

Proposal for:**The State of West Virginia
Department of Environmental Protection****ENERGY EFFICIENT APPLIANCE
REBATE PROGRAM****RFP #: DEP14971****Prepared By:**

Peter Howe, CEO
TMR, Inc.
711 West Smith Road
Medina, OH 44256
800-325-5095
phowe@tmrinc.com

**Issue Date: February 10, 2010****Due Date: March 4, 2010**

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WV PURCHASING
DIVISION



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

Request for Quotation

RFQ NUMBER
 DEPI4971

PAGE
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
 CHUCK BOWMAN
 804-558-2157

VENDOR

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SHIP TO

ENVIRONMENTAL PROTECTION
 DEPARTMENT OF
 OFFICE OF ADMINISTRATION
 601 57TH STREET SE
 CHARLESTON, WV
 25304 304-926-0499

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
02/10/2010				

BID OPENING DATE: 03/04/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	JB		964-04		
PROGRAM ADMINISTRATOR THE WEST VIRGINIA PURCHASING DIVISION, FOR THE AGENCY, THE WEST VIRGINIA DEPARTMENT OF ENVIRONMENTAL PROTECTION, IS REQUESTING QUOTATIONS FROM REBATE FULFILLMENT COMPANIES TO DEVELOP, IMPLEMENT, AND FULLY EXECUTE THE WEST VIRGINIA ENERGY EFFICIENT APPLIANCE REBATE PROGRAM PER THE ATTACHED SPECIFICATIONS, BID REQUIREMENTS, AND TERMS & CONDITIONS. QUESTIONS WILL BE ACCEPTED THROUGH THE END OF BUSINESS (5:00 PM EST.) ON FRIDAY, FEBRUARY 19, 2010. QUESTIONS ARE TO BE SUBMITTED IN WRITING TO THE ATTENTION OF THE BUYER, CHUCK BOWMAN, AND MAY BE SUBMITTED VIA THE U.S. POSTAL SERVICE TO: WEST VIRGINIA PURCHASING DIVISION 2019 WASHINGTON STREET EAST POST OFFICE BOX 50130 CHARLESTON, WV 25305-0130 BY FAX TO : 304.558.4115 BY EMAIL : CHARLES.A.BOWMANJR@WV.GOV ALL QUESTIONS WILL BE ANSWERED VIA OFFICIAL ADDENDUM ISSUED BY THE BUYER AND SAID ADDENDUM IS TO BE ACKNOWLEDGED BY THE VENDOR AS INSTRUCTED BELOW. EXHIBIT 10 ADDENDUM ACKNOWLEDGEMENT I HEREBY ACKNOWLEDGE RECEIPT OF THE FOLLOWING CHECKED						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Peter Hene</i>	TELEPHONE 800-325-5095	DATE 3/8/10
TITLE CEO	FEIN 34-1665927	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

GENERAL TERMS & CONDITIONS
REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
4. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods this Purchase Order/Contract becomes void and of no effect after June 30.
5. Payment may only be made after the delivery and acceptance of goods or services.
6. Interest may be paid for late payment in accordance with the *West Virginia Code*.
7. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
8. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
9. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
10. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern the purchasing process.
11. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
12. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
13. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at www.state.wv.us/admin/purchase/vrc/hipaa.htm and is hereby made part of the agreement. Provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
14. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
15. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, and the West Virginia Insurance Commission. The vendor must provide all necessary releases to obtain information to enable the director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
16. **ANTITRUST:** In submitting a bid to any agency for the State of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the State of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division. Complete all sections of the quotation form.
2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Unit prices shall prevail in case of discrepancy. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
4. All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130
5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W.Va. C.S.R. §148-1-6.6).



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<p>ADDENDUM(S) AND HAVE MADE THE NECESSARY REVISIONS TO MY PROPOSAL, PLANS AND/OR SPECIFICATION, ETC.</p> <p>ADDENDUM NO.'S:</p> <p>NO. 1 ✓ P.H.</p> <p>NO. 2</p> <p>NO. 3</p> <p>NO. 4</p> <p>NO. 5</p> <p>I UNDERSTAND THAT FAILURE TO CONFIRM THE RECEIPT OF THE ADDENDUM(S) MAY BE CAUSE FOR REJECTION OF BIDS.</p> <p>VENDOR MUST CLEARLY UNDERSTAND 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.</p> <p style="text-align: right;"> <i>Peter Hane</i> SIGNATURE TMR, INC. COMPANY 3/8/10 DATE </p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS			
SIGNATURE <i>Peter Hane</i>	TELEPHONE 900-525-5095	DATE 3/8/10	
TITLE CEO	FEIN 34-1665927	ADDRESS CHANGES TO BE NOTED ABOVE	

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<p>NOTE: THIS ADDENDUM ACKNOWLEDGEMENT SHOULD BE SUBMITTED WITH THE BID.</p> <p>REV. 09/21/2009</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THE STATE MAY DEEM THE CONTRACT NULL AND VOID, AND TERMINATE SUCH CONTRACT WITHOUT FURTHER ORDER.</p> <p>NOTICE</p> <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p>DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25305-0130</p> <p>THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:</p> <p>SEALED BID</p> <p>BUYER: CB-23</p> <p>RFQ. NO.: DEP14971</p> <p>BID OPENING DATE: 03/04/2010</p> <p>BID OPENING TIME: 1:30 PM</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Peter F. Lane</i>	TELEPHONE 800-325-5095	DATE 3/8/10
TITLE CEO	FERN 34-1665927	ADDRESS CHANGES TO BE NOTED ABOVE

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PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID: ----- 330-725-6122 ----- CONTACT PERSON (PLEASE PRINT CLEARLY): ----- PETE HOWE -----						
***** THIS IS THE END OF RFQ DEP14971 ***** TOTAL:						\$197,456.00

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Peter Howe</i>	TELEPHONE 800-325-5095	DATE 3/8/10
TITLE CEO	FEIN 34-1665927	ADDRESS CHANGES TO BE NOTED ABOVE

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N/A

State of West Virginia VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with *West Virginia Code*, §5A-3-37. (Does not apply to construction contracts). *West Virginia Code*, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the *West Virginia Code*. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

- 1. **Application is made for 2.5% resident vendor preference for the reason checked:**
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,
- 2. **Application is made for 2.5% resident vendor preference for the reason checked:**
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
- 3. **Application is made for 2.5% resident vendor preference for the reason checked:**
 Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
- 4. **Application is made for 5% resident vendor preference for the reason checked:**
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,
- 5. **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,
- 6. **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (*West Virginia Code*, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: PETER HOWE, TMR, INC. Signed: Peter Howe
 Date: 3/8/10 Title: CEO

*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.

N/A

RFQ No. DEP14971

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

West Virginia Code §5A-3-10a states: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owed is an amount greater than one thousand dollars in the aggregate.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

EXCEPTION: The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

Under penalty of law for false swearing (*West Virginia Code* §61-5-3), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

WITNESS THE FOLLOWING SIGNATURE

Vendor's Name: THE MAZROOM, INC. (TMR, INC.)

Authorized Signature: Peter Howe Date: 3/8/10

State of OHIO

County of Meigs, to-wit:

Taken, subscribed, and sworn to before me this 8 day of March, 2010.

My Commission expires Sept 26, 2014.

AFFIX SEAL HERE

NOTARY PUBLIC Vernon Vele

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INTRODUCTION

Thank you for the opportunity to administer the State Energy Efficient Appliance Rebate (SEEAR) Program for the State of West Virginia. TMR, Inc. has been providing Rebate, Incentives and Marketing Campaign Management services from its offices in Medina, OH for 40 Years. In addition to our years of experience running incentives programs, we also have specific appliance industry expertise and a distinguished history providing best-in-class incentive management solutions for leading brands such as Philips, Electrolux, Frigidaire, Bosch, and LG.

The requirements, scope, scale, and goals of this program have many similarities to several current TMR client projects. We are confident that our expertise will enable us to promote, implement, and track a highly successful SEEAR program for West Virginia's Department of Environmental Protection. One that is readily accessible to all in-state residents & retailers, provides all required real-time tracking & reporting, maximizes the State's utilization of Recovery funds, minimizes administrative costs, dramatically reduces the risk of fraud, and eliminates the risk of over subscription.

As noted and requested in Section 1.3.3.1, TMR recommends that the State not employ a consumer driven reservation system, but rather use a retailer/installation contractor driven reservation system instead. We offer the systematic failures and "Potentially suspicious activities" seen in the programs run in other states and the analysis presented in the appendix as justification for our recommendation.

To this end, TMR's proposed solution is a real-time point-of-sale funds confirmation and allocation system (Retailer Reservation System) combined with a traditional consumer mail-in rebate process. **This solution has total cost of \$197,456** (See last page of the appendix for detailed price break out). This particular combination of processes and technologies will provide the State with all the benefits of a traditional mail-in program without the reporting lag time and fraud risks normally associated with these programs. Moreover, actively engaging participating retailers and installation contractors in the rebate process we will ensure that the rebate reservation process runs smoothly and deter fraudulent activities. Based on our experience working with retailers on similar incentive programs, we firmly believe that our proposed solution is not only the most cost effective but also the most likely to achieve the desired high rates of satisfaction from all stakeholders.

In order to provide the State with options and help them make the most informed decision possible, in addition to our recommended model, we have provided an overview and pricing for 3 additional program options that could be used to meet the goals of the State's SEEAR program. They are:

- A traditional first-come-first-served mail-in rebate Est. Cost: \$217,000
- A consumer driven reservation system with a mail-in rebate Est. Cost: \$214,000
- A retailer-based real-time funds confirmation and allocation with an instant rebate Est. Cost: \$160,000

All of these models can be implemented by TMR and would meet the State's requirements. Included in our overview is our analysis of the pros and cons of each option as well as an implicit justification of our proposed retailer driven reservation system.

We hope that you see a cost-effective solution that exceeds your expectations for the promotion, administration, and out-comes evaluation of your SEEAR program. Thank you again for the opportunity. We look forward to earning and administering your business.

Sincerely,

Peter Howe
CEO, The Mail Room, Inc.

COMPANY OVERVIEW

Business Overview:

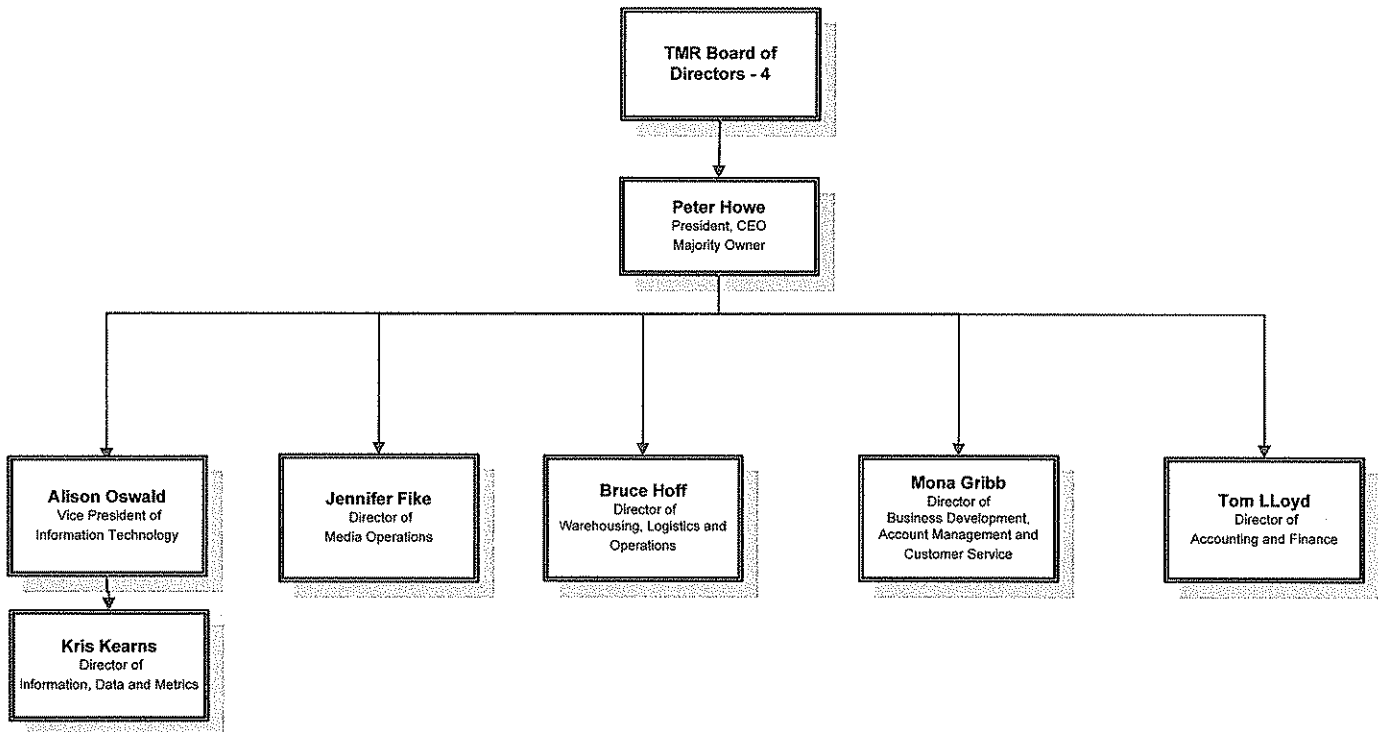
TMR, Inc is a privately held, United States based company that has provided marketing-related services to numerous, large American-owned and multinational organizations for 40 years. Our proprietary systems revolutionize the way organizations manage outsourced processes by integrating and automating a wide range of services including Incentives & Rebate Management, Printing & Fulfillment Management, Direct Marketing Campaign Management, and Point-of-Sale Promotions. A more detailed description of our services as well as the white paper we recently published on the ARRA funded State Energy Efficient Appliance Rebate Program can be found on our website: www.tmrinc.com.

