

ORIGINAL

Proposal for the State of West Virginia

Large Account Reseller for Microsoft

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Wednesday, October 26, 2011

Krista Ferrell
State of West Virginia
Department of Administration Purchasing Division
2019 Washington Street, Building 15
Charleston WV 25305-1030

Dear Ms. Ferrell

Thank you for this opportunity to submit a proposal for State of West Virginia's statewide Large Account Reseller for Microsoft Products. Dell is helping our customers to bring down the Total Cost of Ownership by simplifying IT. We are committed to providing solutions that will allow State of West Virginia to reclaim time and cost and increase the productivity of your IT. In addition, we have built environmental consideration into every stage of the Dell product lifecycle including power consumption, helping our customers demonstrate environmentally responsible procurement.

Along with award winning products and services, Dell also offers you a dedicated program account team that is committed to working with you and your procurement needs. This team includes:

- an Account Manager to ensure overall account satisfaction
- System Consultants to provide a seamless deployment experience
- Technical Sales Representatives to facilitate order management
- Customer Service Representatives to provide post-sale support

Dell looks forward to working with you on this project. Should you have any questions regarding this response, please contact me at 512-723-3772 or online at Mary_Collins@Dell.com.

Please note that Dell is a reseller of the Software that is the subject of this RFP. Dell's receipt of an Award or Purchase Order from the State of West Virginia for RFP LARMS11, and Dell's subsequent performance, shall be governed by and understood to indicate the State's acceptance of the terms stated in the existing contract MS Select 10 (Dell Contract Code# 02ADC), which is hereby proposed to be extended as necessary for fulfillment of this RFP. All terms related to the State's license and use of the Software, and its other rights and obligations with respect thereto, are governed by the State's Microsoft Select Agreement.

Sincerely,

Mary Collins

Proposals Manager

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Executive Summary

When it comes to providing a) aggressive discounts on PC software b) the speed and accuracy of a supplier with world-class operations and partners, c) unparalleled expertise in volume license agreement (VLA) management, and d) a wide range of value-added services, one prime vendor stands above the crowd: Dell Software. We have the resources and dedication necessary to meet your needs.

At the foundation of Dell Software's business strategy is a commitment to total quality and resource efficiency - translating into powerful advantages for State of West Virginia. Our streamlined internal processes keep our prices low while providing State of West Virginia the industry's most complete line of value-added services. Therefore, maximizing your technology ROI, and making the tasks of evaluating, purchasing, and supporting PC software, hardware and services easier and less costly for State of West Virginia.

Our proposal is designed to help State of West Virginia accomplish the following objectives:

Spend Less on IT Purchases

Like most companies, State of West Virginia is looking to reduce the Total Cost of Ownership for PCs, software, and services. Working with Dell Software, you can take advantage of volume pricing without adding more bureaucracy and administrative responsibilities to your operations, resulting in a favorable impact on overall spending.

Work with a World-Class Supplier

In the area of PC software, hardware, and services, you need a supplier who will stay on top of the latest ways to reduce your procurement costs - a supplier who will help you stay current on the latest technologies, respond quickly to sudden changes in your operations, and service State of West Virginia's widely dispersed locations.

Dell Software is the highest-level partner with major manufacturers including Adobe, Computer Associates, IBM, Microsoft, Novell, Symantec, McAfee, VMware and more. In fact, we sit on the advisory boards of most IT giants. It is not uncommon for manufacturers designing a new Volume License Agreement to consult with Dell Software, so we are representing our customers' interests even "behind the scenes."

Obtain Expertise in Managing VLAs

State of West Virginia needs to work with a supplier who has the expertise to manage VLAs, PC acquisitions and related services. Buying in volume saves money and sets standards, but it also requires specific expertise in tracking, managing, and administration. Dell Software provides our customers with the industry's best License Confirmation Certificates, reports, and online pricing, purchase tracking, and reporting capabilities—all free of charge. Dell Software also represents your interests by making sure all members of our sales and customer service team receive ongoing training and earn industry certifications from the major manufacturers.

Gain Value-Added Services

Dell Software recognizes our customers also deserve high quality services delivered by IT experts. The unique services we provide ensure you gain better management of the purchasing process, effective implementation, and efficient use of your IT investment. This proposal highlights Dell Software's



services that have gained the attention of the industry, including our license tracking and reporting capabilities, and our online commerce application.

