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PURCHASING DIVISION
STATE OF WV

December 23, 2008

Shelly Murray
2019 Washington Street, East
PO Box 50130
Charleston, WV 25305-0130

SIGNED ORIGINAL

RE: RFQ # EDD308026

Dear Ms. Murray,

In response to your filed form 470 and RFQ # EDD308026, I am pleased to present Edline, an exceptional e-Rate eligible Web Hosting service that far exceeds requirements 3.2.D and 3.2.E in your RFP.

Currently used by hundreds of schools in West Virginia, thousands of schools in all 50 states, dozens of countries and millions of families, Edline is a comprehensive, K12-specific web hosting solution with a proven track record of success, scalability and security. Edline maintains **99.99% uptime and currently receives many millions of page views daily** while delivering timely and accurate information to families around the world.

We understand your preference is to bundle your DNS & web hosting with your Internet Access provider, but we hope you will join the ranks of the countless districts who choose different vendors for each e-rate eligible Internet Access item (de-bundle) in order to get the 'best of breed' for their schools' websites rather than the offering of their ISP.

To understand why schools looking for the 'best-of-breed' web-hosting component choose to de-bundle and choose Edline, we encourage your committee to attend a live demonstration where you can watch from your desktop and talk to an Edline representative at the same time. You will see why Edline is the leading provider of K12 Web hosting and how Edline web hosting provides benefits not available from ISP web hosting; only then will you understand why so many West Virginia schools have chosen Edline for their websites. Please call me at 800 491-0010 ext. 7241 to arrange such a demonstration at your convenience.

In addition to the e-Rate service quoted in our proposal, an optional (eRate ineligible) automated Edline tool allows your districts (or the State) to **upload the user, class roster/schedule information from WVEIS** to setup and maintain the user accounts and class membership **without human intervention**. It also greatly facilitates class page creation for teachers so they can easily publish information to their own pages.

This is not only an enormous time saver for your schools' staff, but an important benefit in keeping your accounts and sites up to date with relevant information.

We are confident that if you take a few minutes to look at Edline that you will find that Edline web hosting is not only the best, but the most cost-efficient web hosting service available. Edline manages all of the infrastructure for you, twenty-four hours a day, seven days a week – web servers, routers, bandwidth, firewalls, load balancing, site monitoring, backup, fail-over systems, hardware repairs, and more -- everything you need to host an enterprise website for thousands of users in a K12 setting. We

perform patches, system upgrades, hardware replacements, cluster expansion and scaling etc. live, without needing to shut down the system.

Better school websites foster better parental communication and in turn better student performance. Schools and districts that wish to create the most effective websites, choose Edline because *Edline makes it easy to publish content to the classroom, team, club, department, and other pages that contain the daily, mission-critical information families need:*

- General school information, such as news, daily announcements, lunch menus, school calendar events and athletic scores.
- Class-specific content on teacher classroom web pages, such as test dates, homework assignments, calendars, resources and photographs.
- Private, secure student-specific reports, such as missing assignments, daily grades and attendance, transcripts, report cards, demographics that you can easily publish from your gradebook, student information system, data warehouse and any other sources used at your district.
- Team, club and other group-specific information such as committee meetings and practice sessions.

Edline has not submitted a 3 ring binder with detailed answers because we are not applying to be the prime vendor/systems integrator, nor providing Internet Access or E-mail Services. We do want to make clear that we meet and far exceed the Web hosting and e-Rate requirements of sections 3.2.D and 3.2.E and have provided an introductory illustrated overview of our offering.

We realize that Web Hosting is only worth 8 points according to the evaluation described in Section 4.4. Considering that hundreds of studies, including those from the US DOE, confirm that parent involvement correlates more highly with student achievement than any other factor, we suggest that Edline web hosting is of high educational value for your schools and deserves to be considered on its own. Therefore, we are urging you to debundle the DNS and Web Hosting contract from the other portion because of the educational value we can bring to the schools of West Virginia. Should you consider pursuing the web hosting service as its own entity, we are happy to provide any additional information you might desire.

