

February 26, 2020

RFP 6214 Z1 BAFO
Attn: Dianna Gilliland/Julie Schiltz, Buyer(s)
Nebraska State Purchasing Bureau
1526 K Street, Suite 130
Lincoln, NE 68508

Dear Dianna Gilliland and Julie Schiltz,

Sam Asher Computing Services, Inc. dba Hyper-Reach, dba Asher Group, is pleased to offer this Best and Final Offer for a Mass Notification service ("EMNS").

In order to make this pricing completely unambiguous, we wanted to provide an estimated total billing under this pricing, using the numbers you have provided in your Q&A and some analysis of your payments to AlertSense in 2019. These are estimates only:

No Telephony Messaging Enrolled Contacts: $17,500 \times \$0.37 = \$6,475$
Telephony Messaging Enrolled Contacts: $14,500 \times \$0.75 = \$10,875$
Alerting Authorities: $32 \times \$400 = \$12,800 + \$2,500 = \$15,300$
Total estimated annual billing: \$32,650

Our intention would be to invoice for the IPAWS service for all approved and pending Alerting Authorities and issue additional invoices if new Alerting Authorities were added to the program in the course of the year.

If the State prefers a fixed fee for the IPAWS component, assuming all 95 Alerting Authorities, the estimated billing would be:

No Telephony Messaging Enrolled Contacts: $17,500 \times \$0.37 = \$6,475$
Telephony Messaging Enrolled Contacts: $14,500 \times \$0.75 = \$10,875$
Alerting Authorities: $95 \times \$400 = \$35,000$ (maximum charge)
Total estimated annual billing: \$52,350

Please let us know if you have any questions about this BAFO. We look forward to working with you.

Sincerely,



James Veilleux
Vice President, Marketing

BAFO Cost Proposal Request for Proposal Number 6214 Z1

Bidder Name: ___Hyper-Reach (Sam Asher Computing Services, Inc., dba Hyper-Reach) ___

Tables 1-3 must be completed in their entirety and the cost must be per enrolled user. Failure to provide per enrolled user cost for Tables 1-3 will result in the response being determined as non-responsive and removed from consideration.

No referencing other individual state agency agreements, other state's contracts or cooperative master agreements.

Cost submitted for Year One, Year Two and Year Three of the initial period are firm for the entire contract period each year and cannot increase. Price escalation of no more than 3% may be allowed for each renewal period.

Any request for an increase must be submitted in writing to the State Purchasing Bureau a minimum of 30 days prior to contract renewal date, and must show cause and be accompanied by supporting documentation. Failure to supply any requested supporting documentation may be ground to reject the requested increase and cancel the contract. The State further reserves the right to reject any proposed price increase(s), cancel the contract and re-bid if determined to be in the best interest of the State. The State will be given full proportionate benefit of any decrease for the term of the contract. No price increases are to be billed to the State without prior written approval by the State Purchasing Bureau.

Table 1 – must be completed

Cost Proposal No Telephony Messaging		Year One	Year Two	Year Three
1	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1.1, except Item 1a, unlimited use 0 - 50,000 contacts	\$0.37	\$0.37	\$0.37
2	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1.1, except Item 1a, unlimited use 50,001 - 75,000 contacts	\$0.35	\$0.35	\$0.35
3	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1.1, except Item 1a, unlimited use 75,001 - 100,000 contacts	\$0.32	\$0.32	\$0.32
4	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1.1, except Item 1a, unlimited use 100,001 - 250,000 contacts	\$0.30	\$0.30	\$0.30
5	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1.1, except Item 1a, unlimited use 250,001 and up contacts	\$0.24	\$0.24	\$0.24
6	GIS mapping fees if not included in base price add on per enrolled contact per year	NA -mapping fees included	NA -mapping fees included	NA -mapping fees included

BAFO Cost Proposal Request for Proposal Number 6214 Z1

Table 2 – must be completed

Cost Proposal Including Telephony Messaging		Year One	Year Two	Year Three
7	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1, unlimited use 0 - 50,000 contacts	\$0.75	\$0.75	\$0.75
8	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1, unlimited use 50,001 - 75,000 contacts	\$0.62	\$0.62	\$0.62
9	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1, unlimited use 75,001 - 100,000 contacts	\$0.54	\$0.54	\$0.54
10	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1, unlimited use 100,001 - 250,000 contacts	\$0.45	\$0.45	\$0.45
11	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1, unlimited use 250,001 and up contacts	\$0.35	\$0.35	\$0.35
12	GIS mapping fees if not included in base price add on per enrolled contact per year	NA -mapping fees included	NA -mapping fees included	NA -mapping fees included

Note: Invoices are to be based on a monthly portion of the fixed annual cost per maximum enrolled contact of the billing month. For example: if the State of Nebraska has 45,000 users on the 1st of the month, 48,000 on the 22nd of the month and 47,000 at the end of the month, the bidder will bill the state for 48,000 enrolled users for that month. If the annual cost is \$1.20 and there are 48,000 enrolled users for that month, the bidder will bill the State of Nebraska for \$0.10 (monthly rate) x 48,000 (enrolled users) = \$4,800.00.