And specifically for State of West Virginia, Dell Software's operational infrastructure and years of international experience will be critical factors in the successful implementation of a global solution. Because of the integration capabilities of our back end systems, we are able to provide global customers with the following benefits:

- 24 x 7 Access to Information
- Global and Localized Reporting
- Detailed Quarterly Business Reviews
- An Integrated Global Systems Infrastructure
- Uniform Contract Pricing and Contract Management
- Single master plan with localized focus
- Strategic Licensing versus Fragmented/Costly Alternatives
- Maximize your organizations purchasing power, and minimize your administrative costs

Plan IT Purchases More Effectively

Thinking strategically requires information and insight. It also requires a partner with the expertise to help you plan for the future. With Dell Software, State of West Virginia is guaranteed a partner who can provide you with insight into industry trends and who can respond quickly to your needs. Our customers are provided free extras such as Webinars on hot industry topics, electronic newsletters that summarize the latest technology news.

Make Your VLAs a Success

In this fast-paced, rapidly-changing environment, it is a challenge for large organizations to keep their eligible entities in the know about the best way to use VLAs. At Dell Software, we believe it is our responsibility to educate all affiliates and to market contracts in order to maximize the benefits to you. Through training and education efforts, State of West Virginia entities can take full advantage of the contracts you put in place, and we ensure State of West Virginia, as a whole, leverages the best discounts it qualifies for.

Reduce Risk

We know it is a challenge to identify the reseller which best meets State of West Virginia's needs. You can reduce the risk when selecting an organization that has a history of success working with large multi-national companies. We understand State of West Virginia's unique needs when it comes to budgeting, procurement and payment processes, dissemination of knowledge and information, to name a few - and we are equipped to help.

When talking to our references, ask them how their relationship with Dell Software has enhanced their ROI.



About Dell

Dell conducts operations worldwide. We manage our business in three geographic regions:

- The Americas region, based in Round Rock, Texas, covers the US, Canada and Latin America
- The EMEA region, based in Bracknell, England, covers Europe, the Middle East and Africa
- The APJ region, based in Singapore, covers the Asian countries of the Pacific Rim as well as Australia, New Zealand and India

We have also invested in high-growth countries such as Brazil, Russia, India and China to better serve our customers. We intend to continue to expand our global infrastructure as our international business continues to grow.

Preferred Supplier

Every Fortune 100 company does business with Dell. We are the preferred desktop and laptop provider of enterprises in the US, and have been the No. 1 PC supplier to small and medium businesses in the United States for 10 years in a row.

Dell ships about 140,000 systems per day, on average - more than one every second. We also have nearly 2 billion interactions with our customers every year.

Dell is committed to being the greenest IT company, worldwide. We have established Dell Earth to organize and promote the company's internal and external sustainability initiatives. Nine of our facilities in the US and Europe are powered by 100 percent green energy. As a result of our efforts, we ranked No. 1 in Technology Business Research's 2009 Corporate Sustainability Index Benchmark Report.

Dell uses modular design to make its products easy to upgrade and service and, when necessary, to be safely and efficiently recycled. We have developed a global recovery and recycling supply chain on six continents to recycle the parts and materials we collect. We are also the first and only computer company offering free computer recycling to consumers worldwide.

Dell Company Profile

Dell listens to customers and delivers innovative technology and services they trust and value. As a leading technology company, we offer a broad range of products, including mobility products, desktop PCs, software and peripherals, servers and networking, services and storage. According to IDC, we are the number one supplier of computer systems in the United States and the number two supplier worldwide.

Our company is a Delaware corporation and was founded in 1984 by Michael Dell on a simple concept - by selling computer systems directly to customers, we can best understand their needs and efficiently provide the most effective computing solutions to meet those needs.

Over time we have expanded our business model to include a broader portfolio of products, including services, and we have also added new distribution partners such as retail, system integrators, value added resellers and distributors.

Our corporate headquarters are located in Round Rock, Texas, and we conduct operations worldwide through our subsidiaries. To optimize our global supply chain to best serve our global customer base, we have manufacturing locations around the world and are expanding our relationships with third-party original equipment manufacturers.

Dell sells products and services directly to customers through dedicated sales representatives, telephone-based sales, online at www.dell.com and through a variety of indirect sales channels.



Our customers include large corporate, government, healthcare and education accounts, as well as small and medium businesses and individual consumers.

Corporate Responsibility

Dell is committed to managing and operating its business in a responsible and sustainable manner around the globe. This includes our commitment to environmental responsibility in all areas of our business. It also includes a focus on maintaining a strong control environment, high ethical standards, and integrity in financial reporting.

