



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header 1

List View

General Information | [Contact](#) | [Default Values](#) | [Discount](#) | [Document Information](#) | [Clarification Request](#)

Procurement Folder: 1770725

Procurement Type: Central Master Agreement

Vendor ID: VS0000050026

Legal Name: Amsive, LLC

Alias/DBA: Amsive

Total Bid: \$75,544.00

Response Date: 09/22/2025

Response Time: 12:06

Responded By User ID: jluffman

First Name: Joshua

Last Name: Luffman

Email: jluffman@amsive.com

Phone: 8649076811

SO Doc Code: CRFQ

SO Dept: 0702

SO Doc ID: TAX2600000001

Published Date: 9/16/25

Close Date: 9/23/25

Close Time: 13:30

Status: Closed

Solicitation Description: Printing and mailing of MV-1 Motor Vehicle Property letters.

Total of Header Attachments: 1

Total of All Attachments: 1



Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

State of West Virginia
Solicitation Response

Proc Folder: 1770725
Solicitation Description: Printing and mailing of MV-1 Motor Vehicle Property letters.
Proc Type: Central Master Agreement

Solicitation Closes	Solicitation Response	Version
2025-09-23 13:30	SR 0702 ESR09222500000002119	1

VENDOR
VS0000050026
Amsive, LLC

Solicitation Number: CRFQ 0702 TAX2600000001
Total Bid: 75544
Response Date: 2025-09-22
Response Time: 12:06:09
Comments:

FOR INFORMATION CONTACT THE BUYER
David H Pauline
304-558-0067
david.h.pauline@wv.gov

Vendor Signature X	FEIN#	DATE
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All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Printing of MV-1 Motor Vehicle Property Tax Adjust Credit	0.00000			75544.00

Comm Code	Manufacturer	Specification	Model #
82121500			

Commodity Line Comments: Complete cost breakdown found in attachment.

Extended Description:

Printing of MV-1 Motor Vehicle Property Tax Adjust Credit

State of West Virginia

CRFQ 0702 Tax26000000001

Due: 9/23/2025

Prepared by:

Joshua Luffman

Strategic Relationship Manager

Amsive

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March 25, 2024

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Chapter 1: Cover Letter

Amsive was originally founded in 1984 as **Collins Direct**. Following a series of strategic acquisitions, the company evolved into **SourceLink**, then **Vision**, and ultimately became **Amsive, LLC**. Today, Amsive is a privately held, full-service provider of **integrated critical communications and direct marketing solutions**, generating more than **\$250 million in annual revenue** and employing over **250 full-time professionals**.

For the past five consecutive years, Amsive has ranked among the **top three Government Printing Office (GPO) suppliers** for printing and mailing services—a testament to our consistent performance, scale, and reliability.

We operate multiple production facilities across the United States, including state-of-the-art print and mail production centers in **Greenville, South Carolina** and **Bolingbrook, Illinois**.

Amsive has reviewed this RFP in its entirety and is confident in our ability to **meet and exceed all expectations** outlined within the scope of work.

Designated/Authorized Representatives

Joshua Luffman

Senior Manager

1224 Poinsett Highway, Greenville, SC 29609

864.558.5667

Jluffman@amsive.com

Chapter 2: Amsive Qualifications

Amsive possesses the full capabilities required to meet and exceed the State's project requirements outlined in this RFP. Leveraging industry-leading document composition, data management, and imaging technologies, we process and distribute more than **100 million documents each month** with proven accuracy and efficiency.

For over **40 years**, Amsive has delivered secure and reliable **document composition, printing, mailing, archiving, electronic presentment, and disaster recovery services** to public and private sector clients. Our continuous investment in technology and process improvements ensures that our clients benefit from the latest advancements, including:

- **Full-color print capabilities** that enhance readability and engagement.
- **Online portals** for real-time document content control, approval, and archiving.
- **Advanced electronic document presentment solutions** with security protocols meeting **SSAE 16 SOC II standards**.

We are fully equipped to manage the State's document volumes and **guarantee adherence to all service-level requirements**. Our production facilities are designed with redundancy in mind, maintaining multiple printers and inserters to ensure uninterrupted service, even in the event of hardware downtime.

Further details about Amsive's qualifications, expertise, and experience are outlined in **Chapter 3** of this proposal.

Chapter 3: Strategy and Implementation Plan

Print and Mail Production

Amsive has the capacity and expertise to manage daily volumes across all application types while guaranteeing compliance with the State's required service levels. Our production facilities maintain fully redundant printers and inserters, ensuring uninterrupted operations and delivery even in the event of hardware downtime.

