West Virginia Purchasing Division

2019 Washington Street, East
Charleston, WV 25305
Telephone: 304-558-2306
General Fax: 304-558-6026
Bid Fax: 304-558-3970

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

Solicitation Response(SR) Dept: 0705   ID: ESR01082500000004291   Ver.: 1   Function: New   Phase: Final   ▼   Modified by batch , 01/09/2025

Header 1   ▬ ▬

List View

| General Information | Contact | Default Values | Discount | Document Information | Clarification Request |

Procurement Folder: 1553835
Procurement Type: Central Master Agreement
Vendor ID: VS0000047537 ⬆
Legal Name: Assure Consulting Group LLC
Alias/DBA: ASSURE IT
Total Bid: $52,350.00
Response Date: 01/09/2025 📅
Response Time: 0:28
Responded By User ID: assureit2020 ⬆
First Name: Paul
Last Name: Johnson
Email: paul@assureconsultinggroup
Phone: 3017012521

SO Doc Code: CRFQ
SO Dept: 0705
SO Doc ID: LOT2500000002
Published Date: 12/17/24
Close Date: 1/9/25
Close Time: 13:30
Status: Closed
Solicitation Description: IT Service Management (ITSM) Platform Solution
Total of Header Attachments: 1
Total of All Attachments: 1

Proc Folder:	1553835
Solicitation Description:	IT Service Management (ITSM) Platform Solution
Proc Type:	Central Master Agreement

Solicitation Closes	Solicitation Response	Version
2025-01-09 13:30	SR 0705 ESR01082500000004291	1

VENDOR
VS0000047537 Assure Consulting Group LLC

Solicitation Number:	CRFQ 0705 LOT2500000002				
Total Bid:	52350	**Response Date:**	2025-01-09	**Response Time:**	00:28:05
Comments:					

FOR INFORMATION CONTACT THE BUYER
Brandon L Barr
304-558-2652
brandon.l.barr@wv.gov

Vendor
Signature X   **FEIN#**   **DATE**

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	IT Service Management (ITSM) Platform Solution	12.00000	MO	2675.000000	32100.00

Comm Code	Manufacturer	Specification	Model #
81162000			

Commodity Line Comments: JIRA ITSM CLoud Premium - 30 Agents.
Detailed Specifications and Benefits provided in "Proposal Response" document attached.
Signed "Exhibit A Price Proposal" attached in last page of the PROPOSAL RESPONSE document.

Extended Description:

See Specifications and Exhibit A - Pricing Page for Details

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Implementation & Professional Services Support and Maintenan	150.00000	HOUR	135.000000	20250.00

Comm Code	Manufacturer	Specification	Model #
81112200			

Commodity Line Comments: Installation and Configuration to be provided.

Extended Description:

See Specifications and Exhibit A - Pricing Page for Details

Proposal

Submitted By,

Prem Kumar

Contract/Proposal Manager

6340 Security Blvd
Suite 100 #1109
Gwynn Oak, MD 21207

Email: prem@assureconsultinggroup.com

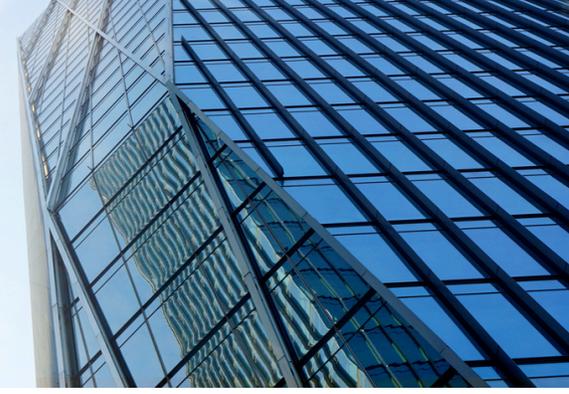Telephone: (301) 701-2521

www.assureconsultinggroup.com

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Table of Contents

Date: January 8th 2025

To,
DEPARTMENT OF ADMINISTRATION
Purchasing Division
2019 WASHINGTON ST E
CHARLESTON WV 25305

<u>Cover Letter :</u> CRFQ 0705 LOT25000000020000002

Hello Mr Barr,

We are pleased to submit our proposal in response to the West Virginia Lottery's Request for Quotation (CRFQ 0705 LOT2500000002) for an IT Service Management (ITSM) Platform Solution. At Assure IT, we are committed to delivering robust, configurable, and scalable ITSM solutions tailored to your organization's operational need

Our proposed tool, JIRA IT Service Management Platform Solution (ITSM), aligns perfectly with the goals of the West Virginia Lottery to streamline IT services, manage assets, and deliver enhanced user experiences. With advanced features, seamless integration capabilities, and compliance with global accessibility and security standards, JIRA ITSM offers the following benefits:

- ITILLAligned Processes: Comprehensive modules for incident, problem, change, and service request management

- Integration-Readyy: Out-of-the-box compatibility with Microsoft Power BI,Power Platforms, Azure Intune, Azure DevOps, and Entra ID.

- Customizable Workflows: User-friendly tools for workflow automation and customization.

- Accessibility and Compliance: Tool is Certified to meet ISO 27001, WCAG 2.1, and US Section 508 standards.

    Key highlights of our proposal include:
- A detailed implementation plan coveringgdeployment, customization, andtraininggfor up to 30 users,

- Comprehensive post-implementation support, with defined SLAs to ensure seamless operations. A competitive pricing structure aligned with the RFQ's requirements.

    We are confident that our proven experience and the capabilities of JIRA ITSM will exceed your expectations and provide measurable value to the West Virginia Lottery. We look forward to the opportunity to partner with your team and are available to answer any questions or provide additional information as needed. Thank you for considering our proposal. We appreciate the opportunity to serve the State of West Virginia and contribute to the success of the West Virginia Lottery.

