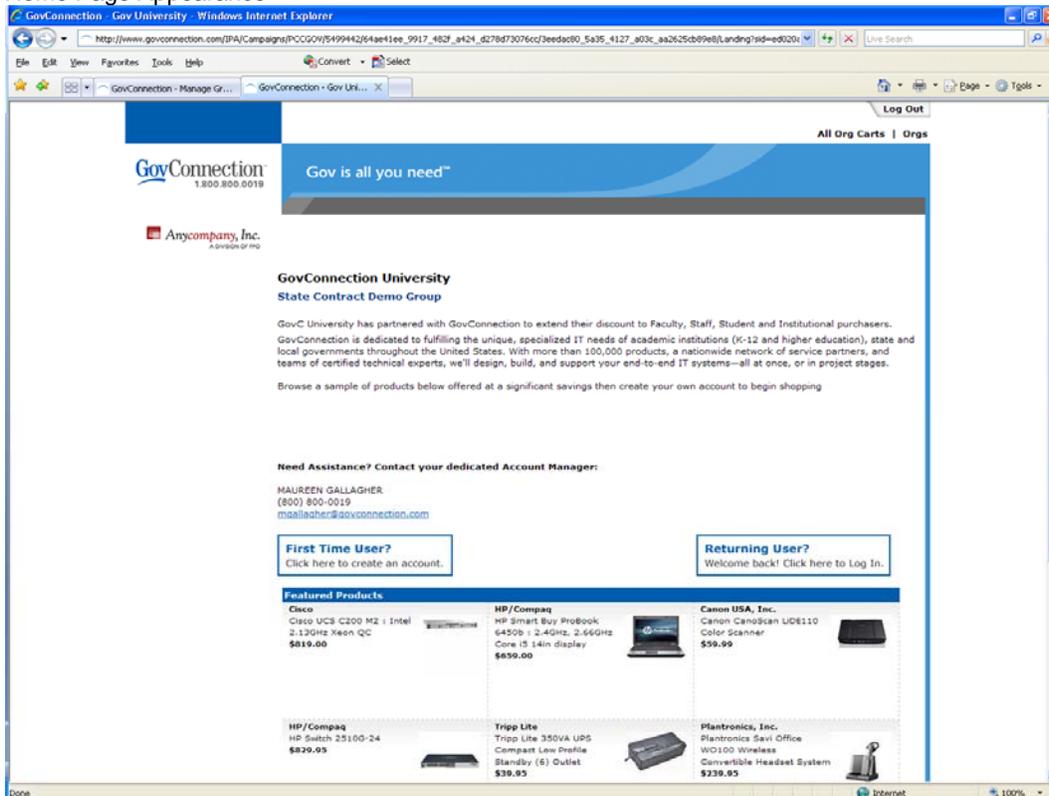
	STATE OF ARIZONA	
Offeror Questionnaire – Methodology	Agency:	**Arizona Dept. of Administration State Procurement Office (ADOA/SPO)**
	Customer:	**WSCA participating states; AZ Statewide (state agencies & cooperative partners)**