Our workflow is designed for maximum efficiency, intelligently queuing and routing jobs to the appropriate printing and finishing resources (roll-fed or sheet-fed) depending on the specific requirements of each application, including statements, letters, postcards, and special handling.

Service Level Requirements

Amsive is committed to meeting or exceeding all service levels as outlined in the RFP. These performance standards will be mutually defined and documented in the Service Level Agreement (SLA).

- ✓ Amsive SFTP folders are swept every 30 minutes to detect file receipt.
- ✓ Automated systems verify receipt, audit, and preprocess your data, validating record counts before and after processing.
- ✓ Addresses are standardized (CASS), Intelligent Mail Barcodes (IMB) are applied, and statements are presorted for maximum postage discounts. Sequential numbering and 2D barcodes track each individual page and bill.
- ✓ Full-color inkjet imaging stations print and stage statements for intelligent insertion.
- ✓ Camera systems read barcodes on each page to verify integrity and accuracy.
- ✓ Shop Floor Data Capture tracks every piece produced.
- ✓ An electronic postal manifest confirms daily job completion, accounting for every piece processed, printed, inserted, and presented to the USPS.

Disaster Recovery

As a leader in high-volume transactional output, Amsive recognizes the critical importance of disaster recovery and business continuity. We maintain the infrastructure and redundancy necessary to provide full print and

mail disaster recovery services, with processes in place to restore full production volumes within 48 hours of a declared disaster.

Our Greenville, SC facility is the designated production site, offering reliable operations supported by backup generators, UPS systems, and redundant servers. Amsive has a 100% success rate in disaster recovery tests, demonstrating our ability to restore operations—including network, servers, applications, and data—within required timeframes.

The Amsive Business Continuity and Emergency Response Plan is available for State review. We guarantee no loss of data in the event of a disruption, and backup facilities are in place to ensure seamless transition should primary operations be compromised.

Full Service Intelligent Mail

Amsive is fully compliant with Full Service Intelligent Mail Barcode (IMb) standards. Presort sequences, discounts, and barcodes are applied during preprocessing and incorporated into documents at the print stage of production. The State benefits from:

- Electronic postage statements
- Full automation discounts
- Automated address corrections with electronic reporting
- MultiTrac™ service providing real-time mail piece tracking for outgoing and incoming reply mail

USPS Seamless Acceptance

Amsive complies with USPS Seamless Acceptance rules for mail preparation, barcoding, and electronic documentation. We presort qualifying statements and letters to maximize First-Class automation rate discounts, including current five-digit and other discount tiers.

During preprocessing, addresses are standardized and validated (CASS). Address corrections are returned via SFTP files, ensuring compliance with USPS automation discount requirements. Move/Update Verification ensures address accuracy within the 95-day compliance window.

Returned Mail

Amsive offers a streamlined return mail solution, allowing undeliverable pieces to be securely shredded at USPS facilities. Prior to destruction, USPS provides data files, enabling Amsive to generate detailed return reports for the State. This process minimizes manual effort while ensuring accurate system updates and visibility into returned statements.

Postal Processing

Amsive provides in-house postal processing aligned with USPS requirements and documentation standards to ensure maximum discounts and seamless acceptance. As a certified manifest mailer, Amsive applies the State's preprinted indicia to envelopes instead of meter stamps, optimizing cost savings.

Electronic mail.dat reports are submitted to USPS, detailing qualification, discounts, and volume metrics. The State will have access to a secure portal for real-time production updates and USPS delivery tracking, supported by our MultiTrac™ technology.

Bill Printing Specifications

Amsive will provide paper components that meet all State specifications for statements, notices, and related documents. Our associates are trained to ensure compliance with high-speed insertion, USPS requirements, and remittance processing standards. OCR scan lines, IMb, and 2D barcodes are carefully tested and validated during implementation to ensure accuracy.

Amsive also provides customized insert design, printing, and logistics management to reduce costs and streamline fulfillment. Capabilities range from black-and-white to full-color print, with options for newsletters, buck slips, brochures, and more—all optimized for high-speed insertion and USPS compliance.

Data Security

Amsive's data security policies and controls have passed rigorous audits, including SSAE 16 SOC II compliance. We undergo regular independent audits for clients in utilities, finance, and government sectors. Our next SOC II audit is scheduled for Q4 2024, and reports can be shared with the State upon request.