    Regards,

    Swathi H Rajn

     Swathi Harathy Rajan
     Founder & President

Company Overview

Incorporated in 2020, Assure IT is a premier IT Staffing solutions provider specializing in staffing, IT services, network infrastructure, software development, Robotic Process Automation, Security and Log Analytics. We are a **Women/ Minority** owned Small Business. We are also a **Self-Certified Disadvantaged** owned business. Our customer-focused approach ensures tailored solutions that drive efficiency and growth in the digital era. We have partnered with several software license providers to offer best prices on top quality software in the market

Staffing:
- Information Technology Staffing
- Short/Long Term Project Based Staffing
- Temporary/Contingent Labor
- Direct Hire/Placement
- Staff Augmentation

IT Services
- Security Analytics
- Log Observability and Automated Analytics
- Support/Contact Center Services
- IT Support/Help Desk
- Security Assessment Services / Vulnerability Management Services
- Independent Verification & Validation Services (IV&V Testing)
- AI Solutions & Services (cloud providers)

Security Software Subscriptions Reseller
- Cybersecurity Software Licenses *
- Data Backup & Recovery Software *
- Security Software Products*

(Request a catalog for product list and pricing.)

Industry NAICS Codes

- 541511
- 541512
- 541513
- 541519
- 541618

- 423430
- 513210
- 518219
- 541990
- 541611
- 561422

Past Performance

- **Federal**:
  - Subcontractor Leidos/Social Security Administration (SSA) - IT Support Services Contract (ITSSC 2) - Phase 2
  - Subcontractor Peraton/Social Security Administration (SSA) - ITSSC Phase 1
  - Department of Health & Human Services (HHS) - MIDCAP. - Data Analytics

- **State**: State of California Health & Human Services
- **Commercial:** Bank of New York Mellon , Wells Fargo
- **Education/Non Profit** : University of Pennsylvania , JHM Suburban Hospital

Staff Certifications:
- Safe Agile Practitioner
- Professional Scrum Product Owner (PSPO)
- Agile SCRUM Master (PSM)
- Salesforce Certified Administrator PD I, PD II
- ISTQB Certified Tester (Advanced)
- Certified Cloud Practitioner
- Safe Agile Practitioner
- AI/ML Generative AI Applications Developer
- EPIC Certified - Resolute Hospital Billing
- Robotic Process Automation
- Parasoft SOATest and Virtualize
- **SOPHOS Authorized Partner**
- **ISO 9001:2015**

Contact Manager: Prem Kumar

✉ prem@assureconsultinggroup.com   📞 (301)-701-2521

🌐 www.assureconsultinggroup.com

🏠 **6340 Security Blvd**
Suite 100 #1109
Gwynn Oak, MD 21207

Qualifications
&
Experience

Established in year of 2020, Assure Consulting Group dba Assure IT is located at **6340 Security Blvd, Suite 100 #1109, Gwynn Oak, Maryland 21207.** Owned by IT experts, Swathi Harathy Rajan and Prem Kumar, our company's experience in IT services expands nationwide. We also have two (2) remote locations: Washington and California, USA. Assure IT is a limited liability company, serving a variety of clients ranging from federal corporations to state-level entities. We are also self-certified through SAM.gov in being **Minority-owned (MBE), Women-owned (WBE) and a Disadvantaged Business Enterprise (DBE)**.

We are a leading provider of IT staffing solutions and IT services, IT Equipment, these include but limited to: Network Operations, Networking Equipments, Software development, IT maintenance, Security Services, HelpDesk Support, DNS/ IP Services, and Ticketing Systems. Our customer-centric approach delivers tailored solutions designed to enhance efficiency and foster growth in the digital age.

Assure IT has built a solid reputation for delivering networking solutions that enhance operational efficiency and ensure long-term value. With a track record of supporting public sector clients, including state and local governments, we are committed to enabling organizations like WorkForce West Virginia to achieve seamless and secure connectivity. Our team brings a wealth of experience, technical expertise, and a commitment to exceptional customer service to every engagement.

To ensure the highest quality products and services, Assure IT leverages trusted reseller partnerships with industry-leading manufacturers, including Extreme Networks and other recognized IT solution providers. These partnerships enable us to deliver genuine, factory-sealed equipment that complies with all technical specifications while offering competitive pricing and efficient delivery schedules. Our close relationships with these manufacturers also grant us access to priority support and resources to resolve any technical challenges swiftly

With over years of experience, we have successfully supported government agencies with similar requirements. All proposed equipment meets or exceeds mandatory specifications, ensuring reliability and performance.

Our dedicated team ensures timely delivery, thorough communication, and ongoing support.

At the core of our company's qualifications, our services are specifically designed to enhance the efficiency, reliability and security of organization. At Assure IT, we strategically ensure seamless operations and adherence to compliance requirements and maintenance.

