

AGENT511



Short Messaging Service (SMS) Texting Solution Cost Proposal

State of Nebraska RFP 6111 Z1

Jay Malin
Managing Director
Good Egg Media LLC d/b/a AGENT511

425 Huehl Road #11B
Northbrook, IL 60062

Telephone: (312) 498-5501
Email: jmalin@agent511.com

**COST PROPOSAL
6111 Z1 TEXTING SOLUTION**

Firm Name: Good Egg Media LLC DBA AGENT511

Enter the applicable costs and descriptions in the white areas. Startup and Monthly costs need to be all-inclusive for any potential contract costs. No additional charges will be accepted.

Description	Cost per Text	Evaluation Factor (Estimated text messages per year)	Initial Contract Award Year 1	Initial Contract Award Year 2	Initial Contract Award Year 3	Initial Contract Award Year 4
Cost per Text Message Year 1	\$0.0125	3,400,000	\$42,500			
Cost per Text Message Year 2	\$0.0100	4,700,000		\$47,000		
Cost per Text Message Year 3	\$0.0100	5,700,000			\$57,000	
Cost per Text Message Year 4	\$0.0080	6,700,000				\$53,600
Startup Cost: Please define below, add lines as needed.						
<<add detailed startup cost>>			\$155,875			
Monthly Cost: Please define below, add lines as needed.						
eg. annual Hosting / SaaS			\$73,344	\$73,344	\$73,344	\$73,344
eg. Travel expense						
eg Software Licensing or subscription cost			\$137,500			
eg. Short codes (Dedicated/Non-Vanity)			\$6,000/\$12,000	\$6,000/\$12,000	\$6,000/\$12,000	\$6,000/\$12,000
<<add additional lines as needed for monthly costs>>						
Total Cost			\$415,219	\$126,344	\$136,344	\$132,944

**COST PROPOSAL
6111 Z1 TEXTING SOLUTION**

OPTIONAL COSTS				
Description	Initial Contract Period Year 1	Initial contract Period Year 2	Initial Contract Period Year 3	Initial Contract Period Year 4
Cost per keyword (if any)	0	0	0	0
<<add additional lines as needed for additional optional costs>>				

*Please note any Tier pricing available.

RENEWAL OPTION YEARS						
	Optional Renewal One Year 5	Optional Renewal One Year 6	Optional Renewal Two Year 7	Optional Renewal Two Year 8	Optional Renewal Three Year 9	Optional Renewal Three Year 10
Cost per Text	\$.008	\$.008	\$.008	\$.008	\$.008	\$.008
Monthly Cost: Please define below, add lines as needed.						
eg. Annual Hosting/SaaS Fee	\$73,344	\$73,344	\$73,344	\$73,344	\$73,344	\$73,344
eg. Travel Expense						
eg. Software Licensing or Subscription Cost						
eg. Short codes (Dedicated/Non-Vanity)	\$6,000/\$12,000	\$6,000/\$12,000	\$6,000/\$12,000	\$6,000/\$12,000	\$6,000/\$12,000	\$6,000/\$12,000
<<add additional lines as needed for monthly costs>>						

**COST PROPOSAL
6111 Z1 TEXTING SOLUTION**

OPTIONAL COSTS FOR RENEWAL YEARS						
Description	Optional Renewal One Year 5	Optional Renewal One Year 6	Optional Renewal Two Year 7	Optional Renewal Two Year 8	Optional Renewal Three Year 9	Optional Renewal Three Year 10
Cost per keyword (if any)	0	0	0	0	0	0
<<add additional lines as needed for additional optional costs>>						

*Please note any Tier pricing available.

	NRE	Annual
Non-recurring costs		
Licenses		
REACH/TEXTBLUE Preference Center	\$137,500	
Professional services (estimated from RFP & rate)		
Project Management & Architecture	\$51,300	
Short code provisioning	\$3,175	
User provisioning (roles, user ID validation)	\$27,000	
Custom development (160 hours)	\$19,440	
Integration and Interface	\$21,600	
Acceptance Testing (functional, stress, pen)	\$21,600	
Training (including materials/2 days travel)	<u>\$11,760</u>	
Total professional services	<u>\$155,875</u>	
Total Non-Recurring costs	<u>\$293,375</u>	
Recurring annual services		
Maintenance		\$30,250
Hosting & Support, including short code		\$43,094
SMS short code lease (carrier direct @ \$500 monthly)		\$6,000
Messaging bundles (annual, Year 1 example)		
SMS (3,400,000 @ \$.0125)		\$42,500
Total Annual Recurring		<u>\$121,844</u>