Description: **WSCA Software Value-Added Reseller**

Creating an account
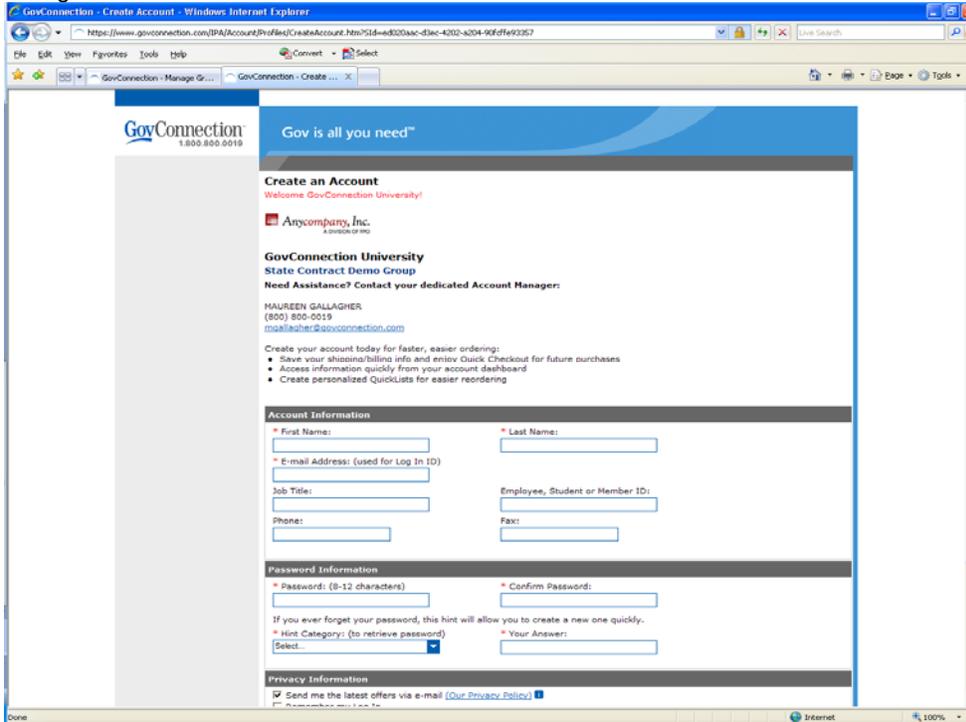
Account Home Page includes end user recent web orders, featured products, carts, quotes and product seach.
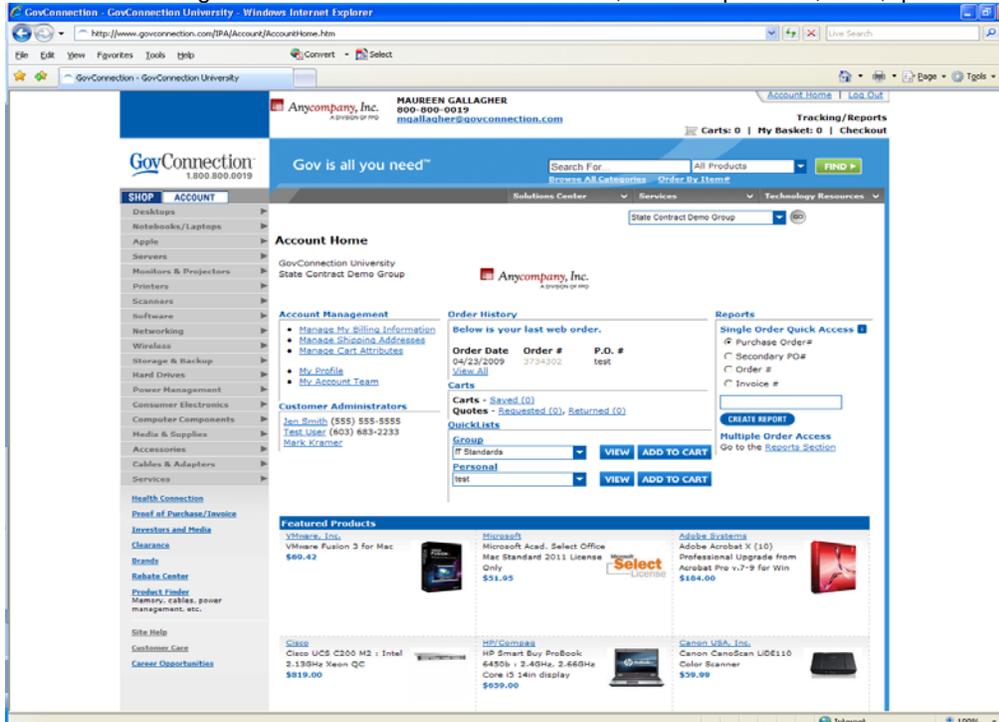
- On line tutorials

|		STATE OF ARIZONA
Offeror Questionnaire –		Agency: **Arizona Dept. of Administration**
Methodology		**State Procurement Office (ADOA/SPO)**
		Customer: **WSCA participating states; AZ Statewide**
		(state agencies & cooperative partners)

Description: **WSCA Software Value-Added Reseller**

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

GovConnection's Response

Searching for Product: Top right corner search box: model, Mfr part#, Mfr name, Gov sku.