Summary of our relevant experience:

Supported Tasks	High Level Project Description	Client(s)
IT Support & Services, ITSM Support	**Enterprise Scheduling Systems**: IT Support for Scheduling, Networking, Performance Testing of Applications	Leidos/Social Security Administration (SSA)
IT Support & Services, ITSM Support	State of Louisiana – Low Income Household Application (**LiHEAP**) IT Support Services and Product Testing of Application funded by **Louisiana Housing Corporation (LHC)**	Subcontract with Entergy
IT Automation Services	Automated Health Plan Eligibility and Enrollment (based on sample selection) with automated Email Notifications	HHS – Center for Medicare & Medicaid Services
IT Data Extraction & Automation	Bulk Data extraction of Eligibility and Enrollment information using RPA techniques	HHS – Center for Medicare & Medicaid Services
IT Business Process Workflow Automation & Tracking	Automated Invoice Processing using Robotic Process Automation (RPA) Tools	State of California Health & Human Services
IT Data Analysis & Reporting	Data Analytics and Financial Reporting (Claims, Provider, Hospital Billing) Tools: Tableau, Cognos, Power BI	Johns Hopkins Medical Institutions
Researching Healthcare Claim Issues	Automated Text Analytics and Summarization Needs (AI Powered – Proof of Concepts)	HHS – Center for Medicare & Medicaid Services
Claim Reviews	Bulk Data Uploading – Automated Techniques	Social Security Administration (SSA)

Authorized Reseller Partnerships
&
Certifications

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ISO 9001:2015 Certification

Benefits to Our Clients:

1. Assurance of reliable and consistent service delivery
2. Confidence in working with a partner that values quality and operational excellence
3. Alignment with international standards, enhancing credibility and trust

Authorized Reseller Partnerships

Microsoft Partner

- Microsoft Cloud Solution Provider CSP 6883944)
- Microsoft AI Cloud Partner MPN 6883945944)

Sophos Authorized Partner Certificate

- Reseller Program

- Cloud Security Program

Partner ID: 001aJ000006uUsoQAE

Proposed
ITSM
Support Staff

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Santosh Jayabalan – ITSM Consultant

Certifications:

- Certified SAFe Program Consultant (SPC)
- Certified SAFe Product Owner/PM
- Agile Project Manager from APMG
- Certified Lean Six Sigma Master Black Belt by MSI
- Certified Scrum Master by Scrum Institute
- Certified ISO 9001 Lead Auditor-IRCA
- Certified Lean Six Sigma Black Belt
- Robotic Process Automation Trained (AA)
- Project Management Professional -PMI
- Data Science foundation certified by IBM.
- Certified in DevOps Foundation- DevOps Institute
- Bigdata certified using R-Wiley institution.
- Certified Change Management consultant
- Certified SoX Expert in SOX CPA
- Certified Software Quality Analyst (CSQA)
- Certified Tester in ISTQB Certified ITIL v4

Professional Experience Highlights (17 Years ITSM Experience)

Client: Federal Employee Program Operations Center ,MD

➢ Engagement Strategy, **ITSM Transformation Consultant**/Lean Agile Coach, Client: CareFirst Blue Cross Blue Shield.

➢ Program Management & Spearheaded Initiatives: Led the pursuit and managed $10mn consulting portfolio, Strategy & Process Excellence Transformation Office, Lean Six Sigma, Agile/Scrum/Kanban Change advisor for IT Modernization corporate initiative programs. Developed a unified healthcare compliance framework like **HIPAA, SOC-2, NIST, CoBIT**.

➢ **Project/Initiatives**: Assessment & define eGovernance Model with **ITSM /ITIL framework rollout.**

➢ Actively involved in strategizing the project, ensured project timelines, schedule, WBS, Integration & Implementation Plan, milestone deliverables are in line with agreed scope.

➢ Responsible for ensuring project progress and monitoring the status of evaluators against the project schedule. This includes verifying project percentage completion vs actual work product completeness and coordinating with internal and external stakeholders to resolve any issues/risks in the project.

Transformation Consultant- Customer Value Partners,
Client, MSHA federal agency in Department of Labor
Program Transformation Manager & Safe Agile Coach and run Kanban for Mine Safety and Health Administration (MSHA), $60Mn IT Modernization program at DOL, overseeing program management. Program Governance and agency collaboration: Steered a $30M portfolio comprising Quality, Service Management, and Innovation initiatives, effectively managed four key projects .

Client Feedback ★ ★ ★ ★ ★

Staff Resume

SANTHOSH JAYABALAN

IV&V PROJECT MANAGER

CONTACT

📞 (443) 251-6216

✉️ j.santhosh.j@gmail.com

📍 6340 Security Blvd Suite 100, #1109
Gwynn Oak, MD 21207

🌐 assureconsultinggroup.com

EDUCATION

MASTER OF SCIENCE IN QUALITY MANAGEMENT

- Diploma in Software Quality Management

BACHELOR OF ENGINEERING, MECHANICAL

- Diploma in Mechanical Engineering
- Diploma in Quality Assure & ISO 9000

SKILLS

- Program Governance
  - Delivery Management, Program/ Project Product and Process Tableau BI Report
- Quality & Change Management
  - Lean Six Sigma, Data Analytics, CMMI, ISO9K, 27K, 20K, OCM
- Governance, Risk & Compliance
  - SoX, CoBIT, NIST-800-53, HIPAA, ITIL
- Digital Consulting
  - Lean RPA & LPM, SAFeAgile SPC, AI/ML & DevOps Trained

CERTIFICATIONS

- Certified SAFe Program Consultant (SPC)
- Certified SAFe Product Owner/PM
- Agile Project Manager form APMG
- Certified Scrum Master by Scrum Institute
- Certified ITIL v4

PROFILE

Jayabalan is a results-driven, professional with years of achievement in Business Management Consulting and Program/ Project Management. His years of achievements also include: Product & Process Management, Delivery & Operations, specializing in Quality Management, Business Process re-engineering using Lean, ITSM/ITIL, Agile, RPA and Enterprise Agile Coach.

