



PROPOSAL

CONTENTS

Introduction 2

Project Overview 2

Project Scope 3

Project Approach 4

Technical Design Specification 6

Project Costing / Budget 8

Basic Project Control & Communication 9

Contact 10

INTRODUCTION

Service, Satisfaction and Success. Three imperatives in today's economic environment that will help you endure and prosper. Company1 Inc. is a strong and stable partner that can help transform your enterprise in the midst of rapid change.

We blend creative, strategic planning with expert knowledge to tackle the toughest challenges for businesses. We know that a business builds its foundation on information technology. Our services include IT staffing and outsourcing, IT consulting, and project management. IT managers and executives can also count on our expertise in security and control, compliance, and disaster recovery planning.

Our IT consulting firm also specializes in a wide range of information technology solutions for your company, including network management, system assessment, project management, network design, integration and security, application development, risk assessment, contingency planning, compliance consulting, data warehousing, and many other information technology services and IT operations.

Identification / Project Formal Name

Online Rate Management System

PROJECT OVERVIEW

Purpose / Business Need

Current data methods and processes present a basis for tracking shipping lane and carrier rates. While the existing structure does address the company's basic need, current processes are intensely manual in nature, requiring significant resource allocation to maintain accurate data. Because of the difficulty of maintaining accurate carrier, lane segment, pricing, and other data, information is updated less frequently, and reliance on outdated information has implications in pricing management and profit margin.

Solution

The Online Rate Management System will provide a comprehensive solution to data management challenges by providing an intelligible and interdependent user-maintained data housing and reporting system. Implementation of

this comprehensive and robust tool will rely on relational data, increasing accuracy, decreasing update requirements, and providing the opportunity for enhanced management of operations, cost, and pricing structure.

Success

Success will be defined as on time & on budget delivery of a robust system that fully meets user specifications.

PROJECT SCOPE

Scope

This is a basic overview to communicate our understanding of the fundamental needs of this project. Company1 will develop and implement the Online Rate Management System, providing a solution to replace current manual and labor intensive processes. As outlined in the requirements provided by , the package will deliver the following attributes and functionality:

The Online Rate Management System will be:

- A robust data housing & reporting tool to provide increased data management capability.
- Intelligible/user friendly (front & back end).
- Flexible; to allow easy updates to rate/pricing/lane segment/fuel/route charge/security fee information from a single interface that updates the entire system.
- Accessible 24/7 to and customers via a web portal.
- Easily maintainable by Client 1; requiring minimal maintenance commitment.

The Online Rate Management System will provide:

- A user-friendly customer interface to allow:
 - Quote Requests
 - Shipment booking
 - Shipping History
 - Global Configuration (Application settings management)
 - Notification Settings
 - User Profile Management
 - User-friendly back end management
 - User management capability
 - Customer Management
 - Rates Management
 - Charge Management
 - Key Performance Indicator (KPI) Reporting / Overall data intelligence.
Examples include:
 - Number of quote requests booked
 - Closing ratio
 - General customer profiles, preferences
 - Etc.
 - Carrier Management
 - Auto generated downloadable templates:
(provides the ability to compile bulk shipment data locally and upload into the system)
 - Address Book
- The capability to update carrier specific data from a single interface.
- The ability to manage charges, markup, etc. based on user defined attributes (or to apply blanket yields to selected routes).

- The ability to outline and manage additional lane specific charges.
- A cost comparison reporting tool to determine the lowest rate per lane segment.
- Additional customizable reports by user defined attributes.
- The ability to create and manage customer and user profiles; workflow management based on user roles.
- The capability for the user to select a carrier based on price, speed, reliability, or other determined attributes.

