



**State of West Virginia
Department of Administration
Purchasing Division**

NOTICE

Due to the size of this bid, it was impractical to scan every page for online viewing. We have made an attempt to scan and publish all pertinent bid information. However, it is important to note that some pages were necessarily omitted.

If you would like to review the bid in its entirety, please contact the buyer. Thank you.



West Virginia Department of Education RFP EDD353450

Technical Proposal

Presented to West Virginia Department of Education

By

Earl Palmer

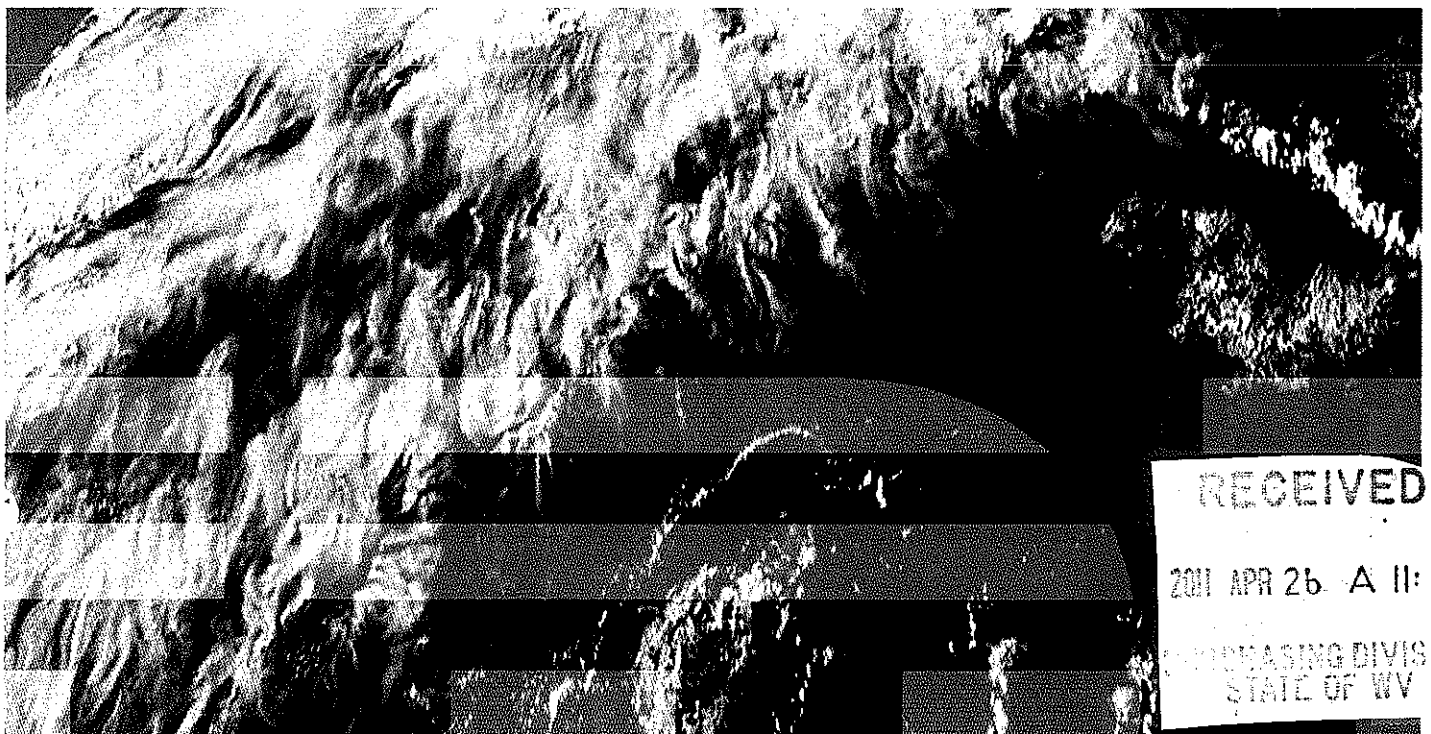
Client Representative

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April 26, 2011





145 Summers Street Suite 200
Charleston, WV 25301

April 26, 2011

Ms. Shelly Murray
Senior Buyer
Department of Administration, Purchasing Division
2019 Washington Street, East
P.O. Box 50130
Charleston, WV 25305-0130

Dear Ms. Murray:

IBM is pleased to respond to your March 17, 2011 Request for Proposal (RFP EDD353450) for the West Virginia Tools for Schools Initiative.

We are very proud to have worked closely with the West Virginia Department of Education, teachers, administrators and students throughout the State over the past 20 years on the very successful Basic Skills/Computer Education Program and Tools for Schools Initiative. We believe that this extensive experience has enabled us to craft our proposal in such a way as to allow the State to move forward in a cost-effective manner, provide the greatest possible positive impact on student achievement, and protect your investments to date.