Our focus on business efficiencies and customer satisfaction drives our environmental stewardship program in all areas of our business - reducing product energy consumption, reducing or eliminating materials for disposal, prolonging product life spans, and providing effective and convenient equipment recovery solutions. We are committed to becoming the "greenest technology company on the planet" - a long-term initiative we announced in June 2007. This multi-faceted campaign focuses on driving internal business innovations and efficiencies; enhancing customer satisfaction; and partnering with suppliers, stakeholders and people who care about the environment.

In 2008, we announced our commitment to becoming carbon neutral in our operations. We were the first company in our industry to offer a free worldwide recycling program for our consumers. We also provided no-charge recycling of any brand of used computer or printer with the purchase of a new Dell computer or printer. We have streamlined our transportation network to reduce transit times, minimize air freight and reduce emissions.

When developing and designing products, we select materials guided by a precautionary approach. This means eliminating environmentally sensitive substances (where reasonable alternatives exist) from our products and working towards developing reliable, environmentally sound and commercially scalable solutions. We also created a series of tools that help customers assess their current operations and uncover ways to achieve their own environmental goals.

Business Strategy

Direct relationships with our customers give us an advantage of seeing changing customer requirements and needs earlier than companies who do not have the same breadth of direct relationships. As a result, we are able to develop products with simpler and more productive technology to better serve our customers.

Our growth strategy involves reaching more customers worldwide through distribution partners such as retail, expanding our relationships with value-added resellers and distributors, and augmenting select areas of our business through targeted acquisitions.

Dell is committed to innovating without legacy, creating efficient solutions, and providing price, performance and feature leadership across all of our businesses. In addition, we will deliver the power of cloud computing and connect with our customers through the Internet. We are focused on helping customers identify and remove unnecessary cost and complexity in IT architecture and operations. In addition, we seek new solutions for customers that include search, services and 3G originations. To that end we have released a broad line-up of dedicated virtualization solutions, including software, services and storage.

We expect to expand our presence in the enterprise solution arena as we add more capabilities that are attractive to existing and new customers. We are committed to improving our storage and server products and services as evidenced by our building IT-as-a-Service solution - an integrated service delivery platform that is simple, modular and flexible, and which provides businesses with remote and lifecycle management, e-mail backup and software license management, among other services. In addition to services, system software presents another opportunity for us to further strengthen our portfolio.



Product Development

Dell focuses on developing standards-based technologies that incorporate highly desirable features and capabilities at competitive prices.

We employ a collaborative approach to product design and development where our engineers, along with direct customer input, design innovative solutions and work with a global network of technology companies to architect new system designs, influence the direction of future development, and integrate new technologies into our products.

Through this collaborative, customer-focused approach, we strive to deliver new and relevant products and services to the market quickly and efficiently. We are continuing to expand our use of original design manufacturing partnerships and manufacturing outsourcing relationships to generate cost efficiencies, deliver products faster, and better serve our customers.



Procurement Specifications

3.1 Vendor must be an authorized Large Account Reseller (LAR) recognized by Microsoft.

Dell Response - Dell is an authorized LAR for Microsoft

3.2 Vendor must provide Electronic Application Distribution services that will allow WVOT to deliver the product directly to an end-user by sending a secure download key for a specific product so that the end-user is not presented with any options.

Dell Response – Microsoft issues licenses keys for their products and they are not something the reseller automatically has access to. With West Virginia permission to access their Microsoft Agreements and he keys codes that are associated, then Dell would then be happy to supply the appropriate key codes to the end-users for the specific product requested.

- 3.3 Account Management Services to be provided by the LAR must include, at least, the following:
 - **3.3.1** Orientation and planning sessions regarding enrollment benefits, terms and conditions, service elements:

Dell Response - Dell understands and fully complies with this requirement. We typically begin our education efforts for a new contract by conducting face-to-face informational sessions, and our preference is always to conduct a presentation within the first 30 days of the contract period. This method is very effective because we are able to meet with customers and build (or reestablish) relationships, assist with enrollments, demo services such as Dell Software Online, and discuss contract benefits, including Software Assurance and the Microsoft MVLS site. This personalized program, while very effective, only reaches customers in or around a specific geographical area or areas. So to reach a broader group we also like to send out introductory emails to potential contract users, and we would welcome the opportunity to communicate with customers in outlying areas via Interactive Video Conference as well. We look forward to coordinating this initial training with the State promptly upon contract award.