Company History:

TMR was established in 1972. The company’s first service offerings included rebate and incentive programs as well as specialty collations. By the early 1980’s, the company had grown from 3 to 20 employees serving a wide range of national accounts. In 1994, as one of the fastest growing companies in NE Ohio, TMR received the Weatherhead 100 Award. In 2000, TMR brought the IVR SPIFF redemption system, used by the sales personnel at many appliance retailers, to the web. From 2002 to 2005, TMR won “Supplier of the Year Award” from Rockwell Collins.

Organizational Structure:

Today, TMR’s 65 person staff is lead by CEO Peter Howe and operates out of the company’s state-of-the-art 160 sq. ft. facilities in Medina, Ohio. The company’s leadership team has over 75 years of collective experience in Incentive Program management with a particular focus on rebates.



Organizational Experience:

TMR has managed consumer incentive programs similar to West Virginia’s SEEAR program for large entities such as: Energy Star, Electrolux Home Products, Bosch, Frigidaire, LG, Rubbermaid, The J.M. Smucker Company, Lever Brothers, Cox, Philips Consumer Electronics, Kraftmaid, Tempur-Pedic, Sealy, and Stearns & Foster.

Historically, TMR has handled between 2-4 million transactions and up to \$50mm in total claims annually. At approximately 23,000 claims, West Virginia’s program would represent a manageable percentage of our normal volume, and TMR has the ability to handle the daily volume and increased influx of rebates during the program’s time frame without investment in software or facilities.

Organizational Capabilities:

TMR provides its customers with the following services:

Incentives Programs	Information Technology	Printing & Finishing	Fulfillment & Distribution
Consumer Incentives	Online Ordering System	Print-on-Demand Digital Printing	Warehousing & Fulfillment
Channel Incentives	Digital Asset Management	Commercial Printing	Pick & Pack / Kitting
Employee Incentives	Database Management	Finishing	Distribution
Rebates	Microsites, PURLs & Email	CD/DVD Duplication	Direct Mail Services

The majority of our customers bundle the above listed services into one of the following solutions for their organization:

- ***Incentives Management*** - TMR builds and maintains custom branded systems for various programs including: Consumer Rebate Programs, Gift with Purchase (Premium) Programs, Sweepstake Programs, and Channel Incentive Programs (SPIFFS).
- ***Online ordering and fulfillment*** - TMR’s web-based media management system provides our customers with the ability to efficiently create, manage, and distribute print and other marketing-related materials. This online system is integrated with TMR’s inventory and distribution services and supports real-time monitoring and reporting.
- ***Direct Communications*** - Our Campaign Management System enables organizations to easily deliver relevant marketing messages to their target audiences across integrated communication channels (including print, email, and the web) while tracking all inbound and outbound communication in a single system.

Our In-house Capabilities Include:

- ***Information Technology*** - Performing all required IT activities needed to set up the program’s web portal and link it to all internal and external systems.
- ***Receiving & Processing*** - Receiving, verifying, and processing claim eligibility materials submitted by consumers, recyclers, and retailers.
- ***Printing & Distribution*** - Printing and mailing of rebate checks, educational and marketing materials that encourage energy efficiency.
- ***State, Retailer, & Consumer Support*** - Staffing a toll-free phone and email help desk for answering all questions.

TMR and its subcontractors are all United States based businesses and will perform 100% of the work for this program in the United States.

Established Rebate and Incentives Systems:

The programs we have in place for our major appliance manufacturing clients have made TMR's online systems familiar to most of the appliance retailers (including small and mid-sized appliance retailers) across the country, including the dealer networks in West Virginia.

Because our systems are already built, our expertise is all in house, and most West Virginia retailers are familiar with our systems, we are confident that TMR will be able to launch and manage a successful SEEAR program quickly and make begin making rebate payments to consumers statewide within 30-45 days.

1. IMPLEMENTATION STRATEGY

TMR recommends that the state implement a combined Point-of-sale Confirmation and Mail-in Rebate Model. In this model, the retailer's sales personnel/Installation contractors log rebate information into the program's online system at the point-of-sale. Rebate information can also be phoned or faxed in toll free. The Consumer then mails the claim along with the required supporting documentation to TMR. TMR processes the claim and sends a rebate check directly to the Consumer. Because the retailer verifies the sale and via signature the consumer's intent to replace and their old appliance, funds can be allocated in real time at the point of sale. This dramatically reduces the chance for fraud and eliminates the risk of program oversubscription.

Program Overview:

TMR will provide the State with a program that:

- ***Has Robust, Real-time Reporting*** - Provides real-time data on funding draw down enabling the State to accurately predict and communicate the end date and avoid oversubscription.
- ***Easy to Use*** – Features familiar processes that enable retailers to quickly and easily enter claim information.
- ***Cost effective*** - A retailer driven allocation system will have fewer individual users that are better trained than would be the case with a consumer driven reservation process—creating less confusion and a far lower administrative burden.
- ***Has a Built in “Program Stop Mechanism”*** - Program can be immediately and comprehensively shut off at the retail level.
- ***Prevents Fraud*** – Having the retailers/installation contractors verify eligibility at the point of sale adds an additional source of corroborating information which both deters and prevents potential fraudulent activities.
- ***Enlists the Retail Community*** - In the proposed model, the retailers are true partners in your program, and are willing to support the program with additional advertising and able to provide residents with program support face to face.

Statement of Work:

The administration of the program can be broken down into 5 core elements:

1. **Create Program's Online Portal** - Create a centralized web portal that functions as the main point of contact for all stakeholders, allocates funds, and provides tracking in real time.
2. **Provide State, Retailers, and Consumers with Support Services** - Provide the State and program partners with customer service/helpdesk support and consumers with a call and email support center.
3. **Process Claims** - Scan and verify claims against the sales, rebate, and replacement/recycling data entered at the point of sale. Audit data for duplicates, fraud, errors, and/or omissions.
4. **Manage Rebate Payments** - Batch claims and provide funding reports to the State for approval of funds transfer. Receive funds and process checks.
5. **Provide Reports** - Provide all required program measurement and reporting (including financial reports) to the State.

1. The Program Web Portal:

The Program Web Portal will feature distinct websites for each of the program’s key constituents: The Consumer, Program Partners, and State Program Administrators. The portal will centralize the collection and dissemination of information to/from all stakeholders in real time. In addition to automating processes and providing real-time transparency into the program, the data collected from the portal will be used by TMR to detect fraud, speed up claim verification, and ensure that the program does not become “oversubscribed.”

The Consumer Facing Website Will Feature:

- Program goals, guidelines, requirements, etc.
- Answers to FAQ’s
- Information on Energy efficiency and average savings on utility bills
- Lists of eligible products, participating retailers and recyclers
- Links to related sites (Energy Star, Recyclers, DOE etc.)
- Online rebate status look-up
- “Funds Count Down Clock”

The Partner Facing Website Will:

- Provide partners with a place to sign up for participation in the program
- Provide retailers, installation contractors, manufacturers and any other program partner with the ability order for delivery or download and print outreach and educational materials associated with the program
- Provide retailers/installation contractors with the ability to enter claims at the point of sale
- Inform the retail network the minute funds are depleted—ensuring program does not become oversubscribed
- Provide neighboring states with the information required to help residents stay in compliance with the rebate program
- Provide retailers/installation contractors with information on the proper way to recycle old appliances

The State Facing Website Will:

- Provide the State access to real-time data, reporting, and up-to-date information about the program.

Information & Management Systems:

To manage the state’s program, TMR will deploy customized derivatives of its 3 most widely used information management systems and back end processes. These systems will be linked together and combined with a consumer facing website to create the “Web Portal” that provides simple-to-use applications for all the stakeholders.

- **TMR’s Spiff System**-A derivative of TMR’s online Spiff system will be used to generate rebate reservations and allocate funds real time at the point of sale. TMR’s Spiff System is used by many of our manufacturing customers, including Electrolux, Bosch, and LG to track and manage large sales incentive programs called SPIFFs. TMR’s SPIFF system is used nationwide as a point-of-sale reward system, as such; it is easy to use, familiar to most retailers and contains robust fraud prevention capabilities.

What is a SPIFF?
 A SPIFF is basically the mirror image of a rebate. Just like a rebate, a SPIFF provides a financial reward for an action taken at the point of sale. The key difference with a SPIFF is that the financial reward is given to the salesperson (as opposed to the consumer). So where a rebate motivates a consumer to buy one product over another, a SPIFF motivates a salesperson to sell one product over another. Just like a rebate, SPIFF claims are tracked and verified, and the financial reward is distributed via check or debit card.

- **TMR's Rebate System**-A customized version of TMR's web-based Rebate Processing system will be used to process, track, and report on rebates. Many leading consumer-goods companies rely on TMR's Rebate System for the timely processing of their rebates. The system allows consumers to track their rebates online and has extensive reporting capabilities that meet/exceed all State and Federal program requirements.
- **TMR's Online Ordering, Print & Fulfillment System**-A customized version of TMR's proprietary, web-based platform for integrating virtual (data) and physical (logistics) processes, MediaEX, will be used to enable program partners to download and print or order and have shipped program outreach, education and marketing materials.

The MediaEX system can be accessed by any registered user from any internet-ready computer. The State's internal information systems department is not required for installation or support issues. Its intuitive user-interface allows for easy navigation by new customers.

2. State, Retailer/Contractor, and Consumers Support Services:

State Support Services:

TMR offers all of the following Customer Support Services throughout the relationship:

- **Implementation and Service Level Agreement** - During the implementation meetings TMR will work with the State to establish a service level agreement (SLA) with that clearly defines all of the parameters of support services provided by TMR. Mona Gribb, Director of Business Development, will be the State's primary contact, facilitating communications with TMR's cross-functional team of key managers who will oversee the implementation.

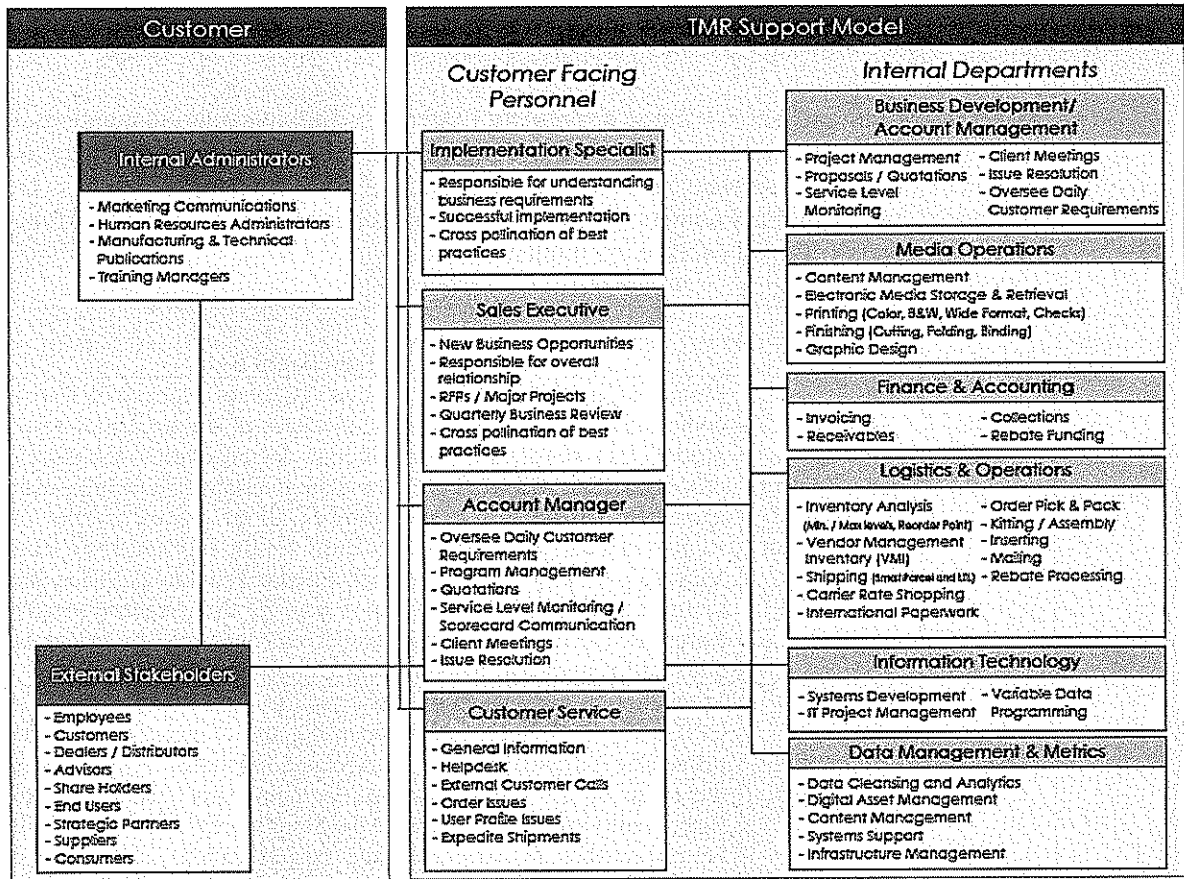
Team Member	Title	Experience & Functional Role	Years in Industry
Mona Gribb	Director of Business Development & Account Management	Mona has been with TMR for over 20 years. Mona will lead a dedicated team through the various stages of the implementation process from needs assessment through documentation of business processes. She will work with the State to establish a service level agreement (SLA) that clearly defines all of the parameters of support and services provided by TMR for the fulfillment of West Virginia's Energy Star Appliance Rebate Program. When the program goes live, Mona will then manage the customer service area which includes ongoing account management, the customer and retailer, helpdesk and consumer call center.	20+
Alison Oswald	VP of Information Technology	In addition to her 6 years industry specific experience, Alison is a CPA and brings significant Accounting and IT experience to the team. She will oversee all system-related functions. This includes the setup of the online systems, including any custom system functionality required to support the State's program. Alison will be responsible for any interface customization, any required systems integration services, and back-end metrics/analytics.	10+
Bruce Hoff	Director of Logistics & Warehousing Operations	Bruce will manage the daily operations of the rebate processing department as well as the processing of all data including the transition/setup of files. Bruce has been implementing rebate programs for over 20 years.	20+
Dan Feldman	Director of Sales & Marketing	Dan will lead all marketing and outreach activities as well as oversee the coordination of recycling programs and onsite visits. Dan has 15 years of sales and marketing experience in and has lead dozens of multi-million dollar B to B and B to C marketing and outreach programs. Most recently Dan published a white on the 4 predominant rebate models being used to implement State Energy Efficient Appliance Rebate Programs.	15+