WORK EXPERIENCE

Federal Employee Program Operations Center   APR 2020 - PRESENT

IV&V Principal Consultant

- Championing IT Modernization strategies, collaborating with the Client Executive Leadership Team and customers to prioritize IT Infrastructure and Healthcare products for implementation.
- Conducting discovery assessments across all service portfolios to understand the current state of FEPOC's processes, like work intake, Tier 1, Helpdesk, Triage, App Dev, Testing, Production team, Release and deployment.
- Identified areas for improvement in IT service delivery, support, and overall IT operations.
- Collaborating with FEPOC portfolios, BlueCross BlueShield association, other Plans stakeholders to gather requirements and define ITSM objectives for intake and customer support.
- Evaluating existing legacy Service request tracking system, workflow, processes for transition and handshake
- Develop, redefine and design ITSM processes and workflows based on ITIL/ITSM best practices and frameworks.
- Analyze and refine Service Request, incident, problem, change, Configuration & CMDB, Asset Management and knowledge management processes to enhance service performance.

MSHA Federal Agency in Department of Labor   JUN 2019 - JUN 2020

Transformation Consultant

- Program Transformation Manager & Safe Agile Coach and run Kanban for Mine Safety and Health Administration (MSHA), **$60Mn IT Modernization program at DOL,** overseeing program management, Scrum meetings, retrospection, working with program stakeholders to mitigate the issues, risks in daily scrum calls to ensure governance, managing kanban boards driving for completion. Training the team on agile principles and values.

National Heart, Lung and Blood Institute (NHLBI)   JUN 2019 - JUN 2020

Transformation Consultant

- Program Governance and agency collaboration: Steered a **$30M portfolio** comprising Quality, Service Management, and Innovation initiatives, effectively managed four key projects . Collaborated closely with Contract officer for contract timelines, deliverables, and budget parameters.

Digital Technology Consulting & CIO Advisory   APR 2011 - APR 2019

Senior Manager, Cognizant Technology Solutions

- Program Governance and agency collaboration: Steered a **$30M portfolio** comprising Quality, Service Management, and Innovation initiatives, effectively managed four key projects . Collaborated closely with Contract officer for contract timelines, deliverables, and budget parameters.

CareFirst Blue Cross Blue Shield

Engagement Strategy, ITSM Transformation Consultant/ Lead Agile Coach

- Program Management & Spearheaded Initiatives: Led the pursuit and managed $10mn consulting portfolio, Strategy & Process Excellence Transformation Office, Lean Six Sigma, Agile/Scrum/Kanban Change advisor for IT Modernization corporate initiative programs. Developed a unified healthcare compliance framework like HIPAA, SOC-2, NIST, CoBIT.

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CONTACT

📞 (443) 251-6216

✉️ j.santhosh.j@gmail.com

📍 6340 Security Blvd Suite 100, #1109
Gwynn Oak, MD 21207

🌐 assureconsultinggroup.com

EDUCATION

MASTER OF SCIENCE IN QUALITY MANAGEMENT

- Diploma in Software Quality
  Management

BACHELOR OF ENGINEERING, MECHANICAL

- Diploma in Mechanical
  Engineering
- Diploma in Quality Assure &
  ISO 9000

SKILLS

- Program Governance
  - Delivery Management, Program/
    Project Product and Process
    Tableau BI Report
- Quality & Change Management
  - Lean Six Sigma, Data Analytics,
    CMMI, ISO9K, 27K, 20K, OCM
- Governance, Risk & Compliance
  - SoX, CoBIT, NIST-800-53,
    HIPAA, ITIL
- Digital Consulting
  - Lean RPA & LPM, SAFeAgile
    SPC, AI/ML & DevOps Trained

SERVICE OFFERINGS

- Developed Enterprise Transformation
  offerings on Agile, IT Service Management,
  GRC and built competency center on
  TCOE, QMO, SMO, PMO,VMO at various
  organizations to improve business excellence.
  Developed Service Offerings on Independent
  Verification & Validation (IV&V) for
  HealthCare.

SANTHOSH JAYABALAN

IV&V PROJECT MANAGER

PROFILE

Jayabalan is a results-driven, professional with years of achievement in Business Management Consulting and Program/ Project Management. His years of achievements also include: Product & Process Management, Delivery & Operations, specializing in Quality Management, Business Process re-engineering using Lean, ITSM/ITIL, Agile, RPA and Enterprise Agile Coach.

WORK EXPERIENCE

Horizon Blue Cross Blue Shield | New Jersey, USA
Lead Consultant, Service Management Office (ITSM)

- Actively involved in strategizing the project, ensured project timelines, schedule, WBS, Integration & Implementation Plan, milestone deliverables are in line with agreed scope.
- Responsible for ensuring project progress and monitoring the status of evaluators against the project schedule. This includes verifying project percentage completion vs actual work product completeness and coordinating with internal and external stakeholders to resolve any issues/risks in the project.
- Performed gap analysis on integration business process for setting up Responsive eGovernance framework for Portal eBusiness group.

Content Management & Portal Business Unit
BU Manager

- Centralized governance monitoring of various programs & projects progress using Agile cadence, and coordinate with business stakeholders to meet agreed to project schedules, budget, and technical requirements.
- Gather, maintain and monitor Project performance metrics CPI, SPI, Risks/issues and report Portfolio Health Score.
- Conduct periodic staff meetings and maintain effective communication links with internal & contracted service providers according to schedule needs meets or exceeds expectations per OLA/SLA performance.
- Collaborated with program sponsors in strengthening key projects by defining KPIs and improving Engineering and Project Management levers for successful program delivery.
- Developed a communication Strategy & rollout plan. Strong relationships were established between the executive, internal & external stakeholders to assess the change Impact and deployed the new PMO process and protocol.
- Participated in improvement initiative to identify gaps & drive Continual Service improvements.

Infosys Technologies Ltd.   JAN 2011 - APR 2011
Senior Business Consultant

- Program Management & Spearheaded Initiatives: Led the pursuit and managed $10mn consulting portfolio, Strategy & Process Excellence Transformation Office, Lean Six Sigma, Agile/Scrum/Kanban Change advisor for IT Modernization corporate initiative programs. Developed a unified healthcare compliance framework like HIPAA, SOC-2, NIST, CoBIT.