Search Results page: Sort By: availability, most popular, Mfr name, Top rated
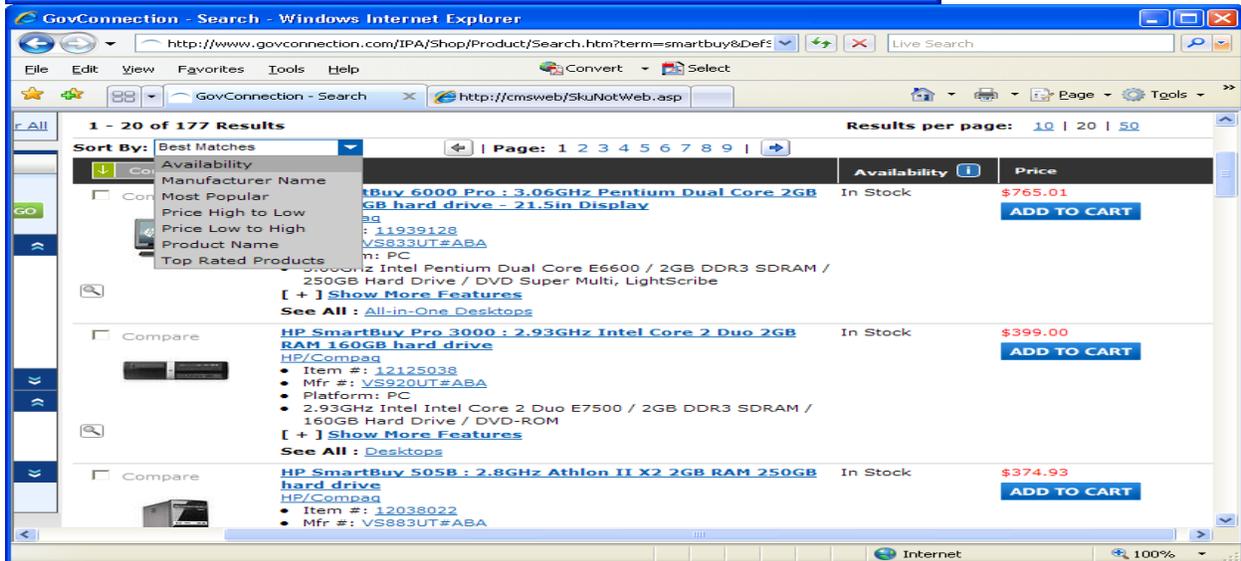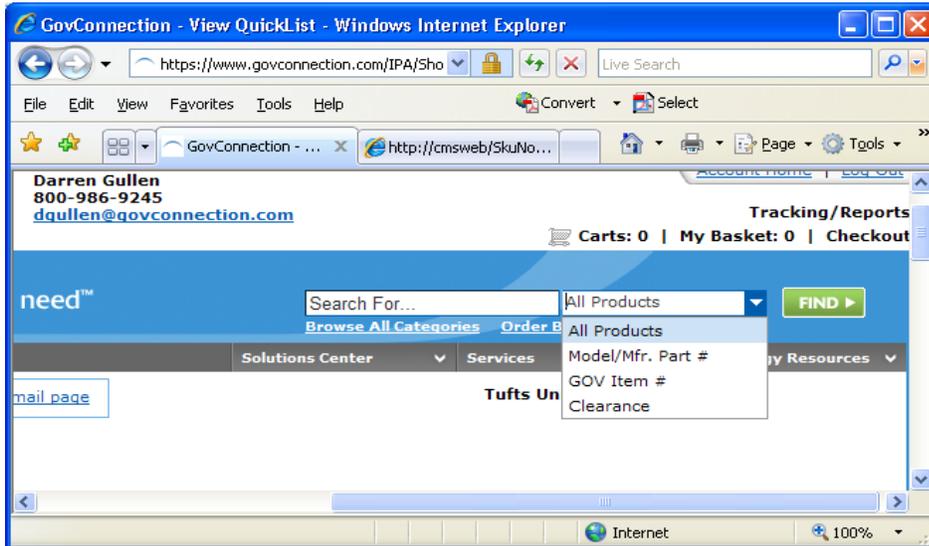
|	STATE OF ARIZONA
Offeror Questionnaire – Methodology	Agency: **Arizona Dept. of Administration State Procurement Office (ADOA/SPO)** Customer: **WSCA participating states; AZ Statewide (state agencies & cooperative partners)**

Description: **WSCA Software Value-Added Reseller**

- **Links**

GovConnection's Response

Quicklist links on Account Home page. Once opened click next to item and add to cart.
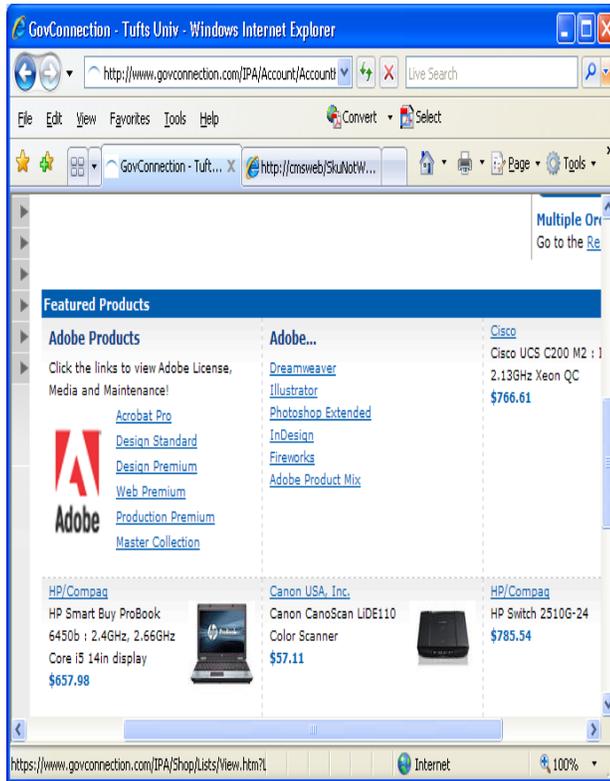
	STATE OF ARIZONA
Offeror Questionnaire – Methodology	Agency: **Arizona Dept. of Administration State Procurement Office (ADOA/SPO)** Customer: **WSCA participating states; AZ Statewide (state agencies & cooperative partners)**

Description: **WSCA Software Value-Added Reseller**

- **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 users and volume in State).**

GovConnection's Response

Reports section: View end users history with Quick reports (last 7-90 days), Advanced Reports (date range) and Scheduled Reporting (weekly, monthly, quarterly). The Web reporting section is NOT customizable, cannot sort by manufacturer. The reports section is standard reports which only includes individual order information.