- Account Management** - TMR will assign Bobbi Fath to the State's program. Bobbi will oversee the management and dissemination of information in a timely fashion and will oversee the areas of the program including inbound activity, production and fulfillment, reporting, and information technology support. Bobbi has over 9 years experience working with TMR's biggest rebate clients. Once the program goes live, she will oversee the day to day management of the program. She will be the State's main contact and will be responsible for disseminating all information in a timely fashion, overseeing all inbound activity, production and fulfillment, assisting the State with all reporting needs, and providing information technology support.

The account management philosophy at TMR is based on a team structure. Our account management teams include customer-facing implementation professionals, internal account managers, customer service professionals, and experts in operations and information technology.



Helping organizations communicate, motivate, and measure.



Retailer/Installation Contractor Support Services:

Retailers and Installation Contractors will be supported by a Partner Participation Program designed to engage the business community and enlist their support as the State implements a successful program. Program partners register for the program via the program's web portal.

- Using the State's guidelines, the Retailer's/Installation Contractor's eligibility to participate in the program is verified by TMR.
- Once approved for participation, the partner is sent an email which includes a login and password for the partner facing website. The email will also include contact information for the program's help desk.
- Partners are trained on the SEEARP program and rebate system via informational downloads and training videos on the site.
- Partners are provided access to the program's marketing and educational material via the program's web portal. They can either download and print or purchase any materials on the partner facing website.
- The retailer/installation contractor enters claims online as the sales are made; the system generates rebate forms with unique ID#'s and barcodes for the customer to sign and mail in for their rebate.

Sample: Retailer/Partner Registration Page

User Registration

Dealer Code:*	Dealer Name:*
First Name:*	Last Name:*
Login Information	
Your email address will serve as your login	
Email Address:*	
Contact Information	
Telephone:*	Cellular:*
Residential Address	
Company Name:*	City:*
First Name:*	Country:*
Last Name:*	State/Province:*
Address 1:*	Zip/Postal Code:*
Address 2:*	Phone Number:*

. Save | Cancel

Sample: Retailer/Contractor Log In Page

Please Login

Email Address:

Password:

Forgot Password? Please click [here](#) to reset it.

IMPORTANT MESSAGE - PLEASE READ!!!!
 Due to some upgrades made recently to the site, this program must be run on Internet Explorer Version 6.0 or higher. If you are not running this currently, click here to install now. Thank you!

TECHNICAL SUPPORT : If you have difficulties using the site or have forgotten your password please contact tmrhelpdesk@themailroom.com or call 800.863.9548

Sample: Retailer/Contractor Rebate Submission Page

HOME | YOUR ACCOUNT | TRAINING SITE | USER GUIDES | LOG OUT

Current Programs

Please select the program for which you would like to enter SPIFFS from the list below:

May and June program ▾

Pending Approvals

- System Audits (2)
- Duplicate Audits (93)
- Select Audits (1)
- Limit Audits (0)

Hello, Jane Seymore

Program ID: 295
Program Name: May and June program
Start Date: 5/1/2009
End Date: 6/1/2009
Entry Cutoff Date: 7/31/2009

Category: All ▾
SubCategory1: ▾
SubCategory2: ▾
Model # : * Please Select a Model ▾

Customer First Name: *
Customer Last Name: *
Customer Phone #: * () _ _ -
Store Invoice #: *
Sale Date: *

Net Sales (Before Taxes): *
Qty: *

Consumer Support Services:

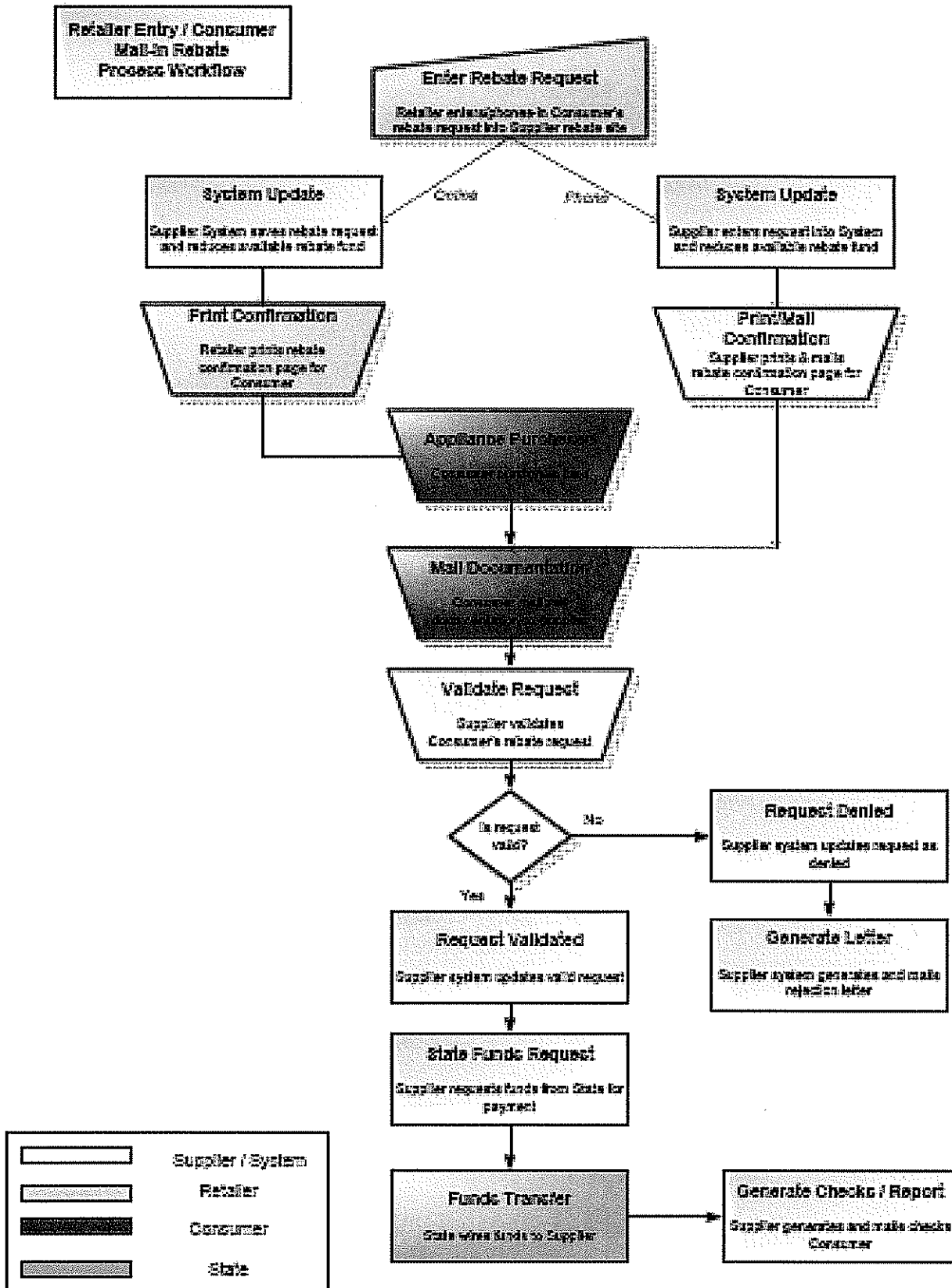
- **General Inquiry Hotline, Customer Service and Helpdesk-** In conjunction with the Consumer facing website, The TMR Customer Support team will provide a toll free phone and email support staff that acts as the front line for the State regarding this program. The program's IVR phone system combined with TMR's customer service professionals will provide prompt telephone and email coverage for FAQs and technical problems while gathering valuable feedback on the program in real time. At a minimum, the live-agent phone line and email system will be in operation from 7:00 a.m. through 6:00 p.m., Monday through Friday Eastern Standard Time. Additional hours will be added as needed. The help desk will help consumers, retailers, and any other stakeholders navigate the rebate process. This includes as needed outbound telephone calls to consumers to help them work through the rebate resubmission process.

A toll-free IVR system with a "live back end" will be used to provide information to consumers, retailers, installation contractors and all other stake holders. A short introductory script will be developed and approved by the State along with a user-friendly menu for accessing information. This message will be updated daily to reflect the estimated program funds remaining in the program. If the IVR cannot answer a caller's question, they will have the option to be connected with a live agent. TMR will create a daily report of calls received with call number, amount of time call was in the IVR, calls transferred to live agent, and the related resolution information and handle time. Other reports may be developed as requested. TMR will outsource any calls from non-English speaking and hearing impaired residents as well as overflow calls to the US-based call centers of LXM Global Solutions, LLC.

3. Claims Processing

1. When a customer enters the retailer, they will be informed about the program by a knowledgeable sales person (trained with information provided on the retailer facing web site.)
2. Signage, brochures, and other Energy Star outreach materials (made available to the retailer through the program's online ordering system) will guide the consumer in their selection of a new Energy Star appliance.
3. Before a customer makes their purchase the retailer will verify their full name, address and eligibility to participate in the program. This verification will require that the customer furnish 2 types of identification.
4. When a consumer purchases an eligible product from the participating retailer, the retailer will enter the initial rebate request along with any required removal/recycling information online into TMR's program site.
5. When the Retailer submits the initial claim at the point of sale, the system will automatically deduct the rebate amount from the available rebate funds and updates all systems.
6. Upon submittal, the TMR system time stamps the transaction and generates a confirmation page with a unique id# and barcode tied to the transaction saved on the program's web portal.
7. The retailer prints the confirmation page and gives it to the consumer along with the rest of their check-out documentation.
8. The consumer pays full price for the appliance.
9. The consumer signs the confirmation page and mails it to TMR with all required support documentation.
10. TMR receives bar-coded paper copies of rebate applications, associated proof-of-sale receipts, and proof-of-replacement/recycling documentation through the mail.
11. The barcode on every paper claim is scanned and verified against the initial rebate request submitted by the retailer.
12. Duplicate entries are eliminated based upon the rules of the promotion i.e. "One per Household"
13. Proof of purchase is verified by existence of point-of-sales transaction data entered by the retailer. This data includes Manufacturer, Model #, UPC#, Customer Name, Store Address, and any required recycling/replacement information.
14. Once the request is reviewed, the processor indicates if the request was approved or denied within the application. Denial reasons are also recorded in the system. The system automatically updates the record as marked "for payment" or "denied". The update also posts the user that changed the record along with a date-stamp.
 - a. If the consumers request is valid, TMR via US Mail sends a check to the consumer within 15 business days (usually within 5-10 business days).
 - b. If the consumers request is not valid, TMR via US Mail sends a rejection letter to the Consumer with an explanation of the rejection and instructions for resubmission if appropriate.
15. Consumers will be notified via Email when the claim is received and validated and again once a check is issued and mailed.
16. After processing, the rebate source material is boxed by batch submission date and moved to TMR's long-term storage area for a period determined with The State at the program implementation.
17. Upon program completion, data remains in the system database for a year, after which it is moved to an electronic archive location.

The Rebate Process:



Sample: Rebate Status Look up Page (Consumer)

TMR Order Forms - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Stop Refresh Home Search Favorites Print Mail Stop

Address http://www.tmorderforms.com/main.htm?param=82668 Go

Support

Please use the search form below to check on the status of your rebate!

* Last Name: howe

* Street Number: 4108
(For example, if your address is 578 Front Street, enter 578)

* Zip Code: 44256
(5-digit US zip code or 6-character Canadian postal code)

Go

Peter Howe
4108 Bagdad Rd
MEDINA, OH 44256

Philips/Citibank Test Program
Your rebate was mailed on 12/11/2002

©2004 Koninklijke Philips Electronics N.V. All rights reserved. Privacy Policy
Philips. Access to and use of this Web Site is subject to these Terms of Use.

