Inzata Analytics Response (Proposal)

To

RFP - Predictive Analytics Software/ Services

Issued By - West Virginia Department of Health and Human Resources

Type- RFP

RFP# - CRFP 0506 MIS2300000001

Issued Date- August 18, 2022

Response Due Date- September 13, 2022

Scope of Work

The West Virginia Department of Administration, Purchasing Division (hereinafter referred to as the "Purchasing Division") is issuing this solicitation as a request for proposal ("RFP"), as authorized by

W. Va. Code §5A-3-10b, for the West Virginia Department of Health and Human Resources (hereinafter referred to as the "Agency") to provide Predictive Analytics Software and Services.

September 12, 2022
Crystal G Hustead

Dear Ms. Hustead:

I read your Request for Proposal for **Predictive Analytics Software/ Services** issued by the **West Virginia Department of Health and Human Resources** with great interest. We always welcome the opportunity to participate in new data projects and appreciate your invitation to bid for this important initiative. Inzata is a Data Analytics software provider, founded in 2016, and we do a lot of work with large State and Local Government customers, as well as Fleet Transportation and Logistics operators.

- Inzata exists to help users streamline and speed up the process of turning raw data into insights and knowledge. Our unique AI-Driven data modeling approach, recognized by Gartner as "Augmented Analytics," has proven successful and valuable with our other public sector customers.
- Speed-to-value is Inzata's major differentiator, and your major benefit. We help you go from raw data to actionable intelligence faster than any other platform on the market. With that speed comes lower risk, and of course, lower cost.
- Inzata's AI-Powered Data Modeler, which automatically combines your disparate data sources into unified, integrated data models that support end-user and self-service analytics. **Inzata is the fastest way to build and launch a Data Analytics capability for your organization.**
- Inzata helps you get control of your ever-growing data assets, to gain maximum value from them without breaking the bank, and to use them as strategic tools to drive growth, development and efficiency.
- As your data footprint continues to grow, Inzata helps you keep this under control by quickly connecting to each of your new and emerging data sources - ALL without coding, without expensive consultants, or risky, multi-year projects.
- Inzata is secure, enterprise-tested, vetted and used by organizations like Polk County Schools, Manatee County Schools, Florida's Department of Children and Families, and the Florida Department of Citrus. It has won recognition and awards from Gartner and other analysts.

We welcome you to review our Proposal and consider the value Inzata could bring to your data project. Consider also that you would be receiving a platform that scales and grows with you to future-proof your environment for continued data growth.

We look forward to engaging with you during your review and would welcome the opportunity to demonstrate our platform and discuss your needs more in depth at your earliest convenience.
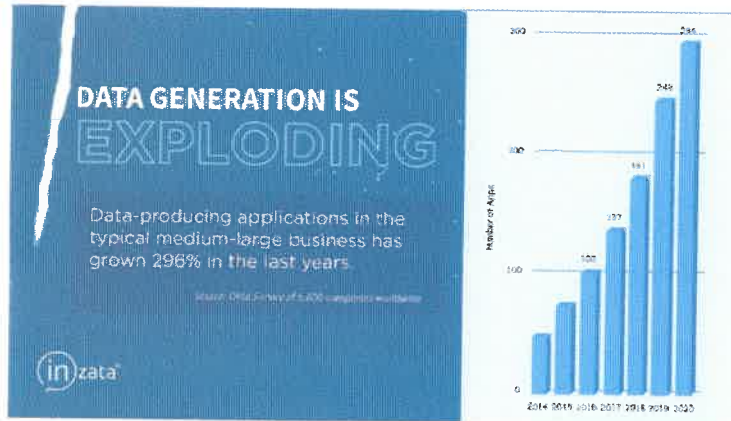
Best regards,

Christopher Rafter, COO,
Inzata Analytics, 501 1st Ave N #901, St. Petersburg, FL 33701

(602)-312-9396/ christopher.rafter@inzata.com

Inz ata Introduction

Inzat ı is a next-generation, Augmented Analytics software platform. The company was founded in 2016 by a team of seasoned Data Professionals who have worked in Data Analytics since the late

1990s, with extensive experience in the State, Local and Education verticals. The company is independent, privately funded and headquartered in the United States with 100% US based support and hosting. Inzata first began working with Public customers in 2018, following its market introduction. Inzata's philosophy and belief is that data is one of the most powerful forces shaping organizations over the next ten to twenty years. Inzata exists to help organizations get more value out of their ever-growing and ever-changing data environments.

We also observed that the current generation of Data Management technologies are unable to meet emerging challenges facing organizations today around data. Current tools and techniques rely too heavily on manual human effort for tasks like data modeling and data integration. As the volume and variety of sources, this leads to cases where these resources simply cannot keep up with the volumes of data being presented.

This leads to the statistic below: Up to 90% of collected data is not making its way into Analytics Environments where it can be analyzed.

- We believe organizations who pivot quickly to make their data a strategic asset will enjoy a significant advantage over those who don't.
- Inzata exists to help users streamline and speed up the

process of turning raw data into insights and knowledge. Our unique AI-Driven data modeling approach, recognized by Gartner as "Augmented Analytics," has proven successful and valuable across a number of verticals, government and public sector being one of them.
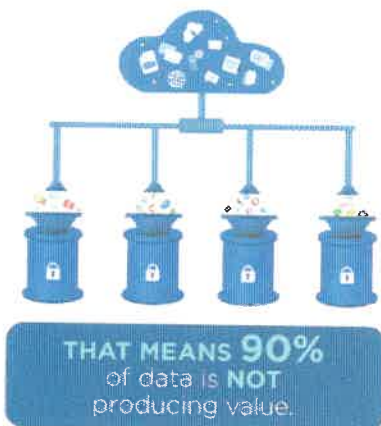
- Inzata's innovative AI-Powered Data Modeler, the first of its kind, automatically combines your disparate data sources into unified, integrated data models that support end-user and self-service analytics. Inzata is the fastest way to build and launch a Data Analytics capability for your organization.
- As your data footprint continues to grow, Inzata helps you keep this under control by quickly connecting to each of your new and emerging data sources. We have more than 800 App and API data connectors. Inzata then automatically detects the relationships between different datasets, and walks users through blending and modeling that data into useful structures that support advanced analytics, including predictive analytics.
- Inzata eliminates manual coding and expensive consulting engagements, and delivers value in weeks, rather than risky, multi-year projects.
- Our time-to-value is our major differentiator. We help you go from raw data to actionable intelligence faster than any other platform on the market. With that speed comes lower risk, and of course, lower cost.
- Inzata is secure and enterprise-tested, vetted and used by organizations like **Polk County Schools, Manatee County Schools, Florida's Department of Children and Families, and the Florida Department of Citrus.** It has won recognition and awards from Gartner and other analysts.

Watch a brief message from Dr. Tina Barrios, Asst. Superintendent and CIO, Polk County Schools (130,000 students.)

- Inzata is an entirely new approach to Data Management and Analytics
- Inzata gives your organization access to an enterprise-grade analytics platform, with full expert support, at a price you can afford.
- Inzata is an AI-powered, end-to-end data analytics platform that creates and delivers a self-organizing data warehouse for you.

The benefit of all that is that Inzata is the fastest way to develop a Data Warehouse for any size organization, up to 1000 times faster than traditional methods.

This process produces the same quality models as a 3-5 month manual process, except it is about 1000 times faster, allowing you to achieve this in a matter of minutes and hours, not weeks and months.

With Inzata, and your data sources, you can get started building your data warehouse in as little as one day.

Inzata is the **FASTEST** way to build and launch an integrated Data Environment, or Data Warehouse, without lengthy projects, no consultants, no ETL, no coding.

Launch your data warehouse in just a few days, accomplishing in minutes what used to take months.

How Inzata Provides Rapid Value

Step 1. Connect your data

Use Inzata's robust, automated Data Extraction & Ingestion tools to connect to your different data sources

Step 2. Create Data Warehouse Logical Data Model with Inzata: Inzata's AI data modeler begins processing and determining how the different data sets fit together into a logical, enterprise model.

Step 3. Start Building Dashboards: With the model created, the data warehouse is done ready to begin supporting analytics. You're now ready to begin creating dashboards, using either Inzata's tools, or tools like PowerBI.

Benefits of this Approach

- Transform disparate data sources into organized and secure data models feeding dashboards that provide insights and analysis for your staff.
- Inzata was built for any type of user, no coding experience necessary.
- Inzata has more than 400 App and API connectors and also the ability to load data from hundreds of other sources and formats.
- Inzata offers powerful AI and Machine Learning methods used to profile, standardize and cleanse all kinds of electronic data.