3.3.2 Work directly with enrollees to satisfy compliance verification requirements, and any other reporting requirements

Dell Response - Dell complies. Your dedicated account team is available to work with enrollees to verify compliance and reporting needs. Dell offers a wide range of standard reports as listed below in response 3.3.4 as well as ad hoc reporting.

3.3.3 Internet access to account information

Dell Response - Dell complies. All standard reports and purchase history reports are readily available online. Your dedicated Account team can work with individual users to access those reports.

3.3.4 Usage reports; the vendor must provide the Purchasing Division and WVOT quarterly reports showing all purchases made under this contract. This report must show the affiliate procuring the software, software procured, the amount of software procured and the dollars spent by the affiliate.

Dell Response - Dell understands and fully complies with this requirement. Dell will be pleased to provide the Purchasing Division and WVOT quarterly reports of all purchases



including: affiliate procuring the software, software procured, amount of software procured, and dollars spent by the affiliate. However, we would like to note that these reports represent just a small portion of the value that our reporting capabilities can bring to the State of West Virginia from an overall perspective, as well as to each participating entity.

All of Dell Software's reports will be available to all authorized contract users, free of charge. Contract users may request a report from us at any time and we will run it on their behalf, or they may opt to run their own reports via the Internet simply by logging onto Dell Software Online.

All State of West Virginia accounts are established in our TRACKER VLA management system using a parent-child relationship. The children and grandchildren accounts wrap up into one main parent account. Therefore, each participating entity is guaranteed to receive access to the most favorable pricing and terms available under this agreement. And while the children accounts will only be able to access the information about their own purchases, the West Virginia Purchasing Division will be able to view all participating entities' purchases, along with the cumulative purchases toward all your agreement forecasts. In short, our system allows users to access the information that is important and relevant to them...and only the information that is important and relevant to them.

Once your order information is captured in *TRACKER*, it is easy to access that information online in a variety of useful formats using Dell Software Online. There are many standard online inquiries and reports available to you via this system, including:

- Order Tracking If at any time, day or night, you need to inquire about a
 particular software order, simply go to the order inquiry area in Dell Software
 Online. Here you will find the status of every order you placed, no matter how
 it was submitted—via EDI, Internet, fax, phone, email or mail. Then, if you need
 to track a shipment, just click on the tracking number and it will automatically
 link you to the carrier's web site for complete tracking information.
- Asset Summary Reports These pre-formatted reports show you precisely the number of software units shipped—including licenses and maintenance under your each publisher's licensing agreement, as well as any other items you have purchased through Dell Software. These reports also indicate to whom the orders were shipped.
- VLA License Tracking Reports When the State of West Virginia entrusts your software licensing agreements to Dell Software, you will be able to receive reports generated automatically using information captured through our proprietary backend TRACKER system. These reports will contain precise records of the State's license consumption, for the entire history of the VLA.
- VLA Contract Status For every active software license agreement with Dell Software, you'll be able to discover immediately where the State stands in relation to your contract commitments. You may also view the start and end dates of your contracts, your pricing levels, what options are available, and what maintenance is required.
- Back Order Reports This report provides you with the status of any software orders placed by the State that have not yet shipped. You will also be able to view the estimated ship date for each back ordered item.
- Executive Reports Information in these reports is presented graphically. Using pie and bar charts, you can view a variety of purchasing and contract



information in a snapshot. The graphical format provides a snapshot, which visually summarizes purchases and contract status. These unique reports currently include the following options:

- Percentage to commitment by VLA Contract
- o Purchase activity by Average Order Value
- o Purchase activity by Net Purchases
- Purchase activity by # of Orders
- Purchases by CIO field (any custom field designated by the customer)
- o Purchases by Customer #
- o Purchases by Manufacturer
- o Purchases by Manufacturer and Type of Product
- Purchases by Order Placement Method (EDI, XML, online or traditional methods)
- o Purchases by Product Category (i.e. antivirus, application suite, etc.)
- Purchases by Product Class (i.e. software, hardware, docs, media, services)
- Purchases by Ship to Address
- Custom Reports If you need a more tailored activity report, we've provided a
 way for you to develop your own summary or detailed custom report. While
 online, select the data fields you need, date range, product types,
 manufacturer(s), and click "OK." It's that simple. If there's a custom report
 you run on an ongoing basis, you may save it as a template for the next time you
 need the information.