Welcome Jason Main Menu Change Password Log Off Contact The Webmaster

Takes you to the Consumer Incentives Menu Internet

Sample: Rebate Check

THE FACE OF THIS DOCUMENT HAS A COLORED BACKGROUND - NOT A WHITE BACKGROUND. THE BACK OF THIS DOCUMENT CONTAINS AN ARTIFICIAL WATERMARK - HOLD AT AN ANGLE TO VIEW.

COX

Account 1886837

36742

211 West Smith Road, Medina, OH 44256

PAY TO THE ORDER OF 100 DOLLARS AND 00/100

209 Value Up Corporate Campaign - \$100 Rebate

TO THE ORDER OF SAN DIEGO, CA 92113

\$ 100.00

8/27/2009

MP

⑆ 36742⑆ ⑆ 091911315⑆ 1885937⑆

Phase 2 – Funds Depleted – Contingency Rebate Claims accepted (Optional)

One of the key benefits of our system is the real-time allocations of funds at the point of sale. Once funds are depleted retailers and/or contractors will no longer be able to submit additional rebate requests or print additional rebate forms. For this reason there will be no need for a phase 2 of the program.

Ending the Program:

The retailer, contractor, consumer, and state facing websites will be immediately updated with a notification that the program has ended. This solution eliminates the risk of oversubscription.

- ***Consumer Website*** - The “Funding Tracker” on the website will provide consumers and the media with real-time insight into the programs performance projected end date and actual end date.
- ***Retailers/Installation Contractors*** - Participating retailers will be automatically notified when the Official Stop Date is determined. As the program begins to wind down messages will be posted prominently on the retailers’ personalized program website (where they will be going daily to upload their point-of-sales information). Retailers will be encouraged to download “Program ending” signs from the website that they can print out and display in store. In addition, retailers will be able to order customized large format “Program Ending” signs from TMR.

4. Manage Rebate Payments

TMR will Batch claims and provide funding reports to the State for approval of rebate funds. TMR in conjunction with its partner, Swift Prepaid Cards, will issue prepaid Credit Cards in a fashion that adheres to all of the State's guidelines as described in the RFP.


- **Features for Customers**

- Cards should include these features.
- Card expiration: Funds must be available to customers for a minimum of 12 months with no monthly charges taking place until month 13.
- Cash equivalence feature available to customers with the expense included in the price provided below. These features are available when cards are not expired and not partially used.
- The card can be exchangeable for a check.
- Web and phone support for activation, balance inquiries, etc.

- **Features for Clients**

- Unclaimed property compliance according to federal and state laws.
- Indemnification that all federal and state laws will be followed in the execution of the program.
- Spend reporting by merchant category and percentage (not dollar value)
- Customer carrier branded for client
- Custom card branded for client.
- No setup charges

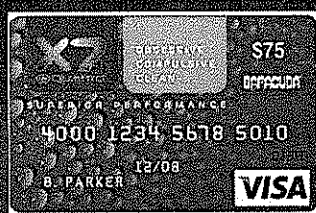
Sample Prepaid Card Mailer




CONGRATULATIONS ON YOUR NEW BARACUDA X7 QUATTRO!

Tips for using your X7 Quattro VISA® Rewards Card:

- * Card is valid through the last day of the month printed on the card.
- * This card has no cash access. Card is valid for use at millions of acceptance locations.
- * Pay at the pump: transactions at gas stations are not allowed and will be declined. Please pay for gas inside the station.



YOU COULD RECEIVE EXCLUSIVE REWARDS WHEN YOU USE THIS CARD AT YOUR LOCAL HOME SUPPLY RETAILER. VISIT A PARTICIPATING DEALER FOR DETAILS.



EXPRESS™

CLEAN POOL. CLEAR WATER.

Now that you have the best technology to clean your pool, here's a hi-tech way to clean your water.

For a special Nature² offer
Visit www.nature2.com

Card program issued by The Processing and Print Company pursuant to a license from Visa U.S.A. Inc. The X7 Quattro Visa® Rewards Card is subject to applicable Visa rules & restrictions. VISA is a registered trademark of VISA International Service Association. 21085/001

5. Provide Reports:

TMR provides its customers with robust, online reporting systems that captures and provide real-time reporting on all aspects of the incentive and rebate programs. Reports are web-based and can be exported to Excel or other reporting tools. Upon award, TMR representatives will meet with the West Virginia Department of Environmental Protection to, gather all reporting requirements and customize our existing systems; ensuring that they generate all of reports required by the Department. This includes: Application Activity, Tracking Information, Project Issues, Issue Resolutions, Customer Service Logs, Budget Updates, Retailer Participation and any other reports as determined the Department.

Sample Reports, Queries and Screen Shots

Sample: Program Administrator Query/Reporting Home Page

HOME | YOUR ACCOUNT | ADMINISTRATION | LOG OUT | USER GUIDES

Pending Approvals

- System Audits (242)
- Duplicate Audits (69)
- Select Audits (64)
- Limit Audits (0)
- New Registrations (1)

Administration Menu

List/Search

- Dealers
- SalesPerson
- Programs
- Transactions

User Maintenance

- Add User
- Edit User

Dealer Maintenance

- Add Dealer
- Edit Dealer

Model Maintenance

- Add Model
- Edit Model

Audit Maintenance

- Edit Audit Information

Program Maintenance

- Create Program
- Edit Program

Bonus Maintenance

- Create Bonus
- Edit Bonus

Reporting

- Product Report
- Product Detail Report
- Dealer Report
- Program Report
- Field Report
- Audit Report

Historical Reporting

- Product Report
- Dealer Report
- Program Report
- Field Report

Check Processing

- Batch Processing

Corporate Hierarchy

- Manage Corporate Hierarchy

Product Hierarchy

- Manage Product Hierarchy

Manual Payment Upload

- Upload Spiff Transactions
- Upload Bonus Funds

Sample: Program Administrator Query Page

HOME | YOUR ACCOUNT | ADMINISTRATION | LOG OUT | USER GUIDES

Pending Approvals

- System Audits (242)
- Duplicate Audits (69)
- Select Audits (64)
- Limit Audits (0)
- New Registrations (1)

Dealer Report

Leave search blank to return all rows.

Zone:

Region:

Field Manager:

Dealer Name:

Entry Date: to

Include Bonus?

Sample Report: Weekly Program Overview

Week Ending April 30, 2010

Weekly Overview	Dishwasher	Clothes washers	Refrigerators	Water heaters	Total
# of rebate reservations	14,386	10,673	5,205	4,798	35,062
# of rebate claims submitted	11,077	8,218	4,008	3,694	26,998
# of claims rejected	170	164	81	76	491
# of duplicates or claims removed from the system	85	82	41	38	246
# of rebates paid	10,907	8,054	3,927	3,618	26,507
# of appliances replaced or/recycled	9,816	7249	3,534	3,257	23,856
# of calls received	554	441	202	185	1,350
# of appliances purchased	10,907	8,054	3,927	3,618	26,507
Estimated energy saving achieved based on standard formula	8,294,941	9,749,621	2,279,536	3,728,823	24,052,921
Total program costs	818,042	402,711	392,685	542,769	\$2,156,206

Sample Report: Weekly Customer Service Calls

Week Ending April 30, 2010 - Reason Calls Received

<i>Weekly Overview</i>	Dishwasher	Clothes washers	Refrigerators	Water heaters	Total
# of calls received and reason	554	441	202	185	1,350
Reason 1	138	174	64	95	38
Reason 2	95	84	51	108	123
Reason 3	169	163	87	-	11,928

Sample Report: YTD Program Summary Report

Sample Incentive Program Summary Report

	January	February	March	April	May	June	July	YTD
# of spiff sessions	16,234	15,610	16,312	15,835	15,636	15,568		95,195
# of Claims entered	70,856	66,615	68,473	73,130	73,185	68,191	49,961	470,411
# of Claims paid	69,729	65,835	67,947	72,231	64,253	55,223	49,376	444,594
# of Claims pending	0	0	17	1	6,395	10,082	5,896	NM
# of Claims declined	561	368	239	305	262	328	276	2,339
# of batches processed per month	5	8	9	8	9	10	6	55
# of batches funded per month	6	8	9	8	10	8	6	55
total # of programs (historical)	68	90	92	131	131	132	68	712
total # of active programs	85	62	45	95	60	62	47	456
Unprocessed Audits - By Types								
# of system audits	417	323	163	295	578	2,674	242	4,692
# of duplicate audits	7	9	5	130	691	635	7	1,484
# of select audits	32	80	101	113	79	506	60	971
# of limit audits	0	0	0	55	927	2,084	1,732	4,798
Processed Audits - By Type								
# of system audits	7,921	4,059	1,474	1,636	2,505	4,002	3,044	24,641
# of duplicate audits	2,882	2,538	3,099	3,028	3,420	2,492	1,904	19,363
# of select audits	1,215	1,610	1,253	850	638	545	1,208	7,319
# of limit audits	21,196	18,972	18,331	21,446	19,362	17,690	14,229	131,226
Financial Metrics								
\$ Claims Entered	\$ 1,954,756	\$ 1,974,127	\$ 1,822,295	\$ 1,810,035	\$ 1,762,583	\$ 1,626,343	\$ 1,381,888.90	\$ 12,332,028
\$ Claims Paid	\$ 1,926,847	\$ 1,948,854	\$ 1,804,090	\$ 1,787,477	\$ 1,545,645	\$ 1,325,717	\$ 1,364,197.80	\$ 11,702,828
\$ Claims Pending	\$ -	\$ -	\$ 526	\$ 115	\$ 164,823	\$ 235,949	\$ 163,078.73	NM
\$ Claims Declined	\$ 17,296	\$ 13,128	\$ 8,093	\$ 8,319	\$ 6,568	\$ 10,802	\$ 9,189.60	\$ 73,396
Average Claim Paid	\$27.59	\$29.63	\$26.61	\$24.75	\$24.08	\$23.85	\$27.66	\$26.22

Sample Report: Weekly Claims Rejection Report

Week Ending April 30, 2010 - Total Number of Claims Rejected

<i>Weekly Overview</i>	Dishwasher	Clothes washers	Refrigerators	Water heaters	Total
Total Number of Claims Rejected	170	164	81	76	491
Reject Reason 1	97	100	43	4	244
Reject Reason 2	62	60	38	12	172
Reject Reason 3	11	4	-	60	75

Sample Report: Weekly Rebates by Category & Dollar Report

Week Ending April 30, 2010 - Rebates Paid Per Product Category

<i>Weekly Overview</i>	Dishwasher	Clothes washers	Refrigerators	Water heaters	Total
\$50.00		8,054			8,054
\$75.00	10,907				10,907
\$100.00			3,927		3,927
\$150.00				3,618	3,618
Total	10,907	8,054	3,927	3,618	26,507

Sample Report: Weekly Rebates by Retailer, Manufacture & Model# Report

Week Ending April 30, 2010 - Appliances Purchased per Manufacturer, Model # and Retailer

<i>Weekly Overview</i>	Retailer 1	Retailer 2	Retailer 3	Retailer 4	Total
Manufacturer #1	3,061	2,577	2,094	322	8,054
Model #1	1,530	515	628	19	4,027
Model #2	918	773	419	258	2,416
Model #3	612	1,289	1,047	13	1,611
Manufacturer #2	4,145	3,490	2,836	436	10,907
Model #1	3,061	2,577	2,094	322	8,054
Model #2	1,530	515	628	19	4,027
Model #3	918	773	419	258	2,416
	612	1,289	1,047	13	1,611



Sample Online Query: Detailed Data Files of Each Submission

Submission Status	Rebate Amount	First Name	Last Name	Address	City	State	Zip	Telephone	Email	Date of purchase	AMT of purchase	Store Purchased	Category of purchase	Qty Purchased
Valid	\$ 200.00	MARY	SMITH	123 ANYWHERE	MEDINA	OHIO	44256	800.325.5095	NO@EMAIL.COM	12/1/2009	\$ 400.00	LOWES	DISHWASHER	1
Reject- Purchase not made within program required time	\$ 100.00	JOE	SMITH	345 ANYWHERE	MEDINA	OHIO	44256	800.325.5095	NO@EMAIL.COM	12/5/2009	\$ 890.00	HOME DEPOT	FRIDGE	1
Valid	\$ 150.00	LARRY	SMITH	567 ANYWHERE	MEDINA	OHIO	44256	800.325.5095	NO@EMAIL.COM	12/5/2009	\$ 300.00	HOME DEPOT	DISHWASHER	1
Valid	\$ 300.00	BILLY	SMITH	890 ANYWHERE	MEDINA	OHIO	44256	800.325.5095	NO@EMAIL.COM	11/1/2009	\$ 565.00	BEST BUY	STOVE	1

Sample Online Query: Duplicate Review

TMR #	Entry ID	First Name	Last Name	Address	City	State	Zip	Batch	Reject	Rebate	Prch Date	Model #	Serial #	Dupe
119211	1541212	KIM	HOWARD	2388 HWY 126 E	GRAYSON	LA	71435	2	0	10	02/15/08	PETCO.COM		
119211	1541211	KIM	HOWARD	2388 HWY 126 EAST	GRAYSON	LA	71435	2	99	10	02/15/08	PETCO.COM		
119211	1542102	JOSLYN	WHITE	4404 BRIAN DR	KILLEEN	TX	76542	2	0	10	02/18/08	PETCO.COM		
119211	1542111	JOSLYN	WHITE	4404 BRIAN DR	KILLEEN	TX	76542	2	99	10	02/18/08	PETCO.COM		
119211	1542115	SHELBY	MILLER	2467 N PRIVATE DR	CAMP VERDE	AZ	86322	2	0	10	02/20/08	PETCO.COM		
119211	1542116	SHELBY	MILLER	2467 N PRIVATE DR	CAMP VERDE	AZ	86322	2	99	10	02/20/08	PETCO.COM		
119211	1541317	KIM	DE LA PEZA	2770 NATIVE AVE	ROWLAND HEIGHTS	CA	91748	2	0	10	22/50/8	PETCO.COM		
119211	1541319	KIM	DE LA PEZA	2770 NATIVE AVE	ROWLAND HEIGHTS	CA	91748	2	99	10	02/25/08	PETCO.COM		
119211	1541322	CARA	TAYLOR	1383 BOLTON	MORRO BAY	CA	93442	2	0	10	02/17/08	PETCO		
119211	1541324	CARA	TAYLOR	1383 BOLTON	MORRO BAY	CA	93442	2	99	10	02/17/08	PETCO		