Cool Vendors in Data Management
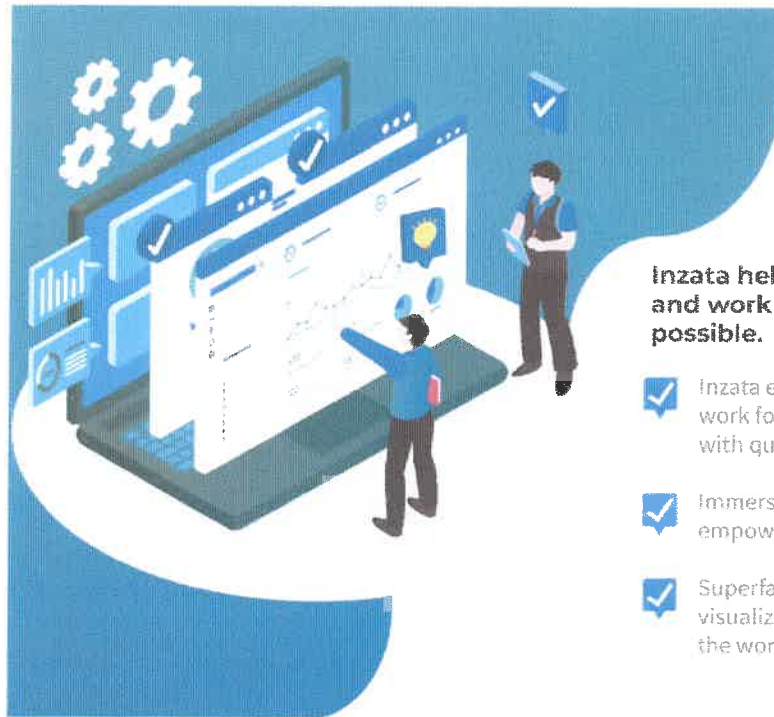*Initiatives: Data Management Solutions*

Augmented capabilities are becoming the major differentitators for data management solutions.

Inzata offer data and analytics leaders ways to connect, ingest, analyze and share data more quickly and at a lower cost.

Gartner
COOL
VENDOR
DATA
MANAGEMENT

Inzata helps your entire organization explore and work with data in ways never before possible.

- Inzata empowers you to put more of your data to work for you, making everyone more informed, with quicker results, and the fastest time to value.

- Immersive, world class user experience, empowering both technical and non-techies alike.

- Superfast, AI-enabled performance, stunning visualizations advanced graphics. Inzata delivers the world's best experience for working with data.

Inzata is an AI-powered, end-to-end data analytics platform, (from Database to Dashboard) delivering unprecedented speed and time to value. Inzata is the fastest way to build and launch a Data Warehouse and Data Analytics/Management function for your organization. NO lengthy projects, no consultants, no ETL, no coding. Launch your data warehouse in just a few days, accomplish in days what used to take months. Transform disparate data sources into organized, enriched and secure dashboards that provide personalized insights and analysis for your staff and other users. Share real-time updates with your staff and colleagues and empower them to answer any question, clearly, without emotion.

Help your team become data-informed and your processes become data-driven. Inzata was built for any type of user, no coding experience necessary.

With just 1-2 hours of guided training, your users can begin using the platform. Our average onboarding takes just 8 days, and includes connecting to and loading your source data Inzata has more than 400 App and API connectors and also the ability to load data from hundreds of other sources and formats.

The power of Inzata is that it allows you to connect data from any source. It points out relationships between these different datasets to connect them together and lets you create virtually any type of analysis you can envision, not limited by canned reports or dashboards. At Inzata, we believe an organization's Data is going to be an expanding and shifting landscape. We empower our customers to take full advantage of whatever data you have available, now and into the future. We empower your team to ask and answer any questions, we don't force you down paths to canned or "convenient" conclusions.

Inzata SSO integrates with a variety of different Identity Providers: Classlink, Focus SIS Active Directory, Okta, Google Cloud, Azure, OneRoster and dozens of others (Our SSO uses Auth-0). SSO via traditional username and password authentication, social networks, and enterprise federation. Configuration of any enterprise connection, including Active Directory, LDAP, ADFS, SAML, and others.

How it Works

Step 1. Connect to data using Inzata's robust, automated Data Extraction & Ingestion tools to connect to your different data sources. This takes the place of traditional ETL, by the way. However, it requires **no** coding, **zero** developers. It is also very easy to add new data sources as your needs evolve.

Timer/triggers schedule & automate data refreshes from source. Inzata also validates and quality-checks the data as it flows through every time, and can be used to standardize, clean and format data before it makes its way into your Data Warehouse. It creates real-time data pipelines to flow all your data into your new analytics environment.

Step 2. Create Data Model: Once data is flowing in, Inzata's AI data modeler begins processing and determining how the different data sets fit together into a logical, enterprise model.

The process used within Inzata's data modeler automatically detects and profiles every field within every one of your datasets. Dimensions, Entities, Facts

Inzata Speeds up the Data Warehouse Development Lifecycle
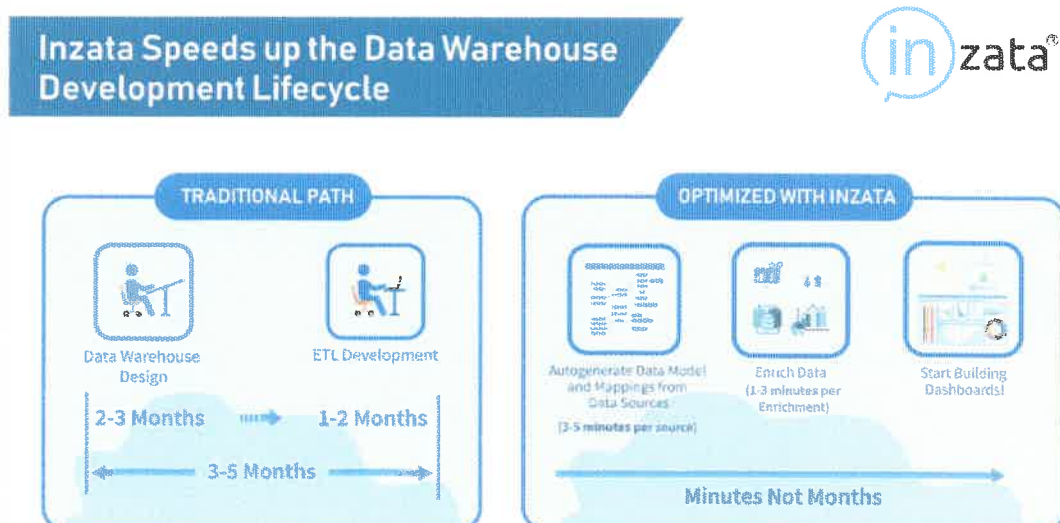
and Attributes are detected and organized automatically. Inzata also supports metrics, which work with Inzata's ELT framework to provide the industry's first real-time-aggregation engine, allowing for unprecedented flexibility in data analysis. Inzata's AI accomplishes in minutes what takes human-only teams months. It delivers the same high quality, multidimensional data models, star and snowflake schemas, with unprecedented functionality, 1,000 times faster than unassisted methods.

Step 3.   Start Building Dashboards to Analyze your data: With the model created, the data warehouse is done. All of your ETL has been created by Inzata. Your data mappings are done as well. Inzata even creates a series of basic metrics around your fact values and key entities. You're now ready to begin creating dashboards.

Data Dashboard Option 1: You can start building dashboards directly inside Inzata, using Inzata's dashboard tools featuring more than 1,000 data visualizations, or

Data Dashboard Option 2: You can publish your new Data Warehouse to any SQL platform, SQL Server, Azure, Snowflake, etc. You can use any other commercial visualization tools to begin working with your data.

![in zata® logo]

