

# Cost Proposal Narrative

## OVERVIEW

Tyler Indiana's pricing reflects our strong desire to deliver on the State's innovative vision and to earn the right to continue to provide award winning digital services to Indiana businesses and citizens. After thorough review of the detailed RFP documents provided, Tyler Indiana fully understands the scope of the services to be provided under baseline services and has priced our response in a way that we are confident in our ability to deliver all required services at the proposed cost. Tyler Indiana understands the scope of work changes from Addendum 3 and our staffing and pricing reflects this new paradigm.

## BASELINE SERVICES

### ANNUAL BASELINE SERVICES PRICE

All baseline services defined within the RFP have been thoroughly evaluated and priced to fit within the total 4-year proposal price of \$22,800,767.00. Based on our expertise in serving the State for the past 28 years, Tyler Indiana is confident that we can continue to deliver cutting-edge services while also meeting the new expectations required under this RFP. The following details our pricing strategy as it pertains to each section of the Technical Proposal.

**Program Management** - Tyler Indiana has vast experience with building and maintaining a strong and successful program. Our highly experienced management team paired with the support of national departments will ensure each requirement is met or exceeded. As part of our investment in the Minority Business Enterprise (MBE) program, Tyler Indiana has selected a partner who will assist in monitoring our progress and trends against the contract requirements and key performance indicators.

**Staffing** - Thoroughly analyzing the scope of the RFP and leveraging our vast experience, Tyler Indiana has proposed a team that will be certain to meet the requirements under baseline services and support future growth of the IN.gov Program. Key pieces of the RFP were used to curate the proposed team. For example, changes such as the removal of legacy applications and reclassification of application development to Future Work, required fewer development resources as part of Baseline. Tyler Indiana will leverage Tyler shared resources for Future Work as needed therefore ensuring the Baseline staff are focused on their key objectives under the contract and allowing us to bring a tremendous breadth of skill sets to meet the needs of the State.

**Infrastructure Technology** - Tyler Indiana has made significant investments over the years to provide an enterprise datacenter capable of meeting the demands of Hoosiers and expectations of the State of Indiana. Our pricing allows us to continue to place a focus on infrastructure technology and provide leading products and services to support the requirements of the RFP.

**Project Management** - Running an operation as large as IN.gov requires proven processes and tools to effectively manage projects across the enterprise. From managing a major website deployment, to managing a datacenter upgrade, Tyler Indiana's team will have the tools and expertise required to effectively complete work that meets the requirements of the RFP.

**Reporting** - Our teams are no stranger to effectively and efficiently producing reports that help to validate the health of a program as vast as IN.gov. Staff will be armed with the tools and technologies needed to successfully meet all requirements. Tyler Indiana will also be investing in services from our MBE to provide report development, execution, and oversight to ensure we are consistently evaluating our reporting strategies to validate success and identify improvement opportunities.

**Training** - Throughout our history, the Tyler Indiana team has trained thousands of state and local government partners. The pricing proposal ensures that we have sufficient staffing and resources to execute a robust training program and include the addition of a Training Specialist through an MBE partner.

**Help Desk Customer Support** - Ensuring our government partners and residents of the state have memorable help desk and customer support interactions is a priority for Tyler Indiana. The pricing proposal includes not only help desk services and tools necessary to assist IN.gov stakeholders, but it also includes project management oversight to ensure all tickets are logged properly, assigned to the appropriate staff, and status is communicated clearly and regularly to the partners. Tyler Indiana will have the ability to expand customer support capacity at any time to address peak seasons utilizing Tyler's shared customer support team which consists of 40+ Tyler employees located within the United States who meet all the requirements set forth in the procurement. This greatly expands the capacity of the Indiana-based team.

**Marketing** - Tyler will be providing its national marketing services through the pricing offered under this RFP. The national marketing team are experts in e-government marketing and are tasked with maintaining organizational relationships, developing and executing marketing campaigns, and creating collateral that can be leveraged by the state.

**Invoicing** - Ensuring our partners and customers receive accurate and detailed invoices is vital to the continued success of IN.gov. Our pricing includes the utilization of our enterprise invoicing and billing system that not only generates transaction level detail reports and invoices, but also manages account receivables on behalf of the state.