Sample: Reject Report - For Export

Job #: 125220

Reject Report

Entry Id	Name	Address	City	State	Zip Code	Reject	Amount
1558841	PAT SEIGERMAN	2924 N COOK ST	SPOKANE	WA	99207	1	15.00
1558843	ALISA GINGERICH	2508 W ARMOUR TERR	MINNEAPOLIS	MN	55418	10	15.00
1558844	JEREMY HOPKINS	3953 NE 50TH AVE	KINGMAN	KS	67068	1	15.00
1558846	RAEWYN WENTROTH	11710 S PRIMROSE ST	JENKS	OK	74037	2	15.00
1558847	GAO SUIDONG	527 S 5TH AVE A	ARCADIA	CA	91006	1	15.00
Number of Claims: 5							75.00

Sample: Batch Report - For Export

JOB #: 125220

Batch Report

<u>Name</u>	<u>Address</u>	<u>City</u>	<u>State</u>	<u>Zip Code</u>	<u>Amount</u>
KATHLEEN BUHL	7 INTERVALE RD	BOYLSTON	MA	01505	15.00
CYNTHIA PECK	225 HAY MEADOW RD	NORTH ANDOVER	MA	01845	15.00
CLAUDE BARTHOLOMEW	391 SOMERVILLE AVE 3	SOMERVILLE	MA	02143	15.00
RICHARD SMITH	2488 FORESTDALE RD	BRANDON	VT	05733	15.00
CHERIE WHITMORE	80 TUTTLE RD	WATCHUNG	NJ	07069	15.00
PATTY ANTOL	1775 W FIFTH ST	PISCATAWAY	NJ	08854	15.00
PETER DAVIS	101 OLD MAMARONECK RD 54	WHITE PLAINS	NY	10605	15.00
ELANA WILLS	1185 WEBBER AVE	HEMPSTEAD	NY	11550	15.00
CINDY VIGANI	997 ELIZABETH ST	PITTSBURGH	PA	15221	15.00
THEODORE SAYLOR	3730 FEIDLER DR	ERIE	PA	16506	15.00
DIANE HAYDEN	394 BARLOW GREENMOUNT RD	GETTYSBURG	PA	17325	15.00
DEANNA SIMPSON	300 MAPLE AVE	HANOVER	PA	17331	15.00
FREDA MIXON	4143 MINK RD	EMMAUS	PA	18049	15.00
MICHELLE HILTABRAND	127 LINCOLN DR	SHAVERTOWN	PA	18708	15.00
MARGARET GRACE	372 SPRINGHOUSE RD	KING OF PRUSSIA	PA	19406	15.00
ANN MARIE POPP	217 A NORTH 14TH ST	READING	PA	19604	15.00
LORA KENDRICK	10541 WILLETTS CROSSING RD	WHITE PLAINS	MD	20695	15.00
JERRY IMEL	7720 SMITHBROOKE CT	OWINGS	MD	20736	15.00
JILL GIANFREDI	4800 BERWYN HOUSE RD 606	COLLEGE PARK	MD	20740	15.00
PATRICK VANNER	12308 ROLLYS RIDGE AVE	UPPER	MD	20774	15.00
RICHARD YUN	7309 HOOKING RD	MC LEAN	VA	22101	15.00
DAVID WEST	95131 VANCE KNOLL	CHAPEL HILL	NC	27517	15.00
BETH PICKLER	4131 ZEBULON AVE SW	CONCORD	NC	28027	15.00
BILL BROWN	276 NE 104TH ST	MIAMI SHORES	FL	33138	15.00
MARY LINDEN	530 WESTREE LN	FORT	FL	33324	15.00
GREGORY CLUCKER	229 STEAMBOAT CT	NASHVILLE	TN	37214	15.00

2. FRAUD PREVENTION

The potential for fraud exists not only in the rebate programs TMR administers, but also in all the incentive programs it manages - from consumer sweepstakes to Channel & Sales Incentive programs (SPIFF's). For this reason, TMR has developed robust systems that deter, prevent, find, and combat fraud. We design our processes to prevent fraud at every level - Consumer, Retailer, and Employee. Our procedures combine multiple electronic systems and physical processes to ensure quality and to guard against fraud. We support these processes with auditing tools designed to systematically detect fraud from incoming program data. This includes standardizing the consumer's address using software similar to CASS to facilitate the creation of address field keys, which are then checked for household duplication. The auditing system also enables program administrators to create ad hoc audits, looking at data on individuals, retailers, dollar amounts, and other relevant parameters.

- ***Retailer Fraud:***

- TMR has a set of sophisticated systems audits that enable us to detect patterns and irregularities in the point-of sales data received from participating retailers. These tools are used to analyze the data and any suspected fraudulent activities are investigated by TMR's staff.
- The retailer participation program adds an extra layer of fraud protection because it requires that data be submitted by the retailer who is less likely to engage in fraudulent activities especially if they are registered with the state for participation in the program.
- The requirement of corroborating data received from 2 different sources, the Retailer and Consumer both deters and prevents fraud.

- ***Consumer Fraud:***

- Duplicate entries are eliminated – the client defines duplicate checking parameters based upon the rules of the promotion i.e. “One per Household”
- The barcode on every claim is scanned into the TMR system to verify that the claim is valid.
- Proof of purchase is verified by existence of point-of-sale transaction data entered by the retailer. This data includes Manufacturer, Model #, UPC#, Customer Name, Store Address, and any required recycling/replacement information.
- TMR maintains quality control reviews at each stage: batch processing; check/premium processing; shipping.
- Bank accounts have maximum value stipulations for check clearance.
- Bank statements are reviewed for irregular dollar amounts and check numbers.

- ***Employee Fraud:***

- In TMR's 40 year history, we have never had one of our employees engage in fraud with an incentive program.
- Entries are marked with an identifier of the person who processed the claim.
- Rebate records are randomly audited against the data in the system for quality, accuracy, and as a preliminary check against fraud.
- Employee requirements for position include basic skills in computer operation and proven record of data entry accuracy.

TMR will report all rebate claims suspected as fraudulent to the WVDEP and the United States Postal Inspection Service as warranted and ensure the rebate claims are denied.

For more in-depth descriptions of our systems please see the APPENDIX for case studies on how our systems have been used to prevent and mitigate fraud in other high dollar incentive programs.

3. OUTREACH, EDUCATION AND MARKETING PLAN

Partnership Recruiting:

Due to the high levels of national media coverage already garnered by the program and expected high levels of local media coverage when the program begins, we believe most potential partners will be aware of the program and will be seeking more information. For this reason we do not believe an expansive, expensive "Awareness" marketing campaign is necessary. To this end we propose that the State concentrate its partnership outreach efforts on:

- Providing potential partner organizations access to information about the partnership program
- Persuading potential partner organizations to participate in the program
- Providing potential partner organizations with an easy way to register for participation in the program.

To facilitate this we recommend:

- **A Partner-Facing Website:** The partner-facing website will feature information on the partnership program, provide the benefits of participating in the partnership program, and provide retailers, installation contractors, utilities and recyclers with an easy way to register for participation online.
- **Public Relations/Press Releases:** To encourage potential partners to get involved, TMR will write, post, and send press releases that describe the benefits of participation and direct potential participation to the Partner-facing website for registration. To earn media coverage, press releases will be posted on the program's website as well as sent to local mass media (TV, Radio, and Print) outlets and trade publications.
- **Optional Direct Marketing:** To ensure that all potential partner organizations are provided with compelling information on the partnership program, TMR could create and execute a direct mail/email campaign that targets retailers, distributors, utilities, and recyclers. The piece would describe the benefits of participation and direct potential partner organizations to the Partner-facing website for more information and registration.

Consumer Outreach

Due to the high levels of national media coverage already garnered by the program and expected high levels of local media coverage when the program begins, we believe most residents will be aware of the program and will be seeking more information. For this reason we do not believe an expansive, expensive "Awareness" marketing campaign is necessary. To this end we propose that the state concentrate its partnership outreach efforts on *Publicity & Public Relations* activities that extend and deepen the media's coverage of the program beyond the first week and *Partner Advertising & Promotion* activities that provide residents with all the information while driving them to participation in the program.

- **Online Store of Marketing and Outreach Materials-**To facilitate these efforts, TMR will create an online store (similar to Amazon.com) where program partners (retailers, installation contractors, and utilities) and the media can "Download and Print" or "Order and Purchase" outreach and educational materials for the program. TMR's creative services personnel will leverage and adapt existing Energy Star education and outreach materials to develop marketing and support materials that are tailored to meet the communication objectives of the program. TMR will use its commercial printing and distribution capabilities to produce ship and/or mail materials with a 72 hour turn-around time.

In addition to housing "Stock" materials, the online store will have pre-approved Energy Star templates that can be customized by retailers and utilities to create high impact communication pieces (i.e. large signs with the retailer's logo or direct-mail pieces with a personalized message to the recipient). These materials will include:

- Technical fact sheets, rebate forms, program manuals/handbooks
- Pamphlets, brochures, flyers, direct-mail pieces,
- Free -standing inserts and print advertisements
- Point-of-sale Materials including Shelf Talkers and Signage
- Messaging and cross promotional materials for inclusion in the communication pieces that partners are already planning to send. (E.g. Retailer Advertising, Consumer Utility Bills etc.)

- **Publicity and Public Relations** - To make “Pick-up” by the media easy, we will make information readily available for download, print and or ship via the programs online ordering site. Materials will include:
 - Energy Star Promotional and Educational Materials
 - Energy Star TV, Radio, and Print Public Service Announcements
 - Energy Star B-Roll footage for TV newscasts
 - Program Press Releases
 - Articles for newsletters and trade publications

To generate additional excitement and stimulate media “Pick up” TMR will write, post, and send press releases to local media outlets (TV, Radio, Print, and Web) that explain the benefits of the program to the retailers and residents. In addition the inclusion of a “Funds Countdown” clock on the program’s consumer facing website will be linked to by many sources and should continually re-engage the local media each time a critical threshold is reached.

- **Partner Advertising and Promotions**
 - **Retailers:** The retailers will act as the frontline for publicizing and explaining the program to residents. Because they are dispersed throughout the state, they are the ideal partners for quickly and efficiently communicating detailed program information.
 - **Utilities:** TMR will work with local utilities to cross promote each others rebate programs by linking to each other’s websites. In addition, TMR will make promotional materials available to local utilities for inclusion in their monthly billing statements.
 - **Manufacturers:** TMR will support the State’s efforts to gain support for the program from major manufacturers and can offer them access to the programs online store for marketing materials.

The cost of these outreach and educational activities would be paid for or submitted in kind by partner organizations and count towards the required 50% match of administrative costs.

4. REBATE PAYMENTS

Please see Section 1 for detailed explanation of how TMR will comply with the States guidelines for funding and issuing rebate payments. The section details the issuing rebates via prepaid credit card, however, should the state desire to issue rebates via check, TMR could facilitate this as well at an approximate cost of \$1.25/rebate.

5. OVERSIGHT AND REPORTING

As detailed in Section 1 TMR provides its customers with robust, online reporting systems that captures and provide real-time reporting on all aspects of the incentive and rebate programs. Reports are web-based and can be exported to Excel or other reporting tools. Upon award, TMR representatives will meet with the West Virginia Department of Environmental Protection to, gather all reporting requirements and customize our existing systems; ensuring that they generate all of reports required by the Department. This includes: Application Activity, Tracking Information, Project Issues, Issue Resolutions, Customer Service Logs, Budget Updates, Retailer Participation and any other reports as determined the department.

The pricing proposed is for the program as described in the RFP. In answer to question 5.7.1 our assumptions are based in our experience, we do not expect any cost over-runs, and will honor all the prices we have committed to as long as the scope and scale of the program does not significantly change. The only other way the State would incur cost overruns is if the number of rebates issued surpasses 27,500. In the even that the program generates more than 27,500 rebates, the incremental cost for the program will be \$5.50/rebate issued.

6. PARTNERSHIPS AND CONTRACTUAL AGREEMENTS

All partnership and Marketing activities described in Sections 1 and 3 of this proposal are designed as platforms to support West Virginia's Department of Environmental Protection's partnership efforts. All of the partners and events described in this section of the RFP can be seamlessly integrated into the program at no additional cost.

7. PROGRAM LAUNCH

The attached implementation plan provides the framework for getting West Virginia’s program up and running in 30 business days.