RailCorp | Australia   NOV 2006 - JAN 2011
Mahindra Satyam, Quality Manager/ Process Consultant

- Program Management & Spearheaded Initiatives: Led the pursuit and managed $10mn consulting portfolio, Strategy & Process Excellence Transformation Office, Lean Six Sigma, Agile/Scrum/Kanban Change advisor for IT Modernization corporate initiative programs. Developed a unified healthcare compliance framework like HIPAA, SOC-2, NIST, CoBIT.

Approach to
Scope of Services

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1.Understanding of the Scope of Work

Our proposal centers on deploying Atlassian's JIRA ITSM, a modern, user-friendly, and highly configurable platform that:

- Aligns with ITIL best practices for IT Service Management (ITSM) and IT Asset Management (ITAM) .
- Integrates seamlessly with Microsoft tools such as Azure Intune, Power BI, and Azure DevOps.
- Provides an out-of-the-box self-service portal and comprehensive workflow automation capabilities.
  Ensures compliance with global accessibility and security standards, including ISO 27001, WCAG 2.1, and US Section 508.

Key Deliverables

We aim to address the following deliverables:

1. Deployment of the JIRA ITSM platform.
2. Implementation services, including customization, configuration, and system integration.
3. Training, documentation, and ongoing support to ensure operational success.

2.Proposed Solution: JIRA ITSM

Platform Overview

JIRA ITSM is a cloud-based solution designed for managing IT services, incidents, and assets. Key features include:

1. ITIL Alignment:
   - Modules for Incident Management, Problem Management, Change Management, Service Request Management, and Asset Management.
     Pre-configured workflows for IT and non-IT use cases.
2. Out-of-the-Box Integrations:
   - Microsoft Power BI: Enhanced reporting and analytics for service performance and trends.
   - Azure Intune: Asset discovery and automated configuration.
   - Azure DevOps: Link incidents to development tickets for streamlined collaboration.
     Microsoft Entra ID (formerly Azure AD): Centralized identity management and contact synchronization.
3. Automation & Reporting:
   - Create workflows with drag-and-drop simplicity using JIRA Automation.
   - Gain actionable insights using JIRA's native reporting and integration with Power BI.
4. Self-Service Portal:
   - A user-friendly portal for ticket submission and status tracking.
   - Branded and customizable to reflect WVL's operational needs.
5. Accessibility and Security:
   - Compliant with WCAG 2.1, ISO 27001, and ISO 27018.
   - End-to-end encryption for data at rest and in transit.

Implementation Services

- Configuration of JIRA ITSM to meet the specific needs of WVL.
- Integration with existing systems to ensure a seamless workflow.
- Development of custom workflows to align with WVL's processes.

Training and Documentation

- Comprehensive, step-by-step guides for administrators and end-users.
- Interactive online training for up to 30 participants, covering:
    - Service request management.
    - Custom workflow creation.
    - Analytics and reporting.
- Continued access to Atlassian's knowledge base and support resources.

3.Benefits of JIRA ITSM

1. Scalability: Easily extendable to accommodate future growth.
2. Integration-Friendly: Seamlessly connects with Microsoft tools to maximize WVL's existing technology investments.
3. User-Friendly Interface: Simplifies service request submission and tracking for end-users.
4. Automation: Streamlines repetitive tasks and enhances service efficiency.
5. Advanced Reporting: Provides actionable insights through native analytics and Power BI integration.
6. Compliance and Security: Meets industry standards for accessibility, privacy, and security.

4.Pricing Summary

We propose competitive pricing aligned with Exhibit A of the solicitation. The pricing structure includes:

1. JIRA ITSM Premium Cloud SaaS Subscription: Flat rate for 12 months for 30 agents
2. Implementation and Professional Services: Hourly rate for 150 hours of configuration, integration, and training.

