carahsoft

CARAHSOFT'S RESPONSE TO THE

Western States Contracting Alliance (WSCA)

REQUEST FOR PROPOSAL

WSCA Software Value-Added Reseller (SVAR)

SOLICITATION NO. ADSPO11-00000358

Friday
April 15, 2011

CARAHSOFT TECHNOLOGY CORP.
12369 SUNRISE VALLEY DRIVE
RESTON, VA 20191

888.66.CARAH | WWW.CARAHSOFT.COM

carahsoft
technology corp

April 15, 2011

Ms. Maureen McGovern
State Procurement Office
100 N 15th Ave
Suite 201
Phoenix, AZ 85007

Re: *Carahsoft's Solution Proposal to the Western States Contracting Alliance's (WSCA) for a Software Value-Added Reseller, Solicitation No. ADSPO11-00000358*

Dear Ms. McGovern:

Carahsoft Technology Corp. appreciates the opportunity to respond to WSCA's Request for Proposal for a Software Value-Added Reseller. This proposal includes the majority of requested software publishers to meet WSCA's requirements for contracting with a Software Value Added Reseller (SVAR) to provide Commercial Off-the-Shelf Software (COTS). A key component of this proposal is Carahsoft's unique relationships with Adobe, Symantec, VMware, Quest, BMC, Red Hat, HP Software, SAP, Sybase, and EMC. These relationships are significant and can be leveraged to help you achieve greater savings.

Carahsoft is a reseller for the vendors listed above, utilizing the IT Schedule 70 GSA Contract. As a top ranked GSA Schedule holder, Carahsoft has delivered best value solutions to our government clients for over seven years including within almost every state. In fact, Carahsoft has provided a wide variety of software for Arizona State Agencies including the Arizona Department of Administration, Arizona Department of Transportation, the U.S. Bankruptcy Court of Arizona and the Arizona State University.

Please feel free to contact me directly at 703.871.8501 or cpa@carahsoft.com with any questions or communications that will assist WSCA in the evaluation of our response. This proposal is valid for 180 days from dates of submission.

Thank you for your time and consideration.

Sincerely,

Craig P. Abod
President

AMENDMENTS

Carahsoft acknowledges and complies with the following amendments:

- Post Release Vendor Questions, March 3 – 30, 2011
- Legal Notice, March 8, 2011
- Order Confirmation, March 8, 2011
- State of Washington's Intent to Participate, March 8, 2011
- Special Terms & Conditions, March 11, 2011
- SVAR Questionnaire – Qualifications, March 25, 2011
- SVAR Special Terms & Conditions, March 25, 2011
- SVAR Statement of Work, March 25, 2011
- SVAR WSCA Terms & Conditions, March 25, 2011
- WSCA Updates, March 25, 2011
- SVAR Offeror Pricing, March 31, 2011
- SVAR Statement of Work, March 31, 2011
- SVAR Table of Contents, March 31, 2011

OFFER FORMS

Offer Form 1 – Offeror Questionnaire – Qualifications - Carahsoft

QUALIFICATIONS:

1. Provide an overview of the organization, including its structure, number and location of offices. Include an organizational chart to show the lines of responsibility at the highest levels. Provide a short history of your organization. Include number of years in business, industry awards, and corporate trade affiliations (publisher certifications are addressed in #2). This solicitation is for the products and services offered by a Software Value-Added Reseller (SVAR (Yes/No)). Is your organization a SVAR? If not, please describe the nature of your business (e.g., LAR)

Carahsoft Technology Corp. is a government only Software Value-Added Reseller delivering best-of-breed software and support solutions to federal, state and local government agencies since 2004. Formed by a group of seasoned professionals with decades of experience in government sales, government marketing and Federal GSA Contract program management, Carahsoft has built a reputation as a customer-centric organization. This experience has enabled Carahsoft to achieve the #5 spot of leading software license GSA resellers.

VENDOR RELATIONSHIPS – Carahsoft has a unique business model focusing on providing superior sales and marketing execution, a track record of success, high integrity and a focus on strategic vendor relationships. While Carahsoft's contract vehicles carry over 160 manufacturers, the graphic to the right lists the main manufacturers Carahsoft supports. There is a Director in charge of each main manufacturer that reports to the President of Carahsoft, Craig Abod. An organizational chart has been included with this response as Attachment A.

	GSA Schedule Holder	Master Aggregator	Largest Government Partner
Adobe	★	★	★
datadomain	★	★	★
hp	★		★
redhat	★	★	★
SAP	★		★
Symantec	★		★
vmware	★	★	★

Carahsoft Technology's role of a value-add specialized government reseller combines traditional distribution services with a thorough understanding of the government sales and procurement processes. Top-tier vendors rely on Carahsoft's proactive business development specialists to provide the best support to the Public Sector market for vendors such as VMware, EMC, Data Domain, Symantec, Adobe, SAP, HP Software, F5 Networks, Red Hat, and others.

Carahsoft maintains independent vendor-specific sales and marketing teams that are dedicated to their individual manufacturer partner. These teams provide pre-sales support, timely and competitive price quotes, targeted marketing and contract vehicles that help our customers buy easily and error free. Carahsoft is committed to ensuring the sales teams are thoroughly trained in their vendors' products and currently hold over **600** products certifications. A full listing of Carahsoft's certifications is included as Attachment B and the following are links to Symantec specific certifications:

http://partnerlocator.symantec.com/public/search;company=Carahsoft%20Technology%20Corporation;country=United%20States;v=advanced_results/

http://partnerlocator.symantec.com/public/search;company=Carahsoft%20Technology%20Corporation;country=United%20States;v=advanced_results/partner;id=33880/

GROWTH & STABILITY – Carahsoft has continued to show impressive growth year after year, turning annual revenue from $3.4 million in our first year in 2004 to $606 million in 2009, and $840 million in 2010. We are a stable, conservative and profitable company and have received numerous accolades including, for the third consecutive year, named to the Washington SmartCEO magazine's 2010 Future 50 list which recognizes the metro area's fastest growing companies. Other industry recognition includes:

Award	2011	2010	2009	2008	2007	2006
CRN Fast Growth 100		#14	#6	#8		
CRN Fastest Growing VAR			#28	#1		
VAR 500		#99	#152	#160	#242	#399
Washington Post 200		#20				
WBJ Fastest Growing Co's		#14	#6	#3	#1	
WBJ Top Private Co's		#18	#35	#53	#90	
WBJ Small Tech Co's		#1	#1	#1	#2	
WT Fast 50		#29				
Inc. 500/5000		#564	#266	#16		
GSA Schedule 70	#5	#13	#24	#42	#76	#209
Washington SmartCEO Future50 Fast Growth Co	✓	✓	✓			

CONTRACT VEHICLES – Over the past 7 years Carahsoft has acquired and maintained a wide variety of purchasing contract vehicles for agencies at the state, local, and federal levels. Associated with all contracts are dedicated and experienced contract management resources. A list of available contracts can be found at www.carahsoft.com.

2. Using Excel file 'Questionnaire–Qualifications, RepPublishers', please advise of the publisher accounts for which you are an authorized reseller. Using this same Attachment, advise of those publishers for which you are not an authorized reseller, and briefly explain why you are not a reseller for those publishers. A contract requirement states that the Contractor must agree that there are no software publishers with whom they would refuse to do business if the Software Publisher is willing to do business with them. Please affirm that you agree with this requirement or state your objection and provide an explanation for requesting a modification of this requirement, providing names of publishers your organization would not represent and the reasons why. Provide written proof of your reseller status (certifications) with individual publishers as attachments to your response.

Carahsoft has included the excel file completed named "Questionnaire-Qualifications, Carahsoft Publishers" with all the corresponding attachments. There are no software publishers that Carahsoft would refuse to do business with if they are willing to do business with us.

3. Describe the company's experience and expertise providing the following services.
a. License Management
b. Account Management (assume 'accounts' as equivalent to a state contract, and to a using municipality)
c. Training
d. Software Consultation
e. Other (Specify)

Carahsoft provides the following services/functions required to assist in the management of all software products on contracts and will provide these for WSCA:

(a) **License Management –**Carahsoft will provide precise and complete records to WSCA and its Participating Entities (PE), with each delivery order, a License Confirmation Certificate or other form of

proof of licensing (e.g. invoice) and rights to use for specified software products by edition and version, and reflecting Software Assurance when purchased with annotated expiration date or term.

