a woman-owned, small business

Questionnaire – Methodology - Provista

For the Attention of

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WSCA Software Value-Added Reseller

Information Submitted by:

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7th April 2011

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Premier Business Partner

Authorized Software Value Plus Government

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1 Marketing

Provista will would do an initial briefing with State Procurement Officials to explain Provista's methodology for order acceptance, license management and invoicing; together with what information is available to the Procurement Office on status and history. The content and format of this briefing would also be made available to any other entity who is, or subsequently becomes, a party to the WSCA Contract.

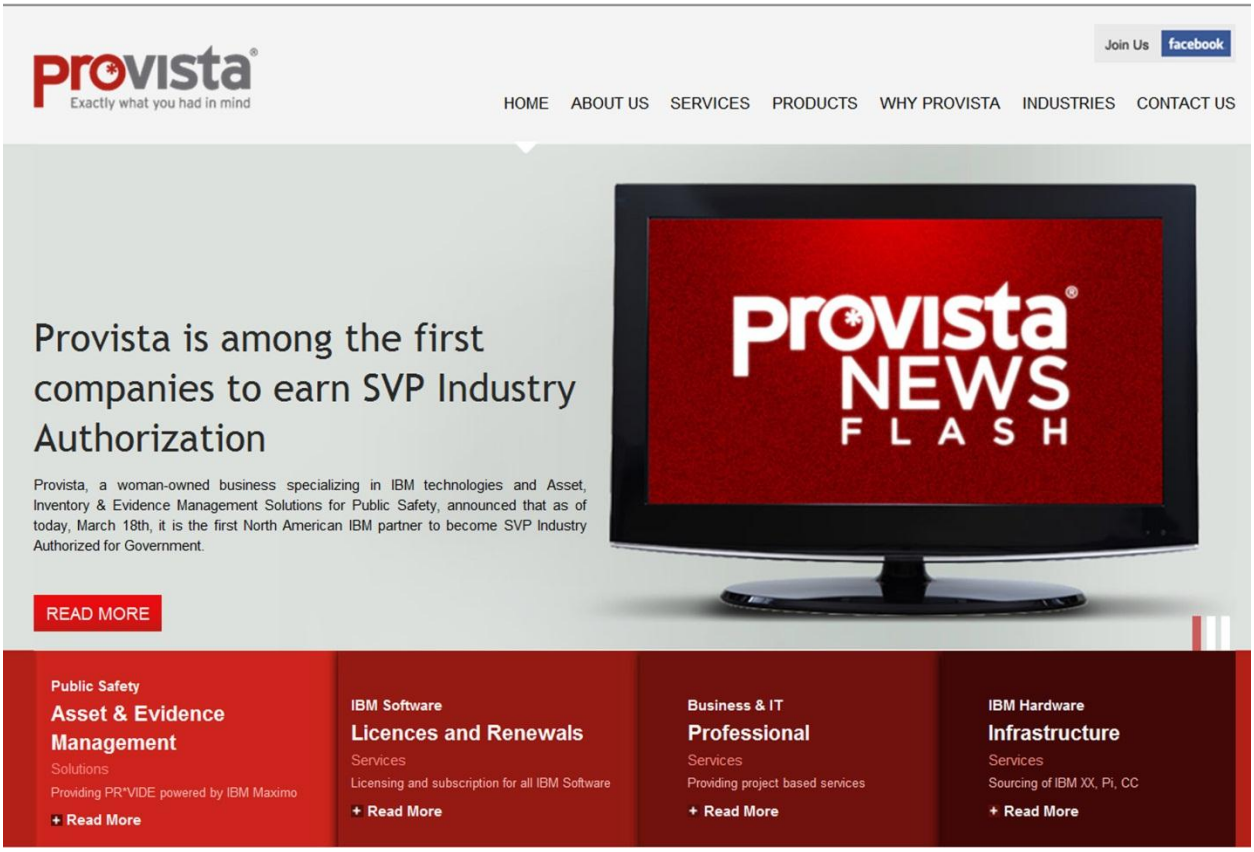
If this were the first SVAR contract for a state, we would explain the benefits and objectives of the WSCA Contract vehicle and provide training on how to obtain maximum benefit from being a party to this agreement. In addition, in order to support license renewals and compliance risks, any party wishing to be notified of the due date of their next renewal will be required to provide their current inventory.

Provista would actively market their WSCA contract much the same way as we currently market our California SLP Contract and our Federal GSA Contract. We send emails to the agencies who have previously used our services or whose name and email have been provided to us (opt-in), explaining the contract, our services and very often reminding them of critical "due dates".

2 Website

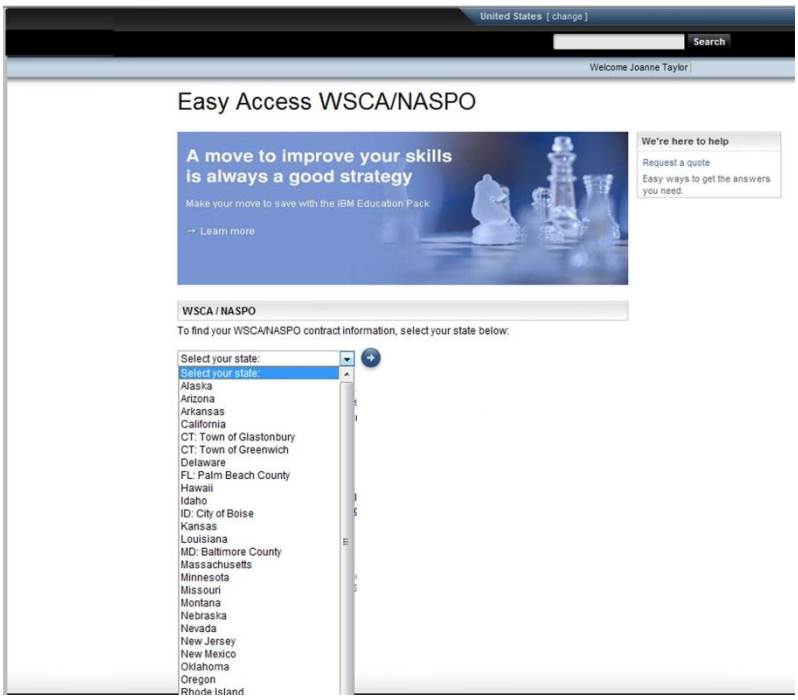
2.1 Home Page Appearance and Information

