October 9, 2013

West Virginia

Statewide Longitudinal Data System (P-12)

RFP EDD398772 (Cost)

Submitted by:
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For signature, please refer to the Letter of Transmittal provided in the technical response document.

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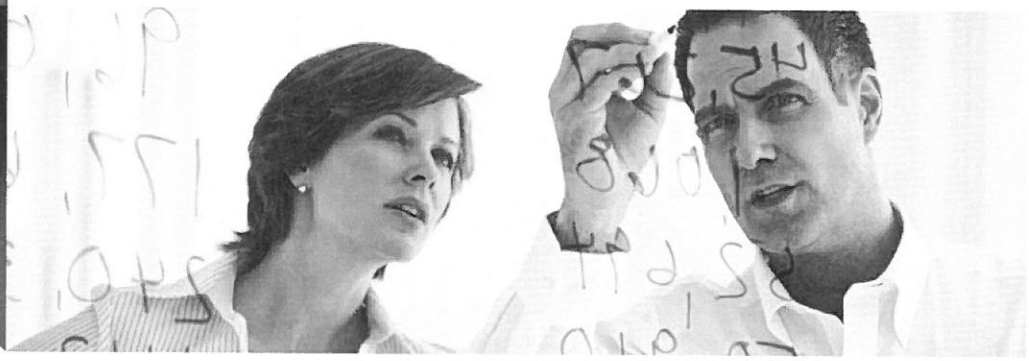
Response to RFP Attachment C: Cost Sheet



Cost information below as detailed in the Request for Proposal and submitted in a separate sealed envelope. Cost should be clearly marked.

Other Option Pricing - Vendors should use the pricing page found in Attachment D: Optional Cost Sheet

DELIVERABLE (includes all requirements as described in specifications and mandatories)	**COST**	**ASSUMPTIONS**
Project Management Components	$75,000	♦ WVDE will follow SAS' standard project management strategy
Installation of software	$22,500	♦ Includes Knowledge Transfer for installation and configuration of SAS software ♦ Installation and configuration of SAS Visual Analytics, Office Analytics, and Data Management Advanced.

DELIVERABLE (includes all requirements as described in specifications and mandatories)	COST	ASSUMPTIONS
Installation of hardware	Not applicable to proposed solution pricing	♦ Based on the Answer to Question #25 from Addendum 2 provided by WVDE on 09/30/13, SAS is not planning on providing hardware, hardware installation, or hardware maintenance as part of this proposal and; therefore, is listing this cost "Not applicable". Estimates have been included in our overall proposal. ♦ Based on due diligence performed by SAS to perform an initial assessment of the necessary hardware required that WVDE would need to acquire for this proposal, however, an optional pricing component to purchase and install hardware is included in Appendix D.
Data Warehouse	Software: $158,500 Services $127,500	♦ Software cost First Year Fee ♦ Recommended infrastructure is in place. ♦ Up to three external data sources can be selected for data integration. ♦ Appropriate SAS/Access engines are licensed. ♦ WVDE defines current data cleansing procedures, data formatting, and any new augmentations. ♦ Data access permissions are defined by WVDE. ♦ Minimum amount of data cleaning is needed
Print-ready documentation explaining how the DWRS provides protection of educational student and staff data through data encryption, adherence to user-access roles, privacy requirements, and suppression rules	$1,500	♦ Provide one master, print-ready document that WVDE can print as many copies as necessary for distribution.

DELIVERABLE (includes all requirements as described in specifications and mandatories)	COST	ASSUMPTIONS
Within-system, pre-requisite electronic training modules related to security and privacy	$2,400	♦ SAS Platform Administration Essentials I and II. Cost is 4800 training points which may be purchased for $2400
Style Guide for web-based interface and print-on-demand reports	$15,000	
Implementation of proofing process with signature sign-off procedures for publication readiness	$22,500	♦ Requirements for proofing process will be defined by the WVDE. ♦ The WVDE will provide procedure documentation templates if available.
Designed web-based interface with a topic-driven menu with public-level dashboard display as default with adjustable parameters and a drillable interface for onscreen and downloadable reports	Software: $75,550 Services: $52,500	♦ Software Cost First Year Fee: ♦ Includes planning and business requirements process with the WVDE to create a set of requirements for the web portal that are fully understood and endorsed by WVDE stakeholders. ♦ Web portal and reports will be designed using the SAS Visual Analytics application. ♦ Includes software draft revisions, iterations, testing and user acceptance per requirements.