(b) **Dedicated Account Management –** Carahsoft will provide focused account managers for each vendor who will be dedicated to supporting WSCA requirements. These account managers will be responsible for all aspects of contract management and are fully trained in all the sales and configuration of all their manufacturer's products. All sales, order management, and contracting functions will be overseen by these individuals and includes:

- Assistance with the License Distribution Procedures established by the WSCA Contract
- Product expertise/assistance
- Configuration assistance
- Support for downloads
- Support for customers migrating from existing license contracts
- On demand historical download reports
- Contracts Questions
- Assistance with Product Version, updates and upgrade questions

(c) **Quarterly Training Webcasts –** At no additional cost, Carahsoft will provide a quarterly training webcast to WSCA members. These webcasts will include information regarding new product releases, product patch/ upgrade information or short training webcasts should the need arise and educate users on:

- The terms of the contract
- What software is available on the contract
- Updates and upgrades as they become available from manufacturers
- New technologies that become available

These webinars will also be archived on the state's websites (which will be created as part of this contract) so users can view them on demand.

(d) **Government Marketing & Education –** Carahsoft has conducted over 900 government specific marketing events in 2010 alone. A few examples include:

- Product specific webcasts
- Onsite training seminars
- Representation at government shows
- Host Government User Groups
- Outbound Call campaigns
- Executive Forums (http://www.intelligencecommunityexecutiveforum.com)

We feel this proactive marketing will be valuable to WSCA in terms of promoting this contract, as well as educating end user customers on the benefits of the contract.

(e) Carahsoft can provide Manufacturer-specific Software Consultation as part of the role of the Account Manager. Carahsoft can provide more in depth Manufacturer-specific Software Consultation at a hourly rate as well.

(f) Other services Carahsoft can provide include:
Quarterly Reports – In managing similar Enterprise-wide Software contracts with other government agencies, Carahsoft has developed some best practices with providing monthly/quarterly usage reports. As part of this contract, Carahsoft will provide quarterly license distribution reports which will include download and ship dates, number of licenses, versions, prices, points of contact and addresses.

In addition to the quarterly reports, Carahsoft will have the ability to produce on-demand usage reports as requested through the Account Manager.

Dedicated Phone Lines – In addition to the direct access WSCA will have to Carahsoft service representatives for maintenance and technical support, Carahsoft will provide a dedicated phone line to be used exclusively for activities supporting this contract. Both toll and toll-free lines will be made available.

The number will be included on all quotations, emails, website(s), and other documentation regarding this contract. Additionally, this phone line will be answered by a "pool" of individuals. Consequently, during regular business hours, this line will always be answered by a live person and customers will not be routed to voicemails. The use of this line helps to enable immediate customer service/ action to take place.

Dedicated Email Address – Additionally, a dedicated email address will be created in support of this contract: *WSCA@carahsoft.com*. As with the phone lines, these email aliases would be routed to all

individuals at Carahsoft that support this ELA. In this manner, any inquiries received via email would be addressed as quickly as possible to enable the quickest execution.

Executive Sponsorship – For the duration of this contract, Carahsoft will provide, at no additional cost, a governance team sponsored by Carahsoft's President, Craig P. Abod. The primary purpose of this team is to assist the WSCA Executive Management in the oversight of this project and provide the necessary support to help ensure the overall success of the WSCA program. Mr. Abod will meet at the appropriate level and frequency as agreed to by WSCA and Carahsoft.

4. Clients

a. Provide information on your current government client list. In addition, explain the services you provide to each client and how long you have been working with each one.
b. List government contracts you have gained over the past three years and provide an explanation of why your company was chosen.
c. List government contracts you have lost or resigned over the past three years and provide an explanation of why your company lost or resigned these accounts.
d. If you have no government clients, note this in your response and answer questions A, B, and C based on non-government clients.
e. Provide the agency/company name, contact name, email address and telephone number for three client references. Providing this information shall constitute your permission for the Procurement Officer to contact the clients to discuss your work and your working relationship with them.

Carahsoft sells exclusively to the public sector market, therefore all our customers are government clients. Carahsoft has sold to almost every government agency including state and local for the past 7 years. Carahsoft win's most of the contracts we bid on, if we do lose it is on price, not Carahsoft's capabilities.

In addition to our Software GSA Schedule awarded November 18, 2004 and our HR GSA Schedule awarded September 10, 2004, we also hold the following contracts listed below.

Carahsoft has the following Blanket Purchasing Agreement's (BPA) in place:

CONTRACT – VENDOR	CONTRACT #	AGENCY ISSUED	CONTRACT TERM DATES
DoD ESI BPA – Adobe	N00104-09-A-ZF31	Navy	1/15/2009 -1/14/2014
DoD ESI BPA – VMware	W91QUZ-09-A-0003	Army	3/26/2009 -3/27/2014
Smartbuy (CIV) – VMware	W91QUZ-09-A-0003	Army	3/26/2009 -3/27/2014
DoD ESI BPA – Red Hat, Jboss	HC1028-09-A-2004	DISA	2/10/2009 - 2/9/2014
DoD ESI BPA – SAP	N00104-08-A-ZF43	Navy	9/15/2008 -9/15/2013
DoD ESI BPA – ISC	FA8771-07-A-0303	Air force	6/15/2007 -6/14/2012
IRS BPA – Adobe	TIRNO-08-Z-00001	IRS Office of Information Technology Acquisition	10/1/2007 - 9/30/2012
UT BPA – Salesforce	96158	Utah Department of Technology Services	11/1/2008 - 10/31/2011
USDA BPA – SAP	AG-3142-B-09-0032	USDA	3/31/2009 - 3/30/2012
USMC BPA – HP	M67854-10-F-4779	USMC MARCORSYSCOM	5/14/2010 - 5/14/2013
MPO BPA – HP	H98230-08-A-0003	Maryland Procurement Office	09/2008 - 01/2012
BPA – IronKey	SAQMMA10A0147	DoS	4/8/2010 - 4/7/2015
IRS BPA – Adobe	TIRNO-08-Z-00001	IRS Office of Information Technology Acquisition	10/1/2007 -9/30/2012
NGA BPA – Adobe/TerraGo	HM1575-10-A-0005	NGA	8/31/2010 -8/30/2013
DoS BPA – Adobe	SAQMMA10A0398	DoS OAM (A/LM/AQM)	9/29/2010 -9/28/2015
DIA BPA – Adobe	HHM402-10-F-0601	DIA	9/30/2010 - 9/29/2013
USDA BPA – Adobe	AG-3142-D-10-0285	USDA OCIO	4/20/2010 - 9/30/2013

Carahsoft has the following Government Wide Acquisition Contracts (GWACs) in place:

CONTRACT – VENDOR	CONTRACT #	AGENCY ISSUED	CONTRACT TERM DATES
TCPN – many	R5011	The Cooperative Purchasing Network	6/14/2010 -5/31/2011
DoD ESI BPA – Adobe	N00104-09-A-ZF31	Navy	1/15/2009 -1/14/2014
DoD ESI BPA – VMware	W91QUZ-09-A-0003	Army	3/26/2009 -3/27/2014
Smartbuy (CIV) – VMware	W91QUZ-09-A-0003	Army	3/26/2009 -3/27/2014
DoD ESI BPA – Red Hat, Jboss	HC1028-09-A-2004	DISA	2/10/2009 - 2/9/2014
Apps.gov	N/A	GSA	On-going
IaaS GSA BPA		GSA	10/2011..TBD
DoD ESI BPA – SAP	N00104-08-A-ZF43	Navy	9/15/2008 -9/15/2013
DoD ESI BPA – ISC	FA8771-07-A-0303	Air force	6/15/2007 -6/14/2012

Carahsoft has the following Agency Wide Contracts (AWC's) in place:

CONTRACT – VENDOR	CONTRACT #	AGENCY ISSUED	CONTRACT TERM DATES
Army ULA – Symantec	FBXD9DSTE	Army	3/31/2009 -3/31/2011
IRS BPA – Adobe	TIRNO-08-Z-00001	IRS Office of Information Technology Acquisition	10/1/2007 - 9/30/2012
UT BPA – Salesforce	96158	Utah Department of Technology Services	11/1/2008 - 10/31/2011
USDA BPA – SAP	AG-3142-B-09-0032	USDA	3/31/2009 - 3/30/2012
USMC BPA – HP	M67854-10-F-4779	USMC MARCORSYSCOM	5/14/2010 - 5/14/2013
MPO BPA – HP	H98230-08-A-0003	Maryland Procurement Office	09/2008 - 01/2012
NATO BOA	NC3A/BOA/13021	NATO	7/5/2010 - 7/4/2011
IRS BPA – Adobe	TIRNO-08-Z-00001	IRS Office of Information Technology Acquisition	10/1/2007 -9/30/2012
NGA BPA – Adobe/TerraGo	HM1575-10-A-0005	NGA	8/31/2010 -8/30/2013
DoS BPA – Adobe	SAQMMA10A0398	DoS OAM (A/LM/AQM)	9/29/2010 -9/28/2015
DIA BPA – Adobe	HHM402-10-F-0601	DIA	9/30/2010 - 9/29/2013
USDA BPA – Adobe	AG-3142-D-10-0285	USDA OCIO	4/20/2010 - 9/30/2013

Carahsoft has the following State and Local contracts in place:

CONTRACT - VENDOR	CONTRACT #	AGENCY ISSUED	CONTRACT TERM DATES
CMAS (all)	3-05-70-2247A	CA DGS	10/1/2005 - 8/31/2011
FL State Contract (HW), Brocade	250-000-09-1	State of Florida Department of Management Services	9/8/2008 - 9/7/2011
Illinois State Contract (Symantec)	CMS0425090	Illinois Central Management Services	5/3/2010 - 6/30/2011
MD COTS	050B7800012	Maryland Department of Budget and Management	10/1/2007 - 9/30/2012
Miami-Dade Contract	050B7800012	Miami-Dade County	Through May 2011
ND Contracts – Adobe	263	State of ND	8/8/2010 - 8/8/2012
OH STS – many	533002-0	Department of Administrative Services	4/26/2005 -6/30/2011
PA COSTARS – Data Domain	COSTARS-003-033	Pennsylvania Department of General Services	11/7/2007-3/9/2011
PA DGS Contract – Symantec	4400004253	Pennsylvania Department of General Services	5/1/2009 -5/13/2011
TCPN – many	R5011	The Cooperative Purchasing Network	6/14/2010 -5/31/2011
TX DIR – BMC	DIR-SDD-587	Department of Information Resources	8/17/2007- 8/17/2011
TX DIR – many	DIR-SDD-621	Department of Information Resources	1/7/2008 - 3/8/2011
TX DIR – Symantec	DIR-SDD-600	Department of Information Resources	10/8/2007- 11/13/2011
TX DIR – many	DIR-SDD-889	Department of Information Resources	1/14/2009 -3/14/2011
UT BPA – Salesforce	96158	Utah Department of Technology Services	11/1/2008 - 10/31/2011
NC Contract – many	GS-35F-0131R	State of NC Office of Information Technology Services	1/1/2009 -5/13/2011
NC State Contract – Symantec pillar brocade	ITS-003324	State of NC Mass Storage Contract	Through 6/19/2011
NC Web Conferencing Contract	915W	State of NC Office of Information Technology Services	5/8/2009 - 5/7/2012
State of UT – Adobe	116124	Utah Department of Technology Services (DTS)	8/30/2010 -8/29/2015

Customer Reference #1:

Agency: Department of Human Services, State of Utah
Contact Name: Ken Matheson
Contact Email: kenmatheson@utah.gov
Contact Phone: (801) 536-8910
Description of Services Provided:

DHS/ORS has a requirement to streamline the process of child support enforcement. Routinely, DHS/ORS generates request letters that are sent out to any one of 85,000 employers in the state. This manual process is cumbersome, and takes a lot of time. DHS/ORS is addressing this need with an Adobe Software solution provided by Carahsoft. The solution allows them to streamline this process, and maintain these records in digital format. A pre-populated PDF form is provided (digitally) to Utah employers. The PDF must maintain a high level of security, as DHS/ORS demands that these documents be “locked down,” allowing only specific users with open, save, and editing privileges. These forms are maintained digitally and are “fillable” online. Once an employer has completed the document, DHS/ORS has provided the employer the ability to return the document electronically. The solution accepts the digital forms, and any supporting documentation, as well as integrates the provided data with existing

State Systems that run within DB2 and their IBM CMS. Intuitive training modules are provided as part of this solution in order that employers as well as workers within the state may use the system most efficiently.

Customer Reference #2:

Agency: Department of Information Technology Services, State of North Carolina
Contact Name: Ken Nuebler
Contact Email: ken.nuebler@its.nc.gov
Contact Phone: (919) 754-6786
Website: http://www.its.state.nc.us/ITProcurement/TermContracts/Contracts/915W/ITS-004212%20Web%20915W%20Web%20Conferencing%20Services.pdf

Description of Services Provided:

The scope for this contract is to provide a statewide contract for 1) a low cost basic web conferencing solution and 2) an advanced web conferencing solution. Two solutions (basic and Advanced) and three flat rate models (Named User, Concurrent User and Event/Webinar) were awarded to Carahsoft Technology Corporation. Both solutions are based upon Adobe Software's Connect web conferencing software. This contract is a mandatory-use statewide contract requiring Carahsoft to provide support for all users within the state.

Customer References #3:

Agency: Department of Administrative Services, State of Ohio
Contact Name: Dan Myers
Contact Email: dan.myers@das.state.oh.us
Contact Phone: (614) 995-0536
Description of Services Provided:

Carahsoft Technology Corp. is the Master Ohio STS Contract Holder for Symantec Corporation. As Symantec's Master STS Partner (Government Distributor), our single goal is to provide superior service and savings to the State of Ohio. In 2009, Carahsoft entered into the first state-wide consolidated purchase agreement (for Symantec software). In this manner, Carahsoft negotiated and provided the State with additional discounts given the leverage of the volume resulting from consolidation. This agreement continues to be annually renewed and augmented. The State of Ohio has used this agreement as a template for doing business with other Software Publishers in order to achieve greater cost savings.

5. Accuracy in Quotes and Billings; Audits. Pricing for software in this contract is largely based on pre-order, firm quotes, which in turn are based on a contract rate multiplied by your cost from publishers. Such quotes may be automatically provided online, or may – as a result of SVAR's negotiation with the publisher for reduced cost – be less than a price that would be automatically calculated.

a. Describe your system and controls to ensure your actual costs to obtain the product are used as a basis for the quotes and resultant invoices.
b. Provide a sample invoice (of a product sold under a similar pricing model).
c. Describe your cost accounting system for tracking employee hours on an hourly service rate invoice, and provide a sample hourly-rate invoice.
d. Describe how you audit your billings for accuracy. Explain how you would work with a Participating Entity (PE) who is conducting an audit of their purchases through you.

a. Carahsoft's costs and pricing are determined with each vendor individually. Typically, as our software volume increases, Carahsoft's pricing is lowered and we pass those savings on to the customer. Additionally, we always strive to be more competitive when bidding. Carahsoft maintains a Master Price List for all vendors which always contains the latest costs. Our sales staff is aggressive in winning business and providing customers with the lowest possible price because our model relies on a high volume of sales. Carahsoft's ultimate goal is to provide the lowest price possible for our customers while providing unparalleled service. Many current Carahsoft contracts have a markup or cost plus basis. Managing a contract of this type and insuring that all savings are passed on to customers is already a standard business practice for Carahsoft.

b. A sample invoice has been provided as Attachment C.

c. Carahsoft has developed and maintains an in-house system for tracking and reporting all sales accurately and providing reporting and payment as required. This system works with Carahsoft's numerous manufacturers and customers to track and account for all transactions. Carahsoft requires that all partners agree to and sign agreements relating the terms of these partnerships and their support in assuring that accurate cost accounting is provided. Part of these terms includes reporting and submitting reports monthly to Carahsoft on all sales and delivery of products and services. Carahsoft receives full information on the end user, the sell price, and the applicable contract reference, time-sheets, etc. This information is entered into Carahsoft's sales tracking

database to produce invoices to present to the customer. Additionally, this information is retrieved, presented, and reviewed as part of our quarterly reporting process.

An hourly invoice can be found in Attachment C.

Further, Carahsoft has vendor-specific Order Management teams and Contracts teams for ensuring compliance with GSA, FAR, and other legal and contractual obligations that may exist for particular orders. For example, the Adobe order management team only works on processing Adobe orders and has a checklist of compliance items to confirm before submitting an order. The contracts team works the same way, with each contract specialist handling a specific vendor's contracts and contract compliance items. Carahsoft has dedicated staff handling contract administrative fee reporting and vendor reporting to ensure our utmost compliance.

Because order processing is such an important part of Carahsoft's business, we have custom developed a system that tracks all of our business in detail and tracks sales, sku's, purchase orders, etc. This system is the unique to Carahsoft's operation and has successfully supported and scaled with the business since opening in 2004.

d. The system described above allows Carahsoft to run almost any type of report required including those requested during very through contract compliance checks and audits.

6. Provide Key Personnel Information for this contract as a whole, and, as feasible, for any States who indicated their Intent to Participate, including brief biographies. Explain how the redundancy of account management will cover vacations, illness or resignations.

Key personnel for this contract include Craig Abod (President), Robert Moore (Vice President) and Ellen Ford runs our Contracts Team. Craig and Robert have a combined 30 years in contract management and Ellen has over 10. The whole team is described below and an organizational chart is included as Attachment B.

Key Personnel (Contract as a whole)
Craig Abod, Carahsoft President, will serve as the Executive Sponsor.

- Top corporate executive with more than 20 years experience in government sales, government marketing, and Federal GSA Contract program management
- Highly successful at building strategic, long-term business relationships with high-level decision makers in industry and government
- Expert at determining, defining, goaling and driving organizations to deliver and track results against key performance indicators and relevant business metrics
- Knowledgeable and skilled contract negotiator successful in the acquisition of many functional selling contracts to improve both vendor sales and government purchaser/ consumer experience
- Deep knowledge of the US Public Sector Industry and the US Information Technology Industry landscapes combined with an ability to facilitate business between them

Robert Moore, Vice President, will serve as the Program Director.

- Senior Sales Executive with a 15 year accomplished career track
- Held senior sales management positions throughout a dynamic tenure in US Government Information Technology Sales
- 15 years of total experience in Government IT Sales in positions that have ranged from technical account manager, director of sales and several senior sales management posts
- Has solidified exclusive partnerships with multiple Information Technology Manufacturers, expanding product awareness and distribution throughout the Public Sector/ Government vertical
- Has acquired a broad portfolio of IDIQ, GWAC, and similar contracts that include GSA Schedule 70, Agency Specific Blanket Purchase Agreements, and State specific contracts and successfully leveraged these contracts into successful selling vehicles.
- Familiar and responsible for all aspects of operations and performance of the sales organization.

Ellen Ford, Director of Contracts, will serve as the Contracts Manager.

- Experienced in all aspects of contract administration, including negotiation, correspondence, documentation, certification, financial reporting, and product delivery for complex government contracts on both the Federal and State levels
- Deep knowledge of Federal Acquisition Regulations
- Negotiation of contract terms from proposal stage to project close-out in accordance with relevant regulations

- Coordination of approval of negotiations, contracts, and subcontracts with appropriate management staff
- Preparation of responses to certifications and representations
- Preparation and submission of cost proposals including pricing and scheduling details, coordination of requirements, and cost proposal risk assessment
- Development and management of internal contracts database, including contract term dates, available funding on service contracts, multiple partner product price list, and applicable documentation including Teaming Agreements, Non-Disclosure Agreements, and Sub-Contract Agreements

Maryam Emdadi, Director of Sales, will serve as the WSCA Sales Team Lead.

- Successfully revamped and launched multiple vendor partnerships and recognized as one of their top channel partners/distributors in the government sector.
- Served as the Lead liaison between Carahsoft and our partnered manufacturer, communicating with Account and District managers to establish/maintain a positive and productive working relationship.
- Team lead for business development, preparing strategic business plans and quarterly marketing programs to expand sales and cliental.
- Effectively managed and promoted the federal sales and channel program for multiple manufacturer partners
- Served as primary contact regarding contracts, technical expertise, sales support and pricing, and project scheduling.
- Demonstrated success building relationships with upper management of key customerl accounts while developing and implementing a customized solution specified to meet their needs and regulations
- Coordinated with system engineers to prepare and present sales presentations, onsite demos, and sales calls with key accounts\to close business
- Created, interpreted, and analyzed internal reports and data in order to optimize sales and track customer growth to provide optimal solutions to customers

Terry Drinkwine, Program Manager, will serve as the Participating Entity /WSCA Partner Manager.

- Program Manager with 10 years of Government/ Public Sector Program Management Experience
- 5+ Years of Government/ Cooperative Purchasing Participant Management
- Extensive Involvement in Government Program Management
- Oversight of GSA Cooperative Purchasing operations and other contracts with GSA basis and has created best practices for efficient and accurate tracking
- Direct Software and Hardware Solution Sales Experience Sales Experience in Federal and SLED Markets
- Program Manager at Carahsoft with responsibility for a team focusing on government end user demand creation in support of manufacturer's channel ecosystem

In addition to the key personnel outlined above, the following teams of personnel would be assembled and dedicated to supporting the WSCA contract:

Dedicated Account Management Team
Bridget Behrens – Account Management Team Lead - Red Hat
Madelyn Teger – Government Account Manager
Brian Glaser – Government Account Manager
Liz Birch – Government Account Manager
Michelle Duble – Government Account Manager
Jenna Hafey - Government Account Manager

Bryan Jenkins - Account Management Team Lead - Symantec
Robert Brand - Government Account Manager
Anne Borman - Government Account Manager
Dallas Lee - Government Account Manager
Tina Chiao - Government Account Manager
Jessica Giles - Government Account Manager

Matt Harmon - Account Management Team Lead – Data Domain
Amy Thompson - Government Account Manager
Catalina Peterson - Government Account Manager
Blaine Wingfield - Government Account Manager
Phoebe Nerdahl - Government Account Manager

Kara Bigelow - Government Account Manager
Dan Cooley - Government Account Manager

Karen Weiss - Account Management Team Lead - Adobe
Jim Dodson - Government Account Manager
Kim Rich - Government Account Manager
Tiffany Chang - Government Account Manager
Melissa Benko - Government Account Manager
Kelly O'Donnell - Government Account Manager

WSCA Order Operations Team
Karina Roncal – Director of Operations – Order Management
Jenni Carpetner – Order Management Support Specialist
Giedre Slvinski – Order Management Support Specialist
Linda Guzman – Order Management Support Specialist
Azra Ansari – Order Management Support Specialist
Candice Waldron – Order Management Support Specialist
Marta McLean – Order Management Support Specialist

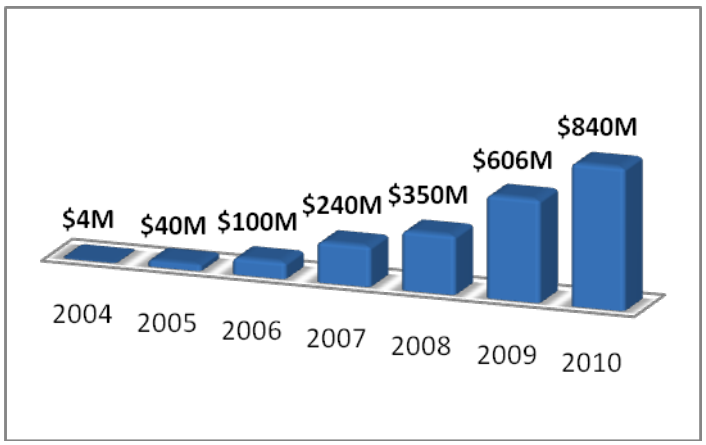
WSCA Contract Support Team
Stacey Wieczorek – Contracts Specialist
Andrew Mayen – Contracts Specialist

Redundancy of Account Management
There are several critical components of the structure of Carahsoft's Account Management team that provide for smooth operations due to expected or unexpected circumstances. The account management team is structured such that all members have shared responsibilities. Additionally, all members of this team meet on weekly, monthly, quarterly, and annual basis to insure that all aspects of customer account management are being addressed in the best possible way. All members of this team work to achieve service level objectives and track their level of accomplishment on a daily basis. Additionally, all account management functions are electronically tracked within a single application (CRM) within Carahsoft. All accounts are tracked within this CRM system and all members of this team have access to this system. Records, notes, contact information, tasks, and all other related materials needed to accomplish account management tasks are stored within this CRM system.

The team's universal access and shared usage of the CRM system results in an environment where any team member may backfill for another. In this manner, even when the shortest of absences occur (i.e. lunch breaks, doctor's appointments, etc.) other members of the account management team may resolve issues and continue account management functions in order to provide customers with the highest level of service rather than indicating that their need will be addressed once an individual returns to his/ her office. The shared responsibility structure provides for a very natural, reliable, and smooth transition to accommodate relatively mundane occurrences such as vacations, illnesses, or resignations. Additionally, Carahsoft has offices/ employees on this team located within Arizona, Texas, California, Alabama, Maryland, and Virginia. This geographic dispersion coupled with the redundancy of Carahsoft's IT systems also provides for continued Account Management functions should larger potential interrupts occur (Power Failures, Severe Weather, etc.)

7. Provide information which demonstrates your organization's financial stability, such as independent audited financial statements from the last three (3) years. The State may request additional information pertaining to your financial stability as deemed necessary. Proposals which do not include sufficient information regarding the organization's financial stability may be negatively impacted.

As a privately owned company, Carahsoft Technology Corp. does not release financial statements. We are a stable, conservative and profitable company and have received numerous accolades including, for the third consecutive year, named to the Washington SmartCEO magazine's 2010 Future 50 list which recognizes the metro areas fastest growing companies. Carahsoft continues to grow beyond both our 2008 revenue of over $347 million and our 2009 revenue of over $606 million to $840 million in 2010.



Carahsoft currently maintains a $25,000,000 line of credit available (currently 100% available) with Xenith Bank. Should you require our audited financial statements or have further financial inquiries we would be happy to provide additional information under separate cover to the specific individual that would be reviewing them.

Specific questions may be referred to Craig P. Abod, President of Carahsoft Technology Corp

8. Provide information on any subcontractors you propose to use on this contract, including approximate percentage of work directed to subcontractor, proposed work that subcontractor will perform, subcontractors' Minority or Woman-Owned Business status, resumes of their key personnel, etc.

Carahsoft will be using no subcontractors for this contract.