Tracking Level of Detail

As mentioned above, Dell Software offers a wide variety of standard and custom reports detailing State of West Virginia purchases. To give you an idea of the level of detail captured in *TRACKER* and available via Dell Software Online, we are including a list of fields that you can select from when running a Custom Detail Report (just one of the many report types offered).





Another unique feature of Dell Software's reports is that you'll be able to retrieve data fields as they relate to unique custom information option (CIO) fields that the State of West Virginia or an individual West Virginia customer can identify, and that we can capture for you. For example, if the State requests that certain information (e.g. cost center, agency code, project number) be captured on all of the State's orders, then you are able to select this information to be included in a report.

So that you can fine-tune your reports to capture exactly the information you are looking for, you may also specify the dates for the report and you may filter within certain fields to capture only certain types of information for that field. For example, you will be able to filter by Manufacturer Name (e.g. Microsoft), or by Product Type, Contract, Customer Number, Platform, Class, Category, or by any of the custom fields you have identified.

Once you have identified the type of report you wish to generate, and the time frame you wish to examine, you will be prompted to indicate how you would like to receive the report. Your choices will include the options to Preview Online, Receive via E-mail, or



Download via FTP. If you choose the E-mail or FTP option, you will then be prompted to indicate which file format you prefer, including Excel Spreadsheet (.xls), Comma Delimited (.csv), Tab Delimited (.txt), or Adobe Acrobat PDF (.PDF). In short, Dell Software Online walks you through the process and allows you to access—quickly, easily, and in a professional format—information that is invaluable to making the most of your software contract.

Please note that Dell Software's reports contain purchasing activity for all purchases, regardless of how the original order was placed—including online or traditional methods. In addition, whichever way you choose to receive the information—view online, transmit via e-mail or download as an electronic file (FTP)—the reports are approved by the Software & Information Industry Association (SIIA) as a valid form of proof-of-purchase. If you have reports that you anticipate you will run frequently, you may save report templates to use them again. And, for added convenience, you may request to have any of these reports automatically pushed to you via e-mail on a regularly scheduled basis.

Please also note that once an order is placed with Dell, regardless of the method used to place the order, the status may be easily tracked online through our state-of-the-art Dell Software Online system. When you track your order using Dell Software Online, which is available to you 24 hours a day, 7 days a week, you will have access to order details including the date entered, date invoiced, date shipped and the shipper's tracking number. In fact, the tracking number will automatically launch the appropriate web site to show exact package location and/or delivery information.

As another method of order acknowledgement, and to help our customers keep accurate records of their purchases, Dell Software also sends out a License Confirmation Certificateautomatically and free of charge-every time you place an order against one of your software Volume License Agreements. Please see the sample included within this document. You may opt to receive these certificates in hard copy, or you may have them sent to you electronically via email. The electronic copies are sent in Adobe .PDF format and may be easily printed or saved to your hard drive.



In addition to all the relevant order information, these certificates are included in the category of purchase documentation, which has reviewed and approved by the Software and Information Industry Association (SIIA) as proof of software license. Each certificate is unique to an order and is printed out when an order is placed, and this information is captured in our system so that these certificates may be replaced if lost. Our customers appreciate that this helps them keep track of purchases, especially since the requestor, the purchasing contact, and the receiver may be in three different locations. Not only does the *License Confirmation Certificate* make the purchasing process easier, it also provides West Virginia customers with bulletproof documentation of their license usage.

Dell's ability to capture and maintain accurate ordering records makes our customers' jobs easier. We provide SIIA approved license confirmations and reports automatically. We give you the capability to run your own customized reports. And any of these unique documents may be reproduced if you need them. If a *License Confirmation Certificate* is misplaced, or



if someone leaves an agency and the reporting records they leave behind are difficult to decipher, or in the event of an audit, Dell will come to the rescue every time. We believe our license tracking and reporting expertise will continue to provide you with a major advantage when it comes to managing the State's software contract.

Please let us know if you would like more information or a demonstration of how's *TRACKER* and Dell Software Online systems work together to provide the State of West Virginia with fast, accurate, and detailed information about your past purchases and your future purchase options.

3.3.5 Ad hoc reporting;

Dell Response - The reporting capabilities outlined above are available on an adhoc basis.

3.3.6 Availability of a Select/Enterprise/Academic licensing expert to provide assistance and guidance on what to buy, prerequisites and problems encountered during installation that can be contacted via telephone, via and/or email Monday through Friday, between the hours of 8:00AM to 5:00PM EST, except state holidays. We understand that this licensing expert may be handling other accounts but his/her workload must permit a response time of no more than four business hours from receipt of call or email.