DELIVERABLE (includes all requirements as described in specifications and mandatories)	COST	ASSUMPTIONS
Customizable reporting tools at all user levels (e.g., WVDE programmers, WVDE trainers, WVDE general users, LEA users, school users, public) with adherence to user-access roles, privacy requirements, and suppression rules	Services: $75,000	♦ Software Cost First Year Fee for this capability is included in the $75,538.00 above ♦ The desired non-public WVDE users and groups are maintained and accessible from Active Directory or equivalent. ♦ The WVDE provides SAS with an initial set of up to 50 users for the application. ♦ Includes review and interview process for establishing permissions model of OS and data sources. ♦ The WVDE works with SAS to define program metadata to apply to reports and dashboards. ♦ Includes configuration of SAS metadata repository to set-up users, groups and permissions required for the data sources, folders and reporting tools.
Customizable reports (online and print-ready) from an intuitive and topic-driven menu in exportable formats for various user groups (e.g., WVDE programmers, WVDE trainers, WVDE general users, LEA users, school users, public) with adherence to user-access roles, privacy requirements, and suppression rules	Services: $75,000	♦ Software Cost First Year Fee for this capability is included in the $75,538.00 above ♦ Includes planning and business requirements process with WVDE to create a set of business requirements for the web portal that are fully understood and endorsed by WVDE stakeholders. ♦ Reports will be designed using the SAS Visual Analytics application. ♦ Up to 15 different customizable reports can be implemented and defined in the web portal. ♦ Includes software draft revisions, iterations, testing and user acceptance per business requirements.

DELIVERABLE (includes all requirements as described in specifications and mandatories)	COST	ASSUMPTIONS
Standard reports available through the web-based interface	Services: $30,000	♦ Software Cost First Year Fee for this capability is included in the $75,538.00 above ♦ Includes planning and business requirements process with the WVDE to create a set of requirements for the web portal that are fully understood and endorsed by WVDE stakeholders. ♦ Reports will be designed using the SAS Visual Analytics application. ♦ Up to 5 different standard reports can be implemented and defined in the web portal. ♦ Includes software draft revisions, iterations, testing and user acceptance per business requirements.
Tools for the analysis and interpretation of data in reports		♦ Software Cost First Year Fee for this capability is included in the $75,538.00 above
Implementation of training sessions for WVDE programmers with print-ready Training Resources and Training Guide for WVDE programmers	$24,000	
Implementation of training sessions for WVDE train-the-trainers with print-ready Training Resources and Training Guide for WVDE train-the trainers	$18,000	
Print-ready support documentation for end users	$22,500	♦ The WVDE will provide documentation templates if available.
Electronic end-user training modules	$4,000	

DELIVERABLE (includes all requirements as described in specifications and mandatories)	COST	ASSUMPTIONS
Process documentation, business rules, and code for the following: ◆ Data Architecture/Model Data Structure ◆ Data Management/Mapping ◆ Extract, Transform, Load (ETL) ◆ Data Staging ◆ Data Validation ◆ Data Certification ◆ Metadata/Data Dictionary	$60,000	◆ The WVDE will provide documentation templates if available.
Delivery of the DWRS and all related materials to the WVDE	$579,000	
Minor Adjustments (e.g. design elements, report...)*	Hourly Rate: $150	◆ Estimated 350 hours ◆ Additional hours for iterations for design of overall theme and reports ◆ Additional hours for possible data integration and cleansing activities ◆ Additional support if required
Hardware (provide a complete list of items)	Not applicable to proposed solution pricing	◆ Based on the Answer to Question #25 from Addendum 2 provided by WVDE on 09/30/13, SAS is not planning on providing hardware, hardware installation, or hardware maintenance as part of this proposal and; therefore, is listing this cost "Not applicable". ◆ Based on due diligence performed by SAS to perform an initial assessment of the necessary hardware required that WVDE would need to acquire for this proposal, however, an optional pricing component to purchase and install hardware is included in Appendix D.