Project Limitations

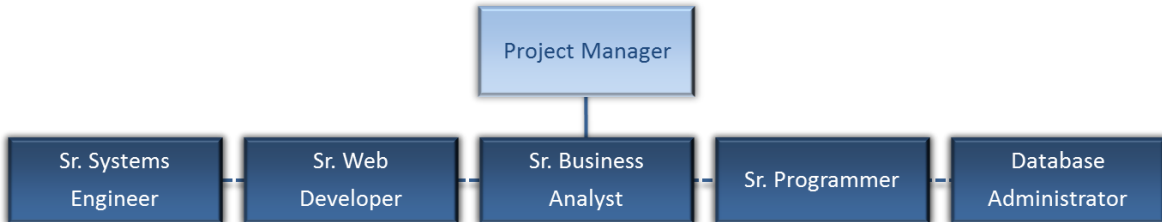
The Client 1 Logistics Software Data Package will be dependent upon user updates to master data. Future opportunity for automated data importing exists, but the current platform will require user updates. The system will be comprehensive and robust, but its actual value to Client 1 will be dependent upon the company’s commitment to its proper use & maintenance. (If desired, additional data solutions to auto-import carrier specific rate data can be addressed as a follow-on project).

PROJECT APPROACH

The Online Rate Management System project will pursue the following approach:

The Team

Company1 will allocate the following human capital to the Online Rate Management System:



▪ Summary of Individual Qualifications

Project Manager / Sr. Business Analyst

MBA; BA; Project Management Certificate
 7 Years Financial Management Experience
 3 Years Project Management Experience

Sr. Systems Engineer / Database Administrator

BS; Information Systems
 Microsoft & Cisco Certifications
 10 years IT Development & DBA Experience

Senior Programmer

BS; Computer Science; 10 Years Programming Experience
 C, C++, JAVA, .NET, ASP.NET, Visual Basic, Python, Pascal
 Database Experience: My SQL, DB2, Oracle, Access

Senior Web Developer

BS; Computer Science
 Extensive knowledge of: HTML, XHTML, DHTML, CSS, PHP, ASP, JavaScript, AJAX, XML, cookies, MySQL