Key Program Milestones

	Key Tasks	Approximate Timeline	Target Completion Date
1	Finalize team, gather program requirements and set goals	3 days	18-Apr
2	Consumer Site & IVR Go Live	2 weeks (concurrent)	12-Apr
3	Finalize IT specifications and complete development	5 weeks	23-Apr
4	Finalize Operating plan	2 weeks (concurrent)	23-Apr
5	Finalize State Funding process	1 week (concurrent)	23-Apr
6	Finalize details i.e. artwork for rebate checks, rejection letters etc.	1 week (concurrent)	23-Apr
7	Develop Training Materials	1 week (concurrent)	23-Apr
8	Retailer Site Go - Live	1 day	24-Apr
9	Train Staff, State & Retailers & Receive Retailer Registrations	5 days	29-Apr
10	Program Go Live	1 day	30-Apr
11	Program Runs with all Partners Contributing Until Funds Expire	1 year	29-Apr
12	Program End with Immediate Alert on all sites	1 day	29-Apr
13	Final Program Review & Reporting	1 week	6-May
14	Ad-hoc Reporting Available for year after program close.	1 year	May-12

Detailed Implementation Plan Assuming March 15, 2010 Award Date

West Virginia Energy Star Appliance Rebate Program Implementation	Business Days - 30 Total	Start	End
Implementation Team Kickoff	3 days	15-Mar	18-Mar
Formalize Implementation Team - Define Team Members	1 day		
Confirm Implementation Plan and metrics and reporting requirements	2 days		
IT - System Specifications, Set-Up, Testing	25 days (1)	19-Mar	23-Apr
<i>Specifications and Deliverables</i>	5 days		
Confirm entire process and associated specifications	4 days		
Obtain any deliverables from State (Graphics, Data, etc.)	1 days		
<i>Development</i>	15 days		
Develop any required customizations to current system	10 days		
Design & Populate Consumer Facing Site for Go Live April 12	5 days		12-Apr
<i>Testing</i>	5 Days		
Conduct Internal Application Testing	3 days		
Confirm data transfer and any user (External) acceptance Testing	2 days		
Set Up IVR for Go Live Mar. 31	5 days (1)		12-Apr
Populating	2 days		
Programming	3 days		
Set Up Funding Process	5 days (1)		
Decide between self funding and immediate funding options	3 days		
Implement funding process	2 days		
Set Up Production Process	10 days (1)		
<i>Process map final workflow for production & data departments</i>			
Define rebate verification process including scanning and match to system	7 days		
Back Office rebate processing - start & end dates	4 days		
Dedicated P.O box	1 day		
Batch process - submit rebates	3 days		
Define outbound process	3 days		
Check printing	2 days		
Rejection process & protocol	4 days		
Develop Systems Training	5 days (1)		
Develop All Training Materials	5 days		
Retailer & Reporting Sites Go-Live	1 Day		24-Apr
Conduct Training/Sign Up Retailers	5 Days	24-Apr	29-Apr
Train TMR Call Center and Helpdesk Staff	2 days (2)		
Train State Program Administrators	2 days (2)		
Post Training Video & Sign Up Retailers	5 days (2)		
Program Go-Live	1 Day		30-Apr
Program Runs with all Partners Contributing Until Funds Expire	1 year	30-Apr	29-Apr
Program End with Immediate Alert on all sites	1 day		4/30/2011
Final Program Review & Reporting	1 week	1-May	8-May
Ad-hoc Reporting Available	1 year	May 2011	May 2012

Notes: (1) Funding, Systems, Operations and Training setup projects will be run concurrently
(2) Training & Retailer Sign up will run concurrently

APPENDIX

References **Electrolux**

01/20/10

To Whom It May Concern:

I'm pleased to recommend TMR to your organization. Electrolux Home Products has worked with TMR for over 12 years on numerous incentive management and fulfillment programs. Their services and technology are top-notch and we have been very pleased with the work they've done for us.

The example that best illustrates TMR's capabilities is the work they did transforming our primary sales incentive program. Our goal was to increase access, ease of use, and transparency of our current system. We engaged TMR to design and implement a sales incentive system with:

- Online sales entry and rewards tracking for all participating dealers
- Online approval and oversight of all registration and reward transactions
- Web-based entry of data by participants
- Salesperson, dealer, and district level reporting
- Fraud auditing tools
- Debit card funding

The system TMR created replaced our paper based system with a web-based system that enabled us to significantly improve our customer service levels. Their solution also enabled us to better control fraud, by providing complete transparency to over a million transactions annually in one system.

Sincerely,



Bob DeLira
Director of Sales Support
robert.delira@electrolux.com

Electrolux
For Profit Business
Bob DeLira
706-651-7191
Robert.Delira@electrolux.com
Director of Sales Support

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TELEPHONE
706-651-1724

WEB SITE
www.electrolux.com

 The Electrolux Group. The World's No. 1 Brand.

B/S/H/

BSH HOME APPLIANCES CORPORATION

January 22, 2010

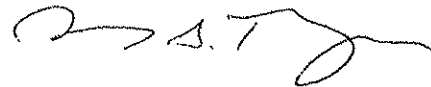
To Whom It May Concern:

Approximately two years ago TMR designed and deployed a web-based incentive system for retail sales agents selling BSH home appliances. They were able to successfully translate our paper-based system on to the web and provide us with debit card funding services.

Their web-based incentives management tools have enabled us to significantly increase our efficiencies while greatly decreasing incidents of fraud. In addition, the robust reporting their system provides has enabled us to analyze and improve the effectiveness of our programs.

TMR constantly improves its system and services, allowing us to do the same. The service they have provided us is fantastic and the technology behind their solutions is best in class. It is my pleasure to recommend TMR to your company.

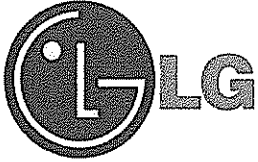
Sincerely,

Gary Thayer
Director, HSSC

BSH Home Appliances
For Profit Business
Gary Thayer
281-890-7569
gary.thayer@bshg.com
Director HSSC

BOSCH AND SIEMENS HOME APPLIANCES GROUP

BSH Home Appliances Corporation
10600 West Sam Houston Pkwy North
Houston, TX 77064
Phone: 281-890-7569 Fax 281-477-0300



To Whom It May Concern:

I am writing this letter to let you know how pleased LG Electronics has been with the quality of service TMR has provided our company. A little over a year ago TMR implemented a web-based incentive management system that replaced our paper-based system. We have greatly benefited from our relationship with TMR and recommend them based on their responsiveness and our overall satisfaction the services they provide.

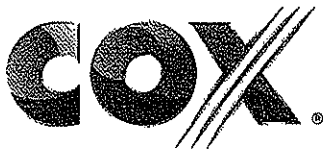
Working with TMR has enabled us to reduce the administrative burden of our primary sales incentive program, greatly increased the speed with which we pay claims and reduced the amount of fraud in our programs. This, in turn, has improved LG's position in the Canadian market. The web-based SPIFF system they designed and implemented for us has reduced our typical incentive fulfillment time. Their auditing application and reporting tools have greatly improved our ability to prevent fraud. The automation they have provided has resulted in significant savings for our company.

I highly recommend their services and would be glad to answer any questions you may have about the company.

Sincerely,

Laura McGowan
Director-Sales
LG Electronics Canada
Laura.mcgowan@lge.com

LG Electronics Canada
For Profit Business
Laura McGowan
450-572-0198
Laura.mcgowan@lge.com
Director-Sales

9 J.P. Murphy Highway
West Warwick, RI 02893

To Whom It May Concern:

For about 2 years, TMR has been successfully running Cox Communications consumer rebate programs. Their innovative solutions have improved our customer service levels and reduced our overall program costs. TMR designed and implemented a web-based, turnkey rebate program solution that met all of our objectives:

- Upload/import of account information
- Variable data printing and mailing services
- A separate URL for each program
- Online rebate and status lookup
- Barcode scanning and data entry
- Rebate validation
- Check processing and distribution
- Administrator offerings, including program and account searches
- Real-time reporting and metrics

In addition to providing us with a system for improving customer service levels and reducing fraud, TMR has reliably and quickly validated and processed all of our customers' claims. It is a real pleasure to work with a company that understands the meaning of reliability and efficiency.

Sincerely,

A handwritten signature in black ink that reads "Kimberly Webber".

Kimberly Webber
Acquisition and Retention Specialist
Cox Communications-Northeast
401-615-1827
Kimberly.Webber@Cox.com

Case Studies



Organization: Cox Communications

Nature of Work: Various consumer Rebate programs from spring 2008 – Present

Program Objective

- Process consumer rebates
- Improve customer service
- Reduce overall program costs

TMR Solution

TMR designed and implemented a web-based, turnkey rebate program solution:

- Upload/import of account information
- Variable data printing and mailing services
- A separate URL for each program
- Online rebate and status lookup
- Barcode scanning and data entry
- Rebate validation
- Check processing and distribution
- Administrator offerings, including program and account searches
- Real-time reporting and metrics

Customer Information	Rebate Information
Customer Name: Dana Vaughan	Account Number: 4768610067252205
Street Address: 1529 Bianco Dr North Las Vegas, NV 89031	Check Number: 9052
Telephone Number:	Date Received: 03/22/2008
E-Mail Address:	Rebate Amount: \$100.00
	Approved: Yes
	Current Status: Mailed: 03/27/2008
Allow 6 - 10 weeks for delivery	

Line	Item	Unit	Address	City	State	Zip	Phone	Amount	Order	Account Number	Batch	Check	Balance	Current
1	Home	1	750 Lakeside Circle	San Francisco	CA	94109	415 555 1234	100.00	03/22/08	4768610067252205	9052	100.00	0.00	100.00
2	Phone	1	1234 East Street	Las Vegas	NV	89031	702 555 5678	50.00	03/22/08	4768610067252205	9052	50.00	0.00	50.00
3	Service	1	5678 North Ave	North Las Vegas	NV	89031	702 555 9012	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
4	Line	1	9012 South Blvd	Las Vegas	NV	89031	702 555 3456	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
5	Service	1	3456 West Dr	Las Vegas	NV	89031	702 555 7890	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
6	Service	1	7890 East Ave	Las Vegas	NV	89031	702 555 1234	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
7	Service	1	1234 South Blvd	Las Vegas	NV	89031	702 555 5678	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
8	Service	1	5678 North Ave	Las Vegas	NV	89031	702 555 9012	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
9	Service	1	9012 South Blvd	Las Vegas	NV	89031	702 555 3456	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
10	Service	1	3456 West Dr	Las Vegas	NV	89031	702 555 7890	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
11	Service	1	7890 East Ave	Las Vegas	NV	89031	702 555 1234	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
12	Service	1	1234 South Blvd	Las Vegas	NV	89031	702 555 5678	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
13	Service	1	5678 North Ave	Las Vegas	NV	89031	702 555 9012	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
14	Service	1	9012 South Blvd	Las Vegas	NV	89031	702 555 3456	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
15	Service	1	3456 West Dr	Las Vegas	NV	89031	702 555 7890	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
16	Service	1	7890 East Ave	Las Vegas	NV	89031	702 555 1234	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
17	Service	1	1234 South Blvd	Las Vegas	NV	89031	702 555 5678	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
18	Service	1	5678 North Ave	Las Vegas	NV	89031	702 555 9012	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
19	Service	1	9012 South Blvd	Las Vegas	NV	89031	702 555 3456	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00
20	Service	1	3456 West Dr	Las Vegas	NV	89031	702 555 7890	25.00	03/22/08	4768610067252205	9052	25.00	0.00	25.00

Results

- Currently processing 3,500 rebates/week
- Recently led redesign of rebate forms which resulted in a 30% reduction in calls to the consumer hotline

Principal Contact

Kim Webber
Acquisition and Retention Specialist
Cox Communications-Northeast
401-615-1827
Kimberly.Webber@Cox.com

PHILIPS

Organization: Philips Electronics

Nature of Work: Fully integrated, web-based rebate system from 1995 to present

Program Objectives

- Process more than 500,000 rebates annually
- Improve consumer satisfaction
- Reduce overall program costs

TMR Solution

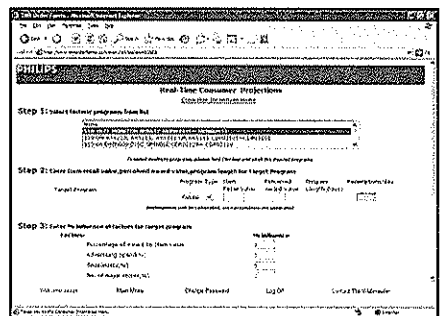
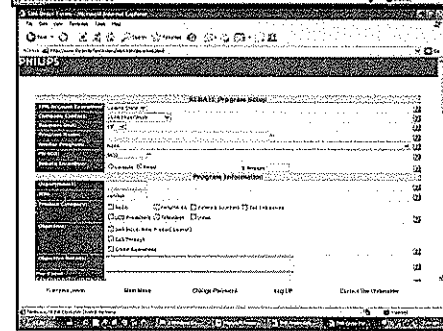
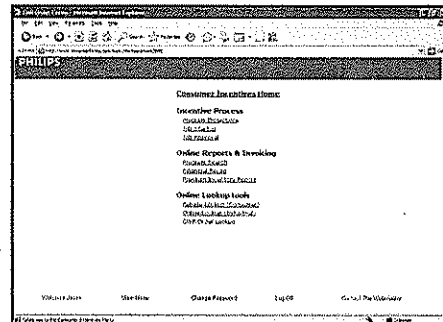
- TMR designed and implemented a fully integrated, web-based rebate system with the following functions:
- Easy online rebate entry and status lookup
- Administrator offerings, including program setup and maintenance
- Rebate validation and fraud detection
- Real-time metrics for forecasting and invoicing
- Customer financial institution integration
- Global check distribution

