



April 14, 2011

Arizona State Procurement Office  
100 North 15<sup>th</sup> Avenue, Suite 201  
Phoenix, AZ 85007

Attn: Maureen McGovern

**Re: Solicitation # ADSP011-00000358 for WSCA Software Value Added Reseller**

Dear Ms. McGovern:

Insight Public Sector, Inc. (IPS) appreciates the opportunity to respond to the State of Arizona's Solicitation for a WSCA Software Value Added Reseller. Based on the scope of requirements, IPS has prepared a response that outlines a comprehensive plan to aggressively leverage our extensive software and solutions portfolio with our strong publisher partnerships in conjunction with the WSCA contract platform to create a compelling value proposition for both our current and new public sector clients. We believe strongly that this strategic alliance with WSCA will deliver a market-leading value proposition that will drive the growth desired by both WSCA and IPS.

IPS' nationwide presence, which includes 43 offices and over 130 public sector-focused sales representatives across the country, makes us the best choice for this contract and provides the 'feet on the street' necessary to make this contract successful.

Our sales teams will leverage Insight's state-of-the-art e-procurement enabled supply chain and our aggressive publisher direct pricing to meet WSCA's software needs efficiently and competitively. Insight has vested relationships with the industry's leading software publishers. These established relationships mean you have access to more than 18,000 software titles from 3,700 publishers.

Insight as a company sells more than \$2B in software titles and licenses annually. As the largest global software reseller with extensive License Management Services, we offer software lifecycle support for 80 percent of the Global Fortune 500. Our public sector team currently holds or is named as a software publisher reseller agent on software contracts in over 19 states, which include state and local government agencies, educational institutions and non-profit organizations. Our value proposition however, goes well beyond product fulfillment.

Through our Insight Software Licensing experts, we provide clients with the ability to effectively manage the software licensing requirements for their organizations. Insight helps clients explore all the software licensing options, weed through the legalese and cut through the complexities so clients attain the best software licensing value. We help you find a software licensing solution that works for your organization.

When a client purchases software licenses from Insight, they have access to a complete range of support services including cost analysis, financing, software migration services, software reporting and tracking, integration services, contract administration and much more.

Additionally, IPS sales reps are trained to be "trusted advisors" to our clients. They build strong client relationships and invest in learning about our clients' environment and challenges. They engage our pre-sales product specialist teams and our publisher partners to deliver cost savings and efficiency gains for each client's entire operation.

Insight Public Sector will also bring our publisher partners to the table at every possible opportunity to work collaboratively on activities such as contract marketing, participation in technology conferences, webinars and more. Combining WSCA resources, IPS resources and the resources of our publisher partners, we will reach more Participating Agencies (PAs) with our powerful value proposition.

In closing, I would also like to emphasize the commitment of IPS to this alliance. We trust that our enthusiasm about this partnership will come through in our proposal and any subsequent discussions. We strongly believe that our sole-source business model, with its unique breadth of products and services, along with our strong technical expertise, our sizable nationwide presence and most importantly, our singular focus and commitment to the effective execution and growth of this partnership makes us a perfect partner for WSCA and all Participating Agencies.

Should you have any questions or concerns regarding this proposal, or require any further information, please do not hesitate to contact Todd Sebring, Senior. Strategic Development Manager, at 800-543-2437, [tsebring@insight.com](mailto:tsebring@insight.com) or Pam Potter, Proposal Manager, at 800-321-2437 x6810, [ppotter@insight.com](mailto:ppotter@insight.com).

Thank you for the opportunity to win your business!

Sincerely,

A handwritten signature in black ink, appearing to read 'K Lamneck', written in a cursive style.

Kenneth Lamneck  
Chief Executive Officer