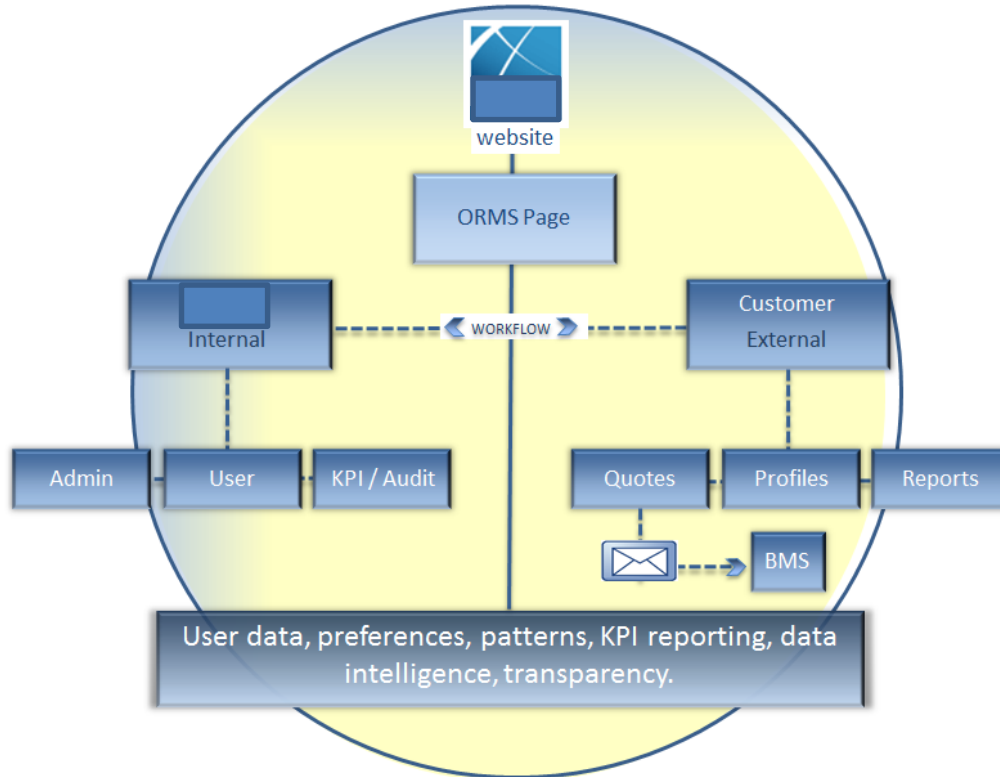
Timeline

- Week 1
 - Agreement to begin work
- Weeks 1 - 4
 - Requirements Gathering
 - Goal Setting, Timeline Development
 - Development of Functional Specification
 - Development of Conceptual, Physical, & Logical Specifications
 - .SQL Installation & Configuration
 - Database Security Implementation
 - Web Server Installation & Configuration
 - Web Server Security Configuration
 - Database Design
 - Data Conversion & Migration
 - Quality Assurance
- Weeks 5 – 8
 - Requirements Workshop
 - Specification Building
 - Documentation
 - Configuration Management
 - Coding
 - .Net Integration
 - Business Profile Customization
 - Volume Calculation Implementation
 - Rates Calculation Implementation
 - Customer Profiles Creation
 - Quality Assurance
- Weeks 9 – 12
 - Requirements Workshop
 - Specification Building
 - Documentation
 - Coding
 - Business Profile Customization
 - Customer Profiles Creation
 - Application Security Access List
 - Quality Assurance
- Weeks 13 – 16
 - Requirements Workshop
 - Documentation
 - Configuration Management
 - Coding
 - Business Profile Customization
 - Report Development
 - Analyze Report
 - Generate & Deliver Report
 - Web Interface Development
 - Application Customization
 - Quality Assurance
- Weeks 17 – 20
 - Requirements Gathering
 - Documentation
 - Configuration Management
 - Coding
 - Business Profile Customization
 - Database Security Implementation
 - Web Server Installation & Configuration
 - Quality Assurance
 - Benchmark Performance
 - Run Testing Scenario
 - Training
- Weeks 21 – 26
 - Customization
 - Training
 - Testing Complete; Site Launched

**Completion time is an estimate and is dependent upon customization, added requirements, functionality, etc., but will not exceed 8 months.*

**See Timeline Diagram located in the Appendix.*

Website Flow Chart



Flow Chart Description

Stakeholders will access the ORMS portal through the main Client 1 website. Once the ORMS page is loaded, the user will choose between Internal / Employee & External / Customer Use.

External		Internal	
Quotes:	Enables the customer to request a quote, book a shipment, review quote & shipment history, modify existing quotes, etc.	Administration:	Allows Client 1 to manage all aspects of the quote system.
Profiles:	This module will allow the user to select contact settings and other general administrative options.	Users:	Allows access to Client 1 users at a level determined by Client 1 administration.
Reports:	Allows the customer to view and analyze quotes ,booking status, & other information	Audit / Key Performance Indicators:	Provides analytical data & reports such as quote to book ratio, customer reports, monthly reports, etc.

Technical Design Specification

The proposed solution is built on the robust Microsoft .NET architecture using a Microsoft SQL Server Database in a three-tier architecture:



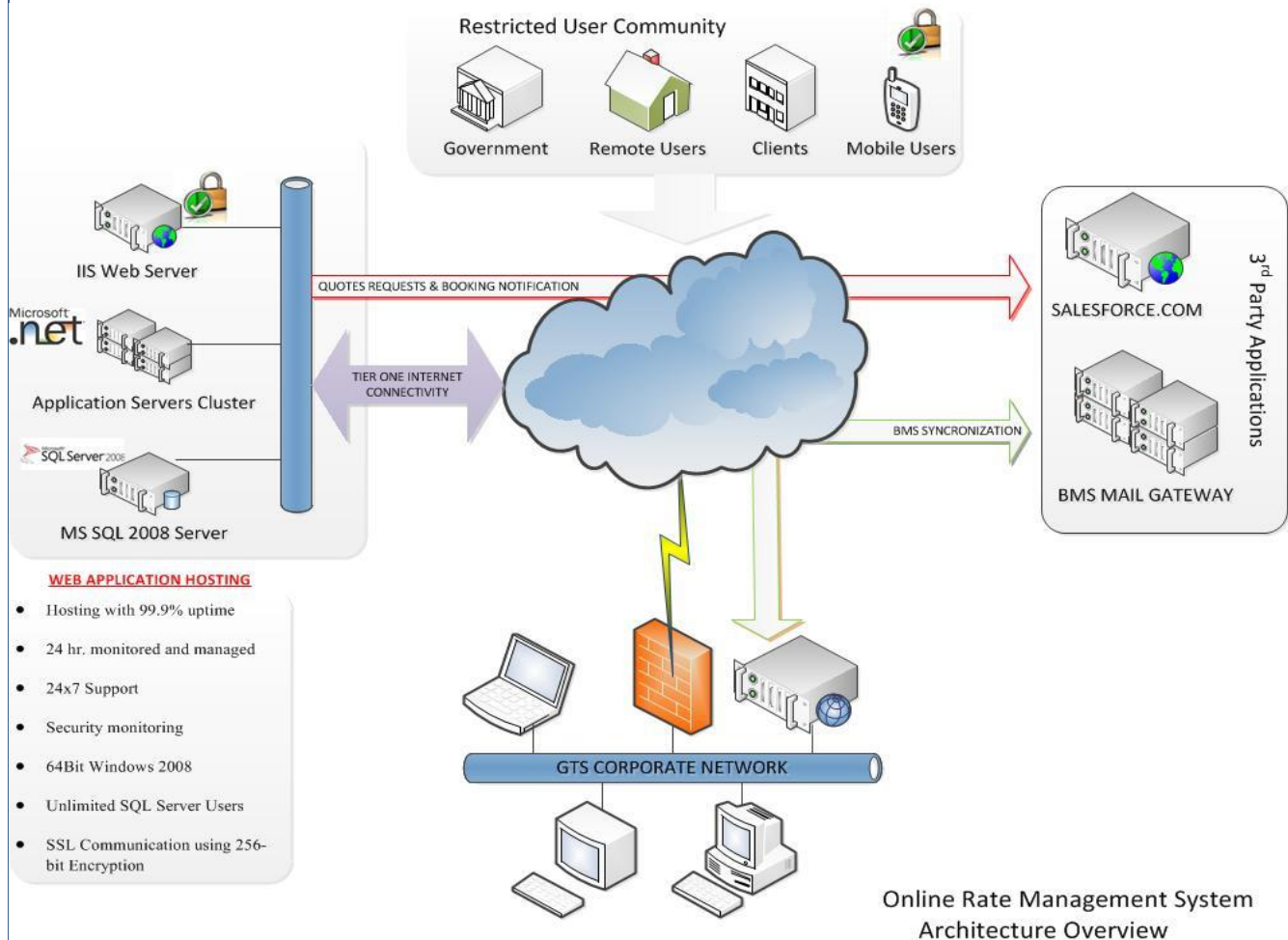
Concepts:

The **presentation tier** contains the UI (User Interface) elements of the site, and includes all the logic that manages the interaction between the visitor and the client's business. (ASP.NET Web Forms, Web User Controls, ASP.NET Master Pages).

The **business tier** receives requests from the presentation tier and returns a result to the presentation tier depending on the business logic it contains. (C# Classes)

The **data tier** is responsible for storing the application's data and sending it to the business tier when requested. (SQL Server Stored Procedures).

The proposed architecture is scalable to cater the needs of Client 1 requirements. The architecture diagram shown below demonstrates the system's extensibility, interoperability, scalability and the flexibility to integrate with various third party applications. Its open architecture exposed by XML and Web Services enable seamless integration with BMS and Salesforce or via email.



To ensure Data confidentiality and protect all data transmission we will also roll a self-signed digital SSL certificate that will enable the system to run web traffic on HTTPS (secure HTTP).

Software Component

ASP.NET is a web application framework developed and marketed by Microsoft to allow programmers to build dynamic web sites, web applications and web services. It was first released in January 2002 with version 1.0 of the .NET Framework, and is the successor to Microsoft's Active Server Pages (ASP) technology. ASP.NET is built on the Common Language Runtime (CLR), allowing programmers to write ASP.NET code using any supported .NET language. The ASP.NET SOAP extension framework allows ASP.NET components to process SOAP messages.

Microsoft SQL Server 2008

Microsoft SQL Server 2008 provides a trusted, productive, and intelligent data platform that enables you to run your most demanding mission-critical applications, reduce time and cost of development and management of applications, and deliver actionable insight to your entire.