It is our belief that once your committee sees a demonstration of Edline's full capabilities, they will understand why *Edline schools result in increased parent involvement, more homework handed in, better grades and higher test scores.*

It has been *our privilege to serve hundreds of West Virginia schools, and we hope to have the opportunity to serve the others.* Please contact me to arrange a demonstration so you can consider providing the rest of the West Virginia schools the benefits that so many others Edline schools already enjoy!

An overview of Edline's Web Hosting service and a draft contract have been enclosed.

Thank you for your consideration.

Very truly yours,



Margery Abrams
Senior Vice President
mabrams@edline.com
800 491-0010 x 7241

Edline Web Hosting Overview

The leading provider of K12 web hosting

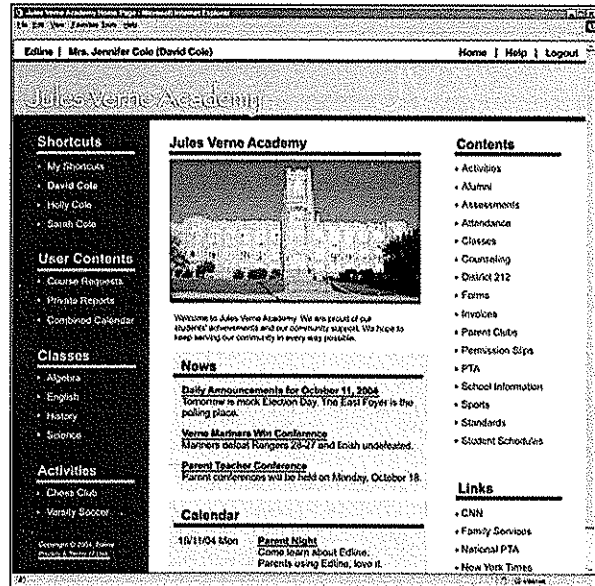
Edline provides the leading web hosting solution for K12 education. Used by thousands of schools in all 50 states and numerous countries, Edline has been recognized in Newsweek magazine, on Fox & NBC television and in countless newspapers and TV stations across the country.

"I've been working in schools for 30 years and I'd say this is the most significant advancement I've ever seen"

—Bruce Berchtold, Pinkerton Academy Technical Coordinator

"[Edline] has reduced phone calls to my office by about two-thirds."

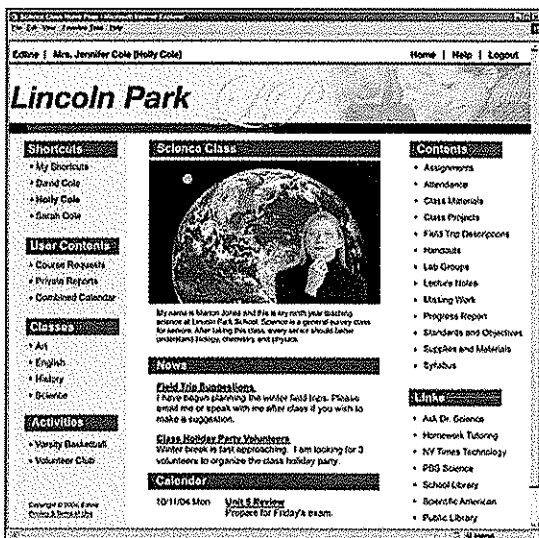
—Connie Tuman-Rugg, Omni Middle School Principal



Sample school web page

Hosting your mission-critical information

While serving the largest public school districts as well as small private schools, Edline receives more favorable media coverage than any other K12 web hosting solution for a reason.