Dell Response - Dell understands and fully complies with this requirement. Dell Software will provide telephone customer service from 8:00AM to 6:30PM EST, Monday through Friday, at a minimum. We have procedures in place to ensure that all inquiries are responded to within four (4) business hours, so we are pleased to exceed your expectations in this area.

If there is a problem with an order, quote information or with enrollment paperwork, we strive to notify customers within 4 business hours so that they may answer our questions or make a change if necessary. In any unusual circumstances where we do not have the ability to fulfill an order or request rapidly —such as in the case of a new product release or if we are waiting for Microsoft to process enrollment paperwork—we will work with the State of West Virginia customer to make him or her aware of the anticipated delivery date, and to offer additional solutions if applicable.

At Dell Software, extreme customer satisfaction is our defining goal. We are accustomed to working with decentralized public entities on an ongoing basis to ensure that our services are meeting or exceeding their needs.

Lynn Tumen, Software Account Executive for State of West Virginia

Lynn Tumen is the Software Account Executive for the State of West Virginia, and will team up with Mitch Mahoney, the Dell Hardware Account Executive, to ensure availability for onsite appointments, training, contract education and assistance for the State of West Virginia sites.

Lynn is an experienced software professional and has been with Dell | ASAP Software for 11 years. Lynn understands Microsoft and other publishers' licensing programs, as well as the unique needs of government customers. Lynn will meet with State of West Virginia regularly and will help analyze license usage and recommend purchasing options in line with the State of West Virginia standards, goals and budgets; arrange and attend Microsoft and other publisher seminars; attend State of West Virginia events as appropriate; and provide fast, knowledgeable product and pricing information. Lynn will also be able to provide accurate license tracking and reporting, as well as educate State of West Virginia customers on Dell Software Online, our online ecommerce application, to enable you to access your contract and purchase information 24 hours a day, 7 days a week.



In addition to Dell's extensive initial and ongoing training regimen, every Account Executive at Dell Software, including Lynn Tumen, must complete the SIIA's Certified Software Manager program. This curriculum focuses primarily on the legal issues of software licensing, which allows Lynn to help State of West Virginia ensure that your PCs are in legal compliance with your licensing agreements. Like all of Dell Software's sales and customer service representatives, Lynn is also required to achieve and maintain the latest sales certifications from the major software publishers, including Microsoft.

For day to day administration of this contract, Lynn will work closely with a Software Inside Account Manager in Dell Software's offices in Buffalo Grove, Illinois, Tracy Shatto.

Tracy Shatto, Software Inside Account Manager for State of West Virginia

Based in our Buffalo Grove, Illinois offices, our software inside sales team is instrumental in handling the day-to-day operations of our state and local government and education contracts. Dell Software has assigned Tracy as the Inside Account Manager to manage State of West Virginia's software needs. Easily accessible during State of West Virginia's business hours via a direct, toll-free phone number, fax, or email, Tracy is readily available to meet your needs. Tracy is an experienced member of a team that works exclusively with state and local government and academic accounts. She will partner with your field Software Account Executive, Lynn Tumen, and your Dell hardware representatives to ensure that State of West Virginia's day-to-day needs are taken care of accurately and efficiently.

3.3.7 Helpdesk type support to provide assistance and guidance on what to buy, prerequisites, and problems encountered during installation. This support must be provided via telephone and/or email Monday through Friday, from 8:00AM to 5:00PM EST, excepting State holidays.

Dell Response - Dell understands and fully complies with this requirement. If all your software reseller did was take orders, the selection of a reseller to administer your Microsoft Volume Licensing Agreements would not be as critical of a decision. Any software reseller can take an order, but Dell Software goes beyond taking orders and partners with our customers to provide product information and comparisons, as well as recommendations for money-saving opportunities and long-term solutions. We are pleased to offer these pre-sales support services for no charge to our customers. We currently hold state-wide software contracts in more than 35 states across the country. At Dell Software, we have a department that focuses on state and local government and academic accounts; they are not an afterthought as it is in some companies. We have staffed that department with capable, experienced, industry-savvy, and customer service oriented personnel. We understand that these customers have unique needs when it comes to budgeting, procurement and payment processes, dissemination of knowledge and information, and in many other areas, and we are equipped to help meet those needs.