DELIVERABLE (includes all requirements as described in specifications and mandatories)	COST	ASSUMPTIONS
Total Software Cost:	$234,050	
Total Training Cost:	$48,400	
Grand Total Cost:	$861,450	Includes Services, Software and Training

**Will not be considered in the overall award of the RFP*

Invoices need to be worded according to the cost sheet to ensure payment.

If applicable, sign and submit the attached Resident Vendor Preference Certificate with the proposal.

Payment for maintenance and support may only be billed in arrears.

Response to RFP Attachment D: Optional Cost Sheet

This form is intended for use by the bidder to organize optional costs beyond the base specification of this RFP. These will not be considered in the evaluation of the RFP.

Component / Item	Description	Quantity	Unit Cost	Extended Cost
Master Data Management	See Comments Below	Server Based – Unlimited Users	$175,000	Renewal Fees: $67,800
Enterprise Miner	See Comments Below	Server Based – Unlimited Users	$32,500	Renewal Fees: $12,750
Hardware, Hardware Installation, and Configuration	Dell Blade/Server, 16 cores, 256 GB RAM	5	Approximately $20,000.00 per Blade/Server *NOTE: this is an approximate unit cost. Actual price quote must be generated by Dell.	$100,000
Data Management Advanced, Office Analytics, Visual Analytics	Renewal Fees	Server Based-Unlimited Users	$53,700	
			Options Grand Total:	**$261,200**

Optional Components

Optional components that provide additional potential beyond what is required in this RFP response include SAS Master Data Management and SAS Enterprise Miner.

Data Management

Master Data Management (MDM) is a crucial tool for agencies as work toward creating truly longitudinal data systems, P-20W. Effective strategies rely on good quality data and analytics – a single source of truth for students, faculty, facilities, and financials – otherwise, these fields cannot be comprehensively linked nor can deep insight be gained.

According to Gartner:

"The increased demand for more effective decision-making and a focus on improving the timeliness and accuracy of business decisions makes MDM paramount for organizations".

SAS Master Data Management identifies, links, and reconciles data across your processes, providing a single view of information. Combining the master data management capabilities offered by SAS with SAS analytics yields the most accurate business analytics possible. This improves operations and enhances better decision making.

A phased approach to MDM: SAS Master Data Management offers the flexibility to develop a phased approach to implementing MDM on an enterprise scale. With our multi-domain, flexible data model, you can start with student information and then, over time, add other entities such as teachers, courses, etc. creating a consolidated, accurate and trusted view of critical information.

Our solution provides the ability to deploy the right technology for the right situation, providing the basis for a staged MDM implementation or a comprehensive initial deployment of MDM. An agile approach to master data management allows the business needs to drive the deployment technology.

Trusted master data provides a strong foundation for operational analytics, which drives real-time, immediate value: By way of SAS solutions and various analytical integration options, SAS infuses unrivaled analytical capabilities directly into the operational systems. This approach eliminates the divide between the operational and analytical systems and makes real-time decision

management based on deep analytics available in real-time, directly available from the operational or transactional systems.