Report Types include Order Tracking, Proof of Purchase, Invoice number, Purchase History
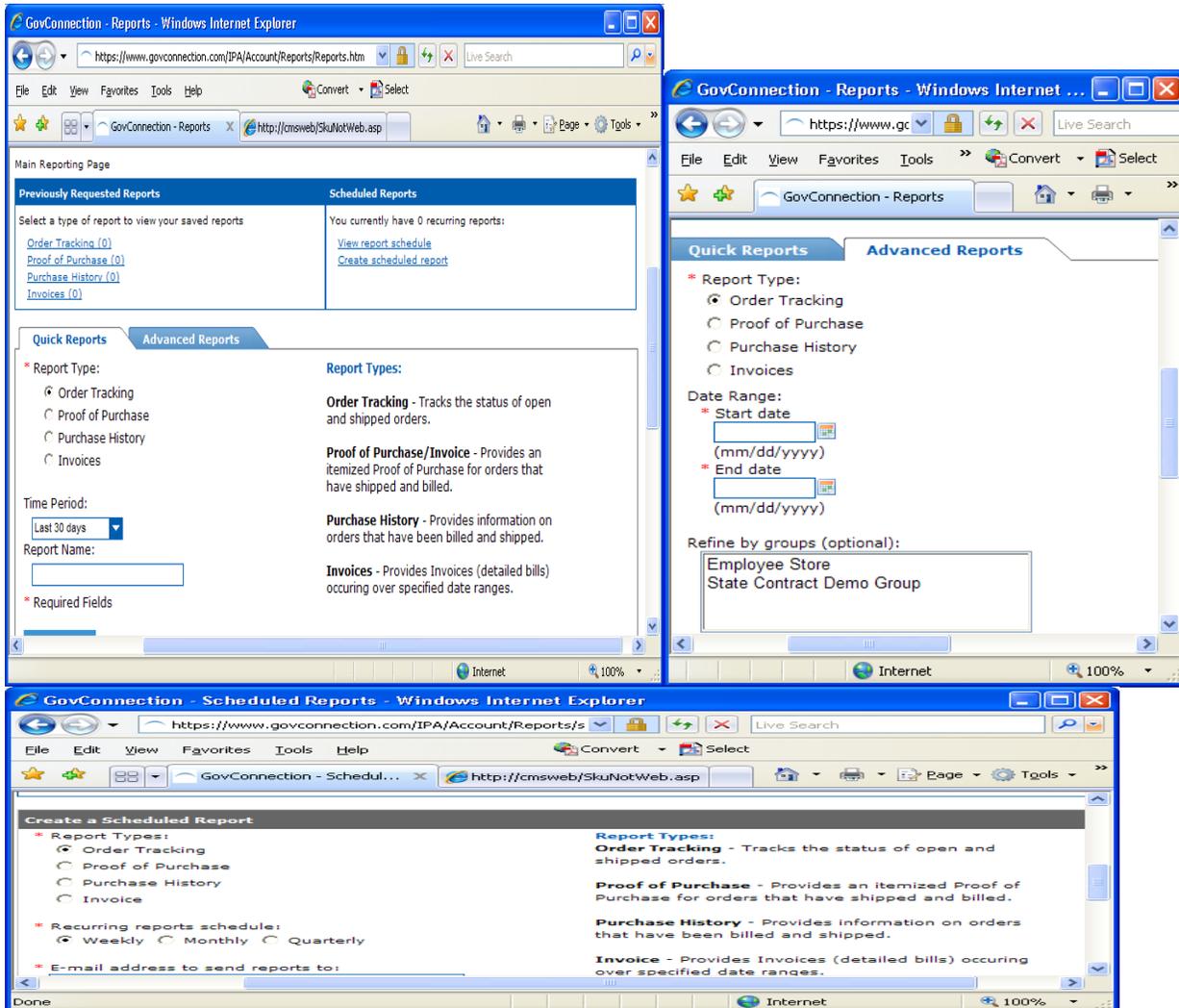
	STATE OF ARIZONA
Offeror Questionnaire – Methodology	Agency: **Arizona Dept. of Administration State Procurement Office (ADOA/SPO)** Customer: **WSCA participating states; AZ Statewide (state agencies & cooperative partners)**

Description: **WSCA Software Value-Added Reseller**

Report results page allows User to sort by date, order number, status, totals, purchased(with reporting rights), method. This information can also be downloaded to excel. User can click on Order number to view details of items purchased for that particular order.

