

School of Management, George Mason University

Request for Proposals<sup>1</sup>:

Computer (Desktop) Systems for SOM Faculty

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<sup>1</sup> This RFP is for illustration purposes only. It is intended as an example for student assignment in GMU, SOM's B2B Marketing Class. It has no relevance or connection to any current or future purchases requirements of GMU, SOM or any other entity.

# Request for Proposals (RFP) : 100 Computer (Desktop) Systems

## **1. Introduction**

### **1.1 RFP Purpose**

The purpose of this Request For Proposals (RFP) is to identify a vendor with whom The School of Management at George Mason University will negotiate a contract to supply, install, and support 100 desktop Computer Systems for its faculty & Staff. These systems must be capable of supporting a variety of specialized software applications, internet access, scalable storage capability, networking, ergonomic design and all federal standards.

### **1.2 Definitions**

Terms used throughout the RFP are defined below.

Purchaser—School of Management, George Mason University

Vendor—a respondent to this RFP, typically a producer or supplier of an Computer Systems to Educational Institutions

Product—A complete desktop Computer with network access with installation and support.

Subsystem—a component of the Product, such as wireless card.

User—Faculty, general staff, etc. who need this product

## **2. Proposal Instructions**

### **2.1 Content and Format of Vendor Response**

#### **2.2.1 Content**

Vendors should respond to every numbered item stated in this RFP. Below find terms that should be used when responding to these numbered items. The vendor should explicitly state the specific features and capability of the Vendor's proposed hardware system. It should also indicate the features and capabilities that are required but cannot be supplied by the vendor for reasons beyond its control. Further, the Vendor should provide a list of features, capability and service plans that it is capable of providing but does not plan to provide in due to cost or other reasons.

#### **2.2.2 Format**

Proposal should be typed on white pages using a 12-point font and stapled. Proposals should consist of the following elements in this order: cover or title page, table of contents, executive summary, followed by the vendor responses to the RFP and SOM requirements. Normally such proposals will be about 10-15 pages long. The cover letter of must identify a person to whom all further correspondence and/or questions should be addressed. Include the individual's address, telephone number, FAX number, and, if available, electronic mail address. Use of headings, sub-headings charts, tables and pictographic representations are highly recommended. (A Sample Format Structure is available in Appendix C)

#### **2.3 Costs**

Cost quotes should be included for all software and recommended equipment referenced in the response, including equipment components that can be purchased separately. These quotes must include unit pricing. Separate cost quotes should be given for independent services, such as installation, maintenance, and training.. Conditional proposals will not be considered. The University is exempt from all excise,

state, local, and use taxes for services rendered, equipment, or parts supplied for this contract.

#### **2.4 Proprietary Information Agreement**

Vendors are required to submit non-proprietary complete narrative descriptions to the statements, questions, products, and support services requested in this RFP. All vendor responses and references in regards to costs shall be placed in the public record.

#### **2.5 RFP Process Conditions**

Vendors agree to adhere to and accept the following conditions:

The University reserves the right to qualify, accept, or reject any or all vendors as deemed to be in the best interest of the University. The University reserves the right to accept or reject any or all proposals and to waive any irregularities or technicalities in the RFP and any proposal as deemed to be in the best interest of the University. The University reserves the right to accept or reject any exception taken by the vendor to the terms and conditions of this RFP. The University reserves the right to seek clarification from vendors about questions during the evaluation process. The University will not pay for any information requested herein, nor will it be liable for any costs incurred by the offerer in preparing a proposal. All proposals become the property of School of Management and will not be returned to the vendor.

#### **2.6 Vendor Relationship Guidelines**

The laws of the State of VA provide that it is a criminal offense to offer, promise, or give anything of value or benefit to a state employee with the intent to influence that employee's acts, opinion, judgment, or exercise of discretion with respect to that employee's duties. Evidence of violations of this statute shall be turned over to the proper prosecuting attorney.

### **3. Selection Process**

#### **3.1 RFP Evaluation**

Proposals will be evaluated by a SOM panel composed of people from the SOM faculty, SOM IT Staff, GMU IT Staff, and SOM Purchasing. Each proposal will be evaluated on a 16,000-point scale divided among the following criteria:

- 2,000 Vendor Information and Services
- 2,500 System Specifications and Performance
- 4,000 Subsystem Specifications
- 3,000 System Migration
- 2,000 Costs
- 2,500 Suitability

**16,000 Total possible points**

Submission of a proposal by a vendor will be judged as acceptance of the evaluation technique and as vendor recognition that some subjective judgments must be made by the University during the assignment of points. Any or all vendors may be asked to further explain or clarify, in writing, areas of their RFP response. The School of Management reserves the right to accept or reject any or all bids, to waive irregularities or technicalities in any bid which the University of Iowa deems to be in its best interest.

School of Management is looking for Proposals that go well beyond that of delivering reliable, cost effective desktop computers. In order to reduce its total cost of

PC ownership the University must take advantage of the experience, systems and practices of industry leaders in this field. The chosen partner(s) will bring to the University substantial expertise in all aspects of the provision and support of desktop and laptop computers. Vendors must demonstrate that they have helped achieve the desired results in comparable client environments. **Innovative ideas and creative solutions directed at achieving the project objectives are highly encouraged.**

Proposals must offer value propositions covering three main elements:

- ❖ Provision of state of the art, high quality desktop and laptop computers.
- ❖ Best practice systems and procedures for procurement, maintenance, disposal, and support.
- ❖ Competitive overall pricing that, together with management practices, reduces School of Management's total cost of ownership.

#### **4. Background Information**

##### **4.1 Goals of Project**

The School of Management is highly dependent on a powerful and flexible network of desktop computers, supporting the academic, research, and administrative needs of faculty, and staff. SOM intends to select a system that will be available for use by all of the Faculty and Staff. The new systems should be:

- ⇒ Interoperable, coherent and uniform—Capable of interfacing with campus wide networks, and able to support research software, databases through industry-defined standards.
- ⇒ Adaptable—Offering state of the art technology that is able to embrace future technological innovations.
- ⇒ Scaleable and extensible—The campus-wide computing infrastructure is becoming more complex, and SOM should embrace regular addition of new pieces of equipment and independent software products.
- ⇒ Expandable—SOM must be able to acquire, provide access to, manage, and (where appropriate) control the growth of local, national and global resources in a variety of formats.
- ⇒ Flexible—New components, peripherals, networks should be able to be added or modified without dramatically changing the proposed systems.
- ⇒ Stable — The hardware platforms should be stable across multiple hardware additions and software upgrades.

Vendor responses to the information requested in this RFP will help us determine which Product will best help us meet our project goals and objectives.

#### **5. Vendor Information**

##### **5.1 Background**

1. Provide a brief description of your company including the name(s) of its owners and/or principal officers.
2. How many FTEs (Full Time Employees) work for your company?

##### **5.2 Strategic Partners**

1. What other companies (your vendors) and organizations are strategic or development partners in relation to the Product? Are there other alliances that have been forged in relation to the Product? Explain in detail whom you would

- be buying these systems from, why would you do so and what kind of relationship you expect to have with your vendors.
2. Characterize your vendor's financial performance for the last three years. If you choose multiple vendors, provide such information for each vendor. What is the marketshare of your vendor?
  3. Explain the value and impact of these partnerships relative to this RFP.

### **5.3 Product and Customers**

1. Describe your range of products and solutions that you deal with and are capable of providing. Describe its capabilities in few succinct paragraphs.
2. List three higher education institutions of similar size and characteristics to us that are currently using the Products that you will supply.
3. What electronic forms of communication are supported between you and your clients? Web sites? E-mail? Listservs? Other?
4. To what professional organizations does your organization belong? Have you attended any relevant (to our organization) trade shows in the past. Name them.

### **5.4 Training**

1. Training is required for all software and hardware products included in the system. Training sessions should be organized at our site.
2. List the number of training hours typically for each hardware and software supplied by you for each system or set of systems.
3. Provide Cost Estimates of Training and Training materials that will be supplied.

### **5.5 Documentation**

1. State the media and number of copies of Product user documentation/manuals that will be provided at time of installation.
2. User documentation should be updated in a timely manner with each Product change or update. Describe how you plan to handle this process over the next two years.
3. List the price for user documentation updates.

## **6. System Specifications and Performance**

### **6.1 Technical Specifications**

#### **6.1.1 General Issues**

1. The Desktop Systems must be the latest in the market and should support all software and hardware upgrades for at least next 2 years. Provide Details.
2. Provide the limitations for your proposed systems with respect to the needs of our faculty and staff.
3. Kindly review Appendix A for "Desktop Computer System Standard Configuration" requirements of SOM Faculty and Staff.
4. Kindly review Appendix B for "Desktop Computer System Standard Software Application" requirement of SOM Faculty and Staff.
5. Mandatory Requirements:
  - a. Three-year warranty on all hardware, parts and labor – onsite
  - b. Must be certified for Windows Operating Systems
  - c. Business Class, High Durability Equipment
  - d. Systems must be lockable and must case design features to secure

- hardware.
  - e. Systems Cases can be easily opened – no screwdriver use and should not void warranty.
  - f. Easily identifiable color coded connectors
  - g. System Recovery CD
6. For major sub-components (e.g., Application Suites, Video Cards, Disk Drives) that are not manufactured by the Vendor, Proposals are to identify the originally manufacturer and the model.