Table 3 – must be completed

Cost Proposal IPAWS		Year One	Year Two	Year Three
13	Software includes 95 individual IPAWS licenses to be accessed by NEMA, State Patrol and 93 counties.	\$2500 plus \$400 per Alerting Authority, Maximum of \$35,000	\$2500 + \$400 per Alerting Authority, Maximum \$35,000	\$2500 + \$400 per Alerting Authority, Maximum \$35,000

Table 4

Cost Proposal Optional Custom Programming		Year One	Year Two	Year Three
14	Custom Programming at an hourly rate	\$125	\$125	\$125

BAFO Cost Proposal Request for Proposal Number 6214 Z1

Cost Proposal Optional Products and Services		Year One	Year Two	Year Three
15	Message delivery via push notification	Included – no additional charge	Included – no additional charge	Included – no additional charge
16	Message delivery via Amazon Echo smart speakers	Included – no additional charge	Included – no additional charge	Included – no additional charge
17	One-click opt-in via push notification	Included – no additional charge	Included – no additional charge	Included – no additional charge
18	Subscriber enrollment via Amazon Alexa	Included – no additional charge	Included – no additional charge	Included – no additional charge

OPTIONAL RENEWAL PERIODS

Price escalation of no more than 3% may be allowed for each renewal period.

Cost Proposal – Optional Renewal Years No Telephony Messaging		Year Four Optional Renewal 1	Year Five Optional Renewal 2	Year Six Optional Renewal 3	Year Seven Optional Renewal 4	Year Eight Optional Renewal 5
1	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1.1, except Item 1a, unlimited use 0 - 50,000 contacts	0%	2%	2%	2%	2%
2	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1.1, except Item 1a, unlimited use 50,001 - 75,000 contacts	0%	2%	2%	2%	2%
3	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1.1, except Item 1a, unlimited use 75,001 - 100,000 contacts	0%	2%	2%	2%	2%

**BAFO Cost Proposal
Request for Proposal Number 6214 Z1**

4	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1.1, except Item 1a, unlimited use 100,001 - 250,000 contacts	0%	2%	2%	2%	2%
5	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1.1, except Item 1a, unlimited use 250,001 and up contacts	0%	2%	2%	2%	2%
6	GIS mapping fees if not included in base price add on per enrolled contact per year	NA	NA	NA	NA	NA

Cost Proposal - Optional Renewal Years Including Telephony Messaging		Year Four Optional Renewal 1	Year Five Optional Renewal 2	Year Six Optional Renewal 3	Year Seven Optional Renewal 4	Year Eight Optional Renewal 5
7	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1, unlimited use 0 - 50,000 contacts	0%	2%	2%	2%	2%
8	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1, unlimited use 50,001 - 75,000 contacts	0%	2%	2%	2%	2%
9	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1, unlimited use 75,001 - 100,000 contacts	0%	2%	2%	2%	2%
10	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1, unlimited use 100,001 - 250,000 contacts	0%	2%	2%	2%	2%
11	Per enrolled contact per year, Software as a Service, General Service Requirements Item 1, unlimited use 250,001 and up contacts	0%	2%	2%	2%	2%
12	GIS mapping fees if not included in base price add on per enrolled contact per year	NA	NA	NA	NA	NA

Cost Proposal – Optional Renewal Years IPAWS		Year Four Optional Renewal 1	Year Five Optional Renewal 2	Year Six Optional Renewal 3	Year Seven Optional Renewal 4	Year Eight Optional Renewal 5
13	Software includes 95 individual IPAWS licenses to be accessed by NEMA, State Patrol and 93 counties.	0%	2%	2%	2%	2%

BAFO Cost Proposal Request for Proposal Number 6214 Z1

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	Cost Proposal – Optional Renewal Years Custom Programming	Year Four Optional Renewal 1	Year Five Optional Renewal 2	Year Six Optional Renewal 3	Year Seven Optional Renewal 4	Year Eight Optional Renewal 5
14	Custom Programming at an hourly rate	3%	3%	3%	3%	3%

	Cost Proposal – Optional Renewal Years Optional Products and Services	Year Four Optional Renewal 1	Year Five Optional Renewal 2	Year Six Optional Renewal 3	Year Seven Optional Renewal 4	Year Eight Optional Renewal 5
15		NA	NA	NA	NA	NA
16		NA	NA	NA	NA	NA
17		NA	NA	NA	NA	NA
18		NA	NA	NA	NA	NA