Project Implementation

Successful implementation is critical, and Amsive brings proven leadership, project management, and technical expertise to ensure a smooth transition. We collaborate with the State's designated Project Manager and IT staff to define requirements, establish clear workflows, and centralize decision-making.

Our Project Managers use detailed Microsoft Project schedules to coordinate tasks, supported by regular conference calls and secure SharePoint portals for status updates and documentation sharing.

Implementation methodology includes:

1. Design Phase – Develop applications to Amsive's technical standards.
2. Prepare Technical Environments – Establish environments needed for build and testing.
3. Build Phase – Construct applications based on agreed specifications.
4. Testing Phase – Conduct rigorous testing in parallel environments.
5. Unit/Build Testing – Validate individual functions against specifications.
6. Integration Testing – Verify interfaces between Amsive and State systems.
7. Regression (Parallel) Testing – Ensure full business functionality is achieved prior to launch.

High Level Project Plan

IMPORTANT: Amsive has provided the following high level Project Plan with task milestones and durations. The Plan will be revised after analysis and requirements documentation.

The State will approve the final project timeline. In all, we should be able to finalize all programming/set-up within 30 days.

ACTIVITY		ASSIGNED TO	DURATION
Finalize Services Agreement		State/ AMSIVE	14
1	PROJECT MANAGEMENT		21
1.1	Requirements Analysis: create Project Plan documentation of the business requirements and technical specifications. Project Plan is updated for status of open tasks, assignments & dates. Project Plan is a living document.	AMSIVE	
1.2	Define inputs and business transactions: triggers, frequency, pre-processing routines, exception handling, etc.	State/ AMSIVE	
1.3	Chart process flows based on doc type and delivery method	AMSIVE	
1.4	Define reporting requirements, formats, delivery preferences	State/ AMSIVE	
1.5	Provide Project Plan for the State review	AMSIVE	
1.6	Approve / revise Project Plan	State	
2	DESIGN		28
2.1	Designs for all documents identified in the high level requirements. Includes document proofs, format, mapping and placement of data; content alignment with perforation and critical content (OCR) placement.	AMSIVE	
2.2	Integration strategy for the AMSIVE solution with other the State applications. API Creation testing	State/ AMSIVE	
2.3	Procedures for SFTP: communication & encryption methods for file transfers. Includes expected files sizes, transfer times; procedures	AMSIVE	
2.4	Automated file receipt confirmation, audit verification, random sampling	AMSIVE	
2.5	Receive test files and graphic resources, logos for all statements, letters, etc		
2.6	Create proofs for any preprinted paper components (envelopes, inserts, etc.)	AMSIVE	
2.7	Approve/revise preprinted component proofs	State	
2.8	Initial paper component procurement	AMSIVE	

4	SYSTEM BUILD	21
4.1	Map, test, provide output for all doc types and delivery platforms	AMSIVE
4.2	Create output routines for ad hoc or the State on site printing	AMSIVE
4.3	Lettershop: define and setup machine and page control barcodes for QC and workflow reporting; intelligent and selectable inserting	AMSIVE
4.4	Create production floor instructions for each doc type	AMSIVE
4.5	Document QC and special handling instructions	AMSIVE
4.6	Production Management workflow reports as defined	AMS
4.8	Generate PDF proofs for all doc types	AMSIVE
4.9	Review and revise proofs	State
5	TESTING	14
5.1	Provide the scope, schedule, dependencies, assumptions, risks, & mitigation plans; defect management & features for system testing	AMSIVE
5.2	List of all possible process scenarios & scenarios for testing regulatory requirements. All test scenarios will be created by the State.	State
5.3	Build test scripts for per functional & technical designs	AMSIVE
5.4	System test run: this step ensures that each unit and function of the system is working correctly in accordance with the program specifications	
5.5	Functional testing of printing and inserting systems	AMSIVE
5.6	Provide fully assembled mail piece proofs for all statements, letters, postcards	AMSIVE
5.7	Review/revise/approve mail piece proofs	State
5.8	System Integration Test: scope, execution approach, schedule, dependencies, assumptions, risks & mitigation plans, defect management & features to be tested as part of the final Parallel Test run. All system functionality requiring interfaces to either Amsive or a the State external system is tested to ensure that all business requirements have been met	AMSIVE
5.9	Defect reporting, modifications and retest	AMSIVE
5.10	Execute Parallel Testing. This is the process for full system testing to make sure that the State can successfully conduct business according to the information presented in the business requirements document. Verification that all requirements have been met.	AMSIVE
5.11	Approval and sign off on all expected performance criteria	State