## **7. System Migration and Implementation**

### **7.1 Installation**

1. Describe your expected schedule of events in the installation process. Include a timetable, beginning at January 2006, and continuing to full implementation.
2. How much advanced notice is needed to schedule installation?
3. Who configures SOM's internet network?

### **7.2 Acceptance**

1. Describe your standard testing and acceptance process.
2. What is the warranty period for the Product?
3. What is covered during the warranty period?

### **7.3 Migration**

1. Vendor should be able to migrate our users' existing files and system configurations to the new systems.
2. Describe the Vendor and Purchaser roles and responsibilities in data migration.
3. Describe the full system-migration plan, including timetables and parallel operation of the old and new system required.

### **7.4 Customization**

1. If some users desire customization of hardware and software to meet their respective research needs, explain how will this customization of the standard system alter warranties, receipt of updates, vendor support, training, etc.?
2. How are user-specific modifications incorporated into new system releases?

### **7.5 Delivery**

Equipment is to be delivered to a Enterprise Hall, School of Management Building in George Mason's Fairfax Campus. Delivery is FOB final destination and all pricing shall include; cartage, loading, shipping, duties, delivery, unloading, and any other transport costs for transport of goods from shipping point of origin to final destination. Delivery is accepted between the hours of 9:00 A.M. – 4:00 P.M. EST during business days. All equipment delivered will be subject to inspection and approval. The Vendor will be responsible for transportation and charges both ways on rejected equipment. Vendor shall notify the University's designated representative at least three (3) days prior to making deliveries of ten (10) or more units. All units are expected to be delivered by the agreed upon date. Transport charges for delivery and return of trial units, including but not necessarily limited to, packaging, loading, setup and shipping, are the sole responsibility of the Vendor who

should ensure that all delivery vehicles are appropriate to gain access to the delivery sites.

### **8.1 Post-Implementation**

#### 8.1.1 Support and Maintenance

1. Vendor must guarantee support for current releases of all software applications and operating systems for the first twelve months after their release.
2. What is Vendor's support mechanism for technical questions from our users?
3. What are the hours (Eastern Time) and days of Vendor's live telephone support?
4. Technical questions submitted via electronic mail should receive a response within forty-eight hours.
5. Vendor should be able to use a remote diagnostic tool to help resolve technical questions.
6. Application problems should be communicated by electronic mail to Purchaser.
7. Technical support should be available via the Internet, using mechanisms such as Telnet and FTP.
8. How are problem fixes/patches distributed to purchasers and implemented?
9. Describe the skills of IT staff that SOM should hire to maintain the system after warranty period?

#### 8.1.2 Upgrades

Product upgrades must be included as part of annual maintenance fee.

Customized portions of Product should move from old releases to updated releases without additional changes. (D)

### **Costs**

#### **REQUEST FOR FINANCIAL QUOTE**

#### **Complete for a set of 100 network-enabled desktop (PC) systems**

#### INSTRUCTIONS:

Supply a summary page of costs. Include detailed breakdowns and explanatory comments as appropriate. Include hardware quotes indicating how you will obtain the hardware from a third party.

#### Pricing

Proposals should contain all-inclusive fixed pricing for the acquisition and support of the standard desktop and/or laptop configurations to be provided to School of Management. This may include, but is not limited to, all packaging, crating, insurance, freight, customs, brokerage, duties, licensing fees, permits, setup, configuration, testing, samples, training, servicing, and other applicable rates and charges. This pricing must include the cost of systems and procedures proposed by the Vendor.

With respect to pricing:

- ❖ George Mason University insists that all prices be quoted in US currency. Proposal prices without a currency clearly indicated will not be considered.
- ❖ Please do NOT include the any Taxes.
- ❖ Vendor should state any preferred payment terms and schedule. George Mason

University reserves the right to negotiate the payment terms in accordance with the funding schedule.