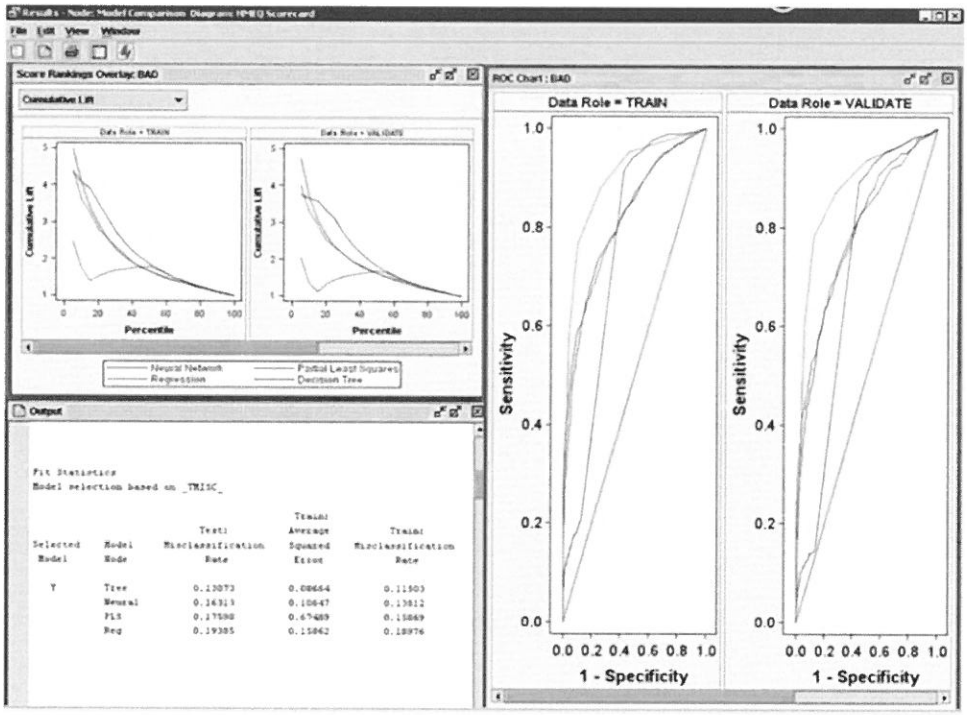
A single, integrated, platform: SAS uniquely allows you to migrate from tactical data quality solutions to batch-fed MDM to Enterprise real-time MDM by leveraging the same platform. Other vendors often try to imitate this by stitching together multiple, non-integrated, technologies in the hopes of delivering MDM success. SAS has the only solution built organically from an existing data-quality based Data Management Platform to enable combined data integration, data quality and master data management.

Data Modeling

SAS Enterprise Miner adds the ability to apply true data mining to structured data. This will give a strategic advantage to WVDE. Examples of data mining applications include:

- Understanding enrollment patterns and trends
- Determining student course management patterns
- Predicting future student life requirements and trends

SAS Enterprise Miner streamlines the data mining process to create highly accurate predictive and descriptive models based on large volumes of data from across the enterprise. This is a deeper, more technical means of creating models for use by those with more advanced analytical skills. It offers a rich, easy-to-use, set of integrated capabilities for creating and sharing insights that drive better decisions. Output from the predictive modeling process can be integrated with the core solution as described within the RFP response for further reporting and analysis.



The Model Comparison node provides an easy-to-use framework for comparing models to determine the best one.

SAS Enterprise Miner software supports the entire data mining process with a broad set of capabilities that allow analysts to:

- **Build better models with a versatile data mining workbench.** SAS Enterprise Miner includes an interactive self-documenting process flow diagram environment that dramatically shortens model development time for statisticians and data miners. It efficiently maps the entire data mining process to produce the best possible results
- **Enable business analysts to quickly and easily derive insights in a self-sufficient and automated manner.** The SAS Rapid Predictive Modeler task running from SAS® Enterprise Guide® or the SAS Add-In for Microsoft Office (included in the proposed SAS solution) enables business users and subject-matter experts with limited statistical skills to automatically generate predictive models for common business scenarios and act on them quickly and effectively. Analytic results can be consumed in simple and easy-to-understand charts to derive the insights needed for better decision making

- **Enhance accuracy of predictions and easily share reliable information to improve the quality of decisions.** Better-performing models with modern, innovative algorithms and industry-specific methods enhance the stability and accuracy of predictions, which can be verified easily by visual model assessment and validation metrics. Both analytical and business users enjoy a common, easy-to-interpret visual view of the data mining process. Predictive results and assessment statistics from models built with different approaches can be displayed side-by-side for easy comparison. The resulting diagrams serve as self-documenting templates that can be updated easily or applied to new problems without starting over. In addition, model profiling provides an understanding of how the predictor variables contribute to the outcome being modeled
- **Ease the model deployment and scoring process.** Scoring—the process of applying a model to new data—is the end result of many data mining endeavors. SAS Enterprise Miner automates the tedious scoring process and supplies complete scoring code for all stages of model development in SAS, C, Java and PMML languages. The scoring code can be deployed in a variety of real-time or batch environments within SAS, on the Web, directly into relational databases, or embedded in business processes. These capabilities can save you time, enable more accurate results and help you make decisions that add the greatest value