	Offeror Questionnaire – Methodology	STATE OF ARIZONA
		Agency: **Arizona Dept. of Administration State Procurement Office (ADOA/SPO)**
		Customer: **WSCA participating states; AZ Statewide (state agencies & cooperative partners)**

Description: **WSCA Software Value-Added Reseller**

Order detail information includes billing, shipping, product description, qty, price, payment method, order number, date.
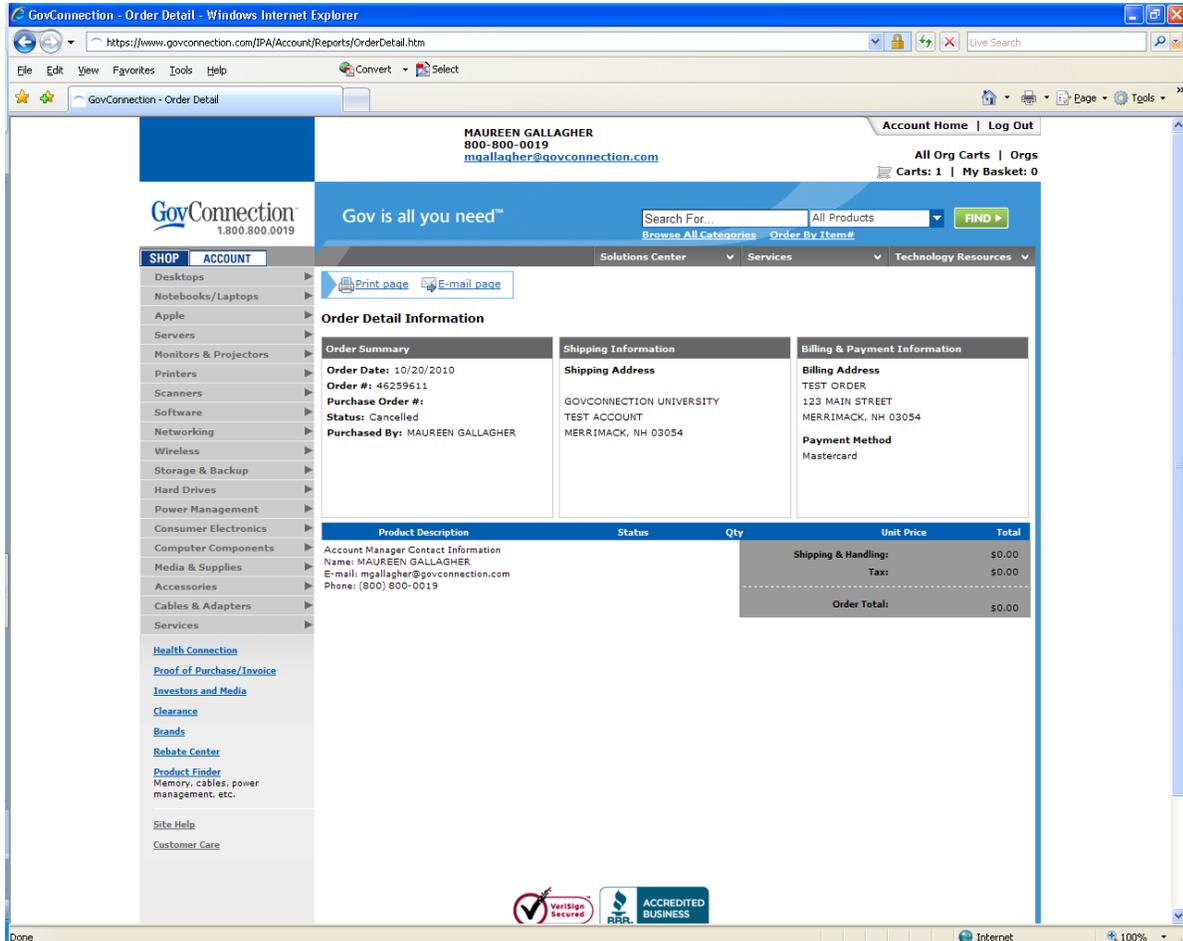
- **How website is monitored, kept current and accurate**

GovConnection's Response

The GovConnection.com website is maintained by a cross-functional team that includes the product line managers that manage the software vendors that are resold by GovConnection. The individual product line managers work with the software publishers, distribution partners and our own web content team to provide a valuable and accurate set of content related to each software title. In order to maintain the accuracy and provide the most up to date and relevant information on product's we leverage content feeds from CNET and further refine that content with the support of our own web editor team that sources content from the publisher's product materials. In addition to that core product information available, we further augment product information through a partnership with our vendors and WebCollage that allows us to enable publisher sourced product content on our website using a "More Manufacturer Link" for select software vendors.

3. **Describe your method for tracking software licenses and ensuring that Participating Entities (PE) receive timely notifications of renewals or are advised of volume agreements opportunities or vulnerabilities, etc. Please address, at a minimum:**
   - **The standard sort-able data fields you establish for these records**
   - **The information you track on behalf of Participating Entities.**
   - **How reminders of 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 opportunities unexplored.**

Offeror Questionnaire – Methodology	STATE OF ARIZONA
	Agency: **Arizona Dept. of Administration State Procurement Office (ADOA/SPO)**
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Description: **WSCA Software Value-Added Reseller**

GovConnection's Response

Currently the account managers for each of the participating entities track all of the licenses manually and work with the publisher to be made aware of all upcoming renewals. GovConnection has a very close relationship with the software publishers that ensure we are made aware of any volume agreements, opportunities, and vulnerabilities. These are in turn communicated to the participating entities by the account manager. We are in the process of developing an automated program that will be available within 12 months.