Results

- Customer Service Improvements: Moved from a call center solution to a web-based system. Philips customer service calls dropped by 50%
- Fraud Reduction: The new process flagged fraudulent claims enabling Philips to verify their customers claims quickly
- Cost Reduction: Annual spend decreased by 32%

Principal Contact

Jim Simmons
Senior Sourcing Specialist Marketing & Sales
770-821-3468
jim.simmons_2@philips.com





Organization: Electrolux Home Products
Nature of Work: Comprehensive channel marketing incentive system 1998 – Present

Program Objective

Transform Electrolux's primary sales incentive program

- Increase access, ease of use, and transparency
- Reduce cost

TMR's Solution

Design and implement sales incentive a system with:

- Online sales entry and rewards tracking for sales people at all participating dealers
- The entire channel hierarchy on a single online platform
- Online approval oversight of all dealer salesperson registration and reward transactions
- Web-based entry of data by participants
- Salesperson, dealer, and district level reporting
- Fraud auditing tools
- Administrator and district manager oversight on registrations and fraudulent transactions
- Debit card funding

Results

- Customer Service Improvements: Replace the IVR and paper based system with a web-based system
- Fraud Reduction: Provided complete transparency to over a million transactions annually in one system
- Cost Reduction: Combination of fraud reduction and movement away from paper-based system for approximately 1 million transactions results in significant savings

Principal Contact

Bob DeLira
Director of Sales Support
706-651-7191
Robert.Delira@electrolux.com

TMR Job #132523 Shelter Relate Offer							
	Process Date	Ship Date	Total Records	Duplicates	Rejects	Redemptions	Amount
1	7/14/09	7/20/09	59	0	5	53	\$ 795.00
2	7/27/09	7/31/09	154	0	24	130	\$ 1,950.00
3	8/14/09	8/16/09	32	0	19	13	\$ 945.00
4	9/27/09	4/11/09	31	0	6	25	\$ 375.00
5	9/3/09	9/11/09	24	0	7	17	\$ 255.00
6	9/25/09	10/2/09	5	0	1	4	\$ 15.00
Total:			352	0	62	289	\$ 3,335.00

Submission Status	Rebate Amount	First Name	Last Name	Address	City	State	Zip	Telephone	Social	Date of purchase	AMT of purchase	Store purchased	Category of purchase	Qty
Valid	\$20.00	BRYL	SMITH	123 ANYWHERE	DELTA	OHIO	44300	325.505	NOCS@AL.COM	12/1/2008	\$ 40.00	LOWES	DEWANCHER	1
Regr: Purchase not made within program required time	\$100.00	LEE	SMITH	345 ANYWHERE	DELTA	OHIO	44300	325.505	NOCS@AL.COM	1/25/2009	\$ 80.00	HOME DEPOT	FRIDGE	1
Valid	\$100.00	BARRY	SMITH	567 ANYWHERE	DELTA	OHIO	44300	325.505	NOCS@AL.COM	1/25/2009	\$ 20.00	SOME DEPOT	DEWANCHER	1
Valid	\$30.00	BILLY	SMITH	890 ANYWHERE	DELTA	OHIO	44300	325.505	NOCS@AL.COM	1/11/2009	\$ 30.00	BEST BUY	STOVE	1

	January	February	March	April	May	June	July	YTD
# of spill sessions	16,234	15,419	16,312	15,855	16,838	15,561		86,199
# of claims entered	70,858	68,615	68,473	73,134	73,183	68,191		489,961
# of claims paid	69,728	65,835	67,947	72,231	64,258	55,223		444,894
# of claims pending	0	0	17	1	6,395	10,682		5,398
# of claims declined	561	368	239	305	282	328		2,383
# of batches processed per month	5	5	5	5	5	10		55
# of batches funded per month	6	6	6	6	6	10		65
Total # of programs (historical)	68	90	92	131	131	132		712
Total # of active programs	85	82	45	85	80	62		466

Unprocessed Audits - By Types	January	February	March	April	May	June	July	YTD
# of system audits	417	320	163	296	578	2,674	242	4,632
# of duplicate audits	7	8	5	130	891	635	7	1,484
# of select audits	31	80	101	113	79	506	60	971
# of limit audits	6	0	0	35	927	2,084	1,732	4,799

Processed Audits - By Type	January	February	March	April	May	June	July	YTD
# of system audits	7,931	4,069	1,474	1,636	3,505	4,002	3,044	26,661
# of duplicate audits	2,883	2,538	3,059	3,028	3,429	2,492	1,994	19,363
# of select audits	1,215	1,610	1,253	850	648	545	1,208	7,319
# of limit audits	21,196	18,972	18,331	21,446	19,362	17,690	14,229	131,224

Financial Metrics	January	February	March	April	May	June	July	YTD
\$ Claims Entered	\$ 1,954,758	\$ 1,974,127	\$ 1,892,285	\$ 1,810,035	\$ 1,762,583	\$ 1,626,343	\$ 1,381,688	\$ 12,332,028
\$ Claims Paid	\$ 1,928,847	\$ 1,848,854	\$ 1,804,090	\$ 1,787,477	\$ 1,545,645	\$ 1,325,717	\$ 1,384,197	\$ 11,702,828
\$ Claims Pending	\$ -	\$ -	\$ 520	\$ 115	\$ 184,023	\$ 235,949	\$ 163,076	\$ 583,143
\$ Claims Declined	\$ 17,296	\$ 13,120	\$ 8,093	\$ 8,319	\$ 6,568	\$ 10,802	\$ 8,189	\$ 75,396
Average Claim Paid	\$27.69	\$29.84	\$26.61	\$24.76	\$24.98	\$23.85	\$27.00	\$26.22

Alternative Program Options

After a careful review of all goals, objectives & requirements of West Virginia’s Department of Environmental Protection and DOE SEEAR program, consulting with the leading manufacturers in the category, and applying our 40 years of experience to the subject matter, we have written an analysis of what we believe are the 4 best models the state authorities can use to efficiently and effectively implement their ARRA-funded appliance rebate programs. Each approach is operationally sound and built on proven best practices in the market place. Each has its relative strengths along the dimensions that are most important to the program’s administrators:

- Cost Effectiveness
- The Consumer’s/Resident’s Experience
- The Prevention of Over Subscription
- Comprehensive, Accurate, Real-Time Reporting
- Fraud Prevention
- Funds Utilization
- Retailer/Utility/Community Engagement
- Economic Stimulus and Energy Efficiency

The following provides a detailed description of how each program would work and a comparison of the relative strengths and weaknesses of each program. The 4 approaches are as follows:

1. A Traditional Mail-in Rebate Model **Est. Cost \$217,000**

This option is most familiar to consumers. After a consumer buys the appliance they fill out and mail in their rebate claim along with their supporting documentation (Proof of Purchase, Proof of Replacement etc.). Rebates are processed and paid on a first-come-first-served basis. Once funds are depleted to a predetermined level, and notification is provided to all channels that the program has ended.

2. A Consumer Reservation and Mail-In Rebate Model **Est. Cost \$214,000**

In this option, consumers “Reserve” their rebate online or via a 1-800 number, purchase their appliance, and mail in their rebate claim along with their supporting documentation. Upon verification, the consumer is mailed a check for the rebated amount. Once funds are depleted to a predetermined level the system will not accept any more reservations, and notification is provided to all channels that the program has ended.

3. A Retailer Confirmation and Mail-In Rebate Model **Est. Cost \$197,456 *RECOMMENDED***

In this option, retailers use an online system to reserve and allocate rebate funds in real time at the point of sale. Consumers then mail in their rebate claims along with their supporting documentation. Upon verification, the consumer is mailed a check for the rebated amount. Once funds are depleted to a predetermined level the system will not accept any more reservations and notification is provided to all channels that the program has ended.

4. An Instant Rebate Model **Est. Cost \$160,000**

In this option, consumers are given their rebate immediately at the time of purchase. The retailers use an online system to reserve and allocate rebate funds in real time at the point of sale. The retailer is reimbursed for the monies paid to consumers by mailing in the required paperwork to the TMR. Once funds are depleted to a predetermined level the system will not accept any more reservations and notification is provided to all channels that the program has ended.

Model Comparisons

Model	Cost	Consumer Experience	Fraud Prevention	Funds Utilization	Over-Subscription	Reporting Speed	Retailer Effort Required	Overall
Consumer Mail-In Rebate	Highest	C	C	D	D	D	A	C
Consumer Reservation & Consumer Mail-In Rebate	Medium	C	C	B	B	B	A	B
Retailer Reservation & Consumer Mail-In Rebate	Low	B	A	A	A	A	B	A-
Instant Rebate	Lowest	A	A	A	A	A	D	A-

Detailed Comparison

Program Model	Advantages	Disadvantages	Cost
First-come-first-served Mail-in Rebate	<ul style="list-style-type: none"> • Familiarity - Consumers are familiar with this process • Retailer Burden - Does not require action from retail community 	<ul style="list-style-type: none"> • Cost - Higher costs driven by higher levels of data entry, higher number of checks mailed and need for general inquiry call center • Funds Utilization - The only way to prevent over subscription is to keep a large reserve to cover submittal lag • Fraud Prevention - Uncorroborated submissions makes program more susceptible to fraud • Reporting Lag - Long "Information Black Out" period because claims can't be "seen" until submitted • Retailer Engagement - No built in mechanism for retailer engagement 	\$\$\$\$
Consumer Reservation and Mail-In Rebate	<ul style="list-style-type: none"> • Cost - Lower processing costs because data entry is done by the consumer • Awareness - Reservation system adds a sense of "Excitement" • Over Subscription - Lowers, but does not eliminate the risk of over subscription • Funds Utilization - Insight into funding draw-down enables smaller "Safety Fund" • Reporting Speed - Provides faster insight into program performance and funds depletion rate • Retailer Burden - Does not require action from retail community 	<ul style="list-style-type: none"> • Cost - Higher costs driven by higher number of checks mailed and need for general inquiry & reservation call center • Consumer Experience - Higher potential for bad consumer experience due to complexity of system • Over Subscription - Lowers, but does not eliminate the risk of over subscription • Fraud Prevention - Reservation system could open new doors for fraud and create a "Reservation Black Market" • Funds Utilization - "Safety Fund" still required to protect against unpredictable slippage from reservation to rebate • Reporting Accuracy - Slippage and changes in purchase intent from reservation to rebate. • Retailer Engagement - No built in mechanism for retailer engagement 	\$\$\$

Program Model	Advantages	Disadvantages	Cost
<p>Retailer Confirmation and Mail-In Rebate</p> <p>*RECOMMEND*</p>	<ul style="list-style-type: none"> • Cost - Lower costs due to lower levels of data entry and no need for general inquiry call center • Consumer Experience - No uncertainty around funds availability • Fraud Prevention - Corroboration of retailer and consumer data greatly reduces fraud potential • Over Subscription - Real-time allocation of funds eliminates oversubscription risk • Funds Utilization - Real-time insight into funds drawdown maximizes fund utilization by eliminating need for large "Safety" fund • Reporting Speed & Accuracy - Provides immediate and accurate insight into program performance • Retailer Engagement - Gets retail community directly involved in program, aiding outreach to non-urban areas. 	<ul style="list-style-type: none"> • Cost - Higher than instant rebate due to number of checks mailed • Retailer Burden - Requires retailer participation and data entry of claims 	<p>\$\$</p>
<p>Instant Rebate</p>	<ul style="list-style-type: none"> • Cost - Lower costs due to lower levels of data entry and limited number of checks mailed • Consumer Experience - Rebate is immediate and certain • Economic Stimulus – May increase consumer spending at the point of purchase and time of sales • Fraud Prevention - Reduces chance of fraud, the retailer acts as security • Over Subscription - Real-time allocation of funds eliminates oversubscription risk • Funds Utilization - Real-time insight into funds drawdown maximizes fund utilization by eliminating need for large "Safety" fund • Reporting Speed & Accuracy - Provides immediate and accurate insight into program performance • Retailer Engagement - Gets retail community directly involved in program, aiding outreach to non-urban areas 	<ul style="list-style-type: none"> • Retailer Burden - Requires retailer data entry of claims, and requires them to "advance funds" and then wait for reimbursement. Requires retailer to finance the rebate and trust that the program will not run out of money before they are paid 	<p>\$</p>

Detailed Model Descriptions

First-Come-First-Served Mail-in Rebate

How The Program Works:

After a consumer buys the appliance they fill out and mail-in their rebate claim along with their supporting documentation (Proof of Purchase, Proof of Replacement etc.). Rebates are processed and paid on a first-come-first-served basis. Once funds are depleted to a predetermined level, notification is provided to all channels that the program has ended.

Key Elements:

- Mail-in Rebate
- Supplier data entry, processing and reporting

Relative Cost: \$\$\$\$: Overall highest cost. Highest processing costs of all models due to the processing work required by the TMR, lowest systems cost due to the minimal customization required.

The Consumer Experience & Process

1. Consumer gets rebate form directly from retailer or via program website.
2. Consumer purchases their appliance(s) and obtains the required support documentation (Proof of sale, replacement, recycle etc.)
3. Consumer fills out their rebate form, attaches the required support documentation, and mails in the claim
4. Supplier processes claim information (including data entry) and verifies claim against program rules & requirements
5. If the Consumer's request is valid, Supplier mails a rebate check to the Consumer
6. If the Consumer's request is not valid, Supplier mails a rejection letter to the Consumer.
7. Notification is provided to all channels as funds expire
8. Some consumers are likely to properly complete process but not receive their rebate.