Sample teacher web page

Edline does far more than host web pages with general school information—Edline makes it easy to host the classroom, team, club and other pages that contain the daily, mission-critical information families need:

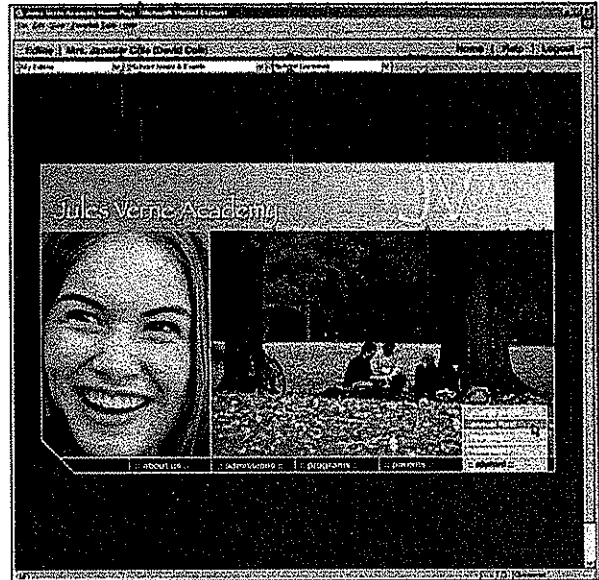
- Private, secure student-specific reports, such as missing homework assignments, daily grades and attendance.
- Class-specific content, such as test dates, homework assignments, resources and photographs.
- General school information, such as news, daily announcements, lunch menus and athletic scores.

Whether schools use Edline to host their school home page or to supplement an existing school website with class, team and club home pages – Edline increases parent involvement, raises student achievement and saves paper-based costs.

Comprehensive web hosting

Edline is a comprehensive, K12-specific web hosting solution with a proven track record of success, scalability and security.

- Every school, class, team, club, activity, committee, staff group and parent group receives its own website with no page or traffic limits.
- Edline's unique "one click" publishing protocol allows teachers and administrators to easily publish reports from a variety of sources, including most third-party student systems (SIS) and gradebook applications.
- Every student, parent, teacher and administrator receives a unique user account for personalized security, permissions and access (essential for making private information available at your school's site).
- The public can view general school information at any time, but private information is visible only to visitors that login with a screen name and password.
- Email alerts notify parents and students of critical new information available at your school's website (attendance, grade reports, policies, etc.). Edline email alerts work with any email provider.
- Navigation is quick. For example, each person's unique "combined calendar" displays shortcut links to homework, test dates and events from all of their class and activity web pages.



Sample school web page

Easy for teachers and staff

Edline was designed to be easy for teachers and staff in both elementary and secondary school settings:

- Edline sets up quickly and there is no need to retype or recreate information.
- Users cut and paste into Edline, or type directly onto an Edline web page.
- Teachers upload pre-existing content (homework, photos, news, etc.) from common desktop software¹ to Edline web pages using just a browser – no FTP or HTML is required.
- With one-click, teachers can easily publish attendance, grades and progress reports from third-party gradebook software applications to their Edline classroom websites.²
- Administrators can publish reports from existing student information systems (SIS).²

Watch a live Edline demonstration from your desktop

See for yourself why Edline is the leading K12 web hosting solution. Watch a live demonstration while talking to an Edline representative. To register for a demonstration or for more information, call (800) 491-0010, email erate@edline.com or visit our website, www.edline.com.

¹ Content can be uploaded from any desktop software application, such as Acrobat, Word, PowerPoint, FrontPage and Dreamweaver. These applications are not sold or provided by Edline and must be purchased separately.

² Gradebook and administrative software is not provided with Edline and must be purchased separately.

PROPOSAL TITLE PAGE

RFP Subject and number:

RFQ # EDD308026
DNS & Web Hosting

Vendor Business Address and Telephone Number

Edline
200 W Monroe
Chicago, IL 60606

Name and Title of Person Authorized to Speak on Behalf of the Vendor

Margery Abrams
Vice President

Names, email addresses, telephone numbers, fax numbers for bidder personnel to be contacted for proposal clarification purposes

Margery Abrams
Vice President
mabrams@edline.com
ph 800 491-0010 ext 7241
fax 312 236-7241

Signature of Person authorized to Obligate the Organization to this Proposal

Date 

December 23, 2008

SIGNED ORIGINAL