A detailed breakdown is provided in the attached Pricing Page (Exhibit A).
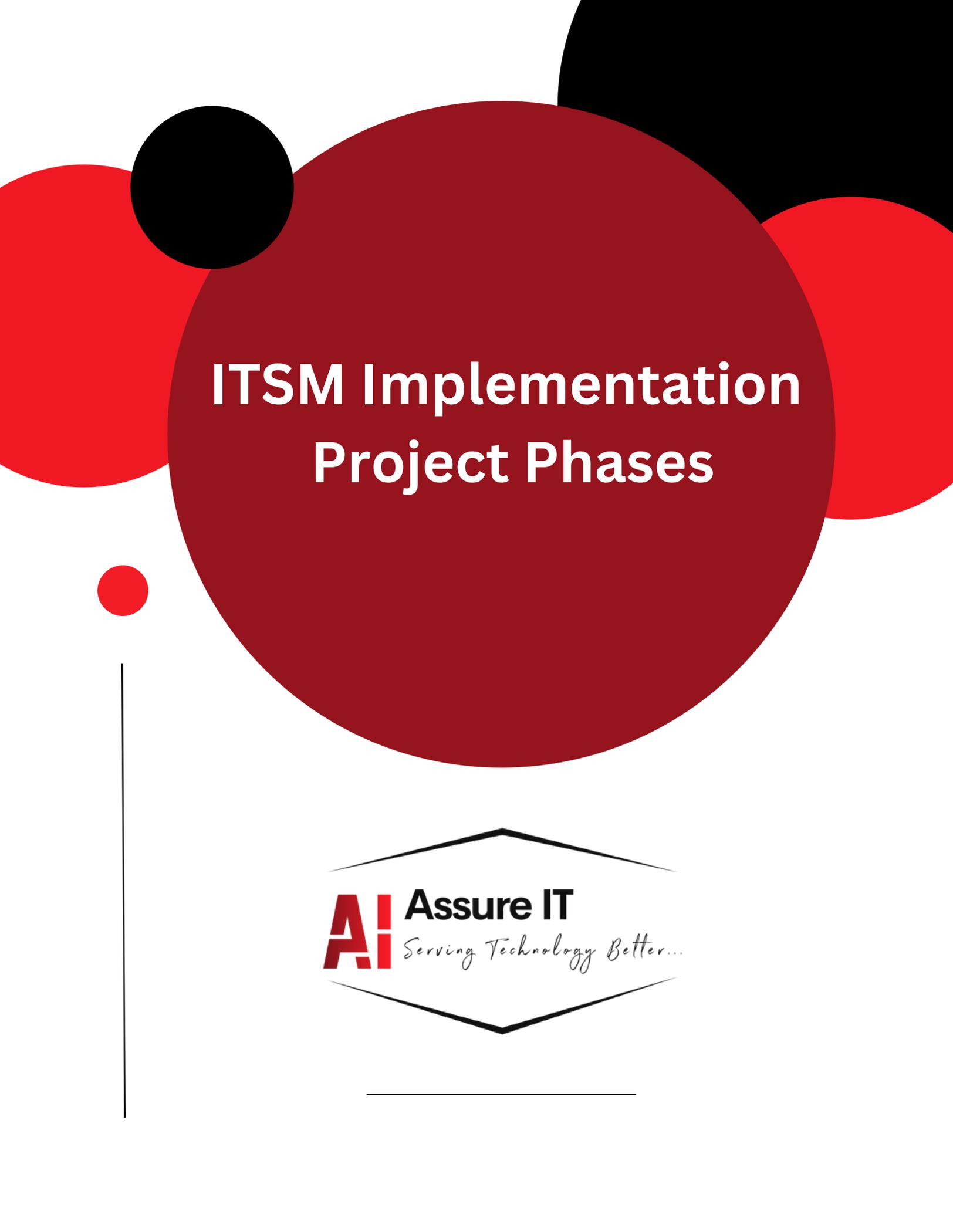
ITSM Implementation Project Phases

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Project
Phases

Phase 01

Discovery

Collaborate with stakeholders to gather detailed requirements. Analyze existing ITSM processes for alignment with JIRA ITSM capabilities

Phase 02

Deployment and Configuration

Deploy JIRA ITSM as a Saas platform. Configure ITIL aligned workflows for Incident, Problem, Change, and Asset Management. Integrate JIRA ITSM with Azure Intune, Power BI, and Azure DevOps

Phase 03

Validation & Testing

Conduct end-to-end testing to validate workflows, data integrations, and compliance with standards. Ensure all deliverables meet WVL's performance and accessibility requirements.
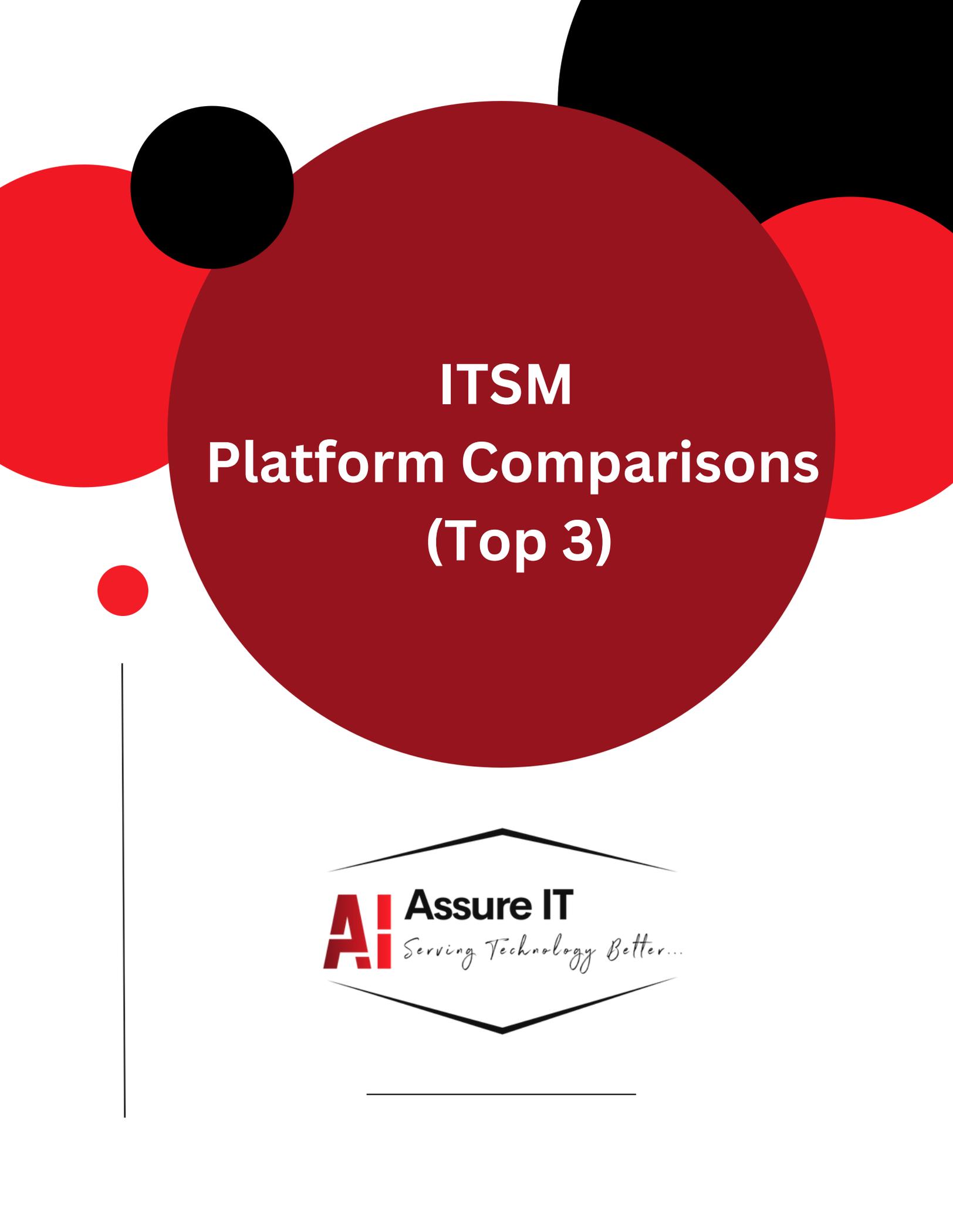
Phase 04

