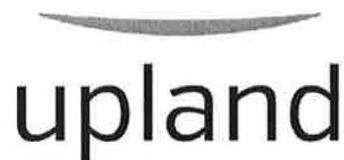


UPLAND MOBILE MESSAGING RESPONSE TO
THE STATE OF NEBRASKA DEPARTMENT OF HEALTH AND HUMAN SERVICES
SHORT MESSAGING SERVICE (SMS) TEXTING SOLUTION

SECTION VII: STATE COST PROPOSAL TEMPLATE AND ADDENDUM

Submitted on December 27, 2018 by:



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COST PROPOSAL
5965 Z1 TEXTING SOLUTION

Firm Name: Upland Software

Description	Cost per Text	Evaluation Factor (Estimated text messages per year)	Initial Contact Award Year 1	Initial Contact Award Year 2	Initial Contact Award Year 3	Initial Contact Award Year 4
Cost per Text Message Year 1 - tiered pricing is available; does not include MMS messages	\$0.02 per text message above 250,000 text messages per month plus carrier pass through fees per text message	2,448,000	\$1500 per month commitment plus overages plus carrier pass-through fees			
Cost per Text Message Year 2 - tiered pricing is available; does not include MMS messages	\$0.02 per text message above 500,000 text messages per month plus carrier pass through fees per text message	4,000,000		\$2500 per month commitment plus overages plus carrier pass-through fees		
Cost per Text Message Year 3 - tiered pricing is available; does not include MMS messages	0.02 per text message above 500,000 text messages per month plus carrier pass through fees per text message	5,000,000			\$2500 per month commitment plus overages plus carrier pass-through fees	
Cost per Text Message Year 4 - tiered pricing is available; does not include MMS messages	0.02 per text message above 500,000 text messages per month plus carrier pass through fees per text message	6,000,000				\$2500 per month commitment plus overages plus carrier pass-through fees
Startup Cost						
Initial setup fee			\$ 2,500			
Provisioning of a dedicated short code			\$ 3,000			
Integration costs to DHHS back end applications			To be determined after further discovery with DHHS			
Travel Cost for Initial Training			To be determined after further discovery with DHHS			
Monthly Cost						
Monthly software license fee			\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
Monthly hosting of dedicated short code (for 1 short code)			\$ 250	\$ 250	\$ 250	\$ 250
Monthly cost of dedicated short code			\$500 or \$1000 depending on vanity or random short code	\$500 or \$1000 depending on vanity or random short code	\$500 or \$1000 depending on vanity or random short code	\$500 or \$1000 depending on vanity or random short code
Monthly text message volume commitment (year 1) - tiered pricing is available; does not include MMS messages			\$ 1,500			
Monthly text message volume commitment (year 2) - tiered pricing is available; does not include MMS messages				\$ 2,500		
Monthly text message volume commitment (year 3) - tiered pricing is available; does not include MMS messages					\$ 2,500	
Monthly text message volume commitment (year 4) - tiered pricing is available; does not include MMS messages						\$ 2,500
Monthly hours with UMM mobile strategist			\$500 per month for 2 hours each month OR \$1,000 per month for 5 hours each month	\$500 per month for 2 hours each month OR \$1,000 per month for 5 hours each month	\$500 per month for 2 hours each month OR \$1,000 per month for 5 hours each month	\$500 per month for 2 hours each month OR \$1,000 per month for 5 hours each month
			Total cost is to be determined based on text messaging volume commitment, carrier pass through fees per text message, scope of integration work, short code chosen, moible strategy hours	Total cost is to be determined based on text messaging volume commitment, carrier pass through fees per text message, scope of integration work, short code chosen, moible strategy hours	Total cost is to be determined based on text messaging volume commitment, carrier pass through fees per text message, scope of integration work, short code chosen, moible strategy hours	Total cost is to be determined based on text messaging volume commitment, carrier pass through fees per text message, scope of integration work, short code chosen, moible strategy hours
Total Cost						

Setup	<p>\$2,500 (one time) which includes:</p> <ul style="list-style-type: none"> - Initial setup - Training session with the Customer Success Manager to review strategy and procedures for launch - Access to the UMM Client support line - Mobile Strategy documentation 	
NFOCUS and CHARTS integrations	<p>We will require additional technical scoping conversations to determine specific implementation details and timing for the requirement of integrating our platform with NFOCUS and CHARTS.</p>	
Platform license	<p>\$2,000 per month which includes:</p> <ul style="list-style-type: none"> - API integrations - Campaign Management and Reporting Tools - Unlimited keywords 	
Text messaging (SMS) volume	<p>\$1,000 per month for 100,000 monthly text messages and \$0.03 per text message over the monthly 100,000 OR \$1,500 per month for 275,000 monthly text messages and \$0.02 per text message over the monthly 275,000 OR \$2,500 per month for 550,000 monthly text messages and \$0.02 per text message over the monthly 550,000 OR greater volume tiers for text messages are available</p>	
Picture messaging (MMS) volume	<p>\$500 per month for 35,000 monthly picture messages and \$0.04 per picture message over the monthly 35,000 OR \$1,000 per month for 50,000 monthly picture messages and \$0.04 per picture message over the monthly 50,000 OR \$2,500 per month for 125,000 monthly picture messages and \$0.04 per picture message over the monthly 125,000 OR greater volume tiers for picture messages are available</p>	
Carrier pass-through fees (SMS)	<p>AT&T (outbound and inbound SMS)</p> <p>Metro PCS (outbound and inbound SMS)</p> <p>Sprint (outbound and inbound SMS)</p> <p>T-Mobile (outbound and inbound SMS)</p> <p>US Cellular (outbound SMS)</p> <p>Verizon (outbound and inbound SMS)</p>	<p>\$0.003</p> <p>\$0.01</p> <p>\$0.025</p> <p>\$0.01</p> <p>\$0.01</p> <p>\$0.005</p>
Carrier pass-through fees (MMS)	<p>AT&T (outbound and inbound MMS)</p> <p>Boost (outbound and inbound MMS)</p> <p>Metro PCS (outbound and inbound MMS)</p> <p>Sprint (outbound and inbound MMS)</p> <p>T-Mobile (outbound and inbound MMS)</p> <p>US Cellular (outbound MMS)</p> <p>Virgin (outbound and inbound MMS)</p> <p>Verizon (outbound and inbound MMS)</p>	<p>\$0.0025</p> <p>\$0.005</p> <p>\$0.0025</p> <p>\$0.005</p> <p>\$0.0025</p> <p>\$0.0035</p> <p>\$0.005</p> <p>\$0.0025</p>

Dedicated short code	\$500 per month for a random short code number OR \$1,000 per month for a vanity short code number
Provisioning of a dedicated short code	\$3,000 (one time)
Hosting of a dedicated short code	\$250 per month
Strategic planning	\$250 per hour
CSM/Mobile Strategists	\$500 per month for 2 hours each month OR \$1,000 per month for 5 hours each month
Custom development	\$250 per hour
Travel fees for training	This cost will be determined based on the time requested by DHHS