**Security & Privacy** - Tyler Indiana understands the importance of security and privacy and has priced our response to ensure each of the required items are successfully completed. Through investments in tools at the local level to enterprise support from our security experts at a national level, our pricing ensures that Indiana will be supported by these vital resources.

**Web Portal** - As the largest tangible deliverable of this RFP, investing in the people, tools, and processes to manage the IN.gov Web Portal is critical to overall program success. Our pricing supports a Creative Services team who have over 85 years of combined experience specifically focused on IN.gov. We are confident in our ability to meet and exceed the expectations of this Web Portal deliverables.

**Innovation and Trends** - In addition to employing experts in the e-government space, our pricing includes the utilization of our national team who brings new ideas from states across the nation and are tasked with ensuring Tyler is continually evaluating upcoming trends and technologies.

**Application Management** - Ensuring our applications are developed securely, efficiently, and pass all applicable requirements is part of our DNA at Tyler. Our pricing proposal includes all of the requirements defined and is supported by our local and national teams.

**Data Management and Sales** - Our pricing includes the resources and people required to meet all objectives. Through the utilization of our enterprise billing and invoicing system, built specifically for this exact purpose, the team will be equipped with the best tooling possible for the job.

**Quality Assurance** - Quality is of upmost importance and is why our pricing includes the experience and tooling required for an effective Quality Assurance program. This includes tools to create and manage test cases that seamlessly map tests to business requirements, to processes developed to elicit acceptance criteria as part of requirements gathering.

**Initial Transition** - While Tyler Indiana is the incumbent, our approach has been to look at this RFP as a new beginning. We have priced our proposal to include transition items such as the evaluation of many of our existing processes and products to ensure we are providing exactly what the state needs.

**End of Contract Turnover** - Tyler Indiana's pricing will ensure the successful delivery of all items under this RFP. Therefore, at the end of the contract, we will have all the assets and knowledge necessary to complete a successful turnover.

#### IN.GOV WEB PORTAL SUPPORT ELEMENTS

Tyler Indiana understands the State's desire to continue to expand by offering new services to its customers under this contract. As such, Tyler Indiana has priced our proposal to include the addition of one new Third-Party Portal Managed Application each year during the contract period. Additionally, Tyler Indiana will support up to 200 new domain names each year. These services are a third-party direct expense, and we are pleased to offer these additional services as part of our Baseline Services Price. Please see Cost Assumptions, Conditions, and Constraints for details pertaining to this commitment.

#### FUTURE WORK

The ability for Future Work provides a great opportunity for Tyler Indiana to grow its economic impact in the State of Indiana. We realize that Indiana will be trusting us to provide top-notch services under this category and are grateful for the opportunity to provide these services. As such, Tyler Indiana is proposing extremely competitive rates that we hope will earn future business while also ensuring we are able to bring top talent to every engagement we complete on behalf of the IN.gov Program.

#### POLITICAL SUBDIVISION

##### BASELINE SERVICES

Serving local government as part of baseline services is included as part of our pricing. This includes ensuring licensing of third-party products supports increased usage, our staffing plan can successfully implement and support growth, all while ensuring each political subdivision receives the same level of service.

##### ADDITIONAL POLITICAL SUBDIVISION SERVICES

Our pricing approach has considered the ability for political subdivisions to choose billable services that reside outside the scope of the baseline services cost. This has allowed Tyler Indiana to propose a more modest annual increase in baseline services to cover operating cost increases such as staff and third-party software.

#### ADDITIONAL PRICING

As requested, Tyler Indiana provided insight into the cost of each of the Third-Party Portal Managed services. Our cost proposal included anticipated annual increases in pricing, as well as the addition of a new product being added each year. In the event a third-party dramatically increases their cost for a product, Tyler Indiana will consult with the state and potentially look at alternatives to ensure these costs remain close to our anticipated increases year-over-year.

#### VALUE ADDED OPPORTUNITIES

Tyler Indiana appreciates the opportunity to provide suggestions for incentives under this opportunity. When successful in expanding the IN.gov Program during the contract period, we anticipate an increase in support and licensing expenses year-over-year. The approach in our response suggests incentives to help support those increases as the program grows over time.

#### CHAT BOT APPROACH

In the event the state determines that chat bot services are outside the scope of the Contract Scope of Work, Tyler Indiana will reduce the annual Baseline Services cost by \$10,000.