4. **Describe standard reports which you can generate for a PE (other than downloadable reports addressed earlier) and provide sample reports as examples. Describe and provide examples of Optional Reports which you could provide and provide pricing in the Offeror – Pricing attachment.**

GovConnection's Response

In addition to reports that are generated by GovConnection, we employ a series of product licensing specialists whom can obtain license reports for customers to ensure that they have an accurate picture of their currently licensed products from that manufacturer – ensuring that product license acquisitions are effective and map to the license program recommendations of that vendor.

Vendor Response	Reports Available	Process Requirements
Microsoft	Microsoft License Statement	Customer must send an email to GovConnection authorizing GovConnection to obtain this report on their behalf from Microsoft.
Adobe	TLP Purchase Summary Report CLP Purchase Summary Report	TLP: Customer must send an email to GovConnection authorizing GovConnection to obtain this report on their behalf from Adobe. CLP: GovConnection can request this on behalf of the customer directly from Kaspersky.
Symantec	LAMP Report (License And Maintenance Position)	If GovConnection is the most recent reseller with which the customer conducted business then this can be seamlessly requested by GovConnection, otherwise the Customer must send an email to GovConnection authorizing GovConnection to obtain this report on their behalf from Symantec.
VMware	Install Base License Report	Customer must send an email to GovConnection authorizing GovConnection to obtain this report on their behalf from VMware.
McAfee	McAfee Grant Report	If GovConnection is the most recent reseller with which the customer conducted business then this can be seamlessly requested by GovConnection, otherwise the Customer must send an email to GovConnection authorizing GovConnection to obtain this report on their behalf from McAfee.
Autodesk	Autodesk License Report	Autodesk has provided us with a simple (10 fields) one-page form that the customer must fill out. Once GovConnection has received this form it will engage the Autodesk licensing desk to obtain the report of all licensed products.
Kaspersky	License Report	GovConnection can request this on behalf of the customer directly from Kaspersky.

5 **Explain your method of ensuring a PE will receive and can provide proof of licenses. Include in your response:**
- **Describe how you provide a Proof of License certificate to a buyer. Also, provide sample(s) of a Proof of License such as you would provide.**

GovConnection's Response

GovConnection will use an automated program to ensure each PE will receive a proof of license. This program will automatically send a license certificate to the PE once each software order is invoiced. This will be done

		STATE OF ARIZONA
Offeror Questionnaire – **Methodology**		Agency: **Arizona Dept. of Administration** **State Procurement Office (ADOA/SPO)** Customer: **WSCA participating states; AZ Statewide (state agencies & cooperative partners)**

Description: **WSCA Software Value-Added Reseller**

automatically via each PE'ss customized B2B website. GovConnection account manager will have the ability to send additional copies to the PE or other contacts within their organization, and the PE will have the ability to pull down copies of the certificate on their B2B website. The PE will also be able to restrict visibility of this function to only authorized users. This functionality should be completed and available no more than 12 months after award.

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

GovConnection's Response
Backup copies of the Proof of License will be kept on the PE's individual B2B website, and will able to be pulled down by the PE and the account manager of the PE. This functionality should be completed and available no more than 12 months after award.

- **Describe how you partner with a PE to demonstrate accuracy of licensing information to a publisher (e.g., True Up).**

GovConnection's Response
Utilizing the vendor's website, we take inventory of the customers reported orders for a contract and provide the items with quantities to the customer. This allows them to evaluate what they have deployed and report any discrepancies. If they have additional product that they have not yet reported, we will process an order with the vendor for the difference. If their numbers match our report we will let the vendor know that they have not deployed any additional product.

6. **Describe how you work with a PE and publisher to maximize the Entity's value in obtaining products and services under this contract. Description is to address, but is not limited to, the following:**
   - **Working with a PE and a publisher to assist the Entity in best managing their volume or enterprise license agreements.**

GovConnection's Response
GovConnection utilizes its licensing specialist team to support license program acquisition and management. In addition, GovConnection has direct relationships with many publishers whom will directly support the customer licensing activities.

- **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.**

GovConnection's Response
GovConnection's licensing technology specialists will, through their own knowledge and experience guide customers to the best possible licensing option. In cases where consortium-based or group purchasing discounts require publisher participation – GovConnection will work with those publishers to ensure that customers are utilizing the best possible licensing program arrangement.

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

GovConnection's Response
GovConnection licensing specialists possess specific knowledge of the licensing program tiers and will utilize that knowledge in helping customers select the best possible purchasing program and tier to maximize their buying power. This support is available for the following publishers listed as "Key" in the questionnaire:

- Microsoft
- Adobe
- Symantec
- McAfee
- VMware

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

GovConnection's Response
Working with the committed IT roadmap for each PE, our licensing specialists will advise customers of their eligibility to obtain the best possible pricing. In cases where customers are in close proximity to cut off tiers our licensing specialist team can work with publishers to see if additional consideration can be given to the acquisition.