We look forward to continuing our role as Systems Integrator/Prime Vendor as you move to the next exciting stage of this nationally recognized program. Our response to your request is to offer the State of West Virginia a comprehensive, turnkey offering of instructional and application software, hardware, professional development, network cabling services, and various technical support services. IBM will continue to provide support for the existing project and quickly transition to this new Initiative based on our experience in West Virginia and the fact that the Project Manager and project team will remain the same. Some highlights of IBM's proposal are outlined below:

- **Systems Integrator/Prime Vendor** – IBM has over 20 years of experience with the State of West Virginia that cannot be matched. The project team, trainers, and technicians performing services for West Virginia will be comprised of local personnel with vast experience in the Tools for Schools Initiative and are already knowledgeable about the requirements and infrastructure of the schools to best meet your future needs as outlined in the RFP.

IBM will continue to provide the very successful WV Help Desk and utilize the Electronic Project Information Center (EPIC), a premiere web-based project management tool designed to increase communications and improve efficiency. EPIC has been customized and refined over the past several years to meet West Virginia's unique requirements. EPIC has proven to provide world class support and information to the State of West Virginia.

- **Project-Based Technology Literacy Curriculum and Application Software** – IBM is proposing a continuation of the implementation of the SchoolKIT TechSteps technology literacy curriculum. IBM is proposing a version of TechSteps from SchoolKIT to support the Global21 Initiative which will provide and support the creation of a portfolio platform. In combination, these products will provide engaging digital content for teachers and students in grades K-12 to promote 21st Century learning among West Virginia students.

IBM will continue to offer CompassLearning products as optional software components since many West Virginia schools have not completed their implementations. This will allow for a consistent means for the counties to complete the technology plans they have in place. Based on legacy and current technology, all of the software proposed will operate in the State's environment.

- **Professional Development Services** – IBM can offer “just in time” professional development with West Virginia trainers and consultants. Not only can IBM provide training for the new products being proposed on this contract, but IBM is uniquely qualified to provide staff development for legacy products and other IT training for many hardware and software platforms through various courses.
- **Hardware** – Since IBM is both the Systems Integrator/Prime Vendor and hardware manufacturer for servers, we have the ability to save the State money by shipping some products directly from the plant. We also have strong working relationships with the manufacturers of all products recommended in this proposal, including Lenovo PC’s. We are also pleased to provide the State of West Virginia (WVDE) with one copy of each volume of the Image Library containing all State Gold images we create. This will also contain legacy State Gold images from the 2000-2011 Tools for Schools Initiative. IBM will continue to work with West Virginia on hardware installations and rollouts with technicians strategically located throughout the State and who are familiar with your environment.
- **Network and Wireless Infrastructure** – IBM is offering complete cabling and wireless services managed by a Registered Communications Distribution Designer (RCDD). In addition to offering competitive pricing on cabling and networking products, IBM will work closely with the schools and WVDE to take advantage of the E-rate program as we have for the past several years. Our ability to discount upfront can save administrative time and effort and can improve the cash flow of funds to the project.
- **Desktop Virtualization** – IBM has successfully worked with many clients on Smart Desktop Cloud Services for assessment, planning, and deployment services to help provide a foundation for a transition to a virtualized end user computing environment. IBM has assisted many clients in enhancing security by controlling access to critical data while simplifying desktop management and providing flexibility for your environment IBM is in a unique position to assist the State of West Virginia with desktop virtualization based on our experience with similar school districts.
- **Other Contract Management** – IBM is proposing a service offering for "additional non-TFS State Contract Administration" to assist WVDE in acquiring products with Tools for Schools funding that may exist on other State contracts. IBM is offering to assist the WVDE with the time consuming steps involved in procuring some of the products desired by West Virginia such as media tablets and media players, to name a few that are currently procured through other contracts. This type of service has benefited many other clients with direct savings in administration time to place orders, track equipment, and follow up responsibilities with issues that may occur in the process. Please refer to 2.4.1.20 for more details.
- **Transition Strategy** – IBM understands the State’s goals of implementing state-of-the-art, current technologies that protect the State's investment by maximizing the current legacy systems. IBM proposes to maximize the State's investment by utilizing current and updated software, hardware, infrastructure and professional development that is compatible with West Virginia’s current Tools for Schools environment. IBM will provide avenues for schools to complete current installations or move into newer phases of their technology plans that are compatible with current hardware, software and infrastructure. Professional development will build upon current skills of educators with no major shift in direction required.

IBM’s experience in the West Virginia environment will allow a smooth transition to the requirements of this RFP, enabling West Virginia educators to remain focused on their main mission of educating West Virginia students. IBM is the only vendor with the relationships and experience who can continue the current success West Virginia has experienced and at the same time help move West Virginia forward with new technologies while protecting the State’s investment.

Thank you for the opportunity to submit our recommendations for ways to enhance the education of the students of West Virginia. We look forward to continuing our relationship with the West Virginia Department of Education.

If you have any questions, please contact either one of us at your convenience. This bid is valid for 90 days from the date of this letter.

Sincerely,

A handwritten signature in black ink that reads "Earl Palmer". The signature is written in a cursive style with a large, stylized "E" and "P".

Earl Palmer
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