Dell Software looks beyond the existing programs and analyzes what programs will best meet the needs of our customers moving forward. We have grown and evolved along with our various state and academic contract customers. We have worked with state and academic institutions across the country to analyze new Volume License Agreement offerings and identify which of those make sense for the state or academic customer. We also continually monitor the existing agreements to make sure these software licensing agreements, as well as the services we offer in conjunction with them, are still meeting our current state and academic contract customers' needs. We will provide these same services to the State of West Virginia.



3.3.8 Value added services such as information distribution and availability of educational resources that keep the state personnel up to date with new products, services and/or benefits available on the contract and their uses. Such items should be provided at no cost to the state.

Dell Response - Customer Education and Training

In this fast-paced, rapidly-changing environment, it is a challenge for all organizations to keep their eligible entities, especially those that are smaller or geographically dispersed, in the know about the best way to use software licensing agreements. At Dell Software, we believe it is our responsibility to provide training and education on our contracts in order to maximize the benefits to the customer.

Dell Software typically begins our education efforts for a new contract by conducting face-to-face informational sessions. We believe this is very valuable because we are able to meet with customers and develop relationships, as well as demo services such as our Online Order Management system. We also find that periodic updates are often valuable to make sure contract users are aware of any changes and using the contract to their best advantage.

Dell Software also believes that it is important for our customers to receive updates when there are changes in products, licensing options, or available benefits such as Software Assurance Benefits. When Microsoft introduces a new product or makes a major licensing change, for example, it can have a significant impact on how government agencies purchase their Microsoft technologies. When this occurs, Dell Software will be ready to jump in to make sure State of West Virginia responds to changes quickly and appropriately.

During the last set of major Microsoft licensing changes, Dell Software proactively set up licensing seminars across the country where we held Microsoft contracts. We helped our customers negotiate new Microsoft Select and Enterprise Agreements that would help reduce the impact of the licensing changes, when appropriate, and we met with organizations one on one to analyze appropriate strategies for their Microsoft licensing based on their available contracts, current licenses, future project goals, and budget constraints.

Dell Software is pleased to make a *Webinar* series available to our customers. All you need is your phone, a PC and 45 minutes. Simply call the toll-free number and be linked to an executive from a leading technology organization, including Microsoft, while following along with the presentation online. Each 30-minute presentation is followed by a 15-minute question and answer period. All *Webinars* begin at 3:00 PM Central Time and are free of charge. You may access our Webinar Archives and review the slide presentations at https://portal.asap.com/en-US/Pages/Webinars/Archives.aspx?tbn=KR&MnID=12&lvl=3.

In short, Dell Software believes it is our responsibility to keep State of West Virginia customers in the know about changes pending to the Microsoft Enterprise agreement, including program changes, changes in product availability, and other industry information. We intend to achieve this on an ongoing basis, through seminars on our own or in conjunction with Microsoft, Webinars to reach remote users, face-to-face visits, newsletters, attendance at your organization's events, e-mail or phone notifications to contract users, etc. Especially in times of major change, such as new versions of major products or new Software Assurance benefits, we take this job very seriously. We look forward to hearing State of West Virginia's thoughts about any additional communications you would like to receive so that we can best meet your needs throughout the contract term. Of course, we will be pleased to coordinate any formal training or newsletters with the ITSD for approval.



3.4 Vendor must work closely with the WV Office of Technology to ensure that the agencies buy from the appropriate contract since the State has the ability to move licenses between agencies under the State's umbrella agreement.

Dell Response - Your dedicated account team is available to assist with any licensing changes you may have. They are available to help ensure the State remains in compliance and has licenses applied to the correct contracts.

3.5 The LAR will provide World Wide Fulfillment media for those agencies at a specific cost per CD. This cost must be included on the cost sheet included.

Dell Response - If a CD is required, the cost is \$21 per CD.



Cost Sheet

Immediately following this sheet are the requested cost sheets.



COST SHEET - STATEWIDE CONTRACT - LARMS11

ENTERPRISE PRICING

Part Number	QTY	DESCRIPTION	PRODUCT	LIC/SA	ERP UNIT	12.7%	EXTENDED
			POOL		COST	DISCOUNT	COST***
269-12445	250	Office Professional Plus - Added at Signing	Application	L/SA	\$180.00	\$157.14	\$45,000.00
FQC-02462	250	Windows Pro - Added at Signing	Systems	L/SA	\$53.00	\$46.27	\$13,250.00
						\$62.86	\$18,000.00
W06-01063	250	Core Device Cal – Added at signing	Servers	L/SA	\$72.00		
P73-00203	50	Windows Server 2008 R2 Standard	Servers	L/SA	\$333.00	\$290.71	\$16,650.00
P72-00165	50	Windows Server 2008 R2 Enterprise	Servers	L/SA	\$1,080.00	\$942.84	\$54,000.00
		Subtotal Enterprise (A):					\$146,900.00