Offeror Questionnaire – Methodology

Description: **WSCA Software Value-Added Reseller**

STATE OF ARIZONA

Agency: **Arizona Dept. of Administration State Procurement Office (ADOA/SPO)**
Customer: **WSCA participating states; AZ Statewide (state agencies & cooperative partners)**

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

GovConnection's Response

GovConnection software licensing specialists leverage two key sets of data - 1) Manufacturer License Reports and 2) The PE's Committed IT roadmap - to ensure that a PE is making the best possible business decision when acquiring software licensing. Using the Manufacturer license reports we can leverage existing license ownership positions to create co-term, true-up and other licensing configurations that are price advantageous for the customer. Using the PE's committed IT roadmap we can understand go forward licensing requirements and pursue licensing models that will scale effectively as the PE continues to acquire licenses into the future.

- **Assuming a software configuration is not within the knowledge or authority of your organization, describe how you could assist a PE in finding a solution (i.e., helping PE obtain needed configuration assistance from the publisher or designee.) Explain how you would 'price out' such assistance.**

GovConnection's Response

GovConnection would work directly with the software publisher to establish a solution. Although our software licensing specialists focus on certain lines and maintain that deep level of knowledge internally, we maintain relationships with all of our software vendors.

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

GovConnection's Response

The GovConnection WSCA account team covering the prospective participating states include 23 inside account managers, 8 business development managers located throughout the region, and 2 publisher specific business development specialists. All of the above are certified for multiple software publishers, and will continue to receive ongoing training and certifications. This team will assist the participating entity in using the contract and obtaining the best value from it. This assistance will occur in the form of one to one training via the phone, and in person training from business development specialist, if applicable. In addition, we can arrange for any Webex's to assist large groups in using the contract to benefit their organization. In addition, GovConnection has a partnership with a third party nationwide training company to offer any advanced or customized training programs at the rates below - Full-day (6-hour) workshop for up to 15 participants: $1,995
Hourly rate (minimum three hours): $250.00 per hour

Travel expenses if site is beyond 30 miles from a major international airport may be added

7. **This contract has a maximum life of five (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?**

GovConnection's Response

GovConnection wishes to support the Customer Name in all of its endeavors to the best of our ability. We will do this using the capabilities and experience of our sales teams, both inside and outside, both of which are dedicated to you. In addition, GovConnection will work with you to provide innovative partnership offerings to address your specific needs and the partnership that we believe will develop from this proposal. These offerings include but are not limited to:

1. Virtual, on-line, trade shows
2. Informational videos
3. Informational technology seminars
4. Manufacturer or technology focused webinars
5. Vendor lunch and learns
6. Vendor and tech show sponsorships and development

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

GovConnection's Response

GovConnection, as a part of the PC Connection family of companies, has the benefit of utilizing the collective organizational competencies around software. As a result, we carry a substantial number of certifications that allow us to:

	STATE OF ARIZONA
Offeror Questionnaire – Methodology	Agency: **Arizona Dept. of Administration State Procurement Office (ADOA/SPO)** Customer: **WSCA participating states; AZ Statewide (state agencies & cooperative partners)**

Description: **WSCA Software Value-Added Reseller**

- o Craft the best possible product solution for our customers
- o Leverage our knowledge and market position with the vendor to attain the most preferential product acquisition pricing
- o Effectively engage our customers across a broad spectrum of software solutions – ranging from desktop to data center

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

GovConnection's Response

GovConnection will work with the WSCA Participating Entities to ensure that the performance of the contract offered will be as represented in the proposal.

GovConnection has the flexibility to adapt to the constantly changing environment that each state and municipality faces. As a technology partner who specializes in working with public sector customers, GovConnection understands the unique challenges our clients face and we will utilize this expertise to efficiently and expediently transition each state's processes and technology to allow the state to focus on other governmental matters.

- **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 market 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?**

GovConnection's Response

The major benefit that customers receive when purchasing through GovConnection is a premier reseller of Information Technology Solutions. Our sole focus is on supplying Public Agencies, Educational Institutions, Public Healthcare Providers and Non-Profit Organizations with the right Information Technology Solution that is a cost effective and delivered on time and without errors. We can achieve this because of our Corporate Structure. PC Connection shares its services with its subsidiary sales organizations. Using the power of Shared Services we are able to leverage more negotiation power with our solution manufacturers and providers. We pass these saving on to our customers. These shared services also include our internal technology systems, marketing, distribution center and shipping capabilities.

One of the most important differentiations between GovConnection and other IT Solution resellers or Direct Marketers is our direct relationships with manufacturing vendors. GovConnection has created direct relationships with technology manufacturers and partnered with manufacturers to be at the forefront of their technology offerings. GovConnection works directly with manufacturing vendors to access their knowledge, products, and support, so we may meet our customer's needs. These direct relationships often enable GovConnection customers the opportunity to interact directly with the manufacturer representatives, and allow GovConnection access to inventory, constrained products, and deals only offered to direct relationship partners.