Key Features

- Powerful end-user analytics and reporting via innovative Microsoft Excel® add-in and intuitive report design tools that integrate with Microsoft SharePoint® Server.
- Centralized management and deployment of instances and applications from a single control point within SQL Server Management Studio.
- Support for Windows Server® 2008 R2, including Hyper-V™ with Live Migration.
- Data warehouse scalability from tens to hundreds of terabytes through massively parallel processing.
- Enhanced data compression with support for Unicode UCS-2.
- Master data hub for defining and managing master data across heterogeneous systems.
- High-scale complex event processing.

Internet Information Services (IIS) – formerly called **Internet Information Server** – is a web server application and set of feature extension modules created by Microsoft for use with Microsoft Windows. It is the most used web server after Apache HTTP Server: As of January 2011, it served 21.00% of all websites on the Internet and 16.22% of the one million busiest websites on the Internet. IIS 7.5 supports HTTP, HTTPS, FTP, FTPS, SMTP and NNTP. It is an integral part of Windows Server family of products, as well as all editions of Windows Vista and Windows 7.

PROJECT COSTING / BUDGET

Project Costing & Budget

Overhead	\$xxx
General & Administrative	\$xxx
Direct	\$xxx
Total Cost to Deliver Core Functionality	\$xxx

The above chart outlines the financial requirements to deliver the Online Rate Management System. Direct costs are attributable to the development's labor requirement. This rate represents the cost for Company1 to develop and deliver exclusive rights to the ORMS system code.

Hosting and Maintenance Costs:

Hosting

Should elect to host and manage the system in-house, an approximate \$4,000 in required software and hardware costs will be added to the total for delivery. However, an externally hosted and managed solution is advised.

Support / Maintenance

A full support / maintenance package will be included at no charge for the 6 months immediately following system delivery and project sign-off. After the initial 6 months, Client 1 will have the option to continue the support agreement at a then agreed upon cost. During the term of this support agreement, Company1 will provide services as described in the attached support contract so as to maintain the covered software platform in good working order, keeping it free from material defects so that the covered software shall function properly and in accordance with the accepted level of performance.

Payment Schedule

An initial deposit of \$xxx will be required to begin work. At the beginning of each 4 week phase, an \$xxx payment will be required. The remaining \$xxx balance will be required within 30 days of project completion.

Month	Payment
Inception	\$ xxx
1	\$ xxx
2	\$ xxx
3	\$ xxx
4	\$ xxx
5	\$ xxx
Project Completion	\$ xxx
Total	\$ xxx

BASIC PROJECT CONTROL & COMMUNICATION

PROJECT CONTROL

The information contained within the Project Plan will likely change as the project progresses. While change is both certain and required, it is important to note that any changes to the Project Plan will impact at least one of three critical success factors: Available Time, Available Resources (Financial, Personnel), or Project Quality. The decision by which to make modifications to the Project Plan (including project scope and resources) should be coordinated using the following process:

Step 1: As soon as a change which impacts project scope, schedule, staffing or spending is identified, the Project Manager will document the issue.

Step 2: The Project Manager will review the change and determine the associated impact to the project and will forward the issue, along with a recommendation, to the customer.

Step 3: Upon receipt, the customer should reach a consensus opinion on whether to approve, reject or modify the request based upon the information provided, the Project Manager's recommendation, and their own judgment.

COMMUNICATIONS

Disseminating knowledge about the project is essential to the project's success. Project participants desire knowledge of what the status of the project is and how they are affected. The more informed stakeholders are regarding project progress and future benefit, the easier it will be for adoption & buy in when the product is launched.