- ❖ Pricing should be broken down to the lowest possible unit. Provide pricing based on the individual hardware and software and not on the entire system or hardware-software bundle.
- ❖ Vendors are to detail the terms and conditions included in their warranty offering along with any additional extended warranties that are available.

#### Leasing Option

Vendors are invited to present leasing options that they believe offer competitive advantage. Please describe how your company would manage the leasing option keeping in mind that George Mason University is seeking to minimizing its' administrative involvement. The term of any lease would be thirty- six (36) months.

## APPENDIX A: Desktop Computer System Standard Configuration

Component	Base System	Intermediate System	Top Level System	Comments
<b>Processor</b>	2.8 Ghz processor w/800Mhz FSB 512k L2	3.00Ghz w/800Mhz FSB and 2MB cache	Intel Pentium Processor (dual CPU capable) 3.80Ghz w/800Mhz FSB and	
<b>Enclosure</b>	desktop case – vertical tower	Same as Base	Same as Base	
<b>Memory</b>	512MB 333DDR SDRAM	Same as Base	1GB 400DDR SDRAM	
<b>Hard Disk</b>	80GB IDE 7200 rpm	80GB SATA HDD	200GB SATA HDD	
<b>CD /DVD</b>	48X IDE CD Writer –DVDROM drive	8x DVD-Writer	16x Dual-layer DVD-Writer	
<b>Video Card</b>	AGP Card with 128MB Memory	AGP with 256MB Memory	PCI-E with 128MB Memory	
<b>Monitor</b>	17” LCD Panel with DVI	19” LCD Panel with DVI	21” LCD Panel with DVI	
<b>Keyboard</b>	standard 104 – key PS/2 or USB keyboard	Same as Base	Same as Base	
<b>Mouse</b>	Wireless Mouse with Scroll Button	Same as Base	Same as Base	specify whether USB or PS/2
<b>Network Interface</b>	10/100Mhz Ethernet interface	Same as Base	Same as Base + Wireless Interface	specify model and type of emulation
<b>Sound Card</b>	integrated Sound Blaster compatible	Same as Base	Same as Base	
<b>Speakers</b>	internal speaker(s)	Same as Base	External Speakers from Harmon Kardon	
<b>Floppy Drive</b>	Internal 3.5” 1.44MB diskette drive	Same as Base	Same as Base	
<b>Ports</b>	1 serial, 1 parallel 4 USB 2.0 ports	Same as Base	Same as Base (Must include front-panel USB)	
<b>Slots</b>	1 PCI slot free	2 PCI slots free	Same as Intermediate	

## **APPENDIX B: Desktop Computer System Standard Software Applications**

1. Operating System: MS Windows XP w/SP2
2. Office: Application Suite- Installation of MS Office 2003 – complete suite
3. Antivirus Software with regular update feature for next 2 years.
4. All drivers and updates, software for pre-installed hardware (e.g. wireless card).
5. Statistical Software: SPSS, SAS and Matlab
6. Adobe Acrobat Suite.

## **APPENDIX C: SAMPLE PROPOSAL FORMAT / STRUCTURE**

- ❖ **Executive Overview:** This section will summarize the Vendor's proposal highlighting pertinent information that the Vendor wishes SOM, George Mason University to consider. The Executive Overview should clearly state why the Vendor believes they are best positioned for this work.
- ❖ **Value Proposition:** Vendors must describe how a partnership with them would assist SOM and GMU in achieving its project objectives
- ❖ **Provision and Support of Equipment:** Vendors are to describe in detail the systems, expertise and procedures that they would bring to GMU to address the requirements of training, installation etc. (i.e. cite examples of use of experts installers etc.). In particular demonstrate, based on your experience, how each of the elements of your proposed offering would help to reduce the total cost of ownership. Outline what the University would have to do in order to work with your firm, in deploying these procedures.
- ❖ **Desktop and Laptop Computer Specifications:** Vendors must provide detailed specifications for the equipment proposed to meet the requirements identified and referenced in Appendix A & B.
- ❖ **Site Preparation:** Vendors are requested to provide the information necessary for proper site preparation required for delivery, installation, servicing, training and supporting (where applicable). The Vendor is requested to state any compatibility or interfacing requirements with the University's existing computing and network infrastructure. In addition, the Vendor is requested to provide the necessary information for electrical and power requirements.
- ❖ **Warranty / Extended Warranty:** Vendors are to detail the terms and conditions included in their warranty offering along with any additional extended warranties that are available.
- ❖ **Pricing:** Include the entire price structure for the proposal.