Efficacy of Fraud Prevention:

Traditional fraud prevention methods include address verification and duplicate removal.

Prevention of Over Subscription:

Over subscription will occur unless the state closes the program early, say with 10-20% of program funds still available for use. Communication of early closure of the program creates "Safety Funds" required to cover lagging rebate submittals.

Efficiency of Funds Utilization:

The state may choose to end the program early in order to communicate to consumers and avoid their dissatisfaction due to purchase of appliance expecting a rebate and not receiving it. In this case the funds remaining (Safety Funds) would be utilized in a related or second, smaller scale program.

Speed and Accuracy of reporting:

The traditional reporting will be available and it will be delayed to the extent that it takes time for the consumers to submit the claims and for the supplier to process those claims. This "Information Black Out" period typically has a two week timeframe.

Level of Retailer Involvement:

Retailers would have very limited responsibilities in this version of the program, and would stand to benefit along with manufacturers from increased resulting sales.

Consumer Reservation and Mail-In Rebate**How The Program Works:**

Consumers “Reserve” their rebate online or via a 1-800 number, purchase their appliance, and mail in their rebate claim along with their supporting documentation. Upon verification, the consumer is mailed a check for the rebated amount. Once funds are depleted to a predetermined level the system will not accept any more reservations, and notification is provided to all channels that the program has ended.

Key Elements:

- Online portal and call center for consumer reservations
- Mail-in Rebate
- Supplier verification, processing, and reporting

Relative Cost: \$\$: Second highest cost model. The relative cost will be reduced because the majority of consumer’s will enter their own data online. There will be higher systems charges due to the creation of the consumer portal for this data entry and costs could increase significantly if the consumers choose to call in.

How the Consumer Reservation System Works

A consumer-facing website provides consumers with a website/1-800 number to reserve a rebate as well as a place to look up the status of their rebate. The site would also provide Consumers with useful information including: Program goals, guidelines, requirements, answers to FAQ’s, lists of eligible products, participating retailers& recyclers, and links to related sites.

The Consumer Experience & Process:

1. The consumer hears about the program through various sources, the retailer provides rebate information to Consumer upon purchase of rebate-eligible appliance.
2. Consumer “Reserves” their rebate by entering their request into the program’s website, or by calling a dedicated 1-800 number. The reservation request includes applicable appliance, recycle, and consumer information.
3. When their reservation request is submitted, the system automatically deducts the rebate amount from the programs available funds and the consumer is provided with a printable a confirmation page with a unique id# and barcode that ties the transaction to the Supplier’s rebate processing system.
4. The Consumer prints the rebate confirmation page, purchases their appliance(s), attaches the required support documentation, and mails in the claim.
5. Supplier processes claim information (including data entry) and verifies it against program rules & requirements.
6. If the Consumer’s request is valid, the Supplier mails a rebate check to the Consumer.
7. If the Consumer’s request is not valid, the Supplier mails a rejection letter to the Consumer.

This model has a complex system and a lack of certainty, creates more ways and thus a higher potential for creating a negative consumer experience. These ways include the consumer confusion created by complex expiration rules and uncertainty about rebate funds availability. It should be noted that this model runs counter to the fact that many consumers don’t know what they are going to purchase before they get to the store, is biased towards those with internet access, can not be used for “% off” rebates, inhibits the retailer’s and manufacturers ability to cross promote/sell additional products.

Efficacy of Fraud Prevention:

Medium level fraud prevention and this system could create a “Reservation Black Market”

Efficiency of Funds Utilization:

While reservation system provides insight into purchasing behavior, its predictive ability suffers as many consumers will reserve rebates that they never actually use. This tendency towards overestimation should be monitored and adjusted for throughout the life of the program.

Prevention of Over Subscription:

This model might prevent oversubscription, but its anticipated poor predictive ability could be an issue.

Speed and Accuracy of reporting:

Consumer entered reservations provide relatively quick insight into program performance, but accuracy of consumer’s “claimed intent” is suspect.

Level of Retailer Involvement:

Does not require action from or engage the retail community in the process

Retailer Confirmation and Mail-In Rebate**How The Program Work:**

Retailers use an online system to reserve and allocate rebate funds in real time at the point of sale. Consumers then mail in their rebate claims along with their supporting documentation. Upon verification, the consumer is mailed a check for the rebated amount. Once funds are depleted to a predetermined level the system will not accept any more reservations and notification is provided to all channels that the program has ended.

Key Elements:

- Retailer Participation
- Web-based Program Portal
- Mail -in Rebate
- Supplier verification, processing, and reporting

Relative Cost: \$\$: This is the second lowest cost model due to the reduced data entry requirements on the Supplier. However, compared other options, additional costs are incurred for the development of a customized program and mailing of checks to consumers.

How Web Portal Works:

The web portal consists of consumer, retailer and state administrator facing websites. The portal centralizes the collection and dissemination of payment information to/from all stakeholders in real-time. In addition to automating processes and providing real-time transparency into the program, the data collected from the portal is used by Supplier to detect fraud, speed up claim verification, and ensure that the program does not get oversubscribed.

How the Retailer Participation Program Works:

The retailer registers for the program via the program's web portal. The retailer enters claims as the sales are made, the system generates rebate forms with unique ID barcodes for the retailer to aggregate and mail in for verification of their reimbursement. When the Retailer enters the claim online at the point of sale, the system automatically deducts the rebate amount from the programs available funds and generates a confirmation page for the consumer.

The Consumer Experience & Process:

1. When a consumer purchases an eligible product from a participating retailer the retailer enters a claim request into the program's online system.
2. When their request is approved, the system automatically deducts the rebate amount from the programs available funds and prints out a confirmation page with a unique id# and barcode that ties the transaction to the Supplier's rebate processing system.
3. The retailer prints the confirmation page and gives it to the consumer.
4. The consumer attaches the required support documentation and mails in the claim.
5. The Supplier scans and verifies claim.
6. If the Consumer's request is valid, the Supplier mails a rebate check to the Consumer.
7. If the Consumer's request is not valid, the Supplier mails a rejection letter to the Consumer.

Efficacy of Fraud Prevention:

Most fraud is eliminated by having the retailer provide information at the point of sale.

Efficiency of Funds Utilization:

Real-time allocation of funds combined with a built in "Stop" mechanism enables the State to keep few or no funds in reserves (Safety Fund) and spend less on program administration.

Prevention of Over Subscription:

Real-time allocation of funds eliminates oversubscription risk.

Speed and Accuracy of reporting:

Data is captured at the point of sale, enabling real-time reporting of highly accurate information .

Level of Retailer Involvement:

Retailer is required to register and enter the sale, which requires in store internet capability, registration and claim entry.

Instant Rebate**How The Program Work:**

Consumers are given their rebate immediately at the time of purchase. The retailers use an online system to reserve and allocate rebate funds in real time at the point of sale. The retailer is reimbursed for the monies paid to consumers by mailing in the required paperwork to the rebate processor. Once funds are depleted to a predetermined level the system will not accept any more reservations and notification is provided to all channels that the program has ended.

Key Elements:

- Web-Based Program Portal
- Retailer Participation and Funding Program
- Supplier verification, processing and reporting

Relative Cost: \$: This is the lowest cost model due to reduced check writing and data entry.

How Web Portal Works:

The web portal consists of consumer-, retailer- and state administrator- facing websites. The portal centralizes the collection and dissemination of payment information to/from all stakeholders in real time. In addition to automating processes and providing real-time transparency into the program, the data collected from the portal is used by the Supplier to detect fraud, speed up claim verification, and ensure that the program does not get oversubscribed.

How the Retailer Participation Program Works:

The retailer registers for the program with the Supplier via the program's web portal. The retailer enters claims as the sales are made; the system generates rebate forms with unique ID barcodes. The retailer collates and mails in all documentation for verification of their reimbursement.

1. When the Retailer submits the claim at the point of sale, the system will automatically reduce the rebate amount from the available rebate funds
2. Upon order submit, the Supplier's system generates a confirmation page with a unique id#, which ties to the transaction saved on the portal.

The Consumer Experience & Process:

1. When a Consumer purchases an eligible product from a participating retailer the Retailer enters a claim request into the program's online system.
2. When a rebate request is approved, the system automatically deducts the rebate amount from the programs available funds and prints out a confirmation page with a unique id# and barcode that ties the transaction to the Supplier's rebate-processing system.
3. The Retailer prints the confirmation page and gives this to the consumer.
4. The Consumer brings the confirmation page to the payment register along with other sales documentation.
5. The Retailer scans the confirmation page and provides an instant rebate for the purchased appliance.
6. The Retailer aggregates their claims (daily/weekly) attaches the required support documentation, and mails in the claims
7. The Supplier scans and verifies claim.
8. The Retailer is mailed a check for all valid claims and a report listing the reason for all rejected claims.

Efficacy of Fraud Prevention:

Having two sources of corroborating information (retailer and consumer) greatly reduces fraud potential. Additionally in the case of fraud, retailers are more easily tracked and compelled to reimburse or pay damages by State authorities.

Efficiency of Funds Utilization:

Real-time allocation of funds combined with a built in "Stop" mechanism enables the State to keep fewer or no funds in reserves (Safety Fund) and spend less on program administration.

Prevention of Over Subscription:

Real-time allocation of funds eliminates oversubscription risk.

Speed and Accuracy of reporting:

Data is captured at the point of sale, enabling real-time reporting of highly accurate information.

Level of Retailer Involvement:

Due to claim entry and funding requirements, the retail community must be partners in the program.



Detailed Pricing Break Out for Recommended Program

State of West Virginia Retailer Confirmation and Mail In Rebate					
Provided by TMR, Inc. (3/4/10)					
Assumptions	Quantity	Comments			
Total Program Funding	\$1,741,100	Based on RFP			
Estimated Number of Rebate Submissions	27,138	Based on RFP			
Estimated Number of Electronics & Appliance Retailers/Installation Contractors	1,336	Source: Allbusiness.com (Retailers X 2)			
Claim Percent Valid Assumption	98%	Higher than normal (95%) due to retailer participation			
General Inquiry Phone Calls	27,138	Assumes 1 call per rebate			
Program Partner Inquiries/Resolutions	1,336	Assumes 1 call per retailer location/installation contractor			
Consumer Inquiries/Resolutions on submitted rebates	1,357	Assumes 5% of claims (historical average)			
Rebate Reimbursement Checks Generated for Retailers	NA	Only relevant for Instant Rebate			
Estimated Total Administration Costs	\$197,456	Total of all activities below			
Total Processing Cost Per Rebate	\$7.28	Total charges divided by total rebate volume			
Service Description	Unit	Price	Quantity	Total Cost	Notes
System Fees					
Program Platform Set Up and Customization	One-time	\$30,000.00	1	\$30,000	(1)
Website Updates During Live Program	Hours	\$125.00	20	\$2,500	
System Hosting Fee, Management and Administration	Monthly	\$350.00	12	\$4,200	(5)
Post Office Box Rental	Semi-annual	\$225.00	2	\$450	
Sub Total				\$37,150	
Per Redemption Costs					
Receive, Scan and Verify Claims	Per claim	\$1.25	27,138	\$33,923	
Sub Total		\$1.25		\$33,923	
Prepaid Credit Card Processing Cost					
Custom Card, Insert and Envelope (Includes Postage)	Each	\$3.50	27,138	\$94,983	
Sub Total		\$3.50	27,138	\$94,983	
Training/Education					
Produce Online Retailer Training Video	One-time	\$5,000.00	1	\$0	(6)
Create Retailer Program Training Manual and Make Available for Download/Order	One-time	\$1,000.00	1	\$0	(6)
Make 10 Stock Energy Star Product Training Manuals Available for Download/Order	Each	\$50.00	10	\$500	
Conduct 1 Hour Online Webinar for Up To 5 State Program Administrators	Each person	\$200.00	5	\$1,000	
Create, Print and Send Up To 10 Administrative Training Manuals	Each	\$50.00	10	\$500	
Sub Total				\$2,000	
Marketing					
Make 10 custom marketing templates available for download/order	Each	\$200.00	10	\$2,000	(3)
Write and make available for download 4 press releases/articles	Each	\$200.00	4	\$800	(3)
Make 10 Stock Energy Star Marketing pieces available for download/order	Each	\$50.00	10	\$500	(3)
Sub Total				\$3,300	
Travel					
Travel for TMR Employee Trips to State	Employee/trip	\$500.00	6	\$3,000	
Sub Total				\$3,000	
Other Services					
Program Administration	Per month	\$1,000.00	12	\$12,000	(5)
Set up Fee for General Inquiry Interactive Voice Response System (IVR)	One-Time	\$2,500.00	1	\$2,500	
Calls into General Inquiry Interactive Voice Response System (IVR)	Each	\$0.12	27,138	\$3,257	
Live Agent Helpdesk Calls/Emails From Program Partners	Each	\$4.00	1,336	\$5,344	(4)
Sub Total				\$23,101	
Total Program Budget					
Total Budgeted Cost of Services Including Postage				\$197,456	

- (1) System portal includes Consumer, Program Partner, State Administrative facing websites
- (2) Lower cost postage due to savings from high volume bulk mailing
- (3) Includes all creative, copywriting, graphic design and technical services.
- (4) Assumes 4 minute call length for calls to support State and program partners with
- (5) Assumes program will be live and need full administrative support for 12 months.
- (6) Charge Waived, Service Offered In Kind