Vendor Discount on Application Pool Products ERP	12.70%
Vendor Discount on Server Pool Products ERP	12.70%
Vendor Discount on System Pool Products ERP	12.70%

EDUCATIONAL COST SHEET NOT PART OF THE EVALUATION

ENTERPRISE PRICING

Part Number	QTY	DESCRIPTION	PRODUCT POOL	LIC/SA	ERP UNIT COST	% DISCOUNT	EXTENDED COST***
269-12445	250	Office Professional Plus – Added at signing	Application	L/SA			
FQC-02462	250	Windows Pro – Added at signing	Systems	L/SA			
W06-01063	250	Core Device Cal – Added at signing	Servers	L/SA			
P73-00203	50	Windows Server 2008 R2 Standard Added at signing	Servers	L/SA			
P72-00165	50	Windows Server 2008 R2 Enterprise Added at signing	Servers	L/SA			
		Subtotal Enterprise (A):					

Vendor Discount on Application Pool Products ERP	12.50%
Vendor Discount on Server Pool Products ERP	12.50%
Vendor Discount on System Pool Products ERP	12.50%

SELECT PRICING

Part Number	QTY	DESCRIPTION	PRODUCT POOL	LIC/SA	ERP UNIT COST	% DISCOUNT	EXTENDED COST***
79P-03586	50	Office Pro Plus 2010	Application	Lic. Only	\$82.00	\$71.59	\$3,579.30
FWC-02452	50	Windows 7 Professional	Systems	Lic. Only	\$147.00	\$128.33	\$6,416.55
D87-05004	10	Visio Professional	Application	Lic. Only	\$360.00	\$314.28	\$3,142.80
P73-05005	10	Windows Server 2008 R2 Standard	Servers	Lic. Only	\$360.00	\$314.28	\$3,142.80
P72-04242	10	Windows Server 2008 R2 Enterprise	Servers	Lic. Only	\$1,851.00	\$1,615.92	\$16,159.23
		Subtotal Select (B):					

10	World Wide Fulfillment Media – Cost per CD (C)		\$21.00
107-			
	Grand Total ENTERPRISE AND SELECT (A+B+C)		

Vendor Discount on Application Pool Products ERP	12.50%	
Vendor Discount on Server Pool Products ERP	12.50%	
Vendor Discount on System Pool Products ERP	12.50%	

COST SHEET - STATEWIDE CONTRACT - LARMS11

SELECT PRICING

	QTY	DESCRIPTION	PRODUCT POOL	LIC/SA	ERP UNIT	12.7% DISCOUNT	EXTENDED COST***	
79P-03586	50	Office Pro Plus 2010	Application	Lic Only	\$82.00	\$71.59	\$3,579.30	
	50	Windows 7 Professional	Systems	Lic Only				FQC-02
FWC-02452					\$147.00	\$128.33	\$6,416.55	0.00000000
	10	Visio Professional	Application	Lic Only				
D87-05004					\$360.00	\$314.28	\$3,142.80	
	10	Windows Server 2008 R2 Standard	Servers	Lic Only				
P73-05005					\$360.00	\$314.28	\$3,142.80	
P72-04242	10	Windows Server 2008 R2 Enterprise	Servers	Lic Only	\$1,851.00	\$1,615.92	\$16,159.23	
		Subtotal Select (B):			Carlo State	HE LOVE IN	\$32,440.68	
10	World	d Wide Fulfillment Media – Cost per CD					\$21.00	
		LT . LENTEDDDIOE AND OELECT (A					\$179,340.68	

Vendor Discount on Application Pool Products ERP	12.70%
Vendor Discount on Server Pool Products ERP	12.70%
Vendor Discount on System Pool Products ERP	12.70%

Grand Total ENTERPRISE AND SELECT (A-

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AND POLITICAL SUBDIVISIONS
VARIOUS LOCALES AS INDICATED
BY ORDER

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ADDRESS CORRESPONDENCE TO ATTENTION OF:



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

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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:

WITNESS THE FOLLOWING SIGNATURE

"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 countles or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is cooxtensive with one or more countles 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 exceed 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.

Purchasing Affidavit (Revised 12/15/09)