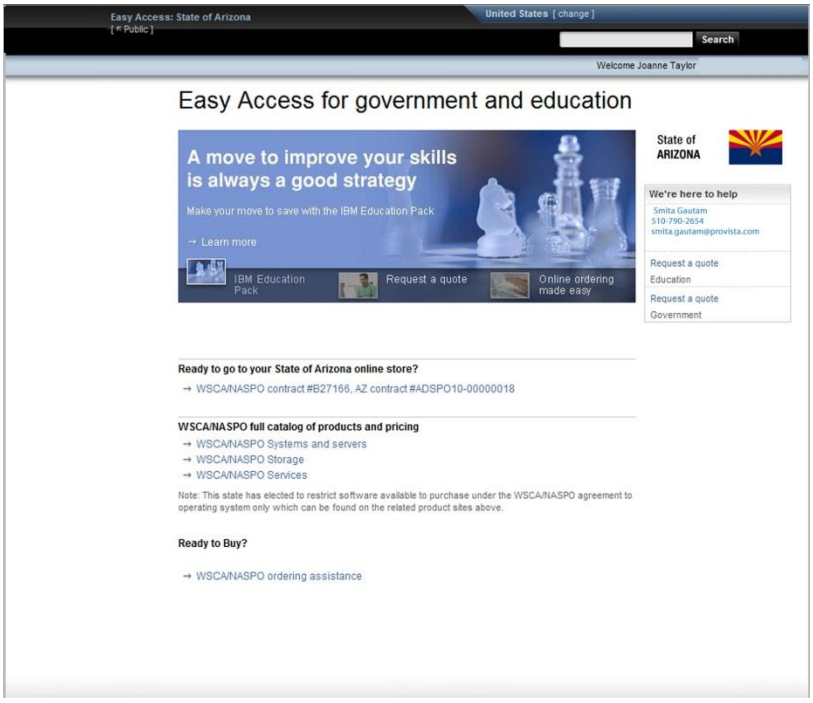
Each participating state would have access to a sub-site within Provista's website. Navigation to that site would be either via Provista's Industries page or a specific URL provided for each state.



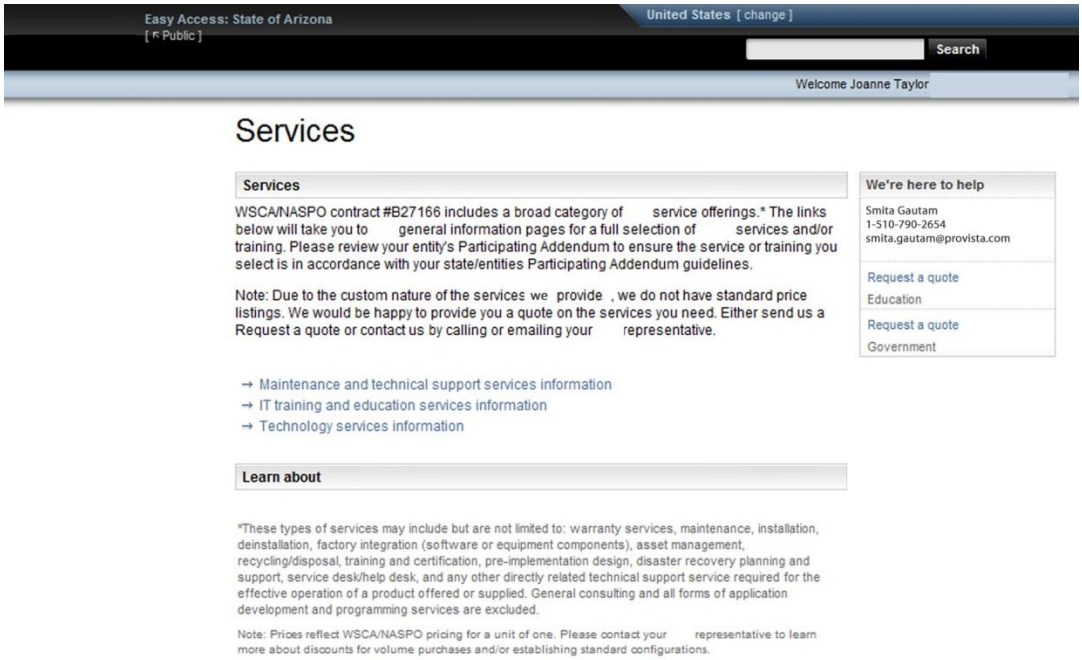
2.2 Website Navigation

This is an example of the type of access we would provide to a state's WSCA sub-site.