CONTACT

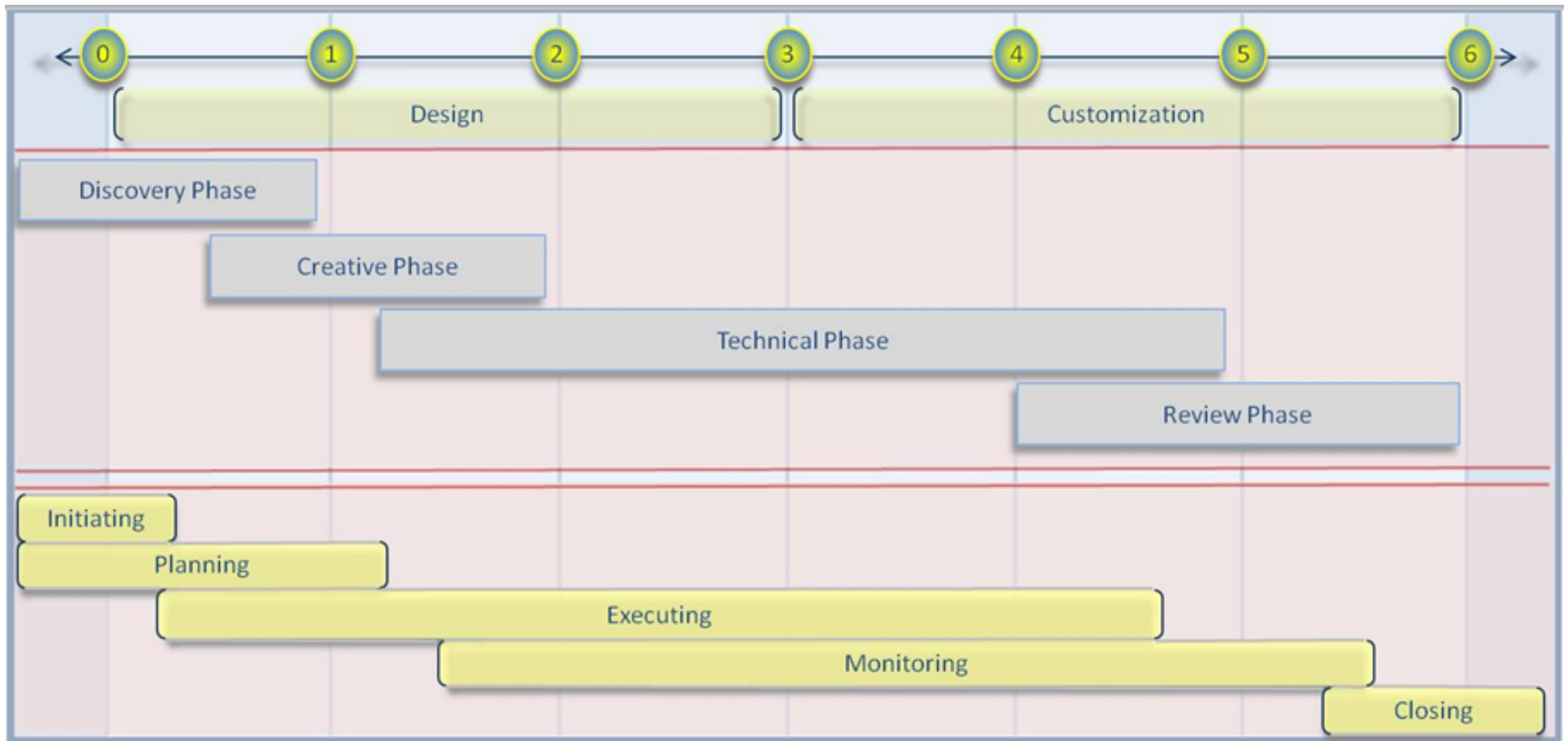
Additional information may be provided upon request.

Please contact Company1 regarding the ORMS application:

Email: info@Company1.us

Phone: 1.800. xxx.xxxx

Web: www.Company1.us



Weeks 1 - 4	Weeks 5 - 8	Weeks 9 - 12	Weeks 13 - 16	Weeks 17 - 20	Weeks 21 - 26
Requirements Goal Setting Development of Specs .SQL Installation .SQL Configuration Database Security Web Server Install Web Server Security Database Design Data Conversion Data Migration Quality Assurance	Requirements Specification Building Documentation Configuration Mgmt. Coding .Net Integration Profile Customization Volume Calculation Rates Calculation Profiles Creation Quality Assurance	Requirements Specification Building Documentation Coding Profile Customization Profiles Creation Security Access List Quality Assurance	Requirements Documentation Configuration Mgmt. Coding Profile Customization Report Development Analyze Report Generate Report Deliver Report Web Interface Dev. App. Customization Quality Assurance	Requirements Documentation Configuration Mgmt. Coding Profile Customization Database Security Server Installation Server Configuration Quality Assurance Benchmark Performance Run Testing Scenario Training	Customization Training Testing Complete; Site Launched