Training

- Provide training for administrators and end-users.
- Launch the platform and provide on-site or remote go-live support.

Phase 05

Post Implementation Support

- Offer ongoing maintenance and support services.
- Provide updates, security patches, and system enhancements as needed.

ITSM
Platform Comparisons
(Top 3)

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Product Tool Comparison and Recommendation of ITSM Solutions

As part of our evaluation of IT Service Management (ITSM) platforms Assure IT have conducted a comparative analysis of JIRA ITSM, ServiceNow and Manage Engine ITSM platforms, three leading solutions in the market. Based on criteria such as cost, scalability, ease of integration, user adoption, and alignment with organization operational needs, we recommend JIRA ITSM as the most suitable platform to address your ITSM requirements. This recommendation is grounded in its affordability, user-friendly design, seamless integration capabilities, and scalability for small to medium-sized organizations.

Comparison Table

Feature/Criteria	JIRA ITSM	ServiceNow	ManageEngine
Cost	💰 $20–$80/user/month Affordable for SMBs.	💰 $100+/user/month Premium pricing for enterprises.	💰 ~$10–$20/user/month Budget-friendly.
Ease of Use	🟢 Intuitive interface Low-code customization; quick adoption.	🟠 Complex Requires certified expertise for advanced workflows.	🟢 Simple interface Limited flexibility and customization.
ITIL Alignment	✅ Core ITIL Processes Supported (Incident, Problem, Change, Request).	✅ Fully ITIL-Compliant Best for enterprises with comprehensive needs.	⚠️ Limited ITIL Support Focuses on basic Incident and Request Management.
Integration Capabilities	🔗 Seamless with Atlassian & Microsoft DevOps-friendly integrations.	🔗 Extensive Ecosystem Integrates with ERP, HR, and IT tools.	🔗 Moderate Integration Works with standard IT tools but lacks depth.
Workflow Automation	⚙️ Low-Code Automation Simple drag-and-drop tools (JIRA Automation).	⚙️ Advanced Automation Enterprise-grade scripting capabilities.	⚙️ Basic Automation Sufficient for smaller teams.
Asset Management	📋 Insight Add-On for ITAM Basic asset lifecycle management.	📋 Comprehensive ITAM Native CMDB for large-scale asset management.	📋 Built-in ITAM Basic asset tracking; limited scalability.
Scalability	🔄 Ideal for SMBs Scales well for mid-sized organizations.	🔄 Enterprise-Grade Handles complex, high-volume environments.	🔄 Limited Scalability Better suited for small organizations.

Features Highlights

1. **Ease of Use**:
   - JIRA ITSM: 🟢 User-friendly and fast adoption.
   - ServiceNow: 🟠 Complex interface, requires expertise.
   - ManageEngine: 🟢 Simple but lacks customization.
2. Cost:
   - JIRA ITSM : 💰 Affordable for SMBs.
   - ServiceNow: 💰 High cost; designed for enterprises.
   - ManageEngine: 💰 Budget-friendly for basic needs.
3. ITIL Alignment:
   - JIRA ITSM : ✅ Covers essential processes.
   - ServiceNow: ✅ Fully compliant but complex.
   - ManageEngine: ⚠️ Limited to basic processes.

Detailed Comparison Analysis

1. Cost

- JIRA ITSM : Offers flexible, tiered pricing that is accessible to small and medium-sized organizations. For 30 users, the annual cost is approximately $24,400–$30,000. Thisz ensures **cost-effective adoption** without sacrificing quality.
- ServiceNow: Premium pricing often exceeds $100 per user per month, resulting in az significantly higher total cost. This makes it better suited for enterprises with largerz budgets and broader requirements.

2.Ease of Integration

- JIRA ITSM: Integrates seamlessly with Atlassian's suite (Confluence, Bitbucket) andz enterprise tools like **Azure Intune, Power BI, and Azure DevOps,** enabling efficientz workflows across IT and development teams.
- ServiceNow: While it offers extensive integration options, its focus on enterprise-gradez tools introduces unnecessary complexity for small to medium-sized organizations.

3.User Adoption and Customizability

- JIRA ITSMz: Features an **intuitive interface with low-code tools** for workflowz customization, making it ideal for teams with limited technical expertise. This accelerates deployment and enhances user adoption.
- ServiceNow: Advanced customization capabilities require specialized skills or certifiedz developers, increasing the implementation complexity and associated costs.

4.Asset Management

- JIRA ITSMz: Includes Insight, a **powerful add-on for IT Asset Management (ITAM),**z sufficient for SMBs managing fewer assets. Insight provides lifecycle management andz asset discovery features.
- ServiceNow: Offers a native ITAM module integrated with its Configurationz Management Database (CMDB). While robust, it is often more complex and costly thanz necessary for SMBs.