6	GO LIVE	7
6.1	Strategy & cutover: includes schedule & checklist	State/ AMSIVE
6.2	Go Live Readiness Report	AMSIVE
6.3	Go/No Go Decision	State
6.4	Execute Go Live: Amsive production ready for use	AMSIVE
7	POST IMPLEMENTATION SUPPORT	21
7.1	On-going support post implementation depending on mutual understanding between the State and AMSIVE primary and secondary support will be defined	THE STATE/ AMSIVE
7.2	Weekly report sharing the status and defects post implementation	AMSIVE
7.3	Fixes for any defects that are reported as part of the final system acceptance	AMSIVE
7.4	Final acceptance	State
7.5	DR Testing: switchover from primary to secondary data center, initiate testing procedures, switch back to primary after testing completion	AMSIVE
7.6	Final acceptance	State

AMSIVE SUPPORT TEAM

Project Management



Defines the business requirements

Drafts the project plan

Coordinates resources & timeline

Technical Development



IT team provides product development, systems design & applications programming

Defines the technical requirements

Executes development

Conducts testing

Client Services



Serves as liaison between the State & Amsive production

Takes ownership of the project & acts as your advocate within the facility

Ensures adherence to all operation & performance procedures

Facilitates change & special handling requests

Reviews invoicing accuracy & reports performance metrics

Operations



Determines & allocates print/mail production resources

-Personnel

-Hardware

-QC documentation

-Workflow reporting

Chapter 4 – Pricing

Exhibit "A" Pricing Page

Requirments	Estimated Amount	Price Per Unit	Total
Printing of MV-1 Motor Vehicle Property Tax Adjustment Credit Schedule	800,000	\$0.05018	\$40,144
Printed Envelopes for the MV-1		**Included in Bulk Mailing**	**Included in Bulk Mailing**
Bulk Mailing of MV-1		\$.043	\$34,400
Postage- Please see note below		\$.584	\$467,200

***Please note, this is the 5-digit rate and presumes we can presort all 800k records down to the 5-digit rate. For anything that cannot be presorted to the 5-digit rate, we can commingle with other mail to reduce postage rates. This rate will be defined during processing of data.

Chapter 5 – References

Pickens County

Contact: Dale Looper / Laura Yates

Contact Info: dalel@pickenscountysc.gov / lauray@pickenscountysc.gov

Services: Amsive manages the monthly distribution of property tax documents as well as annual assessment notices for Pickens County. We have partnered with Pickens County for over 20 years, providing consistent, accurate, and timely communication services.

Hall Company

Contact: Chuck Hall

Contact Info: bhallchall@comporium.net

Services: Amsive produces more than 600,000 tax records each January for the Hall Company. Our nearly 20-year partnership reflects our ability to scale operations effectively while maintaining accuracy and efficiency.

Greenville Water

Contact: Jennifer Edwards

Contact Info: jedwards@greenvillewater.com

Services: Amsive provides daily mailing services for Greenville Water, including water bills, delinquency notices, and ad-hoc communications. Volumes range from several hundred to several thousand pieces. We have been a trusted partner for 8 years, delivering reliable and responsive support.

Clermont County

Contact: Donna Stegall

Contact Info: dstegall@clermontcountyohio.gov

Services: Amsive produces real estate tax bills bi-annually for Clermont County, with volumes exceeding 100,000 records. We have supported Clermont County for 3 years, ensuring timely and accurate delivery of critical communications.

Defense Logistics Agency

Contact: Douglas Rakestraw

Contact Info: douglas.rakestraw@dla.mil

Services: Amsive produces annuitant statements, 1099s, and W-2s for the Defense Logistics Agency, with an annual volume exceeding 2 million pieces. Our partnership of more than 5 years demonstrates our ability to manage complex, large-scale federal communication programs.

Cleveland Water

Contact: Mark Gaines

Contact Info: mark_gaines@clevelandwater.com

Services: Amsive manages the monthly production of more than 600,000 utility bills for Cleveland Water. For over 6 years, we have provided efficient, dependable, and scalable communication solutions.

Chapter 6 – Addendum

ADDENDUM ACKNOWLEDGEMENT FORM **SOLICITATION NO.: CRFQ TAX2600000001**

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Amsive, LLC

Company

Joshua Luffman

Authorized Signature

9/23/2025

Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.