Inzata platform - Main Healthcare Analytical Features

Inzata's Data Analytics Platform enables the creation, tracking and reporting on an unlimited number of outcome-based measures, each of which are entirely customizable. A major benefit of Inzata's real-time aggregation is the ability to perform extensive What-If analysis directly alongside the output of standard KPI and Performance Reporting. We have thousands of examples of Inzata computing outcomes-based KPIs spread across hundreds of client dashboards, including Risk Scoring, Predictive Outcome Scoring. It's our belief that this enablement is best illustrated through a demonstration of some of the calculations, including how Inzata is a key resource in the analysis of the data to derive the formula supporting these outcome-based metrics.
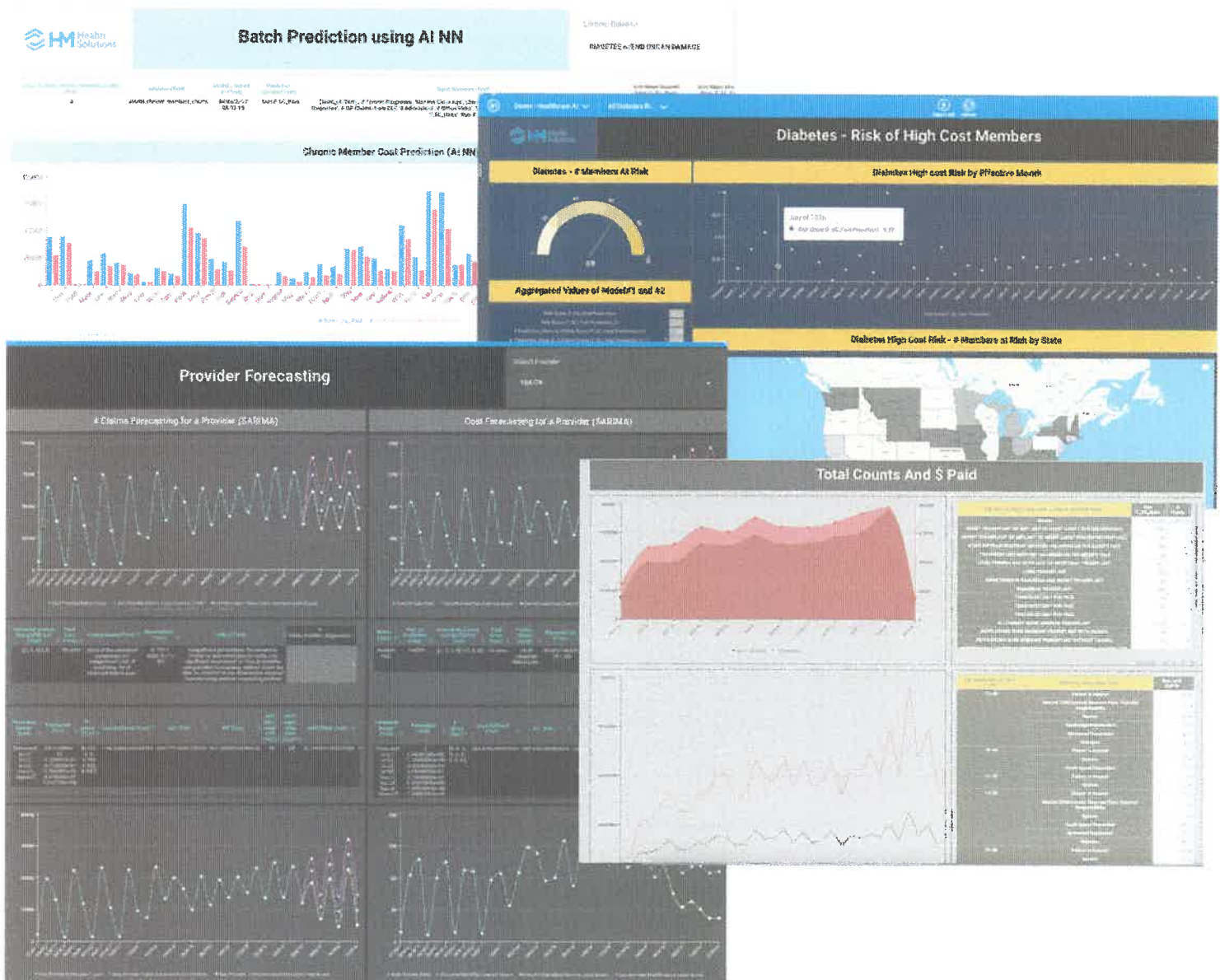
Example What-If dashboard combining multiple dimensions and filter types for high-performance, complex, multidimensional analysis.
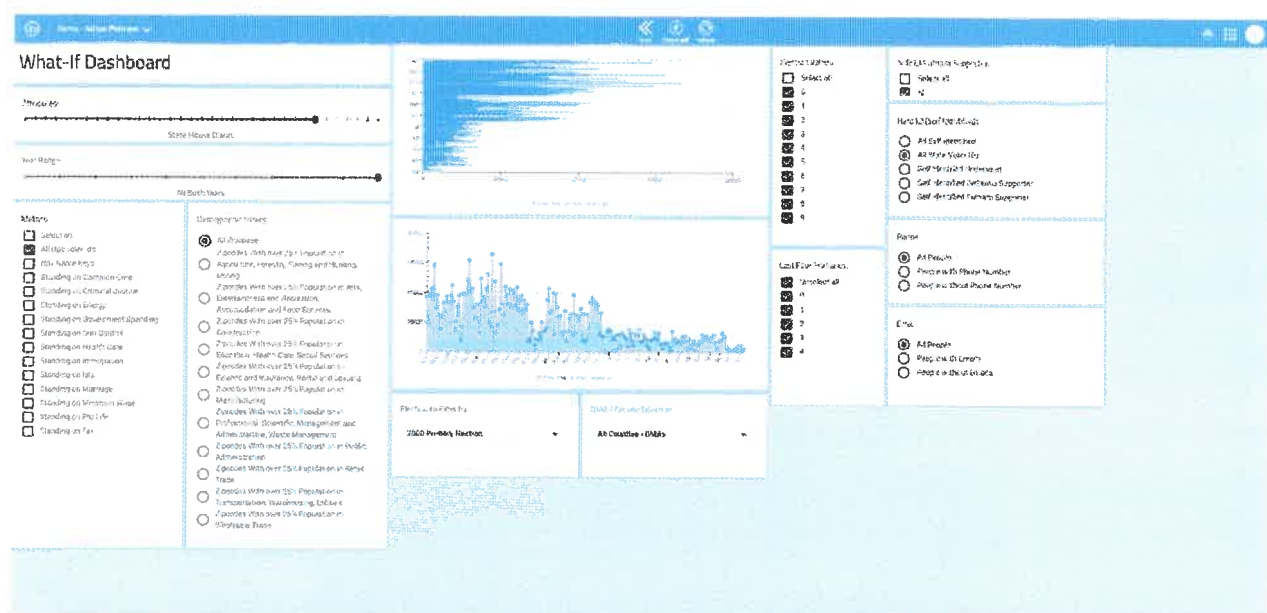
Inzata platform - Main Healthcare Analytical Features

Data Ingestion and Integration

- Automated, AI assisted source data files integration -- 20 times faster and more effective than traditional data integration technology and processes using standard DW techniques (3rd normal form DW structure with reporting tools)
- Automated healthcare data enrichments integration through Inzata Object Marketplace that includes:
- Standard Included healthcare and general code tables (ICD-10, HCPCS, CPT, DRG, geography, Time, SIC , NAIC, Provider Taxonomy, POS, HCPS)
- Extended healthcare and general packages (Medi-span, Episodes, Risk, Lab and LifeStyle, SOI Tax, Social Demographics, etc.)
- User friendly modern graphical interface with No-SQL data transformation and loading including connectors, data types, ETL functions, data process triggers, data quality and profiling etc.)
- Support integration tens up to hundreds source file clusters
- High speed data ingestion for IOT type of healthcare devices
- Near real-time reporting – fast data loading/update on Inzata platform

- Using Fuzzy logic for automated data integration and mapping

Analytics and reporting

- Ad hoc reporting
  - on multidimensional, structured data
  - with excellent report retrieval time
  - with no pre-aggregated data – super fast when drilling all the way down to claim line transactional data level
  - on distributed, partitioned (vertically and horizontally) columnar data store
  - w/ fully automated query generation
- Easy report and dashboard creation using drag and drop functionality.
- Easy data surfing, slicing and dicing
  - Easy modification of a report layouts , formats and contents (attributes, metrics, filters)
  - Drill down functionality - move to more detailed level in the data presentation in the same dimension or hierarchy,
  - Drill Anywhere - change view to a different dimension/hierarchy and then move to more detailed level in the data presentation of that dimension or hierarchy
- High quality data presentation in tables and graphs

Machine learning and Predictive modeling

- AI Neural nets with automated optimization typically used for following HC use cases:
  - Healthcare cost predictions
  - Premium modeling for renewal rates optimization
  - Budgeting and financial modeling
  - Fraud and unnecessary care detection
- ANOVA Modeling
  - Adverse selection modeling
- SARIMA Time series modeling
  - PMPM Econometric forecasting
  - Order and specialty cost forecasting
- Fuzzy Logic and machine learning
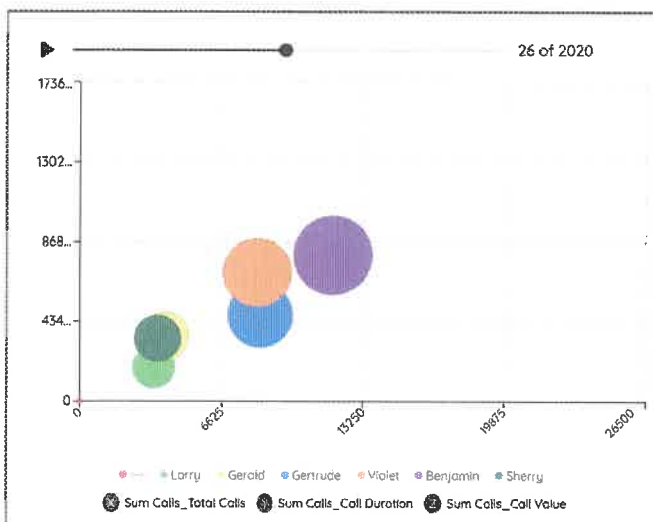 - HC member and provider entity matching

Technical Instructure

- State of the art Kubernetes multimode platform
  - Supporting major commercial clouds deployment (Amazon AWS, Google , Microsoft Azure)
  - Ready for on prem installation

- Highly effective and low-cost environment
- Scaling for thousands of users by utilization of the patented massive parallel aggregation engine
- Proactive monitoring with early warning notifications

The Inzata proposed solution is built on a combination of 400+ connectors for data ingestion (including more than 100 Healthcare interfaces), stored into a SQL data lake with subsequent automated data integration into an enterprise data structure. Such an effectively and dynamically created structure provides a seamless environment for automated analytical data mart generation, dashboarding, and reporting analysis as well as integrated ML modeling. Inzata's InModeler module is a unique on the market system for data enrichments and AI Assisted data integration

- Automated, AI assisted source data files integration -- 1000 times faster and more effective than traditional data integration technology and processes using standard DW techniques (3rd normal form DW structure with reporting tools)
- Automated healthcare data enrichments integration through Inzata Object Marketplace that includes:
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- Near real-time reporting – fast data loading/update on Inzata platform
- Using Fuzzy logic for automated data integration and mapping

Inzata's InView and InBoard provide universal and power dashboarding capabilities designed for larger enterprise healthcare data models and their data sets. Inzata can automatically generate small - data marts to be consumed by PowerBi or Tableau. Drill Across in such smaller size and dimensional data structures are however limited. as opposed to Inzata Drill Anywhere on an enterprise-level integrated structure with thousands of attributes and facts.

- Ad hoc reporting
  - on multidimensional, structured data

- with excellent report retrieval time
- with no pre-aggregated data – super fast when drilling all the way down to claim line transactional data level
- on distributed, partitioned (vertically and horizontally) columnar data store
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  - Drill Anywhere - change the view to a different dimension/hierarchy and then move to more detailed level in the data presentation of that dimension or hierarchy
  - High-quality data presentation in tables and graphs
- Layer Reports - each main report on a multi report dashboard can have "Layer" reports that provide complementary and detailed reports to the "Main" report. In AdHoc mode user can switch between main report and it layer reports
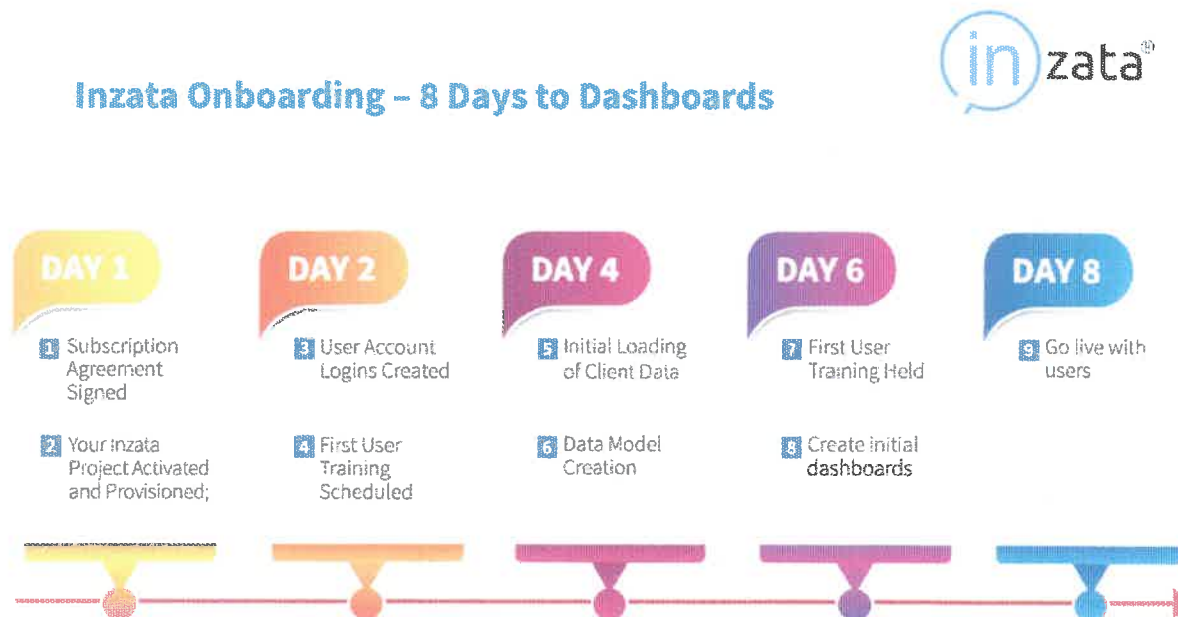
System Implementation/Onboarding

Inzata is well-known for exceptional speed-to-implementation and rapid time-to-value. This helps keep costs down and risk levels low for our customers.

Inzata's typical time to first productive use with new clients is usually less than 2 calendar weeks (14 days.)

Our standard implementation structure appears below. This can be customized to accommodate additional training and/or data integration requirements.

Inzata Onboarding – 8 Days to Dashboards

DAY 1	DAY 2	DAY 4	DAY 6	DAY 8
1 Subscription Agreement Signed	**3** User Account Logins Created	**5** Initial Loading of Client Data	**7** First User Training Held	**9** Go live with users
2 Your Inzata Project Activated and Provisioned;	**4** First User Training Scheduled	**6** Data Model Creation	**8** Create initial dashboards	

Based on what we know of the requirements for this project, we see it fitting largely into this structure, however we are happy to tailor this to your exact needs.

Staffing and Qualifications/List of Key Personnel

Inzata has the resource capacity to support your project with our teams of delivery professionals.

Inzata will assign a dedicated Data Engineer to your account who will be known to you by name and your dedicated communications liaison and Success Manager. This is a technical resource experienced in onboarding companies similar to yours on the Inzata platform.

Inzata's delivery org offers a number of different resource types and skill sets, including:

- Data Engineers/Data Integration Specialists
- Data Analytics Project Managers
- Data Analytics Senior Architects/Solution Designers
- Platform Training Instructors & Coaches
- Data Dashboard/UX designers
- User Support and Troubleshooting
- Data Scientists
- Data Modeling experts
- Data Quality/Data Cleaning Specialists
- Master Data Management Specialists

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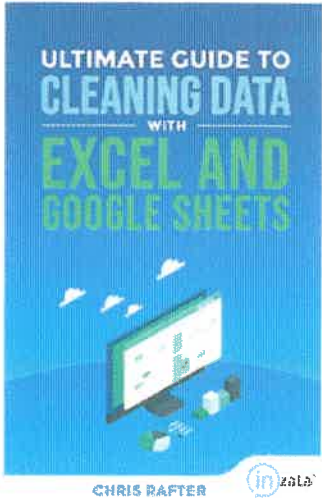
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1. 4.2.1. **Goals and Objectives** — The project goals and objectives are listed below.	Response
4.2.1.1 Through vendor provided training and the use of vendor provided, integrated tools, 10 Agency staff will become proficient in the cleansing and transformation of State datasets for use in data modeling.	Agreed. Inzata has trained multiple users and published books (https://www.amazon.com/Ultimate-Guide-Cleaning-Google-Sheets-ebook/dp/B07Q3T381Q) on data cleaning in commercial and government environments. Inzata offers a specific training curriculum around data quality and cleaning as well, as well as similar courses for Data Modeling, Data Formatting and Transformation, and Data Enrichment.
4.2.1.2 Agency data will be cleansed, transformed and uploaded to a hosted, secure Cloud data repository utilizing the Agency's Secure File Transfer Protocol (SFTP) or other approved and secure upload.	Agreed. Inzata uses SFTP exclusively for file transfers of data.

4.2.1.3 Agency intends to undertake up to 18 projects over the 12 month life of the project utilizing cleansed and transformed data sets with the tools and services procured in this effort.	Agreed.
4.2.1.4 Agency defined Scope of Work documents will detail the amount of technical support, not to exceed 5 hours per active project per week.	Agreed.

4.2.1.5 Ten licensed users at the Agency will be utilizing the procured software. It is anticipated that five users will be performing unlimited predictive analytics and modeling using agency data sets and the software and services proposed in response to the RFP.. The remaining five users will use the tools to view data models and visualizations.	Agreed. Inzata's account governance model can grant the appropriate levels to each user via user role.

4.2.2. Mandatory Project Requirements — The following mandatory requirements relate to the goals and objectives and must be met by the Vendor as a part of its submitted proposal. Vendor should describe how it will comply with the mandatory requirements and include any areas where its proposed solution exceeds the mandatory requirement. Failure to comply with mandatory requirements will lead to disqualification, but the approach/methodology that the vendor uses to comply, and areas where the mandatory requirements are exceeded, will be included in technical scores where appropriate. The mandatory project requirements are listed below.

Training	
4.2.2.1.1 Vendor shall provide 40 hours of instructor lead, virtual training to up to 10 Agency Staff covering the data cleansing and transformation tools and all of the functions of the Predictive Analytics Software.	Agreed.
4.2.2.1.2 Training shall be broken down, at a minimum, into segments for Data Transformation, Predictive Analytics for Developers, and Predictive Analytics for Viewers.	Agreed. See below for a menu of training offerings, we can customize different modules into a single class as well.

Inzata Training Offerings – Summary

- Inzata Standard Onboarding Training Roadmap
  - Inzata Dashboards-Focused- User Training
  - Inzata Data Preparation Bootcamp
  - Inzata Data Integration & Modeling Training
  - Inzata Data Analyst Training
- Additional training sessions for any of the above are available

- Optional Premium Training Modules:
  - Inzata Developer Bootcamp
  - Inzata On Call Full Access Training
  - Train the Trainer Training
  - Inzata Data Scientist Training
    - i. Predictive Analytics/Machine Learning
    - ii. Natural Language Processing
  - Advanced Data Quality/Data Cleaning Techniques
  - Data Visualization Deep-Dive

4.2.2.1.3 Training shall be interactive and shall be recorded and made available for Agency use as a refresher or to train additional licensees.	Agreed. Inzata has pre-recorded versions of trainings as well as video how-tos.
4.2.2.1.4 Training shall be provided during regular business hours and will not exceed 8 hours per business day.	Agreed.

Example: Inzata Training Curriculum

FIRST STEPS
Getting Started
- Setting up Logins
- Confirming User Privileges
- Navigating the Interface
- Loading data

CONNECTING TO AND LOADING DATA
Exploring Inzata's Artificial Intelligence InModeler
- AI-Assisted Data Modeling
- Creating your first Data Model
- Understanding the LDM
- What are Data Enrichments?
- What is the difference between facts, attributes and metrics
- Reviewing statistics on your data
- How to read and navigate the LDM (Logical Data Model)

BUILDING YOUR FIRST ANALYTICS
Diving into Inzata's InBoard
- Create your first reports/charts/data widgets
  - Elements of a report
- Creating your first Data Dashboard
  - Building blocks of dashboards
  - Introducing controls
  - Introducing filters
- Data Visualization techniques
- Expanding our knowledge of reports
- Dashboard customization
- Dashboard sharing and publishing
- Replicating dashboards (self guided practice)

VISUALIZING AND SHARING INSIGHTS WITH OTHERS
Use of InViewer
- What's possible with InViewer
- Ad-Hoc Reporting in InViewer
- Drill-Anywhere data exploration
- Using InMailer to share insights

SECURE YOUR DATA
Introducing InVault
- Creating Users
- Creating User roles
- Granting access rights to different Inzata modules
- Assigning user viewing privileges

Advanced Training:

Metrics
- How to create metrics
- Conditional formatting
- Explaining functions
- Explaining parameters

Filters
- What are filters
- When / how to create filters

Artificial Intelligence
- How AI works in Inzata
- Simple Linear Regression
- Multivariate Linear Regression
- Feature Selection
- Neural Network/Machine Learning
- Building your first AI model
- Deploying and sharing an AI model

Controls
- Advanced control abilities

Introducing RbR filtering (Report by Report filtration)
- What is RbR
- How to use RbR

Using InFlow to create real-time data pipelines
- Configuring Data Sources
- Connecting to remote data
- Transforming Data with InFlow
- Outputting Data with InFlow

| 4.2.2.2 DATA REPOSITORY/SECURE FILE TRANSFER	
4.2.2.2.1 Vendor shall host the Agency data in vendor's secure, U.S. based, Cloud repository. The Agency will not provide an environment for the repository.	Agreed. Inzata's platform includes hosting, storage and backup.
4.2.2.2.1.1 Vendor will provide adequate Cloud storage and compute resources for 10 Agency users and up to a total of 18 Agency projects, adding resources as necessary to avoid performance degradation.	Agreed.
4.2.2.2.1.2 Agency staff must be able to securely transfer data and models in formats including, but not limited to those included in 4.2.2.4.2, to the Agency SFTP for use with other Agency software.	Agreed.

4.2.2.2.2 Data repository shall include industry standard antivirus and antimalware protection. Vendors must name the products utilized in their response.	Agreed. Inzata uses Perch and Sentinel-One for Advanced threat protection. Inzata does not use any Windows servers. For Windows laptops, Inzata uses MS Defender and for Macbook, Sophos. Inzata is deployed on AWS, AWS provides services that help Inzata to protect client's data, accounts, and workloads from unauthorized access. AWS data protection services provide encryption and key management and threat detection that continuously monitors and protects your accounts and workloads. In case of data protection following services will be deployed: • Amazon Macie -Discover and protect client's sensitive data at scale • Amazon Detective - Investigate potential security issues • AWS Security Hub - Automate AWS security checks and centralize security alerts • Amazon Inspector -Automate vulnerability management
4.2.2.2.3 Data in the repository shall be encrypted both at rest and in transit.	Agreed.
4.2.2.2.3.1 All mechanisms used to encrypt data shall be FIPS 140-2 compliant and operate using the FIPS 140-2 compliant module (Standards available on the National Institutes for Standards and Technology (NIST) Website httos://csrc.nist.gov/publications/detail/lites/140/2/fina l). Vendor must name any products utilized to provide encryption.	Agreed.

4.2.2.2.3.2 Storage devices where data has resided must be securely sanitized according to MARS-E MP-6 Media Sanitization security prior to use. A guidance document is available at the Centers for Medicare and Medicaid Services website (https://www.hhs.gov/guidance/document/minimum-ac ceptable-risk-standards-exchanr es- mars-e-20).	Agreed.
4.2.2.2.4 Data repository shall include a perimeter firewall. Vendor must identify the firewall that is used.	Agreed.
4.2.2.2.5 Data will be stored in at least two geo redundant locations making it improbable that a single event, whether naturally occurring or marinade, will impact both locations. In the event operations are interrupted at the primary data center, Agency operations will be shifted to the secondary location within 4 hours.	Agreed. Inzata has full disaster recovery across multiple, geographically and vendor diverse clouds. Inzata's RTO is under 4 hours.
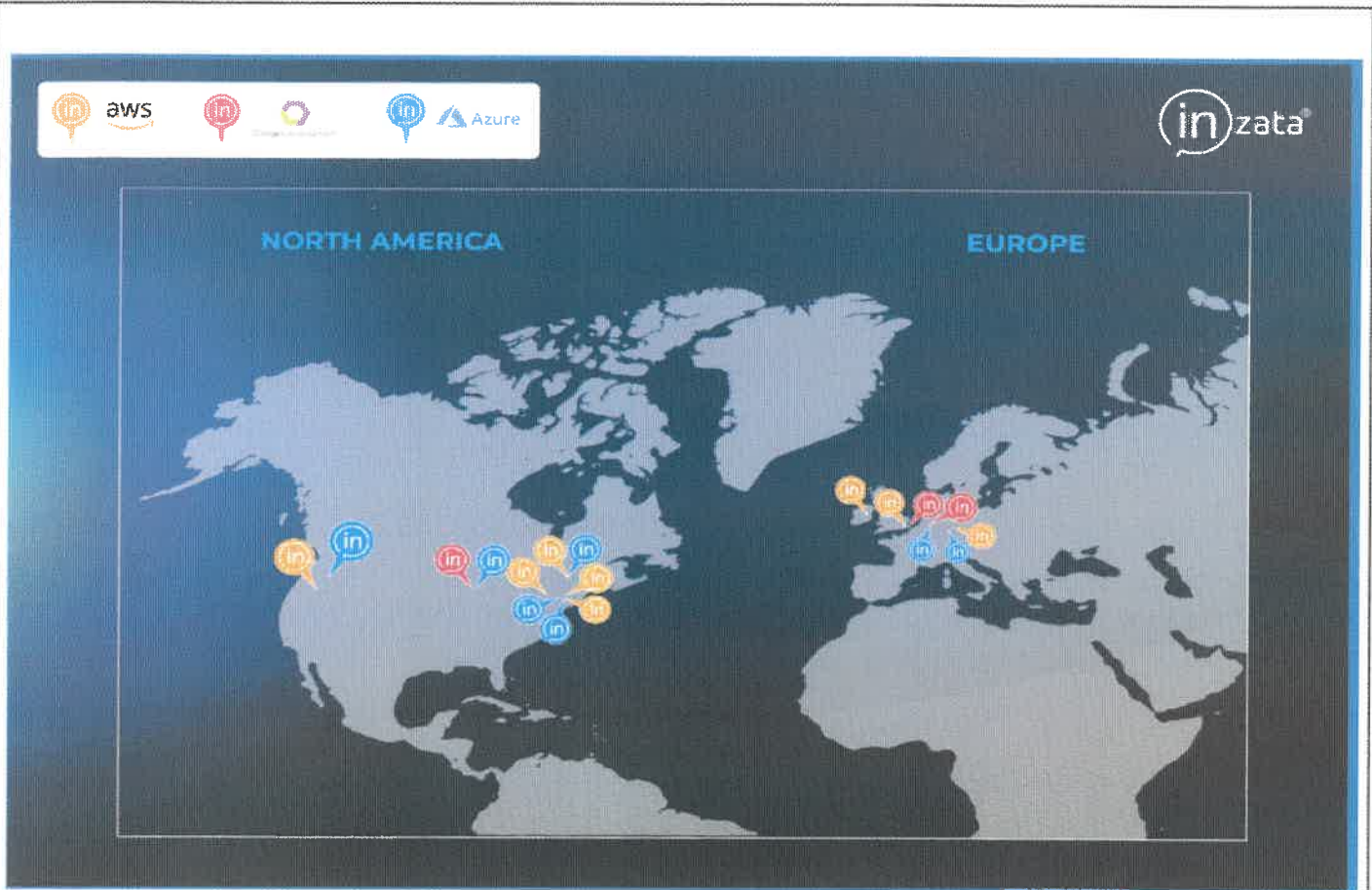
4.2.2.2.6 Vendor shall scan incoming data for fields that appear to contain Personally Identifiable Information (PII) or other sensitive data types and reject flagged files back to the Agency to verify no sensitive data is included.	Agreed. Inzata has in-use PII detectors and can identify accidental upload of PII on all data ingest jobs.

Privacy protected values

Definition

The protection of sensitive health information is a basic requirement of health information technology. While Federal law requires that access to all personally identifiable information comply with the requirements of HIPAA and other regulations, certain conditions and treatments receive additional protections.

Inzata supports a client configurable protection of sensitive health information in which evidence of care for certain health conditions is hidden from users not authorized to see it. The client plan determines which users may appropriately be granted access to sensitive health information through the user provisioning process. Inzata applies a single version, configured to the client's specifications, and does not support multiple levels of access. Access to such information is either granted or denied at the user level.

The identification of which values for which fields are considered sensitive and therefore protected is configured by Inzata in accordance with the preferences of the client plan. For instance a set of values for diagnosis, procedure, and place of service may be designated as protected by the client plan. In such instances users who are not granted access will see a generic description rather than the actual diagnosis, procedure, or place of service.

Aggregation

In an interactive environment, such as the Inzata environment, it is possible for a user to imply the value of protected fields if care is not taken to protect it at the aggregation or "roll up" level. For instance HIV is a typically protected diagnosis. It is part of the Viral Infection sub-category, which in turn is part of the Infectious and Parasitic Diseases category under the CCS ICD-9 Diagnosis structure. If a user were to look at the subcategory of Viral Infection and drill down it would be possible to imply which claims are HIV even with the diagnosis protected.

Diagnosis Sub-category	Diagnosis	Claims	Paid
Viral infections	Sensitive diagnosis	20	204,345
	Hepatitis	140	873,043
	Other viral infections	540	1,354,873

However, to protect in their entirety the subcategories and categories to which protected sensitive values aggregate either fails to fully protect the data or obscures important information on non-protected values of the same category.

Diagnosis Sub-category	Diagnosis	Claims	Paid
Viral infections	Sensitive diagnosis	20	204,345
	Hepatitis	140	873,043
	Other viral infections	540	1,354,873

Diagnosis Sub-category	Diagnosis	Claims	Paid
Sensitive diagnosis	Sensitive diagnosis	700	2,432,261

So the solution which Inzata will employ will protect the records with sensitive values at the lowest level and at all aggregation levels above. In the example, the HIV claims would no longer be part of the Viral Infections sub-category but would be included in a protected sub-category, where they would be combined with all claims with sensitive diagnoses.

Diagnosis Sub-category	Diagnosis	Claims	Paid
Viral infections	Sensitive diagnosis	20	204,345
	Hepatitis	140	873,043

Diagnosis Sub-category	Diagnosis	Claims	Paid
Sensitive diagnosis	Sensitive diagnosis	1045	2,034,932

(includes all sensitve diagnoses in a single sub-category)

Implications

The result is an interactive environment in which users who do not have permission to see protected sensitive information cannot use the drill down features of the tool to identify such. In order to accomplish this the user without permissions will see a different total for categories containing sensitive values than the user with full permission but the grand totals will match. This is simply due to the move of all sensitive values out of their original categories and into a single protected category.

4.2.2.2.7 Vendor shall acknowledge that all data in the repository is the property of the Agency and will be provided to the agency upon request. Data in the repository at the end of the contract period will be provided to the Agency in a mutually agreeable format and upon written notice by the Agency, all copies in	Agreed. Customer retains full IP rights to all data and derived works, it's in our standard terms.

the possession of the vendor will be destroyed with a certificate of data destruction provided to the agency.	
4.2.2.2.8 Agency will upload cleansed and transformed data to the Agency SFTP Server and notify the vendor by email when it is available. Vendor will move the data from the SFTP server to the data repository.	Agreed.
4.2.2.2.9 Vendor will certify that the hosted cloud environment satisfies MARS-E privacy controls (available at https://www.cms.gov/CCHO/Resources/Regulations-and-Guidance/Downloads/3-MARS-E-v2-0-Catalog-of-Security-and-Privacy-Controls- 11102015.ndf), including privacy training and awareness, and rules of behavior.	Agreed.
4.2.2.2.10 Vendor agrees that the hosted cloud environment will be available to Agency staff for data transfer and data modeling 99% of the time, 24 hours per day, 7 days per week, with the exception of scheduled downtime.	Agreed. Inzata's standard is 99.9% uptime.
4.2.2.2.10.1 Vendor proposal shall include maintenance windows and scheduled downtime which shall occur in off-peak hours, between 8:00 p.m. and 6:00 a.m., Eastern Time (ET) Monday through Friday or on Saturday, Sunday or State Holidays.	Agreed.
4.2.2.2.10.2 Vendor shall provide a system downtime report delineating both scheduled and unscheduled	Agreed.

downtime for the month, with each monthly invoice for cloud services.	
4.2.2.2.10.3 Vendor agrees that for any month unscheduled downtime is greater than 1% but less than 2.51%, Agency may deduct 2.5% from the total due on the monthly invoice. If unscheduled downtime is equal to, or greater than 2.51%, Agency may deduct 5% from the total due.	Agreed.
4.2.2.3 DATA MODELING PROJECTS/	
4.2.2.3.1 Agency will initiate project requests by preparing a data set and uploading to the SFTP server. Vendor shall move the dataset to the hosted cloud repository. Agency staff will perform preliminary data modeling in the cloud before initiating a project with the vendor.	Agreed.
4.2.2.3.2 Within 2 business days of a request to initiate a project, Vendor shall schedule a meeting with Agency staff to occur within 5 business days. Agency and vendor will determine the project scope including desired outcomes, number of models desired, and a not to exceed estimate of project duration (expressed in hours of support required per week). Within 2 business days after the meeting, the vendor will provide a draft project scope for Agency approval.	Agreed.

4.2.2.3.3 Upon receipt from the Agency of an approved project scope vendor shall begin providing up to 5 hours of data scientist support per week to the Agency project staff at the data scientist billable rate proposed in the RFP response until the scope of work is satisfactorily completed. Vendor or Agency may request fewer support hours per week, spreading the total hours over a longer period of time but any such modification shall require mutual agreement of the parties in the project scope.	Agreed.
4.2.2.3.4 Vendor agrees that the project duration in the scope of work is a not to exceed estimate and the hours billed shall represent actual hours worked.	Agreed.
4.2.2.3.5 Agency may request changes to the scope of work resulting in a modified scope of work. Vendor shall prepare a new estimate of required support for the modified Statement of Work. Changes in scope that add no more than 25% to the project duration shall be considered a project change and added to the maximum billable hours for the project. A scope change that adds greater than 25% shall be considered a new project.	Agreed.
4.2.2.3.6 Vendor shall support up to 18 total projects during the 12 month life of the contract including up to 6 projects concurrently.	Agreed.
4.2.2.3.7 Agency may adjust the priority of projects, placing a lower priority project on hold to keep the number of concurrent projects to six or fewer. Vendor shall accommodate the Agency priorities.	Agreed.

4.2.2.3.8 Upon contract award, the Vendor shall designate one primary contact and at least one backup that will be the initial point of contact for all project engagements under this contract. Only projects properly initiated with the Vendor point of contact are valid projects under the contract.	Agreed. Inzata assigns a dedicated Data Engineer to all new clients. This resource will be known to you by name and responsible for your onboarding, training and support.
4.2.2.4 REQUIRED SOFTWARE	
4.2.2.4.1 Vendor shall list in their technical proposal **ALL** of the software the State Agency will need in order to satisfy the stated goals and objectives and to meet all of the mandatory requirements within the RFP.	Agreed.
4.2.2.4.2 Predictive analytics software proposed in response to this RFP must have the Capability to process text data via natural language processing and must handle multiple file formats including, but not limited to (.csv, .tsv, .dsv, .xls, .xlsx, .sas7bdat, .geojson, .gz, .bz2, .tar, .tgz, .zip). The software must be able to export data in formats that are compatible with popular data visualization software including, but not limited to Tableaux and Microsoft Power BI.	Agreed. . In addition to dashboards and online reports, Inzata supports multiple ways to export and/or share the data. **Export to PDF** Inzata offers the exporting of full dashboards as PDF documents. This button is present on all dashboards. **Automatically export via REST API** Inzata has worked with RESTful APIs for more than 7 years, and natively offers a comprehensive implementation for multiple functions, and also offers the ability to extend this with new transaction types. Inzata offers more than 400 API connectors to numerous apps and software products. Inzata supports REST API integration, and can also ingest data via file (SFTP export) or

direct database connection (ODBC) which yields maximum flexibility. Inzata's Data Pipelines are completely customizable and can be set to run either on time-based or event-based triggers.

Automatically Export to Excel, CSV and PDF

Inzata also supports the exporting of reports and datasets to both Excel and CSV. Inzata's Advanced Ad Hoc mode also allows View-only users to create their own Ad-hoc reports in the system by drilling into existing dashboard reports, and export those to Excel and CSV as well.

Automatically Export to SQL - Data can be transferred from Inzata to another SQL Database using Inzata's ODBC connector.

Automatically Generate and Email PDF

Inzata supports the autogeneration of PDFs of dashboard(s) you specify to be emailed as PDF attachments, with a customizable email body. This is an excellent way to get your staff's attention. Any of these email options can be triggered by events occurring in the data, for example a metric falling below a set threshold.

Automatically Generate and Email Link to Dashboard

Same as above but with a link to open a specific dashboard in Inzata.

Automatically Generate and Email Report and CSV

	Same as above but emails formatted HTML report containing data in body of email with optional CSV attachment.
	Export/Embed to PowerPoint
	Inzata also supports the embedding of full-functioning dashboards into Powerpoint documents. When presented, these dashboards offer full functionality (filtering, sorting, and drilling) and the links are maintained as the powerpoint documents are distributed and opened.
4.2.2.4.3 Vendor will clearly identify any software that is proprietary and will explain the basis for software licenses including whether the licenses are named user licenses or concurrent user licenses; whether licenses are annual or perpetual; any requirements requiring software to be under vendor support contracts; etc.	Agreed.
4.2.2.4.3.1 Vendor proposal shall indicate whether licenses are transferable (from an Agency staff member leaving the project to a new staff member) and whether and, how a license might be upgraded during the license term, for instance from a view only license to a license with full access to SW features.	Agreed.
4.2.2.4.4 Vendor will clearly identify any required third party software, if Vendor is an authorized distributor of such third party software or if the Agency will have to procure their own licenses. (NOTE: Where an existing Agency or Statewide Contract includes the required third party software,	Agreed.

Agency reserves the right to purchase from the existing contract rather than from the Vendor.)	
4.2.2.4.5 Vendor will address their approach to SW version and release updates (including bug fixes). The response should include details regarding what updates are required vs. optional; the amount of notice the Agency will be provided for routine updates; the amount of notice the agency will be provided for bug fixes; etc.	Agreed.
4.3. **Qualifications and Experience:** Vendor should provide information and documentation regarding its qualifications and experience in providing services or solving problems similar to those requested in this RFP. Information and documentation should include, but is not limited to, copies of any staff certifications or degrees applicable to this project, proposed staffing plans, descriptions of past projects completed (descriptions should include the location of the project, project manager name and contact information, type of project, and what the project goals and objectives were and how they were met.), references for prior projects, and any other information that vendor deems relevant to the items identified as desirable or mandatory below.	Since 1996, Inzata's co-founders have experienced each and every challenge that comes with software development & usage, both from the creator and user perspective. While developing their first BI software, they discovered how expensive and lagging the technology needed could be, slowing down the success of the company. From then on they decided to develop their own state-of-the-art concepts of distributed computing to produce BI technology for Big Data analysis, with a vision of a tool that was not only accurate and durable, but also ran at an impeccable speed. It was from this vision that Inzata Analytics, LLC was born. By 2015, Inzata's co-founders realized that they longed to innovate the first AI-powered data analysis software with a custom aggregation engine and BI cloud backend. Inzata is a next-generation, Augmented Analytics software platform. The company was founded in 2016 by a team of seasoned Data Professionals who have worked in Data Analytics since the late 1990s, with extensive experience in the State, Local and Education verticals. The company is

	independent, privately funded and headquartered in the United States with 100% US based support and hosting. Inzata first began working with Public customers in 2018, following its market introduction. Inzata's philosophy and belief is that data is one of the most powerful forces shaping organizations over the next ten to twenty years. Inzata exists to help organizations get more value out of their ever-growing and ever-changing data environments. We have been providing services of this kind to hundreds of happy customers since 2016. Prior to forming, our development team has worked together in other capacities since 2009. The average tenure of our developers is 11 years of professional experience. Inzata has built and deployed thousands of successful databases, and hundreds of thousands of reports and dashboards, working with several billion of data records.
4.3.1. Qualification and Experience Information: Vendor should describe in its proposal how it meets the desirable qualification and experience requirements listed below.	
4.3.1.1. Vendor should demonstrate that they have provided predictive analytics SW, including machine learning and artificial intelligence to companies and agencies in the United States for a minimum of five years prior to this bid opening.	Inzata has been providing these kinds of services to hundreds of customers, government agencies and school districts since 2016. We would be happy to share examples of our work and case studies of successful projects.

4.3.1.1.1 Vendor should provide the current release of the SW being proposed and comment on the maturity level of that release.	Agreed. Inzata follows a rolling release schedule for its SaaS platform. We utilize Lean Agile for development and follow a 2-week Sprint cycle, at which time new functions are released to production. There is also a major version release which historically has taken place 1-2 times per year.
4.3.1.2. Vendor should provide a staffing plan that will clearly support the requirements enumerated in the RFP. The plan should include, at a minimum, resumes for proposed staff along with copies of certifications or degrees applicable to this contract; descriptions of past projects completed; project manager name and contact information for past projects; and, customer name and contact information for each project cited.	The below team are just some examples of our highly-experienced, career resources, who are well versed in working with School and k12 data at state and local levels. Alex Durante, Product Director, Tampa, FL Email: alex.durante@inzata.com Bio: https://www.linkedin.com/in/alexdurante/ **Mr. Durante** heads up Inzata's Product and Customer Success team. He is directly accountable for service delivery and customer satisfaction across all engagements. He coordinates with the Inzata Integration and Development teams to pull in the right resources when needed and ensure efficient service delivery. He has significant experience working with K12 Schools data of all types, spanning academic, student, assessment, devices, facilities, operations and transportation. He also has experience working with large state agencies, at the Department level. He was directly responsible for project managing the large Florida Department of Children and Families to a successful completion milestone, a project detailed in this document. He has also built numerous data warehouses, databases, and data dashboards across our entire customer base. He has an engineering background and has worked for Inzata since 2017.

Christopher Rafter, Chief Operations Officer, Tampa, FL
Email: christopher.rafter@inzata.com
Bio: https://www.linkedin.com/in/christopherrafter/
Mr. Rafter has been working in the Data Analytics space since the late 1990s. He has an IT and Development background and has personally built Data Warehouses and large databases, he also has an extensive data engineering and integration background. He oversees Inzata's operations, product, development, integration and customer success groups. He has been one of the main product architects behind Inzata's advanced features and its rapid market growth. He has extensive public sector experience, in both State and Local Government, and K12 Education. From 2009 to 2015, he led the largest (by market share) K12 technology integrator in the State of Arizona, serving more than 150 individual school districts and state government agencies. He holds a Masters in Business Administration from NYU's Stern School of Management.

Vladimir Havlena, Development Director, Brno, Czech Republic
Email: anna.dobesova@inzata.com
Bio: https://www.linkedin.com/in/anna-dobesova/
Mr. Havlena has been working in the Database and Analytics space for more than 30 years. He heads up Inzata's global teams of developers and data scientists. He has built Data Warehouses and Analytics databases for some of the world's largest healthcare companies. Today he focuses on using his experience and knowledge to make Inzata a world-class product that eases the burden of working with large, disparate data sources and

	to provide efficient insights and reporting to audiences. He has worked for Inzata since 2016. Anna Dobesova, Data Scientist, Brno, Czech Republic Email: anna.dobesova@inzata.com Bio: https://www.linkedin.com/in/anna-dobesova/ Ms. Dobesova is Inzata's Lead Data Scientist and has been working in Data Science and Statistics since 2014. She holds a PhD in Statistics and operations research, and Quantitative modeling. She is experienced in Quantitative modeling, time-series forecasting, classification, artificial intelligence modeling. She is an accomplished researcher and author as well, having won 4 project grants and authoring or co-authoring more than 20 publications.
4.3.1.3. Vendor should address how they will make substitutions for proposed staff if staff leave the project before completion. The plan should address Agency's prerogative to accept or reject proposed replacements for any or for no cause.	Inzata has very low staff turnover, however if a change in personnel must be made during the project, Inzata will submit candidates and let the Agency approve any proposed staff changes.

4.3.2. **MandatoryQualification/ExperienceRequirements**—The following mandatory qualification/experience requirements must be met by the Vendor as a part of its submitted proposal. Vendor should describe how it meets the mandatory requirements and include any areas where it exceeds the mandatory requirements. Failure to comply with mandatory requirements will lead to disqualification, but areas where the mandatory requirements are exceeded will be included in technical scores where appropriate. The mandatory qualifications/experience requirements are listed below.

4.3.2.1. Vendors must have at least two existing Federal, State or Local government accounts where they have provided the full range of services requested in this RFP for at least two years.

RESPONSE: Inzata team members have been working with Healthcare, patient, provider, claims, diagnosis, and pharma data, in data warehousing environments, for more than 25 years prior to the company's founding in 2016, then for six more years as part of Inzata. Since then, Inzata has numerous successful government and healthcare projects and data warehouses spanning both Public and Private institutions.

A selection of our public sector customers includes:

- **Florida Department of Children and Families**
- **City of San Jose, California**
- **Alaska Department of Education**
- **Manatee County Public Schools (FL)**
- **Polk County Public Schools (FL)**
- **Florida Department of Citrus**
- **West Clermont Public Schools (Ohio)**
- **Mason City Public Schools (Ohio)**
- **Metropolitan School District of Lawrence Township (Indiana)**

A State Department-level Health Data project Inzata is particularly proud of is our experience with the Florida Department of Children and Families which provides health and social services to millions of individuals in Florida.

Link to live Inzata Dashboards, deployed on Manatee County Public Schools website as Embedded Dashboards.

https://www.manateeschools.net/Page/8236
https://www.manateeschools.net/Page/10410

Client 1: Identity Data Management Case Study
a. Client Name: Florida Department of Children and Families
b. Brief description of the project:
Florida's Department of Children and Families (DCF) provides social and health services to children, adults, refugees, domestic violence victims, human trafficking victims, the homeless community, child care providers, disabled people, and elderly persons.

Serving the residents of US's 3rd most populous state, Florida's DCF oversees diverse and multi-faceted systems of care that must be designed, managed and continuously improved. DCF analyzes and manages its data in multidimensional ways to gain deep understanding of system issues and challenges. DCF uses analytic data to drive daily actions; inform strategic, operational, and financial decision-making; and improve outcomes.

Inzata first began work with DCF in mid-2021, in the lull between the 1st and 2nd waves of the pandemic. DCF was working on multiple challenges at the time, but one of the most visible was a struggling multi-year initiative to cleanse, standardize and deduplicate data across three major platforms that had accumulated over decades of care delivery to persons across the state. The inaccuracies in this data were causing multiple problems with outcome measurement, budget planning, and obscured visibility into which services were being provided to which citizens, by whom, and how much was being spent for them. DCF's data challenges were significant. All in, DCF counted around 72 million person records in its databases across thousands of tables, which was more than 3 times the current population of the entire state. Each of DCF's person records were then associated with hundreds of millions of transactions (fact records, encounters, payments, diagnoses, treatments, etc.). However, with so many duplicates, how could they determine if 4 people had each received 4 separate services, or if 1 person had received 4 services? DCF had previously tried using tools and extensive services from IBM for master data management, but these efforts did not yield desirable results after more than a year of trying. The best result they were able to achieve with other products still left more than 7,000,000 records requiring manual adjudication, a process that would have taken them years at current staffing levels.

Using Inzata's Identity-based Data Management, Data Profiling, AI and Fuzzy Matching, and Advanced-Rule-Development, and supported by Inzata's data engineers, DCF was able to accomplish its goals in an unprecedented timeframe.

In just over 4 months, Inzata helped DCF achieve its Golden Record dataset (composed of 99.999% unique records), across all of its platforms, all of its patient lives, and reduced the number of records requiring manual deduplication to between 1,300 and 4,700 records.

In addition, Inzata was able to give DCF explainability and traceability for every single one of its deterministic matching rules (more than 133 rules), which was required by their audit committees and general counsel.

c. Size of the project in terms of: # users, # user locations, and # of patient encounters: This project encompasses nearly 33,000,000 person records, with patient encounters totaling in the hundreds of millions on datasets going back several years.

d. Technology platform and architecture

   Inzata Data Analytics Platform + Inzata Data Engineers and Data Scientists

e. Interfaces hospital settings

   Not applicable.

f. Software and Hardware specifications used

Inzata Data Analytics Platform + Inzata Data Engineers and Data Scientists

g. Date implemented and timing for implementation process.

The DCF and Inzata team formed and coalesced early in the project around the joint goal of achieving vast improvements in the quality of DCF's person/patient data in order to drive multiple DCF quality-of-care improvement, financial and efficiency initiatives.

Started November 2021, the first "Golden Record" milestone was reached in March 2022. The project is continuing, moving into additional phases.

h. The services and activities that your company performed for the project and the activities that the customer performed.

The DCF and Inzata team formed and coalesced early in the project around the joint goal of achieving vast improvements in the quality of DCF's person/patient data in order to drive multiple DCF quality-of-care improvement, financial and efficiency initiatives.

Inzata provided data engineering and data science resources. The DCF team was composed of subject matter experts and data analysts, most of whom had been with the agency for less than 6 months.

i. Is the system still in use today? If yes, who is providing maintenance and support services? Are there additional fees associated with support services? If yes, please indicate the fee structure.

1. Yes, the project/system is still active, and is expected to remain so for the next several years.
    1. Inzata continues to support the system 100%. Support and maintenance are included in the annual software subscription fee.
2. No, there are no additional fees associated with support services.

|	
4.3.2.2. For each of the accounts listed in response to 4.3.2.1, vendor shall provide a reference including Name, title, email address, phone number, and the date range in which services were provided.	Reference 1 Polk County Schools Contact name: Ashley Purcell Phone: 863-534-0500 Email- ashley.purcell@polk-fl.net Data Analytics platform for a top-30 (US), 130,000-student school district. Data analysis ranging from Academic and Assessment to District Device Management. Performance Period: Nov 2019 - present Reference 2

	West Clermont School District Contact name: Ellie Preston Phone: 513-943-5030 Email- preston_e@westcler.org District-wide Data Science, Data Warehouse, and Analytics platform. Data analysis ranging from Academic and Assessment to District Device Management. Performance Period: 2020-Present Reference 3 West Clermont School District Contact name: Dan Romano, CFO Phone: 513-943-5030 Email- preston_e@westcler.org District-wide Data Science, Data Warehouse, and Analytics platform. Data analysis ranging from Academic and Assessment to District Device Management. Performance Period: 2020-Present Reference 4 Manatee County School District Scott Hansen, CTO hansen2s@manateeschools.net Performance period: June, 2020 - Present

4.3.2.3. Vendor must provide an organization chart with sufficient detail to demonstrate the ability to support up to the maximum number of projects over the life of the contract as well as to support the maximum number of concurrent projects at any point over the life of the contract.

RESPONSE: Inzata will appoint a Project Manager dedicated to the Department's project, customer satisfaction and success for the service term. These individuals will be experienced in managing this type of project.

The Inzata project manager will perform the following duties for the duration of the service term:

- Plan, manage and communicate the progress of the project, achieving project milestones and maintaining momentum of the project
- Present and manage sign-off of key milestones and deliverables, such as project kick-off, project plan, status report, change requests, review, user acceptance, Support transition, project closure

- Collaborate with Client leaders, Account Management, Client Implementation, Custom Development, Product, and Customer Care
- Promote project management best practices throughout the organization
- Continuously refine project management processes and standards
- Ensure High Customer Satisfaction and measure same through frequent surveys
- Define processes, workflows, communication standards, and templates to standardize project management for all client-facing work done by Inzata
- **Accountability**: Project resources will be invited to participate in a weekly compulsory **Project Management** status meetings and semi-monthly or monthly **Accountability** meetings. These two constructs fit within our "Measure and Improve" framework. The Project Status calls are to *Measure*: measuring success, progress, outputs, etc. The purpose of the Accountability calls is to *Improve* that which is being measured. They are typically composed of leaders and key contributors. The agenda of the Accountability calls focused around any KPIs that deviate from planned outcomes. They address late delivery of assigned tasks, risks uncovered, and anything else that is deemed a threat to efficient or on-time delivery of the project or phase-of-the-project's goals.
- Set and manage customer expectations in regard to: project scope and timeline, Inzata and customer responsibilities, stakeholder roles and responsibilities, project governance (communication, change control, escalation), risk management and organizational readiness
- Effectively transition customers to support
- Participate in project health checks and post go-live analysis on completed projects with PMO

The Inzata team org structure for this project will follow the structure below.. The Inzata Project Manager is empowered to pull and dedicate any resources necessary to complete the contracted project on schedule from Inzata's staff.
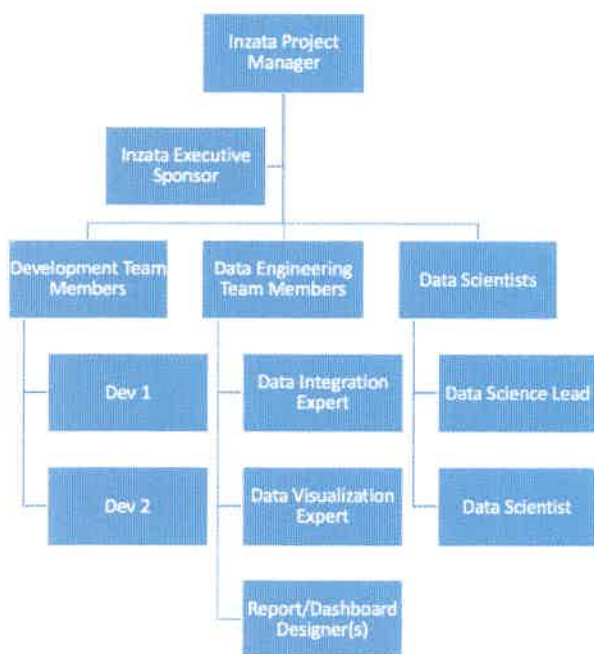
Following the Inzata approach, there will be fewer overall activities associated with dataset and model builds when compared with traditional methods. This means fewer resources to manage, fewer tasks to track, fewer tracks to get off schedule, and fewer artifacts to test and troubleshoot. This greatly reduces delivery risk, shaves time from the delivery schedule, and keeps costs low.

The automation provided by the Inzata platform in the areas of data ingestion, data profiling, data quality, data modeling and association will eliminate much of the tedious work that used to be done manually, eliminating hundreds of hours of coding,

ETL, and SQL, along with the hundreds of hours required for testing and maintaining all of that output.

It will allow the joint project team to focus more attention and energy on more visible and value delivering activities, including:

- Formula/metric development and accuracy
- Identifying new derived metrics and values
- Predictive model fine-tuning and optimization
- Generating synthetic data to use for training, tuning and testing of models
- User piloting and testing
- Optimizing the visual experience through user testing and focus groups, to ensure a high quality user experience once delivered.

Even with these extra value points, we believe Inzata will rapidly accelerate your delivery timelines from where you thought they would be. Our average reduction for major projects is around six months earlier than originally expected.

But please, don't take our word for it, we urge you to talk to our references and hear from them first hand how satisfied they were with the speed-to-value boosts they received from using Inzata for their database and data warehouse projects.

Department Resource Allocation & Requirements

A successful delivery will require collaboration and joint accountability by both the Vendor (Inzata), and the Agency. Inzata will make every effort possible to reduce and limit the amount of Department resources consumed, however we will require your assistance in the following areas, largely toward the beginning of the project.

We hope the Agency will be assigning its own PM and point of contact for the Department. We would also ask that we have discussions up front in the Discovery phase to determine any other Subject Matter Experts (SMEs) that will be needed during the project to validate or help locate and validate data sources, confirm formulas and calculations, and review deliverables such as reports, formulas, visualizations, and dashboards.

Appendix A:

Predictive Modeling in Healthcare

Contents