At the core of GovConnection's vendor relationships is our Product Marketing and Management Team. This group of industry professionals work directly with manufacturers to keep a pulse on advances in technology, continuously train and update our Account Managers, and manage our ability to procure and stock the products our customers need. Our Product Management team focuses on the overall IT Reseller market, and ensures we are competitively priced to our customers.

GovConnection also offers the following software services for those customers that have a VMWare or Xen server insfrastructure. Pricing is dependent upon the number of customer desktops.

Software Solutions
- **Windows 7 Assessment**
  Cutting-edge, energy-efficient PCs equipped with Windows 7 can help your organization cut costs, boost productivity, and simplify manageability. A Windows 7 Assessment assists your organization in planning for this deployment and ensures a seamless transition to new technology. This information allows for the desktop readiness and planning of your Windows 7 deployment, and addresses license compliance and security concerns.
- **MS Packaged Services**
  GovConnection's Microsoft Packaged Services allow customers with Value, Select, Select Plus, and

		STATE OF ARIZONA
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Description: **WSCA Software Value-Added Reseller**

Enterprise Software Assurance Benefits to redeem Microsoft Services Vouchers for full deployment planning assessments. This is the perfect way to assess the company-wide deployment of Microsoft solutions such as Windows operating systems, Office, Exchange, and SharePoint.

- **Exchange Services**
  Our Microsoft Exchange Services Team works with your organization to create a powerful, streamlined messaging infrastructure. We provide a wide range of Exchange services, including planning and implementing new Exchange environments, transitioning from previous versions of Exchange, and migrating from other messaging platforms.

- **Microsoft Active Directory Assessment**
  If your organization is using Active Directory as your infrastructure domain, and are making changes your infrastructure, be sure you making these changes and updates with a healthy active directory environment. This offering is a pre-step to any service engagement you may want to consider. Whether you're consolidating your server in a virtual environment, provisioning a desktop virtualization environment, or upgrading a server application, your environment depends on healthy active directory. Consider this service when engaging GovConnection for your professional services needs.

8.   **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.**

GovConnection's Response
GovConnection understands the importance of keeping our customers and partners happy, and we are constantly striving to meet this as a top priority. We propose to have a survey sent out 30 days after shipment for each participating entity. This survey will have questions around each of the following.

1) Pre-Sales guidance and advise
2) Responsiveness of account managers during initial contact
3) Was the product delivered in 10 days or less?
4) Did the client receive a proof of license in a timely manner?
5) Satisfaction with GovConnection after receiving and installing the product.

In addition, we will monitor our internal reporting to check on each order timeliness of deliver and responsiveness of our account management team.

9.   **We have requested information about optional reports (Question #4), about functions you could serve to assist in more complicated configurations (Question #6), and in providing extra value possible given the potential magnitude of this solicitation (Question #7). 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 cost.**

GovConnection's Response
In addition to reports that are generated by GovConnection, we employ a series of product licensing specialists whom can obtain license reports for customers to ensure that they have an accurate picture of their currently licensed products from that manufacturer – ensuring that product license acquisitions are effective and map to the license program recommendations of that vendor.

Vendor Response	Reports Available	Process Requirements
Microsoft	Microsoft License Statement	Customer must send an email to GovConnection authorizing GovConnection to obtain this report on their behalf from Microsoft.

Offeror Questionnaire – Methodology

STATE OF ARIZONA

Agency: **Arizona Dept. of Administration State Procurement Office (ADOA/SPO)**
Customer: **WSCA participating states; AZ Statewide (state agencies & cooperative partners)**

Description: **WSCA Software Value-Added Reseller**

Adobe	TLP Purchase Summary Report CLP Purchase Summary Report	TLP: Customer must send an email to GovConnection authorizing GovConnection to obtain this report on their behalf from Adobe. CLP: GovConnection can request this on behalf of the customer directly from Kaspersky.
Symantec	LAMP Report (License And Maintenance Position)	If GovConnection is the most recent reseller with which the customer conducted business then this can be seamlessly requested by GovConnection, otherwise the Customer must send an email to GovConnection authorizing GovConnection to obtain this report on their behalf from Symantec.
VMware	Install Base License Report	Customer must send an email to GovConnection authorizing GovConnection to obtain this report on their behalf from VMware.
McAfee	McAfee Grant Report	If GovConnection is the most recent reseller with which the customer conducted business then this can be seamlessly requested by GovConnection, otherwise the Customer must send an email to GovConnection authorizing GovConnection to obtain this report on their behalf from McAfee.
Autodesk	Autodesk License Report	Autodesk has provided us with a simple (10 fields) one-page form that the customer must fill out. Once GovConnection has received this form it will engage the Autodesk licensing desk to obtain the report of all licensed products.
Kaspersky	License Report	GovConnection can request this on behalf of the customer directly from Kaspersky.