5.Accessibility and Security

- Both platforms adhere to accessibility and security standards (e.g., **ISO 27001, WCAGz2.1).** JIRA ITSM ensures compliance while maintaining affordability, making it anzefficient choice for organizations

ITSM Platform Compliance Certifications

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Compliance Certifications and Standards

Atlassian, the provider of JIRA ITSM, is committed to maintaining the highest standards of security, accessibility, and privacy for its users. Below is a detailed overview of the compliance certifications and standards achieved by Atlassian products, ensuring that JIRA ITSM is well-suited for use in regulated industries, government entities, and organizations with strict compliance requirements.

ACSC - Cloud Computing Security

This document is designed to assist assessors validating the security...

Learn more →

ACSC - Essential 8 Maturity Model

The Australian Cyber Security Centre (ACSC) has developed prioritised...

Learn more →

California Consumer Privacy Act

Atlassian is committed to abiding by the California Consumer Privacy Act...

Learn more →

Cloud Security Alliance

The Cloud Security Alliance (CSA) is a non-profit organization whose...

Learn more →

FedRAMP

The U.S.

Learn more →

ISO/IEC 27001:2013

The International Organization for Standardization (ISO) is a...

Learn more →

Section 889

Sub-resource page for Section 889 of US Federal Acquisition Regulation

Learn more →

SOC 2

System and Organization Controls (SOC) 2 reports are independent third-...

Learn more →

VPAT

Section 508 is an amendment to the Rehabilitation Act of 1973,...

Learn more →

1.Security Certifications

ISO/IEC 27001

JIRA ITSM is certified under the ISO/IEC 27001 standard, an internationally recognizedz framework for managing information security. This certification ensures that Atlassian employsz robust processes to protect sensitive data against security risks.

ISO/IEC 27018

Atlassian complies with ISO/IEC 27018, a globally accepted standard for protecting personally identifiable information (PII) in cloud computing environments. This certification underscores Atlassian's commitment to safeguarding customer privacy.

SOC 2 and SOC 3 Compliance

Atlassian undergoes regular audits to ensure compliance with SOC 2 and SOC 3 standards. These standards verify that Atlassian maintains effective operational controls for data security, availability, processing integrity, and confidentiality.

2.Privacy Standards

General Data Protection Regulation (GDPR)

Atlassian complies with the European Union's GDPR, ensuring the protection and properz handling of personal data for all users within the EU. This compliance strengthens JIRA ITSM'sz usability for international clients with strict data privacy requirements.

California Consumer Privacy Act (CCPA)

As part of its global commitment to privacy, Atlassian ensures compliance with CCPA, offering transparency and control over personal data for users based in California.

3.Accessibility Standards

Web Content Accessibility Guidelines (WCAG) 2.1

JIRA ITSM adheres to WCAG 2.1, ensuring that the platform is accessible to individuals withz disabilities. This alignment supports accessibility initiatives and makes JIRA ITSM compliantz with global accessibility requirements.

Section 508 Compliance

Atlassian meets the requirements of Section 508 of the U.S. Rehabilitation Act, ensuring that federal government users have full access to JIRA ITSM features without barriers.

4.Additional Compliance Features

Data Encryption

JIRA ITSM provides advanced encryption for data both at rest and in transit, ensuring thez confidentiality and security of customer data from unauthorized access.

Cloud Security Alliance (CSA) STAR Certification

Atlassian participates in the Cloud Security Alliance (CSA) STAR program, demonstrating transparency in its cloud security practices and delivering assurance of security, trust, and accountability.

Benefits for State of West Virginia

By leveraging JIRA ITSM, the State of West Virginia will benefit from a platform that:

- Aligns with globally recognized security and accessibility standards.
- Provides robust data privacy protections for compliance with GDPR, CCPA, and similar laws.
- Meets accessibility requirements for a diverse user base, including government entities.
- Delivers peace of mind with data encryption and best-in-class operational security practices.

References

For additional information about Atlassian's compliance certifications and practices, it can bez referred under sections

https://www.atlassian.com/trust/compliance/resources?resourceCategory=&

- Atlassian Compliance Certifications Overview
- Atlassian Trust Center
- ISO Certification Information
- SOC Compliance Information

Price Proposal
Exhibit A Pricing Page

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EXHIBIT A – Pricing Page

Section	Description	Unit of Measure	Quantity	Unit Cost	Extended Cost
4.1.1	**Contract Item #1: Commercial off-the-shelf (COTS) configurable IT Service Management (ITSM) platform**	Month	12	2675.00	$ 32,100.00
4.1.2	**Contract Item #2: Implementation & Professional Services Support and Maintenance**	Hour	150	135.00	$ 20,250.00
			Overall Total Cost	**$**	**52,350.00**

Please note: This information is being captured for auditing purposes.
Any product or service not on the Agency provided Pricing Page will not be allowable. The state cannot accept alternate pricing pages, failure to use Exhibit-A Price Page or a No-Bid could lead to disqualification of vendors bid.
The Pricing Page contains a list of the Contract Services and estimated purchase volume. The estimated purchase volume for each item represents the approximate volume of anticipated purchases only. No future use of the Contract or any individual item is guaranteed or implied.
Vendor should type or electronically enter the information into the Pricing Page to prevent errors in the evaluation.

BIDDER /VENDOR INFORMATION:

Vendor Name:	Assure Consulting Group LLC
Address:	6340 Security Blvd , Suite 1000, #1109
City, St. Zip:	Gwynn Oak , MD 21207
Phone No.:	301-701-2521
Email Address:	prem@assureconsultinggroup.com

Prem Kumar

01/08/2025

Vendor Signature:

Date: