



CLIENT Recommended Vendors

Prepared for: CLIENT

Prepared by: Amy Webb, Principal

December 17, 2009

Memo: CLIENT12-2



Table of Contents

Executive Summary..... 3

Back End Developers..... 5

 COMPANY..... 5

 Vendor #2..... 7

 Vendor #3..... 9

 Vendor #4..... 11

Front End Designers..... 12

Hosting..... 14

Local Developers..... 16

Next Steps..... 17

Contact Information..... 21



Executive Summary

To redesign and launch the new CLIENT.COM website, four sets of vendors will be required. While it is possible to use the same vendor for both the back end and front end development, it is our feeling that separate vendors should be used for this project. Those who excel at website design may not be the best choice for back end architecture, and vice versa. The four vendor categories are:

- **Back End:** Works from the Use Case Document to architect CLIENT.COM. Has deep understanding of and experience with CLIENT CMS. Uses the wireframes developed by the Front End designer and builds the website. Makes suggestions for plugins and modules, may also provide guidance on plans for expansion.
- **Front End:** Works from the basic wireframe sketches in the Use Case Document to create the look and feel of CLIENT.COM. Helps translate your vision into mockups that you can see, discuss, critique and edit. Creates a comprehensive list of all the colors, fonts, etc. to be used throughout the site. Creates any buttons, images, navigation bars, logos, etc. to be used throughout the site.
- **Hosting:** The place where your website and all of its content will reside. A host can be a simple server that CLIENT acquires or shares (as well as a system administrator who maintains the server) or it can be a company that stores and maintains thousands of websites. While there are many different kinds of hosts, the most modern type is called “cloud hosting.” For more information on cloud hosting, please see: http://en.wikipedia.org/wiki/Cloud_computing. We are also attaching the Webbmedia Group research memo “Cloud Computing and Hosting” for you to read.
- **Local Developer:** Works either on contract or part-time for CLIENT. Primary responsibility is to help maintain the website (and not the servers), develop and implement additional features as needed, create new pages and templates, manage content, etc. This person should begin working as the Back End development team is completing the CLIENT.COM redesign. S/he should communicate with the Back End development team and become familiar with how the site has been themed and architected to ensure a seamless transition once the site launches.



While there are certainly dozens of qualified vendors available, Webbmedia Group has given careful consideration to CLIENT's specific project and workflow needs. As a result, the vendors we've selected for you meet the following important criteria:

- Webbmedia Group has worked with the vendor before and has seen positive results on more than one occasion; or Webbmedia Group's trusted advisors and experts have worked with the vendor before and strongly recommend them.
- The vendor has worked on projects for ORGANIZATIONS SIMILAR TO CLIENT.
- Back End: While the vendor may not be familiar with E-COMMERCE ENGINE, it does have sufficient experience and aptitude to configure a complex e-commerce system.
- Back End: The vendor uses the "Agile Approach," which is the iterative workflow process we discussed during our call. For more on the Agile Approach, please see the attached Webbmedia Group research memo, "Website Development Best Practices," which is attached.
- We feel that the vendor's price range is reasonable for the amount and quality of work performed.
- In our experience, the vendor performs well on an agreed-to timeline and meets all project deadlines.
- In our experience, the vendor is very approachable, easy to talk to and can be reached via email or phone without hassle.



Back End Developers

We are listing four vendors in a ranked order. Below, we're offering details as well as examples of work. Please note that the design of the sites listed below is a separate issue from the way the sites function. For that reason, please disregard the way that the recent project websites look.

Top Recommendation: Phase2 Technology

INFORMATION	DETAILS
Site	http://www.COMPANY.com/
Team	http://www.COMPANY.com/people
Recent Projects	http://website.org , http://www.website1.com/
Contact	COMPANY, LLC 1234 Street Suite 1000 CITY, STATE 11110 Tel: (212) 555-0000

Why COMPANY: COMPANY has built complex CLIENT CMS infrastructures for groups ranging from the Federal Government to newsweeklies to universities. COMPANY has an extensive team of software and web engineers and we have been impressed by the team's work. We think that the personalities at CLIENT and COMPANY will.....

Strengths:

- Excellent on deadline.
- Creative approaches to complex technological or workflow problems.
- Extensive experience building on and for.....

Potential Weaknesses:

- COMPANY's current project workload may be too heavy to take on a new client (this is a possibility, not a certainty).....



Front End Designers

We are offering two Front End designers whose work we like and who take direction well. While we are recommending these two people, CLIENT may also want to seek a local designer as a possibility.

DESIGNER NAME

1234 Street
CITY, STATE, 11110
Tel: (212) 555-0000.....

Hosting

There are numerous possibilities when it comes to hosting. Should CLIENT decide to look for a vendor off-site, the only vendor that we recommend is Rackspace. Rackspace is.....

Even if CLIENT decides to use its own server, we still recommend having a conversation with Rackspace to learn more about the hosting services it provides and to learn more about cloud computing.....

Resources:

Please look at.....

Contacts:

Samantha Rickman
Business Development Consultant
Rackspace
Direct: 512-9.....

Local Developers

We strongly recommend that CLIENT hires either a contract or part-time employee to serve as a web developer. This person can be hired late in the site development process.....



Next Steps

We recommend that CLIENT begins to internally discuss each of the vendors provided above. CLIENT might also.....

Hiring the Back End Developer

CLIENT will eventually need to send a proposal to each of the vendors it is considering. The first page of this proposal should be a description of CLIENT.COM, written in your own words. The rest of the proposal will be a Requirements and Use Case Document, which we are preparing for you.....

The Requirements Document will explain that:

- The developer must provide CLIENT with some kind of user guide to the new website, complete with screenshots and any necessary definitions.
- The developer should provide hands-on training (for a fee) for both Drupal and for using the new site.
- Developer must provide basic documentation and nomenclature description for site development, as well as for any extraordinary elements of the site.
- Developer must provide a sprint timeline in advance and be available for a regular phone conference time, should CLIENT request it.
- Developer must develop a creative solution to work with E-COMMERCE ENGINE, the university payment system.

We have already discussed what the Use Case/ Requirements document will include.

Fees: For a project of this size and scope, and because it involves content migration, we estimate that the development fees should cost.....



Hiring the Front End Developer

We recommend that CLIENT contacts both of the recommended vendors to check on availability. At that point, CLIENT should ask to see extensive samples and examples of work.....

What you'll need from the Front End Developer:

- A "font book,"

What CLIENT will need to provide to the Front End Developer:

- Clear examples of.....

Fees: All developers charge different fees, however the average for a project of this size and scope would be.....

Hiring the Hosting Company:

See above. Fees should range from.....

Hiring the Local Developer:

See above. Please note that.....

If you have any questions about this report that need to be answered ahead of our next meeting, please do not hesitate to contact us at 267-342-4300.

WEBBMEDIA GROUP CONSULTANT can be reached directly at emailaddress@webbmediagroup.com.