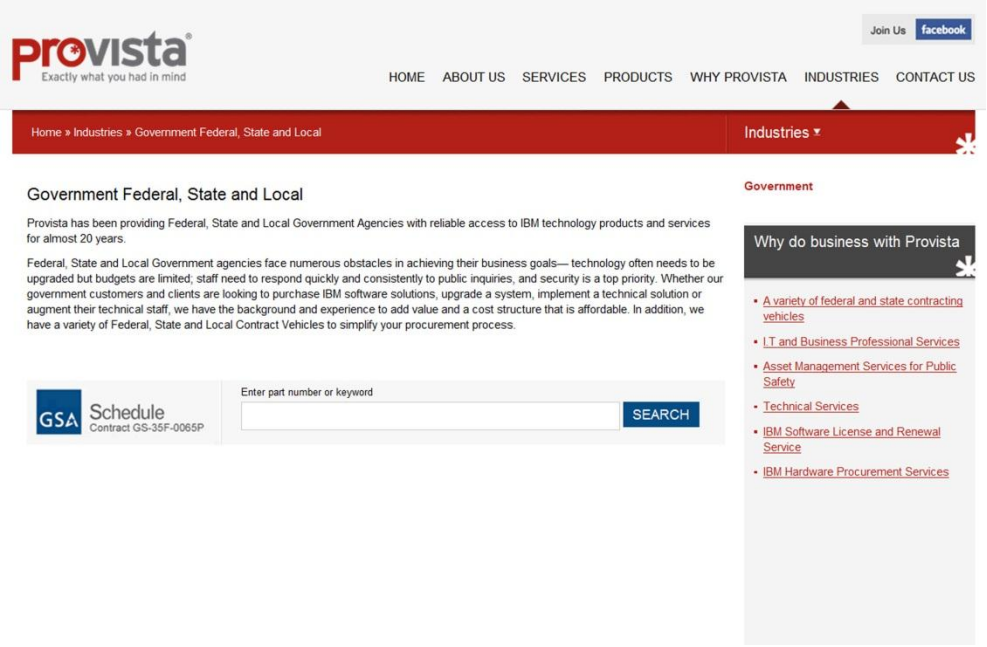


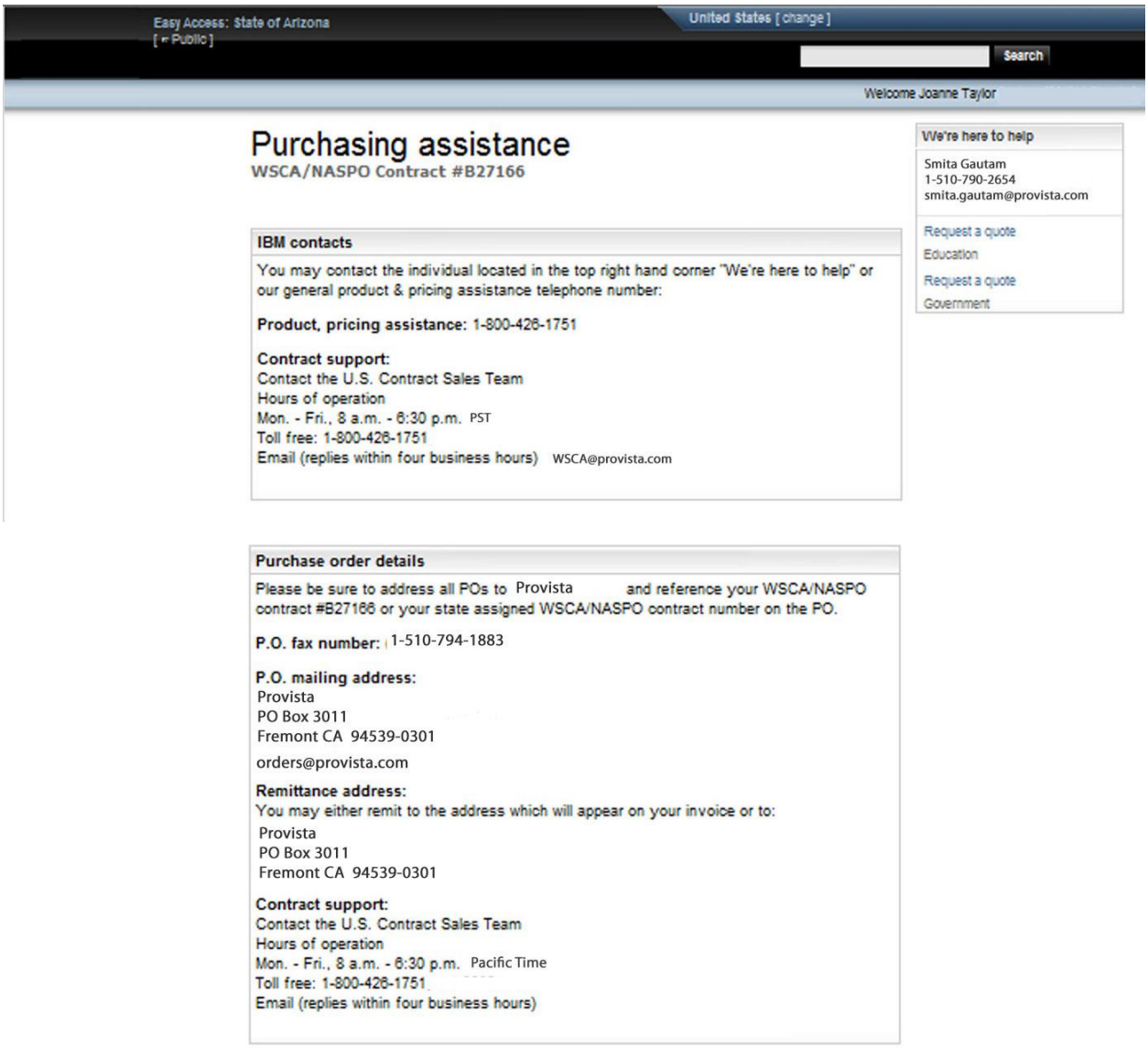


Additional pages directed at additional services and capabilities, either requested by the entity or offered by Provista, could be navigated to from the State Page. For example:



We would offer a search capability similar to our GSA Schedule search capability whereby you can enter a part number or any part of the name and get pricing. Results would be specific to the State or PE's negotiated contract:





2.3 On-line Tutorials

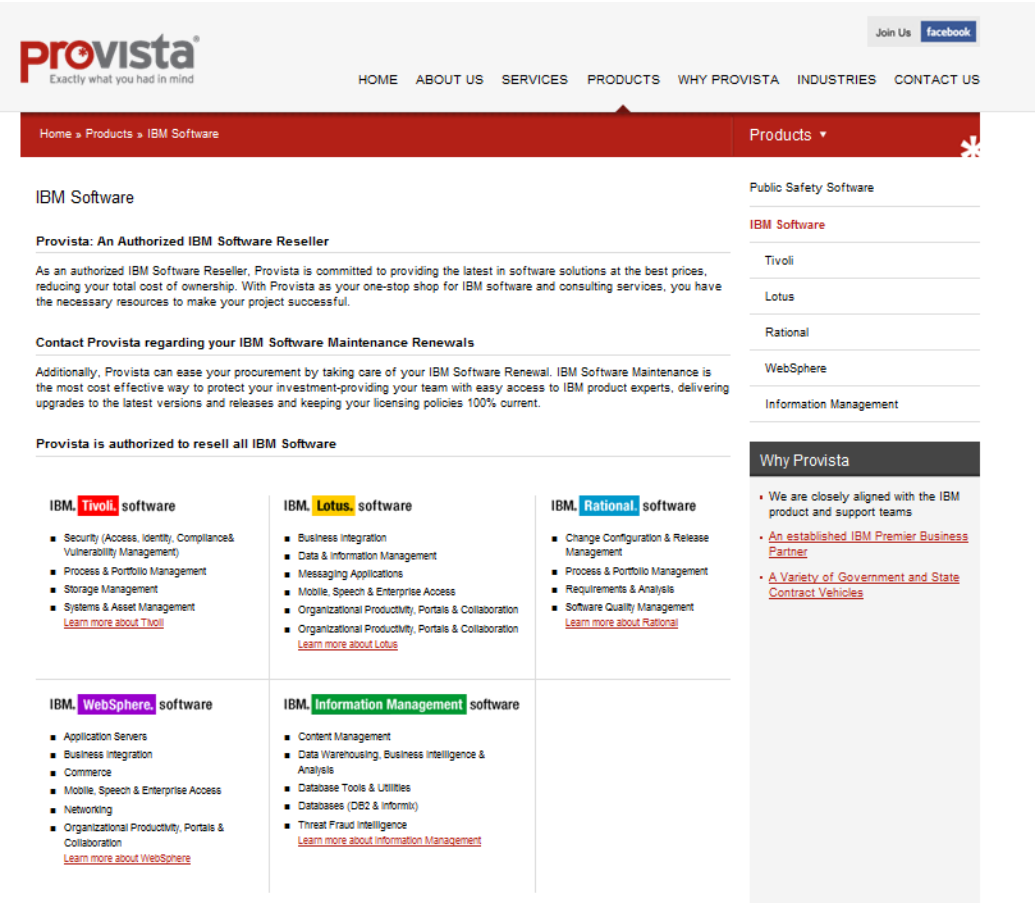
Provista will provide an on-line tutorial that will cover access and navigation of Provista's WSCA site, how to request a quote and how to place an order. If there are other requirements, we are open to including them in our tutorial. We do believe, however, that a good on-line system should require very little training (and preferably should require no training), much like Amazon. It should be intuitive and easy to navigate.

2.4 Product Catalog

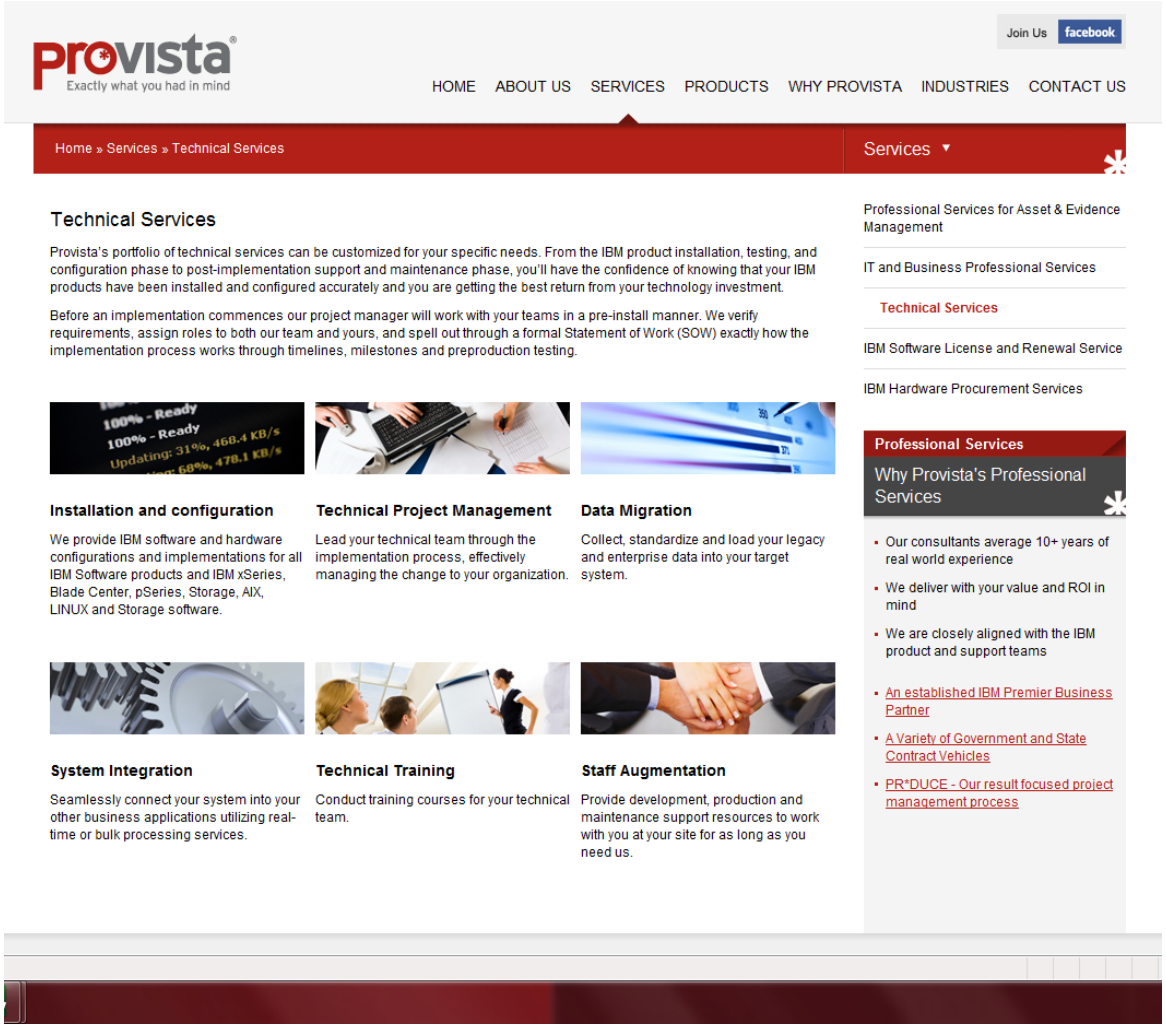
Provista currently has its GSA catalog online and available and it is searchable by product number or any field in the product name (keyword search). For example, one could search on "Clearcase" and be presented with the list of all of the products with "Clearcase" in the description line, along with the negotiated VLA price. If we were awarded the WSCA contract, we would do the same for the WSCA product catalog and we would include all of the IBM products (currently, there are over 13,000 IBM software products available in our catalog).

2.5 Links

We would provide links to IBM product specific information. This is an example of how we currently link to IBM (http://www.provista.com/products/ibm-software):



We would provide links to our technical services (http://www.provista.com/services/technical-services):



And we would certainly include a link to WSCA! http://www.aboutwsca.org/

2.6 Standard Reports

We currently do not supply downloadable reports; however, we do provide GSA with reports of sales by (in GSA terminology) SIN, which means "Special Item Number".

Depending on how we set up security and user identification, standard downloadable reports in MS Excel format could be provided.

2.7 Website Maintenance

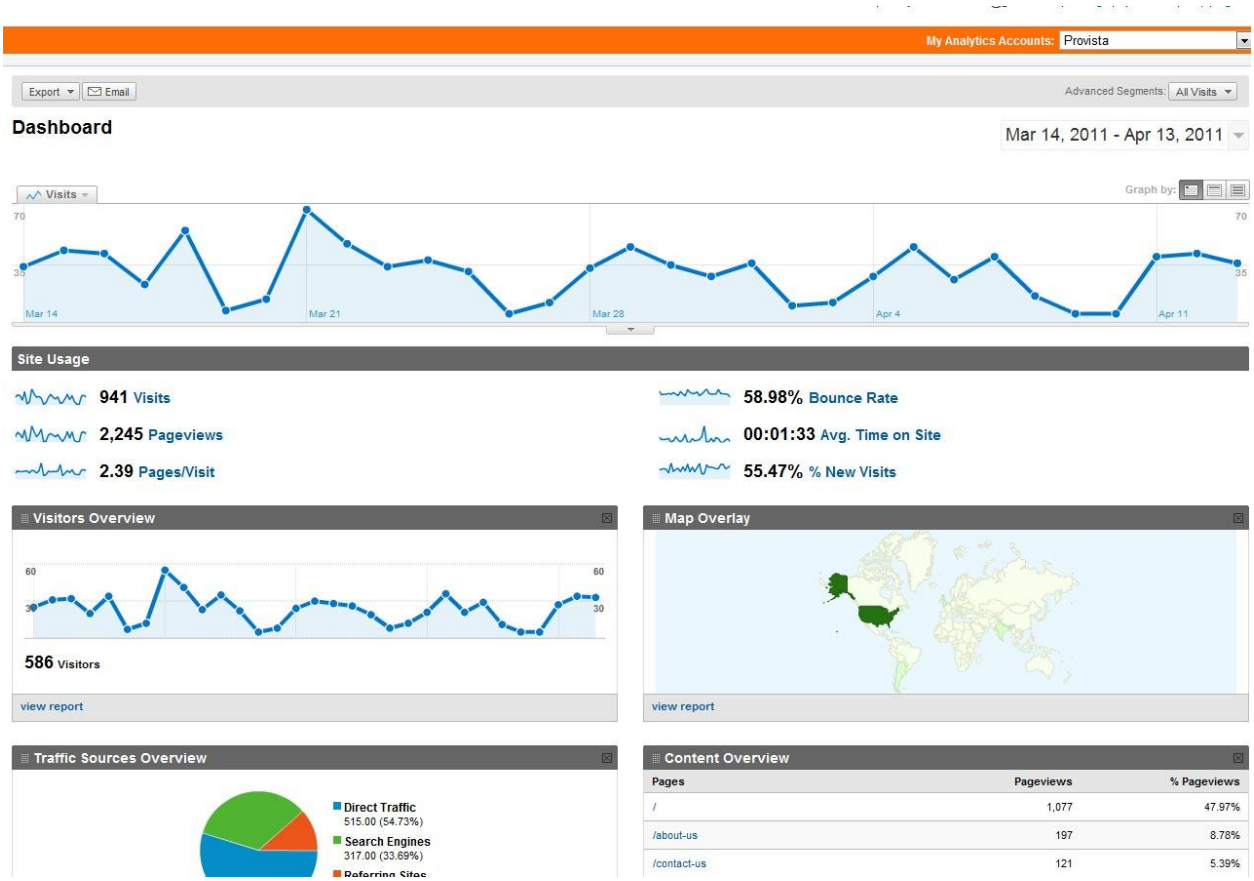
Our website is monitored and maintained by Front Porch Solutions (www.frontporchsolutions.com) under the direction of our Vice President of Marketing. Front Porch Solutions monitors all facets of the user experience including; clicks, traffic patterns, goal conversion and performance.

Change is constant in the world of website development and that is no exception with provista.com whether change is what the customer wants or what the industry as a whole brings forth. Front Porch Solutions evaluates the requested change with Provista and then we discuss the implementation together and what would be the best method of modification to use.

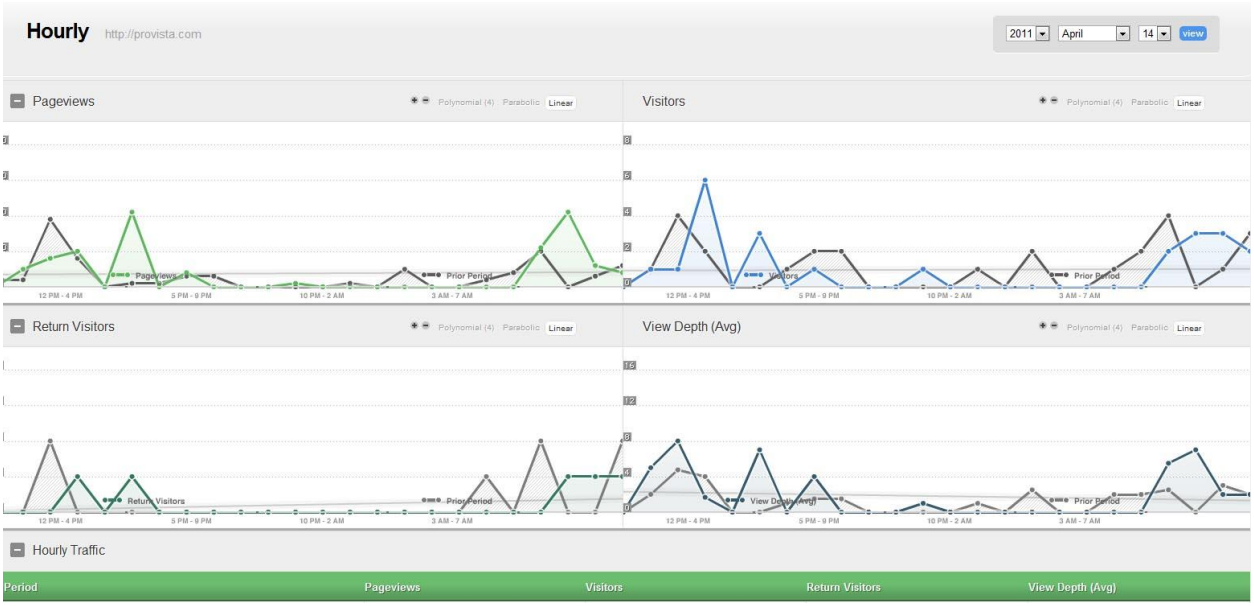
The website was built on the content management system using Drupal allowing for quick and dynamic updates as things require. Front Porch Solutions then monitors how those changes affect key monitored metrics.

We believe it will be important, going forward, to monitor the traffic patterns of the WSCA pages. This can help you (as well as Provista) understand and market the value of the WSCA contract to current, as well as potential, WSCA customers, which ties back to how we could market WSCA to the PE's.

A sample of the type of metrics reports we receive include a dashboard:



We can also get hourly reporting of activity, as shown below:



3 License Tracking

Provista maintains a database of licenses by IBM's Passport Advantage Number (for those licenses we have either sold directly or have renewed for the customer (PE). The data fields include:

- Contract #
- Site #
- Customer Name & Address
- Customer POC Name
- Customer POC email
- Customer POC phone
- Anniversary Date (renewal date)
- Part Number(s)
- Part Descriptions
- Part Quantities
- Purchase Date
- Renewal Date

All of these fields are sortable.

In addition, we keep copies of every POE (Proof of Entitlement). This has proved very valuable to our customers in cases of "compliance audits", where we were able to prove the customer did have the software and it was in compliance.

In addition to our database, because of our Premier Business Partner relationship with IBM, we have the ability to request that IBM provide us with their License Tracking information. This is helpful on occasions when we are asked to do a renewal but we did not do the original software license sale. This gives us the insight we need to be sure the customer is renewing the correct quantities and products.

We currently notify our customers by email 90 days before their licenses are due for renewal because we understand that it takes some time to get the necessary approvals. We then send a reminder out monthly.

4 Reports

To date, Provista has a stellar track record of providing our GSA Advantage Reports and California SLP Software Licenses Agreement Reports, on time and with 100% accuracy. Also, Provista has an excellent track record of submitting our SBA 8(a) annual report on time.

We currently have an assigned Contract Administrator (CA) whose job it is to review and submit, on a quarterly basis, the required reports. The CA generates our reports automatically from our Reporting Data Warehouse (which is fed from our PPA Database and Order, Finance and TimeCard Systems – eTSS), itemizing the orders that have been placed using the GSA Schedule. The CA has standard report template s/he uses to prepare these reports. Before submission, this report is reviewed by senior management and, once approved, it is submitted using GSA's online vendor support system (https://vsc.gsa.gov/index.cfm). We follow a similar process for our 8(a) reporting.

If customized reports are required by an entity, we would assign a CA to the entity to define and create templates with the required data items, and would establish and maintain a similar reporting process and delivery schedule as our standard reports. For all reports, we will adhere and do our due diligence to provide reports on time and with completeness and accuracy.

Sample SLP Report:

6:30 PM
04/14/11
Accrual Basis

Provista
Qtrly SLP Customer Detail Report
January through March 2011

Date	Num	Name	FOB	Item	Qty	Sales Price	Amount	S. O. #
CA ARB								
10-906 Mod 1								
3/30/2011	6194	CA ARB:10-906 Mo...	11-3386355	IBM RATL-RNWL:E078VLL	3	1,314.86	3,944.58	10-906 Mod 1
3/30/2011	6194	CA ARB:10-906 Mo...	11-3386355	IBM RATL-LIC:D09HXLL	3	2,454.40	7,363.20	10-906 Mod 1
3/30/2011	6194	CA ARB:10-906 Mo...	11-3386355	IBM RATL-RNWL:E0764LL	2	192.27	384.54	10-906 Mod 1
3/30/2011	6194	CA ARB:10-906 Mo...	11-3386355	IBM RATL-LIC:D09F6LL	2	358.38	716.76	10-906 Mod 1
Total 10-906 Mod 1					10		12,409.08	
Total CA ARB					10		12,409.08	
CA DSS								
00319								
1/21/2011	6162	CA DSS:00319	10-3291905	IBM LOTUS-RNWL:E022BLL	100	10.17	1,017.00	00319
Total 00319					100		1,017.00	
Total CA DSS					100		1,017.00	
TOTAL					**110**		**13,426.08**	

Sample GSA Reports:

6:13 PM
04/14/11
Accrual Basis

Provista
GSA Sales by Customer Summary
March 2011

	Fed Lic (132-33 New/Reinstatement)		Total 132-33 New/Reinstatement		Fed Cons (132-51 Consulting Services)		Total 132-51 Consulting Services		TOTAL	
Boeing										
463226	342,456.00		342,456.00		0.00		0.00		342,456.00	
Total Boeing		342,456.00		342,456.00		0.00		0.00		342,456.00
Mitre										
88598	8,314.24		8,314.24		0.00		0.00		8,314.24	
Total Mitre		8,314.24		8,314.24		0.00		0.00		8,314.24
US Dept of Homeland Security										
HSTS04-11-F-CT4513	359,051.61		359,051.61		0.00		0.00		359,051.61	
Total US Dept of Homeland Security		359,051.61		359,051.61		0.00		0.00		359,051.61
US Dept of Veterans Affairs										
521-C15162	8,306.62		8,306.62		0.00		0.00		8,306.62	
Total US Dept of Veterans Affairs		8,306.62		8,306.62		0.00		0.00		8,306.62
US FAA										
DTFAWA-11-F-00034	11,970.36		11,970.36		0.00		0.00		11,970.36	
Total US FAA		11,970.36		11,970.36		0.00		0.00		11,970.36
US GSA										
GSB0011NR0022	19,008.00		19,008.00		0.00		0.00		19,008.00	
Total US GSA		19,008.00		19,008.00		0.00		0.00		19,008.00
US Navy										
N00104-10-F-QV44(plus service)	19,762.50		19,762.50		0.00		0.00		19,762.50	
N00104-11-F-Q637	130,000.00		130,000.00		0.00		0.00		130,000.00	
Total US Navy		149,762.50		149,762.50		0.00		0.00		149,762.50
US NOAA										
DG133W10NC2254	0.00		0.00		31,570.00		31,570.00		31,570.00	
Total US NOAA		0.00		0.00		31,570.00		31,570.00		31,570.00
TOTAL		**898,869.33**		**898,869.33**		**31,570.00**		**31,570.00**		**930,439.33**

6:16 PM
04/14/11
Accrual Basis

Provista
GSA Sales by Customer Detail
March 2011

Date	Num	Name	Item	Qty	Sales Price	Amount	Balance
132-33 New/Reinstatement							
Fed Lic							
3/4/2011	6180	US Dept of Homela...	IBM IM-LIC:D06WQLL	1	8,409.61	8,409.61	8,409.61
3/4/2011	6180	US Dept of Homela...	IBM IM-LIC:D06X0LL	15	2,018.33	30,274.95	38,684.56
3/4/2011	6180	US Dept of Homela...	IBM IM-LIC:D06X0LL	15	2,018.33	30,274.95	68,959.51
3/4/2011	6180	US Dept of Homela...	IBM IM-LIC:D06ZMLL	115	1,261.27	145,046.05	214,005.56
3/4/2011	6180	US Dept of Homela...	IBM IM-LIC:D06ZMLL	115	1,261.27	145,046.05	359,051.61
3/10/2011	6182	US Navy:N00104-1...	Consulting	47.5	212.50	10,093.75	369,145.36
3/10/2011	6182	US Navy:N00104-1...	Consulting	20	212.50	4,250.00	373,395.36
3/10/2011	6182	US Navy:N00104-1...	Consulting	8.5	212.50	1,806.25	375,201.61
3/25/2011	6192	US FAA:DTFAWA-...	IBM TIVOLI-LIC:D0HSRLL	300	33.18	9,954.00	385,155.61
3/25/2011	6192	US FAA:DTFAWA-...	IBM TIVOLI-LIC:D0HSPLL	108	18.67	2,016.36	387,171.97
3/29/2011	6183	US Dept of Veteran...	IBM IM-LIC:D0EKZLL	2	4,153.31	8,306.62	395,478.59
3/29/2011	6193	Mitre:88598	IBM RATL-LIC:D09PTLL	2	2,940.65	5,881.30	401,359.89
3/29/2011	6193	Mitre:88598	IBM RATL-LIC:D09K5LL	2	1,216.47	2,432.94	403,792.83
3/31/2011	6195	US Navy:N00104-1...	IBM WEBSPHERE-LIC:D55V1LL	2,600	50.00	130,000.00	533,792.83
3/31/2011	6196	Boeing:463226	IBM WEBSPHERE-RNWL:E054...	570	120.17	68,496.90	602,289.73
3/31/2011	6196	Boeing:463226	IBM WEBSPHERE-RNWL:E054...	570	480.63	273,959.10	876,248.83
3/31/2011	6197	US GSA:GSB0011...	IBM TIVOLI-RNWL:E02AFLL	3,520	5.40	19,008.00	895,256.83
3/31/2011	6200	US Navy:N00104-1...	Consulting	5	212.50	1,062.50	896,319.33
3/31/2011	6200	US Navy:N00104-1...	Consulting	12	212.50	2,550.00	898,869.33
Total Fed Lic				8,028		898,869.33	898,869.33
Total 132-33 New/Reinstatement				8,028		898,869.33	898,869.33
132-51 Consulting Services							
Fed Cons							
3/31/2011	6201	US NOAA:DG133W...	Consulting	86	180.00	15,480.00	15,480.00
3/31/2011	6201	US NOAA:DG133W...	Consulting	88	180.00	15,840.00	31,320.00
3/31/2011	6201	US NOAA:DG133W...	Consulting	1	250.00	250.00	31,570.00
Total Fed Cons				175		31,570.00	31,570.00
Total 132-51 Consulting Services				175		31,570.00	31,570.00
TOTAL				**8,203**		**930,439.33**	**930,439.33**

5 Proof of Entitlement

A Proof of Entitlement (POE) is delivered to the buyer (and others if specified in the purchase order) 5 – 7 business days after receipt of the purchase order. Provista maintains a back-up copy of the Proof of Entitlement in our database. The PE can request a copy of the Proof of Entitlement at any time via email or over the phone. Emails and voicemail requests will be fulfilled within 4 hours.

One of Provista's core competencies is our Software Licenses and Renewal Service. A Dedicated Business Development Representative (BDR) will be assigned to each account and the BDR can meet with your internal teams twice a year to review your itemized inventory report and provide projected renewal costs. We assist in the reconciliation of assets to ensure you are protecting your existing investment and business interests for future growth. In addition, we have over 10+ years of industry experience, expertise, and the highest level of specialization to manage the "complexity" of your contract portfolio at your best possible cost.

6 Managing Costs (Maximizing Savings)

Provista has a track record (and references) of helping clients maximize savings. There are several ways we go about getting additional discounts for our clients. One way is through our distributor. We are often able to negotiate with the distributor, especially on volume purchases, to "give up" some of their profit margin in order to reach their sales goals. It is called leverage.

Another way to get additional savings is by requesting that the publisher provide a "special bid". This method has proven to be very cost effective, especially for either large volume orders or if there is competition from another product.

It is very unusual for IBM to have an enterprise license agreement with a PE. If they did, we would make sure the PE was not over-paying for any licenses that were covered by the ELA.

Provista would explore with any vendor the opportunity to revise pricing based upon the existence of a WSCA contract and its opportunity it affords the said vendor.

By understanding a PE's previous purchases, Provista could provide reminders regarding expiring software and maintenance agreements, thereby helping the PE maintain compliance, if required. Additionally, by providing this information, the PE is made aware of their possession of such licenses and gives them the opportunity to decide on continuation of maintenance rather than automatically renewing software that is no longer in use.

Provista will also advise the PE, based on historical purchases, when a replacement product may become available which might either provide more functionality or provide the same functionality at a lower cost. Similarly, with the knowledge in hand, Provista will be able to advise the PE when software currently under maintenance is announced as End-Of-Life.

As an IBM Premier Partner, configuration assistance is available to us at no charge from IBM and we would pass this benefit on to all PE's.

Provista has a relationship with a professional IT Training Company and should a PE require on-site training in order to maximize the advantages and benefits of the WSCA contract, we can provide this through our partner.

7 Positioning for the Future

Assigned Account Managers to grow partner relationship and deliver value - As part of our on-going commitment to providing excellent service and value to our partners and customers (Procurement and IT), Provista assigns an Executive Account Manager (EAM) to each account/contract. Each EAM is an experienced Information Systems Professional with over 20 years of experience (private and public sector) in managing small to large size accounts.

The EAM is responsible for managing the account/contract and his/her responsibilities include:

1. Manage the customer relationship of the account/contract
2. Participate in account reviews
3. Understand accounts needs and implement change accordingly.
4. Escalation point and resolution management for all account/contract issues.
5. Help resolve invoicing issues and escalate issues within the customer's organization, as necessary.
6. Establish frequent contract and account review meetings

During the course of the contract, the EAM will schedule review meetings. These meetings will be check points to insure that the expectations are being met and performance measures are being met.

In addition, we encourage and solicit employees and customers on an on-going base to provide suggestions on how we might improve our products, service and customer satisfaction. We value our employees and customers and we create an environment where both can be successful.

Commitment to On-Going Training and Certification Requirements - At Provista, our product and service offering is smart and so are our people. As a technology services company, our business is always changing. Our people are our greatest asset, so our people have to be up to the challenge – eager to lead, inform, adapt and lead. Provista takes pride in attracting and retaining the best talent – our customers will testify to it. In order to keep our team of consultant's current with leading edge technology, each consultant is required to attend two weeks of technical training a year – at the company's expense. In addition, all consultants and sales staff are certified in the technical products and/or services they deliver and are required to keep their certifications current. See Attachment A in the "Questionnaire – Qualifications – Provista" document for a list of Provista's IBM Technical Certifications.

Providing more value to your software assets - Provista provides software license and renewal contract consulting and software life cycle management assistance to government agencies at the federal, state and local level. Our Business Development Representatives assist our clients with effectively managing government software contracts, federal procurement regulations, compliance, and effectively provide the solution at a fraction of the cost of our competitors.

We can help government agencies manage their IBM software assets by:

-**A Dedicated Business Development Representative** will meet with your internal teams twice a year to review your itemized inventory report and provide projected renewal costs. We assist in the reconciliation of IBM assets to ensure you are protecting your existing investment and business interests for future growth. In addition, we have over 10+ years of industry experience, expertise and the highest level of specialization to manage the "complexity" of your contract portfolio at your best possible cost.

Passport Advantage (PPA) ® Management provides a convenient means to add or remove new or "out of service" hardware and software inventory. Also, we facilitate the migration, consolidation or acquisition of software (eg, merger of agencies inventory).

Cost Reductions Guidance/Optimized Volume Licenses - We will present all discount options available to your agency to ensure you are getting the most out of your fiscal budget.

Software/Hardware Licensing Lifecycle Management - We manage the IBM Software Support Lifecycle policy from design, build, procurement, operation, maintenance, modification and disposal of an agency's assets. Ensuring the tracking of how long your version and release of a particular IBM software product will be supported will allow you to effectively plan your software investments, without any gaps in support.

8 Performance Measurements

Provista's overall performance standards are to deliver projects/products/services on time, on budget and to meet the success criteria defined in the contract. For all contracts, Provista defines performance plan which maps the key result in which performance will be measures and evaluated.

For a majority of our contracts and accounts, Provista's performance is measured by using the matrix below. Performance is recorded in accordance with the PE's regulations regarding Past Performance.

Performance Area	Performance Indicator	Performance Standard	Maximum Error Rate (MER) or Minimum Acceptable Quality Level (AQL)	Method of Surveillance
Timeliness and Accuracy of Delivery Supplies/Services	Number of calendar days to complete delivery. (Time) ---------- Supplies/Services delivered are as ordered (Quality/Quantity)	Delivery completed within established contract time. ---------- Delivery matches order quantity and supplies/services description	98% of all deliveries completed within established contract timeframe --------- 98% of all deliveries match order quantity and supplies/services description	Inspection of Monthly Sales and Delivery Report. ---------- (Report may be verified by Government's periodic surveying of customers).
Efficiency – Cost Control	Frequency of administrative actions required and amount of additional fees paid.	Zero additional fees will be required to continue regular service.	No more than 1 round per year of fee discovery/ assessments.	Routine Contract Administration
Reports	Reports delivered on time and complete and accurate (Time/Quality)	Reports provided within established timeframes: Data is free of errors or clerical defects and is accurate and true	95% of all reports provided within established timeframes; Data is free of errors or clerical defects and is accurate and true.	Inspection of report
Customer Satisfaction	Level of Customer	All Surveyed customers deem performance as no less Fully Successful *	No more than three (1) valid customer complaints within a performance quarter.	Customer Feedback/ Customer Complaint Logs/ Customer Survey
***Rated: Meets/Does not Meet**				

This report is submitted to the PE upon request or as specified in reporting schedule.

9 Other Value-Added Services

In addition to our Software and Renewal Services, Provista offers a portfolio of technical services that can be customized for your specific needs. From the IBM product installation, testing, and configuration phase to post-implementation support and maintenance phase, you'll have the confidence of knowing that your IBM products have been installed and configured accurately and you are getting the best return from your technology investment. For more information regarding our Technical Service, see our website at http://www.provista.com/services/technical-services