Website Upgrade Proposal For

## The City of Princeton,

Minnesota

Revize is a Minority Business Enterprise (MBE)

**Dylan Johnston** 

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June 19, 2023

150 Kirts Blvd. Suite B, Troy, MI 48084

www.revize.com

Dear Edward, Shawna, Stacy,

Thank you for being a Revize web development partner. For nearly two decades, Revize has been a leader in providing high quality, government-compliant web solutions. Located in Troy, Michigan we have launched hundreds of government websites nationwide, and have a myriad of industry awards and hundreds of satisfied clients stand as testament to the quality and value of our work.

Every member of the Revize team understands that your website is more than a website. It's a valuable resource that can help you build a better community.

Visitors are drawn to websites that are appealing yet functional, user friendly with a plethora of services, and accessible on a wide range of devices. A Revize website will allow your residents and businesses to easily fill out and submit documents, review and pay bills and taxes, perform searches to answer frequently asked questions and perform a suite of other tasks that would otherwise require staff assistance. What's more, a Revize website will enable you to increase staff productivity and decrease costs by reducing off-line departmental operations.

Some of our great clients in include:

The City of Lago Vista, TX <u>www.lagovistatexas.org</u>

Montgomery County, TX <u>www.mctx.org</u>

• Clark County, NV <u>www.clarkcountynv.gov</u>

• The City of St. Petersburg, FL <u>www.stpete.org</u>

The City of Cedar Rapids, IA www.cedar-rapids.org

• And Many More!

In regards to the actual design and build of your new website, and ongoing website hosting and support, Revize has been doing this for over 23 years. We have a secure, refined content management system developed specifically for non-profit and government class organizations like yourself for use by non-technical individuals to edit the website easily.



We will work closely with you to design and develop a dynamic, functional and easy to navigate website that will perfectly fit your community. Then we empower you to control your digital presence with the

industry's best administrative management applications. Revize training ensures that your team has the

skills needed to expertly update and manage website content and delivery.

Government clients select Revize because we can help them

• Effectively engage residents.

• Enhance their web presence and build an online communications center.

• Empower non-technical web content editors and administrators to easily execute changes.

• Implement a scalable solution that allows them to affordably grow their web presence for the long

term.

We have worked hard to establish a reputation for creating online community websites that engage,

inform, and increase participation of your community. With our help, your community's website can

serve your residents better, inspire them more, and get them actively involved in your municipal

government.

Please contact me if you have any questions at all.

Sincerely,

**Dylan Johnston** 

Senior Account Manager

DylanJohnston

248-894-9297

dylan@revize.com



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### **Executive Summary**

Thank you for considering Revize Software Systems for your new website project. We understand the importance of this undertaking and know how motivated your government/community is to selecting the right vendor; one who will work with you through all the steps required to build the perfect website featuring a plethora of high-quality online services that your constituents will want to use regularly. In more than two decades of working with government leaders, as well as through nationwide surveys, we have learned that the key to choosing a website vendor is finding the right balance between the total cost of the solution and the quality of the design, online apps and user functionality. In simpler terms, you need a solution that works for you and serves your constituents.

#### About Us

Having launched nearly 3,000 government clients nationwide, Revize Software Systems is one of the industry's leading providers. We credit our rapid growth to our 23-year track record of building award-winning government websites and content management systems. When you work with Revize, you're not just a client, you become part of the Revize family and will receive the service and support you need and expect! We are among the most highly respected government website experts in the United States and we proudly stand by our work.

### Our Innovative Responsive Web Design (RWD) and Web Apps

Revize has been a pioneer in implementing the latest trends in design by using Responsive Web Design (RWD). This technology ensures that site visitors have an optimal viewing experience — easy reading and navigation with a minimum of resizing, panning, and scrolling — across a wide range of devices, from desktop monitors to mobile phones. RWD provides flexible and fluid website layouts that adapt to almost any screen. When you implement a dynamic new website powered by Revize, you will not only get an outstanding look, layout and navigation, but you also receive 24/7 access to our Government Communication Center for residents, business and visitors.



### Here you will find the communication tools you need such as

- Public Service Request App
- Calendar of Events
- E-Notification Modules
- On-Line Payment Portal
- Facilities Reservations
- News Center with Facebook/Twitter Integration

- Emergency Alerts
- Online Forms / Survey Tools
- E-Newsletter Applications
- Job Posting and Tracking Module
- Public Records Request Track

### **Our Award-Winning Government CMS**

Revize is renowned as a leader in providing practical, high-value, easy to use content management software Government CMS. This simple-to-use yet powerful solution enables clients to manage their online presence with high functionality and style. With applications such as an online document center, public service request app, public records request tracker, agendas and minutes, frequently asked questions and more, Revize ensures that our clients have the tools they need to make information and services available for website users at the click of a mouse.

### Quick Deployment, Personalized Training and Support

Revize addresses time concerns by completing websites in considerably less time than our competitors. And because our software is so easy to use, we are also able to effectively train our clients in less than half the time it takes our competitors. Our training program is customized based on each client's needs, and we provide hands on training the way you want it - either onsite or off site through web

conferencing tools. We pride ourselves on the skills of our support staff, who are responsive, knowledgeable and helpful. Our online support portal is available 24X7X365 for issue tracking and management. We also provide phone and email support during regular business hours.

Did you know?

Our technical support staff are trained developers.

When you call for tech support, you'll be speaking to staff with direct knowledge of development!

## **Company Profile**

FOUNDED HEADQUARTERS 150 PHONE WEB SITE

1995 Kirts Blvd., Suite B, 248-269-9263 <u>www.revize.com</u>

Troy, MI 48084

Revize Software Systems was founded in June, 1995 as a "new media" development company specializing in the creation of interactive web design, multimedia content delivered on CD-ROM, and video production. Since then, Revize has made an unsurpassed name for itself in the web/internet industry as THE master of government website design, which remains our specialty. We now boast more than 3,000 clients in North America and have created acclaimed website designs for hundreds of municipalities and counties, as well as government departments and agencies. In September, 1996 as the Internet was becoming a world-wide reality, Revize began developing a Web Content Management System (CMS) for the government market to enable non-technical contributors to quickly and easily update content on their websites. The result was the creation of our state-of-the-art Revize Government CMS. Our mission has always been to enhance the communications of government organizations nationwide with their varied and valued audiences. This is based on our vision statement, which reads:

## "The empowerment of people through simplified information management technologies."

Focused exclusively on creative web design, government web apps and content management technologies, Revize continues to invest in its technology, continually adding new capabilities and features that manifest our vision. While many municipalities choose Revize to develop and cost-effectively manage their website content, clients also use Revize as an information-sharing platform.



Our suite of Revize Government web-based solutions has proven valuable as a powerful technology that empowers clients to build and maintain sophisticated web sites, all while using the Internet and internal Intranets/Extranets to acquire, analyze, process, summarize and share information – ensuring that the right people always have the right information at the right time.

"We are proud of our award-winning web designs, technologies, continued innovations to build government centric modules and apps, web content management, training and support capabilities. We are especially proud of being recognized as one of the industry's top government website experts and innovators. We are committed to pursuing the continued evolution of all our services to provide increased value to our government clients."



### Government Project Experience

City of Dexter, Michigan www.dextermi.gov



### **Details:**

After several website vendor evaluations, the City of Dexter is now up and live with their newly redesigned Revize site. Dexter has many departments with varying levels of needs on the website. The success of any city website relies on balancing these departmental needs, whilst showcasing a unified vision. In this website, we did just that. While respecting the City's history, we also designed the site to towards innovation. Users will notice that they can easily find the most important online services without having to search through line after line of text. This website is the perfect mix of functionality and design!



### Wylie, Texas

### www.wylietexas.com

Responsive Web Design – TAMIO Award Winner

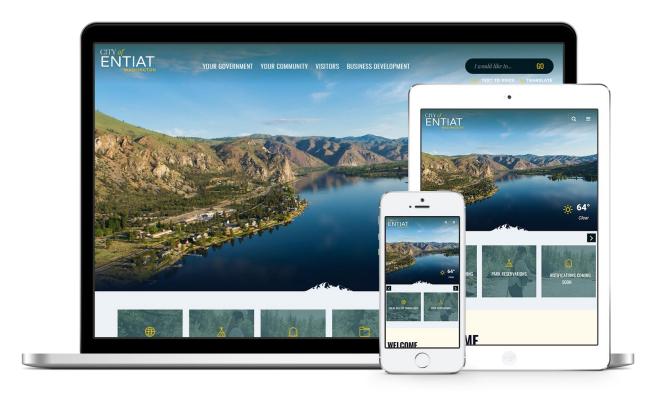
Details: City website designed to make you feel like you are in this charming community. The website not only functions as a community engagement center but has special SEO attraction for tourism interests with easy navigation!

Features: Members Center, Event Calendar, Document Center, Quick Links and Online Bill Payment





## Entiat, Washington www.entiatwa.us

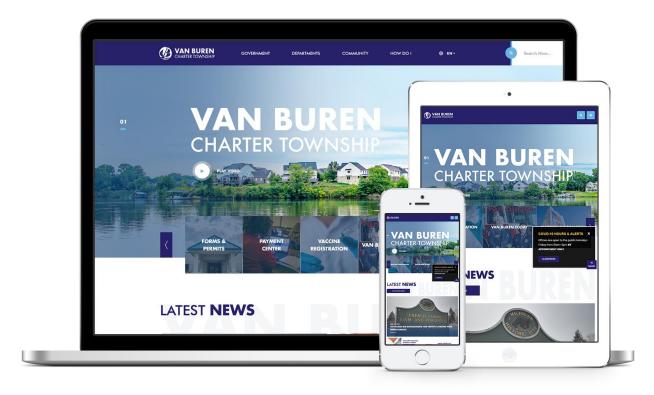


### **Details:**

The City of Entiat wanted a new website design that showed off a new pictorial branding look and feel of what it is like to live in their fine community. This website was recently redesigned in 2019 to highlight all of what Entiat has to offer. The design does not overburden the user with too much content. It separates that content into different focus areas. This lets the residents get information in a way that is much more of an experience. The straightforward news and events feature images that promote click-through. With the Revize CMS this City is able to quickly and easily update the website in just a few clicks!



## Van Buren Township, Michigan <a href="https://www.vanburen-mi.org">www.vanburen-mi.org</a>



### **Details:**

Van Buren Township received about 8 proposals from their website RFP and chose Revize. Van Buren Township is located right by Willow Run Airport, famous for the Ford factory next to it building and launching the B-52 bombers for World War 2. Van Buren Township is investing money into increase economic development with airport businesses. It will become a new hub for fixing and repairing and rebuilding Airline fleet aircraft.

Van Buren Township is family friendly township with something to offer everyone. We wanted to make sure their new design was something special for their residents to use on a daily basis. We had a design discovery meeting going over the designs they felt would show off their municipality in the best light. We used our Resident Usability study results to lay out the Home page where a resident can get anywhere on the website in one click in a majority of all cases. Their staff was with us every step of the way. Inner pages are flexible to allow departments to have dedicated pages with a cohesive feel across all pages. This website is an elite representation of the power and beauty of the Revize process.



## The Village of Glencoe, Illinois <a href="https://www.villageofglencoe.org">www.villageofglencoe.org</a>



### **Details:**

The Village of Glencoe is beautiful community on the shores of Lake Michigan just north of Chicago. This website brings together an amazing design with a full suite of web apps to engage Village residents. Smooth transitions from the home page to interior pages of this website allow users to find exactly what they are looking for easily. The Revize Public Service Request App, Village Manager's Blog, fillable online form database, and a high traffic featured news and headlines area round out this website!



## The City of St. Petersburg, Florida <a href="https://www.stpete.org">www.stpete.org</a>



### **Details:**

St. Petersburg is an iconic City in Florida with something to offer everyone. We wanted to make sure their new design was something special for their residents to use on a daily basis. The home page is laid out to be a Resident Dashboard, so with a quick glance, and minimal reading, they can get their daily government information quickly.

We had a design discovery meeting going over the designs they felt would show off their municipality in the best light. We used our Resident Usability Study results to lay out the home page. Now a resident can get anywhere on the website in one click in a majority of all cases. Their staff was with us every step of the way. Inner pages are flexible to allow departments to have dedicated pages with a cohesive feel across all pages. This website is an elite representation of the power and beauty of the Revize process.



### City of Des Moines, Iowa

### www.dsm.city



#### **Details:**

The City of Des Moines, Iowa came to Revize for a website that was completely different. Coming from an internally developed site, they wanted to work with a vendor that could lead them to a new way of interacting with their users. Page layouts were created to allow unique interaction with the City. This included board listings, Q&As, interactive park directories, plain language, and a resident focused navigation. We also incorporated some of their internal databases and features that had been built internally. This site improves the online experience for residents, business owners, and visitors!



### **Government Account References**

Client: City of Wylie, TX

Craig Kelly, Public Information Officer

Office: (972) 516-6016

Email: craig.kelly@wylietexas.gov Website: www.ci.wylie.tx.us

Client: Village of Glencoe, IL Laura Boll, Management Analyst

Phone: (847) 835-4114

Email: lboll@villageofglencoe.org Website: www.villageofglencoe.org

**Client: Tipton County, TN**Shawn Anderson, GISP Director

Phone: (901) 476-0234

Email: sanderson@tiptonco.com Website: www.tiptonco.com

Client: Van Buren Township, MI

Dan Selman, Township Supervisor's Executive Assistant

Phone: 734-699-8900

Email: Dselman@vanburen-mi.org Website: www.vanburen-mi.org

Client: City of Dexter, MI

Justin Breyer, MPA, MiPMC, City Clerk and Assistant to the City Manager

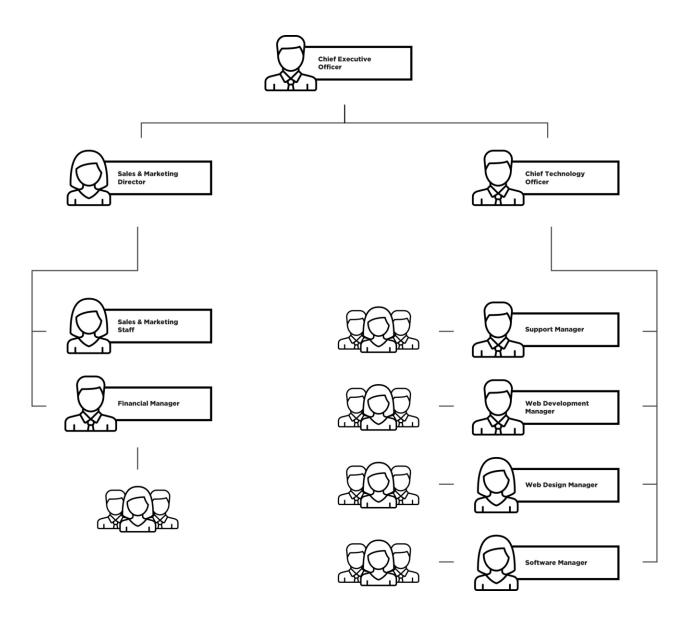
Office: (734) 580-2234

Email: jbreyer@dextermi.gov Website: www.dextermi.gov

jbreyer@dextermi.gov



## **Revize Organization Chart**





## Why Choose Revize?

We Have Government Specific Experience and Outstanding Client Testimonials

You can rely on Revize and our 23 years of experience building and maintaining websites for municipal, county and government agencies of all sizes throughout North America, to deliver a customized site design that improves layout, navigation, usability and content. Using Revize ensures that your website will be reliable, W3C and ADA compliant, and allow for easy integration with existing or future web applications and third-party software. But there's no need to take our word for it -- we encourage you to peruse our massive file of testimonials from our many satisfied clients.

We Will Build a Government Communication Center that Works for Your Community!

The Revize website design, Government CMS and interactive tool sets have been developed exclusively for our government clients to help them effectively communicate with their key target audiences such as residents, businesses and visitors. Some of our most popular website and Government applications and modules include: a new and improved Online Calendar, the comprehensive Forms Center, our News Center with real-time social media connectivity, Emergency Alerts, E-Notifications, Citizen Request Tracker, Parks & Shelter Reservations System, Document Center, and Online Payment Portal.

## "We Build Superior Technology into Every Website with CMS Performance & Reliability That's Second to None."

What sets Revize apart from other companies? Revize's superior technical architecture, unsurpassed staff expertise and highly effective publishing engine provide our government clients with the most



reliable website solutions in the industry today. By ensuring our client's data security and providing redundant server architecture and back-up data centers, Revize has a nearly 100% up-time rate. Plus, our clients never have to worry about data loss or data corruption because of our instantaneous back-up process and our data center's tape back-up processes. Revize believes that investing a higher percentage of our profits into our technology and security makes us the best choice for the short and long term for governments seeking the best value for their community's website.

### "We Always Provide Knowledgeable, Friendly and Responsive Service!"

All this, and a reliable IT partner too! Our website development is superior, and our Government CMS and suite of online apps is easy to learn and administer, but our 24/7 technical support will also be there for you to help you get over the hurdles! Our technical support team is widely considered to be among the industry's best. We also provide a sophisticated backup infrastructure which allows us to guarantee 99.99 percent uptime. Plus, regular updates and improvements to ensure that your site will remain current with industry standards and keep running smoothly for years to come. The Client Owns the CMS License and the Code!

We often hear the question: "What happens if we want to move the website to another vendor? Do we lose all access or any of our website data?" The answer is 100% NO! As our client, you own the template source code, the CMS, and any data that you put onto the website. We understand that clients may come and they go, but we always make sure they know they are just as important to us at the end of our tenure as they were at the beginning. If you decide to run the CMS in your own server, we can transfer the CMS license and software to your server as you own the license and you can run it from your server as long as you want.



### Top Ten Reasons Why Revize gives you the Greatest Value!

- Modern, timeless and unique website design integrated with online Government apps
- On-time delivery
- Competitive pricing
- Responsible stewardship of the organization's stakeholders
- Full functionality to update and manage your website
- All the tools/apps needed to increase communications with citizens
- An easy CMS to train employees quickly
- Extended phone and email support
- Unlimited Upgrades: Revize provides unlimited FREE upgrades to new and existing modules at no additional cost to you.
- Unlimited Upgrades: Revize provides unlimited upgrades to new and existing modules at no additional cost to you. Once you invest in Revize, you will receive free upgrades and feature enhancements for life.

"The Revize responsive website design is second to none for us providing an excellent experience for the growing number of residents, visitors and businesses accessing WylieTexas.gov on mobile devices. Our website's progressive look captures the vibrant culture of our community.

— Craig Kelly, Public Information Officer, City of Wylie, TX



Did you know?

Revize CMS is one of the most advanced CMS in the government web design industry with over 15 years of development.

### Awards & Accolades

We were thrilled with the outcome of our website redesign project. The Revize team was professional and responsive throughout the process.

- Laura Slingerland, Media Communications, City of Saint Petersburg, Florida















### The Revize Solution

### **Project Planning and Setup**

What makes Revize unique in its project approach and experience is our thorough preparation for each individual community combined with the range of website deployments and creative, customized fit we implement for each client. From small to large, rural to urban, the Revize project management process guarantees a perfect fit between the concept of the deployment and the expectations of the client's level of engagement preferences.

## We don't use a "one size fits all" approach because it doesn't make sense.

However, we do use a standard, proven effective process methodology. Each client is unique and we tailor our process to fit their unique needs. For as long as you are our client you will have staff dedicated to your account and access to an on-line portal for communication, design process and on-going support.

Dedicated Accounts Manager: Your dedicated Account Manager will handle all issues related to your contract, pricing, future product add-ons, and general account satisfaction. During the initial kick-off meeting, your Account Manager will introduce you to the team, explain roles and responsibilities, and place you in the very capable hands of your Dedicated Project Manager and Designer.

Dedicated Project Manager: Your dedicated Project Manager will handle all issues related to the website design, development, navigation, content, training, timelines and deliverables, as well as ensuring that feedback and communication occurs promptly in order to keep the project on-track. Also, the dedicated project manager will be the point of contact for any future technical support or issues that need to be addressed during the deployment and post deployment of the site.



24/7/365 Project Portal Access: From day one, your project and on-going support is tracked in the Revize On-line Project Portal. The main point of contact you select for the project will receive an invitation to register, including setting up a secure user name and password. The Project Portal serves as a communication tool for any matter pertaining to your website design, development and on-going support even after your website is launched.

# "We guarantee the best support in the industry that's 24/7 365 by the trained developers & technicians"



Did you know?

Revize will provide a project portal that allows you to check in on the status of your project at any



## **Timeline**

### Project Timeline

Phase	When	Duration
Phase 1: Initial Meeting, Communication Strategy, SOW	Weeks 1 thru	3 Weeks
Phase 2: Discovery & Design	Weeks 4 thru 8	5 Weeks
Phase 3: Template Development, CMS Integration	Weeks 9 thru 11	3 Weeks
Phase 4: Module Setup	Weeks 12 thru 14	3 Weeks
Phase 5: Custom Development	Weeks 15 thru 16	2 Weeks
Phase 6: Quality Assurance Testing	Week 17	1 Weeks
Phase 7: Sitemap Development / Content Migration	Weeks 18 thru 20	3 Weeks
Phase 8: Content Editor and Web Administrator Training on your new website, final content changes and Go Live preparation	Week 21	1 Weeks
Go-Live (Average)		17-21 Weeks

Did you know?

The project planning process is designed to fit your needs. We will adapt our timeline if your schedule requires.



## Revize Project Life Cycle

### Phase 1: Initial Meeting, Communication Strategy, SOW

Your Revize Account Manager will set up the initial internal project planning meeting where we will talk about the overall management of your project, establish a timeline, and devise a Revize-Client Communication Strategy that will keep everyone engaged and up-to-date on the progress of the project. We will also discuss specific technical requirements of the project and determine the phases through which those requirements will be addressed. In addition, Revize will address the content strategy of the new site, any new content that needs to be written and how to fit the existing content into the new site, Additionally, as an optional item, Revize will discuss the process of conducting online surveys to gather feedback from your constituents for the new website layout and requirements. After this meeting, Revize will develop a Statement of Work and provide it to the client for review and approval.

Prior to the design kick-off meeting, you will receive our questionnaire to complete with various answers that will help our designers gather information regarding your needs and preferences. Our team will also brainstorm ideas and suggestions with you during the meeting.

The questionnaire addresses various issues such as:

- As a result of a new website design and navigation, what are the main improvements you hope to achieve?
- What are some key points and areas you may want featured on the Home Page?
- Do you need help with logo design? Image? Marketing & branding?
- What key modules do you want featured in your web site, like Document Center, Report a Request, News & Events, Events Calendar etc.
- Do you need social media features need to be highlighted in the new site? etc.

### Phase 2: Discovery & Design

If there is client approval, we will collect feedback from the residents on the new design layout by setting up an online survey with a set of standard questions. The survey questions need to be approved by the client prior to our adding a link from your current website. This link can also be distributed through other channels like email, newsletter or any other form of communications you might be using to stay in touch with your residents. Usually there is a 1- to 2-week survey period.



Once survey results have been tabulated and your needs have been determined, you and your Revize team will participate in a Design Kick-Off Meeting. A senior designer and team will conduct an in-depth interview, and brainstorm ideas with you about your vision for the look and feel of your custom website. Our efforts on this project will extend far beyond placement of provided information within a stunning design. It's about uncovering how your audience wants to be informed and applying our 23+ years of web design and development expertise to create the most effective ways of displaying that information and getting users to access and use your website. We always strive for nothing less than an award-winning design!

### **Revize Design Principles**

The Revize Web Application Developers are not only responsible for the look, functionality, and performance of your website. They are also responsible for the security of the web content and webbased applications they create. They ensure that the code supports secure authentication and authorization and provides access control mechanisms as required.

Good design principles are always based on readability, taking into consideration appropriate font type and size for headlines and text area, as well as line height – ensuring all page elements are balanced. Our designers also pay meticulous attention to their use of shadows and gradients. To the layman's eye there may not appear to be a shadow, however on the website the font will appear sharper (or maybe softer depending on the amount of shadow used).

Of course, color cannot be overlooked. Our designers first take the client's preferences, official logo colors, and pictures into consideration to create a color scheme consisting of no more than three colors. We then use variants and hues to create visual appeal, contrast, eye-catching allure and invoke the overall feeling that the client desires.

Last but not least is effective use of page elements such as call to action buttons, social sharing icons, email newsletter sign-up, and promotion areas. The ultimate goal is to provide an easy to navigate webpage that is informative without being overwhelming. Therefore, it is the designer's job to guide the client in making appropriate placement choices for needed items.



#### Revize Design Trends

There are some exciting new design trends, and Revize is always on the cutting edge, implementing the best of these innovations in our websites. We are especially pleased at how effectively they are proving to be in increasing engagement in government websites.

#1 Responsive Web Design – The most important development in website design in years, Responsive Web Design (RWD) automatically conforms and optimizes websites for any screen size. With the substantial increase in smartphone and tablet users today, people are going online using a vast number of devices with wildly different screen sizes. Our websites offer this very important feature of easily and cleanly conforming to computer, tablet and mobile device screens.

#2 Liquified Content – This is another important trend that address the fact that information is no longer static or concrete. Instead, content is specifically customized for each unique user. Liquidity of content enhances the immediacy and flexibility of content. The more liquid your community's content, the easier it is for residents and businesses to access this information in ways and via the channels of their choice: fixed or mobile, interactive and live. Revize is able to effectively make your content liquid. This will make it adaptable to various situations and, therefore, easy to reuse in different contexts distributed for a variety of display formats and communication channels.

#3 Image Tiles – This is a trend that enables developers to display content in a pin board style of display. Revize now offers this feature, which creates a very visually appealing display of content, such as pictures or social streams. Image tiles also help promote engagement by encouraging site visitors to comment or reply to items from directly within the image tile. This is an especially useful option for web pages promoting tourism.

#4 Parallax Scrolling – This is a highly advanced, innovative design technique for sophisticated websites. Parallax Scrolling allows Revize to build websites in multiple layers, with content that moves across the screen at different speeds as visitors scroll. This unique design technique is very visually engaging and can help improve time-on-site metrics.



#5 Innovative Typography – This plays a very important role in website design, image and branding, and is especially important for maximizing the look and feel of the website when accessing it from mobile devices. Our designers are experts in effective typography and take many factors into consideration when selecting the type of fonts, font sizes, and colors to be used for a website.

#6 Social Feeds — With the proven ability to strengthen and deepen interpersonal connections, social networks present a wonderful opportunity for government organizations to increase community engagement and make governments more accessible to the people they serve. One method already mentioned for improving social activity is using pin boards; another is creating a social area or social wall that combines activity from multiple social networks, like Facebook, LinkedIn, YouTube and Pinterest. Revize offers a comprehensive line of popular social media applications and networking.

## "Over the past 23 years, Revize has mastered the art of designing government websites."

### Key Phase Objectives & Deliverables:

The following steps are followed while designing new sites

• Establish Needs and Creative Direction: Understand your objectives and requirements, and provide recommendations for effective online branding pertinent to your requirements, existing branding and your web audience's needs. The Revize designer will also conduct his own research in order to capture the character and "feel" of your area, which will inspire ideas for the overall design direction of the website.



- Main Menu Navigation & Home Page Wireframes: Work with you to establish a main-level
  navigational architecture and identify key items accessible from your home page. This
  establishes a baseline for the navigational structure, as well as the preferred content structure
  (wireframe\*) for the home page.
- Page Layout and module placement: We will follow all the best practices to layout the different
  features and modules so that they can be easily accessed by your residents. For example, on the
  home page there will be sliding picture gallery and quick link buttons for Notify Me, Report a
  Concern, Document Center, FAQs etc. Also, the news and announcements module and events
  calendar would be integrated into the website, along with the Social Media Center.

**Please Note**: The home page "wireframe" will simply serve as a realistic guideline in terms of content placement, but will not include the final text nor final imagery for this phase. Please see a sample wireframe to concept development snapshot in the next page.



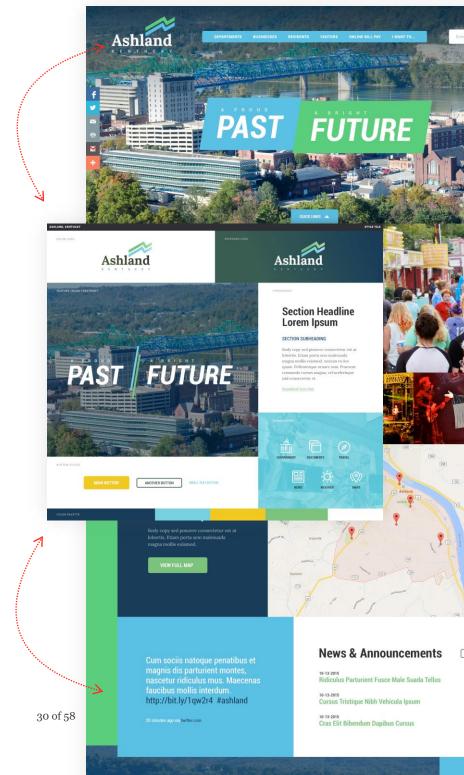
Did you know?

Revize will provide a 100% from scratch design with a satisfaction guarantee!



### Wire Frame to Concept

- Design Deliverable: The design concepts for this phase will be based on one or possibly two home
  page layouts. The client will review and provide design feedback to the designer for changes. Revize
  asks that clients have no more than three iterations of changes up to the point that the final
  concept is approved.
- Final Home Page Sign Off: When all changes have been made, Revize will present your final home page design and layout for approval. Customer approval is required to proceed to the next phase, the inner pages of the website, and the process repeats itself before the actual HTML & CSS is written.
- Final Inner Page Sign Off: When all changes have been made, Revize will present your final inner page designs and layouts for approval. Customer approval is required to proceed to the next phase, when the actual HTML & CSS is written.





### Phase 3: Template Development, CMS Integration

First, the Revize development team will transform the approved designs from mere pictures into fully-functioning HTML/CSS and Revize Smart Tag enabled web page templates using the Revize Dreamweaver Extension. The Revize Smart Tags are fully customizable and allow customers to expand functionality as needed. To maximize this extensibility, the full Revize Java API is provided to clients with our Advanced Training Program.

### Phase 4: CMS Modules Setup

In this phase, all of the features and modules the client has requested will be set up, e.g., calendar, document center, picture galleries, alert center, e-Notify, etc. are all brought to life and made functional while also being tested in the Revize CMS. Revize enhances current modules and adds new modules continuously, and you will receive all future updates to modules at no additional cost.

### Phase 5: Custom Functionality Development

In this phase and according to your specifications, custom functionality of existing CMS modules, database scripting and programming, as well as any custom application development will be executed. The Revize development team will be interfacing directly with your technical staff to obtain information and test information exchange and application functionality. This phase may overlap phases 2-4.

#### Phase 6: Quality Assurance Testing

In our testing phase, we ensure that your website meets functionality, performance and security standards. Our QA team uses mock data to test navigation and interfaces of the templates, along with any custom developed applications or modules. Additionally, through a series of tests, we perform input validation to ensure that security mechanisms cannot be bypassed if anybody tampers with data he or she sends to the application, including HTTP requests, headers, query strings, cookies, and form fields. We also ensure that when errors do occur, they are processed in a secure manner to reduce or eliminate exposure of sensitive implementation information.



### Phase 7: Content Development / Content Migration

Revize will develop all of the pages for your site to make the initial content available upon site deployment. Our content development and migration experts use the latest standard formatting practices to develop the navigation and create the most effective content possible for your website. This includes spelling and style corrections into the new website.

## There are no limits to the number of pages you can create after you have gone through training.

Revize will implement an effective website architecture with the latest technology and usability trends so your website visitors can find information in an instant. We will also assess your current website content and incorporate what you currently have with additional content to maximize interest and excitement for your readers. Our content experts are educated in proper writing and terminology, and will use correct grammar, spelling and punctuation.

Our web designers use creative typography which makes the website more visually appealing and also plays a role in defining the hierarchy of content to be placed on the web page. Variations in size and color are used, as well as strategic placement on the page to highlight certain site areas so the visitors can easily navigate the site. Effective typography also ensures that your website will look good on desktop, laptop, mobile and tablet devices.

### Phase 8: Training Your Staff (in-person or web-based training)

Once your website is ready for you to begin editing, you will be able to easily revise your content as often as needed. Revize will train you on how to operate the Administrative and Content Editor functions so you can manage your website. We typically provide this training on-site; however, we can also provide on-line training for your staff if you prefer. For your convenience, training materials can be downloaded from the Revize website. After training, our friendly and responsive support staff is always here to answer questions and provide training refreshers as needed.



### **Standard Training Agendas**

Basic Administrator Training (How to)

- Sign-in
- Create users
- Assign roles
- Set page level permissions
- Set section level permissions
- Configure and set up workflow approval process

#### Content Editor Training (How to)

- Sign-in
- Edit page content
- Copy/paste content or add new
- Create a file link
- Create a link to another web page or external web site
- Create a new page and link to it
- Insert/update a picture
- Insert/update a table
- Spell check
- Save and Save as Draft
- History of the page content (content archive)
- Create a survey form or any other type of online web form
- Create navigation pages (top/left menus)
- Create new calendar and create/edit calendar events
- Edit metadata

#### Advanced Administrator Training (How to)

- Run back-end reports
- Run Google Analytics reports

#### Training on use of specific Modules included, such as

- Emergency Notification Center
- Public Service Request App
- Web Calendar
- E-Notify
- Quick Links
- Document Center



- Form Center
- News Center
- Frequently Asked Questions
- Request Center
- Bid Posting Center
- Job Posting Application
- RSS
- And more....

#### **Revize Maintenance Covers**

- 4 CMS upgrades per year
- Software and modules upgrades (Automatic Install)
- Server Hardware & OS upgrades
- Immediate bug fixes/patches
- Round the clock server monitoring
- Data Center network upgrades
- Security and antivirus software upgrades
- Firewall and router upgrades
- Bandwidth and network infrastructure upgrades
- Remote backup of all website assets
- Tape backup of all website assets
- Quarterly newsletters on major feature updates
- Regular Webinars on CMS features and usage

Did you know?

Revize has launched thousands of municipal and county websites large and small!



### **Hosting Service**

Revize has partnered with Amazon Web Services (AWS) and Google Cloud Service Platform (GCP) for it's LIVE WEB server hosting infrastructure needs. Both AWS and GCP are industry leaders in high availability cloud server architecture, both server farm infrastructure is highly secured, scalable and redundant for 24/7/365 availability. Snapshot/Mirror Image backups of all of our cloud servers guarantees 100% data protection and recovery in case of any disaster. Also, Revize has dedicated CMS servers in two state-of-the-art physical data centers located in Chicago and Detroit. Onsite/Offsite data backups of all of our dedicated servers are scheduled nightly with R1Soft backup service. Additionally, Revize utilizes multiple Tier 1 bandwidth providers such as Level 3, Wiltel, and Cogent for redundancy and continuous connectivity. These procedures provide our clients with up to 500Mbps of fast fiber optic up-stream connectivity.

Revize hosts your web sites and web applications on redundant (3 TB Hard Drive, 3.2 GHz CPU and 32 GB RAM) servers in order to provide enhanced performance and reliability. The Revize technology architecture physically separates the CMS from the website in order to provide another layer of redundancy/security. With this model, we keep an up-to-the-minute exact duplicate of your website in the event your site must be restored. Revize support staff will simply republish your site within a guaranteed two hours (as opposed to several hours or days time frame our competitors offer).

"Revize can provide clients with unlimited data storage server space for each website."

Revize will host both your Extranet and Intranet; your Intranet is secure and only accessible by authorized users through a login system.

There are no special software requirements to run a Revize hosted website and CMS solution. We make it all very simple. All you need is an internet connection and a browser. We also provide complete maintenance of your website, which includes but is not limited to: OS patches, intrusion prevention, antivirus, and software upgrades.



#### Final Phase: You Go Live!

At last, your website content is complete and your staff is sufficiently trained! The final phase in the process is to redirect your website domain name from your old site to your beautiful new one. Once this is completed, Revize will closely monitor the transfer for the first 24 hours to ensure that everything is working properly. Any issues that arise will be immediately resolved.

### Marketing & Ongoing Consultation

Revize seizes on every effort to make our clients' sites highly visible. We draft press releases for posting on our website and for distribution locally and will continuously monitor your site after it goes live so that you can take advantage of all marketing opportunities. We also look to submit your site for different awards and recognition competitions to further maximize your site's exposure.

### Search Engine Registration and Marketing

Revize will input all the targeted keywords to make your web pages search engine friendly, thus enabling users to find targeted information when they do a Google, Yahoo or any other search on your site.

### Security

Revize takes website security very seriously and we provide our clients with the very best website protection protocols. Our data centers are located on secure premises equipped with card-reader access, security cameras and guards on duty 24/7 to ensure the physical protection from unauthorized entry.

Our web and network administrators monitor network activity 24-hours-a-day to ensure system integrity and protection against threats such as Denial of Service (DoS) attacks that could corrupt your website or block user access. Maintaining the secure configuration of our web servers is managed through application of appropriate patches and upgrades, security testing, vulnerability scans, monitoring of logs, and backups of data and OS.



#### Security Controls, SSL, and Active Directory (LDAP)

- Anti-malware software such as antivirus software, anti-spyware software, and rootkit detectors
- Shield Plus Security Bundle to prevent DDoS attacks
- Intrusion detection and prevention software (such as file integrity checking software)
- Host-based firewalls to protect CMS servers from unauthorized access
- Patch management software
- Security and Authentication Gateways
- Content filters, which can monitor traffic to and from the web server for potentially sensitive or inappropriate data and take action as necessary
- HTTPS (Hypertext Transfer Protocol over SSL), which provides encryption and decryption for user page requests that require more secure online transactions
- SSL (Secure Socket Layer) provides an encrypted end-to-end data path between a client and a server regardless of platform or OS
- If you have an existing SSL Certificate, we can transfer it to the new website. Otherwise, if included, we will install a new SSL Certificate upon go live.
- Active Directory (LDAP) is compatible with the Revize CMS. It can be set up in a variety of
  configurations. As part of the process, we will work with you to determine which configuration
  will best meet your needs.

#### **Application Security Authentication**

- Role-Based Security: Role-based authentication to add individual user accounts and assign them system roles like Editor, Developer, Administrator, Workflow Approvers, etc., or department roles and empower the department to assign specific roles to users.
- Permission-Based Security: Ability to set up Content Owners/Editors and restrict which site pages they are authorized to update



Global & Department Workflow Management: Create workflow management and approval processes where authorized department personnel become approvers

Did you know?

Revize will host your website and CMS in at least two completely separate geographic locations!

#### **Maximum Response Times**

- 1 hour for crisis issues
- 4-6 hours for critical issues
- 24 hours for normal issues

#### **Revize Support**

- 8 a.m. 8 p.m. EST Phone Support (Monday thru Friday)
- 24X7X365 Portal & Email Support
- Dedicated support staff to provide assistance and answer all questions
- New and existing user training
- Training refreshers
- Video tutorials and online training manual
- Automatic integration of enhancements
- E-Newsletter module support
- Automatic upgrades of CMS Modules such as Calendar, Document Center, etc....

#### Software Maintenance

Revize rolls out two new versions of the Revize CMS, and six to eight product updates every year. The Revize CMS is continuously enhanced to keep pace with cutting edge technologies and industry trends. When a software update or new version is rolled out, Revize will automatically update all servers used by our subscription service clients.

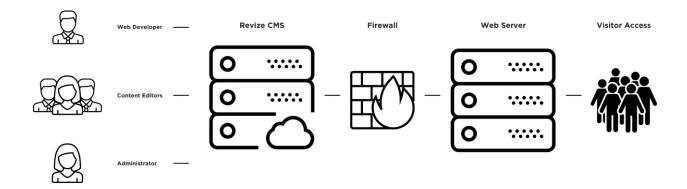
"As a Revize client, you will receive full access to all enhancements to the core components and modules in the Revize CMS at no additional charge."



## Revize Technology Architecture

The Revize Government CMS is a standards-based, open architecture software product without any proprietary restrictions. Revize uses leading technologies to avoid integration problems with existing systems and comes complete with its own Integrated Publishing Engine, Embedded Relational DB, JSP/Servlet Engine, and Application Server.

Revize Intelligent Publishing WCM



## "Security, Performance, Redundancy"





## Revize Project Team

Revize understands the importance of having a talented and experienced staff. We are proud of our well-respected team of top-notch experts in the field of government website design, development, analysis, content management, training and support. From the first creative concepts through to the design phases, and from site launch to training of personnel and continued support of your website project, we have the right group of seasoned professionals to work with you through the website process and beyond. We are pleased to introduce them:

#### Thomas Jean

Project Manager

As a project manager, Thomas has brought to Revize a very special skill set. Not only does he manage some of our highest priority projects, he is also a subject matter specialist when it comes to the inner workings of government. As an elected Township Trustee in a Michigan Township, he knows the advantages that come with modernizing the way government does business. Additionally, he serves as President of a registered 501c3 non-profit organization, Genesee Forward, that promotes community development. With his unique background and education from one of the nation's top universities, Thomas is uniquely experienced to give an honest and accurate assessment of your community's website needs.

- Philosophy: Learn as much as possible about our clients and use that knowledge to help build an amazing website.
- Education: BA degree in Political Science from University of Michigan;
- Expertise: Government procedure, special projects, public affairs, community development.
- Role on your website project: Project Manager



#### Joseph J Nagrant

Business Development Director

Joseph is an accomplished professional internet and website design consultant with more than 20 years of successful business development and account management leadership experience. He has worked with well over 400 townships, cities, counties, educational institutions, companies, and non-profit organizations. He's a foremost expert in translating technical solutions into compelling living websites and other online community building opportunities. Additionally, he is a board member for Mott Community College (Flint, MI) MTEC Center, IT Advisory Council, Education Advisory Group. He also participates in many government discussions regarding the Internet for government use, including being a frequent guest on WDET (NPR) public radio and in The Detroit News. He has an excellent reputation for building and sustaining effective, long lasting client relationships.

- Philosophy: "Put yourself in the client's shoes and do what is best for them."
- Education: BS in Electrical Engineering, Lawrence Tech University, MS in Business, Central Michigan University.
- Expertise: 29+ years of project, sales and marketing experience with government, education, corporate, and non-profit organizations.
- Role on your website project: Supervisor of account management between client and project team.

#### Ray Akshaya

Technical Director

Ray has 20+ years of extensive technical experience with internet and website solutions. He has worked on hundreds of government, non-profit and educational websites and has a keen eye for web visitor requirements, information architecture, and usability. He is also a long-time veteran of Revize Software Systems and our clients enjoy working with him. In his career, he has deployed and/or assisted with technical solutions for more than 500 websites. When working on a project, Ray always visualizes himself in the client's chair at the closing stages of the project and makes sure that all decisions made on a project are in alignment with the client's vision and best practices for developing the system.

- Philosophy: "Work Hard, Help People and Live Honest."
- Education: MS in Engineering Science, Louisiana State University, Baton Rouge
- Expertise: Client Management, Project Management, Technology Development for CMS & Web Apps
- Role on your website project: Technical Director



#### Samir Alley

Creative Director

Samir has more than a decade of experience in managing web site design projects. He has deployed 360+ municipal websites and has a solid background in web design and the latest web technologies. Formerly with Google, Samir is a leader equipped to handle any kind of sophisticated web project. He is an exceptional communicator with an innate listening skill that gives him the ability to understand and deploy a client's unspoken needs. Samir's blend of creativity, proficiency, and technical knowledge is unsurpassed in the industry.

- Philosophy: "Empathy, Focus, and... Impute"
- Expertise: Web Project Management Adobe Design Premium CS5.5: Photoshop, Illustrator, InDesign,
   Flash, DreamWeaver, Fireworks, HTML, CSS, CSS3, SEO, PHP, JavaScript, MySQL, JQuery and HTML5.
- Role on your website project: Graphic design of website and backup support.

#### Derek Ortiz

Manager - Website Development / Front End Application Design

Derek is and manages the senior front-end developer and designer team with Revize with more than 10 years of experience in website development. He is highly skilled in his ability to leverage the latest technologies to create fast and innovative web solutions. He commands an intense, yet light-hearted creative presence at Revize, producing excellent website development work.

- Philosophy: Design and development are constantly evolving, and learning new methods and
  practices gives me a "geeky" excitement. What I truly enjoy most is that I can create what is
  considered to be art, but at the same time serves a very functional purpose through website
  programming.
  - Expertise: Skilled in Adobe Design Premium CS5.5: Photoshop, Illustrator, InDesign, Flash, DreamWeaver, Fireworks, HTML, CSS, CSS3, SEO, PHP, JavaScript, MySQL, JQuery and HTML5.
- Role on your website project: Web development of website templates and backup support.



#### **Denise Brazier**

Project Manager/Trainer

Denise is an educator by nature. Her 20 years of experience in the public school system has made her a master of engaging participants during training. She effortlessly builds effective relationships with all clients. Denise has served as Advisory Counselor, Coordinator, Publicity Director, and Project Manager for several organizations in the education, non-profit and public sectors. She has been appointed to the state's quality committee evaluating organizational policies and procedures for recognition.

- Philosophy: "Always explain things in the terms of your audience to ensure their understanding"
- Education & Training: MS in the Art of Education from Marygrove College. Certification in Secondary Education
- Expertise: Training, education, teaching, public affairs and project management.
- Role on your website project: Trainer for the Content Management toolset and project manager



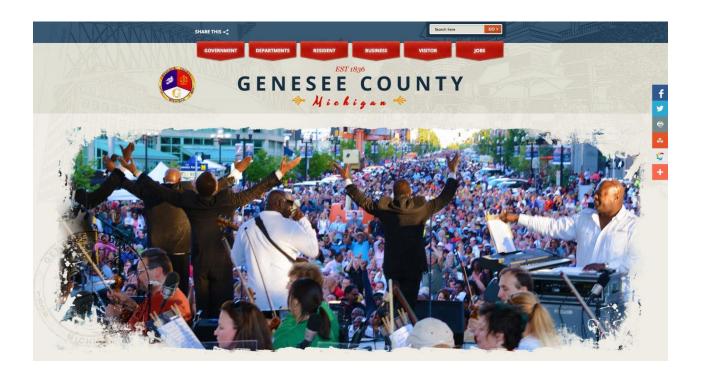
Did you know?

Revize will put together a project team based on the unique needs of your project!



# Revize Government CMS User Interface

1. Revize CMS User Interface Home Page







3. Edit buttons appear on the page after the Login executes. Based on users roles/permissions, the



appropriate buttons are displayed.

The input form appears as shown below. Content Editors can change banner, page heading and the content displayed in the center of the page. Notice the content is changed using a "Word Like" editor.



After the page is "saved", the page can be sent to an approver for review or immediately published to the web site.



## **Revize Quote – Option 1**

### **Revize Custom Design**

Phase 1: Project Planning and Analysis, SOW	Included
Phase 2: Discovery & Design from scratch - One concept, three rounds of changes, home page template and inner page design and layout, includes Responsive Web Design for great viewing on any size handheld internet viewing device complete with pictures and no need to zoom in on the text!	\$2,000
Phase 3 & 4: Revize Template Development - Set-up all CMS modules listed on the following page with I-framing or linking to any additional 3rd party web application. You also receive all updates to all CMS modules for the life of your Revize relationship. And you own the technology, design and content!	\$3,000
Phase 5: QA Testing	Included
Phase 6: Site map development/content migration from old website into new website including spell checking and style corrections — up to 309 webpages and 380 documents (approximate number on your website today). To help remove stale content, Revize will not me moving over old news, event, or calendar items.	\$2,067
Phase 7: Content editing and site administration training (two 3-hour sessions via web conference)	Included
Phase 8: Go live!	Included
Annual Maintenance Fee which includes unlimited tech support, CMS software updates (up to 3 users), security software updates, SSL security certificate, and website health checks. Website hosting Included free of charge (10 GB storage space, 100GB monthly bandwidth limit) with paid annual fee:	\$2,400
Grand Total (1st year) Second year and onward investment	\$9,467 \$2,400/year



Optional Add on Feature – Interactive Fillable Forms	\$1,950 set up, \$1000/year
Optional Add on Feature – Interactive Business Directory with Google Mapping	\$1,000 set up

Revize provides a free website design refresh during year four of service, if the client chooses to sign a locked-in rate contract for five years. This includes a lifetime warranty.

## The Following Applications & Features will be integrated into Your Website Project

In addition to the Government Content Management System that enables non-technical staff to easily and quickly create/update content in the new web site, Revize provides a suite of applications and features specifically designed for governments. All of those apps and features are fully described in the following section. The applications and features are grouped into five categories:

- Citizen's Communication Center Apps
- Citizen's Engagement Center Apps
- Staff Productivity Apps
- Site Administration and Security Features
- Mobile Device and Accessibility Features

#### Citizen's Communication Center Apps

- Home Page Alert
- E-Notification Center with Email Alerts
- Document Center with Keyword Search
- FAQs with Keyword Search
- Staff Directory with Keyword Search
- News Center with Facebook/Twitter Integration
- "Share This" Social Media App
- Online Web Forms
- Photo Gallery
- Quick Link Buttons
- New Revize Web Calendar Unlimited with Keyword Search



- Sliding Feature Bar
- Language Translator

#### Citizen's Engagement Center Apps

- Citizen Request Center with Captcha
- RSS Feed

#### **Staff Productivity Apps**

- Image Manager
- iCal Integration
- Link Checker
- Menu Manager
- Staff Directory with Keyword Search
- Website Content Archiving
- Website Content Scheduling

#### Site Administration and Security Features

- Audit Trail
- History Log
- URL Redirect Setup
- Roles and Permission-based Security Mode
- Secure Site Gateway
- Unique Login/Password for each Content Editor
- Web Statistics and Analytics via Google Analytics

#### Mobile Device and Accessibility Features

- ADA compliant WCAG 2.1 AA
- ADA Accessibility Widget
- Responsive Website Design (RWD) for great viewing on any screen especially mobile devices.



## **Revize Quote - Option 2**

#### Revize Template Design – 5 to 6 Week Delivery

Revize WEBGEN "Ready to Use" Website Design – includes Color Scheme and Banner customization, Revize CMS integration, and Content Editor training, onetime fee	\$1,500
Site map development/content migration from old website into new website including spell checking and style corrections – up to 309 webpages and 380 documents (approximate number on your website today). To help remove stale content, Revize will not me moving over old news, event, or calendar items.	\$2,067
Revize CMS Annual Software Subscription (2 Users), Tech Support, Software Updates, and Website Hosting up to 5GB storage, 30GB monthly bandwidth limit – annual fee	\$1,800
Grand Total (1st year) Second year and onwards investment	<b>\$5,367</b> \$1,800/year

#### Website delivery: approximately 5-6 weeks

- Revize WEBGEN "Ready to Use" Website Design —see page 51 or <a href="https://cms4.revize.com/revize/webgens/index.php">https://cms4.revize.com/revize/webgens/index.php</a> Revize will change the color scheme, add your logo, and upload your pictures. No design layout changes allowed. Each design includes Response Website Design programming for great viewing on any size mobile phone screen without having to zoom in on the text! Takes approximately 4 6 weeks.
- ✓ Revize Web Calendar Module, Document Center, and other modules as indicated on the next page.
- ✓ Additional content migration, if requested, is available for \$3 per webpage and document.
- ✓ Instructor Led Training Revize content editing and administrative training, one session up to 3 hours for up to 2 people via web conference and phone
- ✓ Technical Support, Product Upgrades, Website Hosting
- √ Four-year agreement



#### Following Applications & Features will be integrated into Your Website Project

The applications and features are categorized into:

- Citizen's Communication Center Apps
- Citizen's Engagement Center Apps
- Staff Productivity Apps
- Site Administration and Security Features
- Mobile Device and Accessibility Features

#### CITIZEN'S COMMUNCIATION CENTER APPS:

- Home Page Alert
- Document Center
- FAQ Center
- News Center
- Photo Gallery/YouTube Video Upload
- Quick Link Buttons
- Revize Web Calendar Unlimited Calendars

#### **CITIZEN'S ENGAGEMENT CENTER APPS:**

RSS Feeds

#### **STAFF PRODUCTIVITY APPS:**

- Image Manager
- Link Checker
- Menu Manager
- Website Content Archiving

#### **SITE ADMIN & SECURITY APPS**

- Audit Trail
- History Log
- Roles and Permission-based Security Mode
- Secure Site Gateway
- Unique Login/Password for each Content Editor

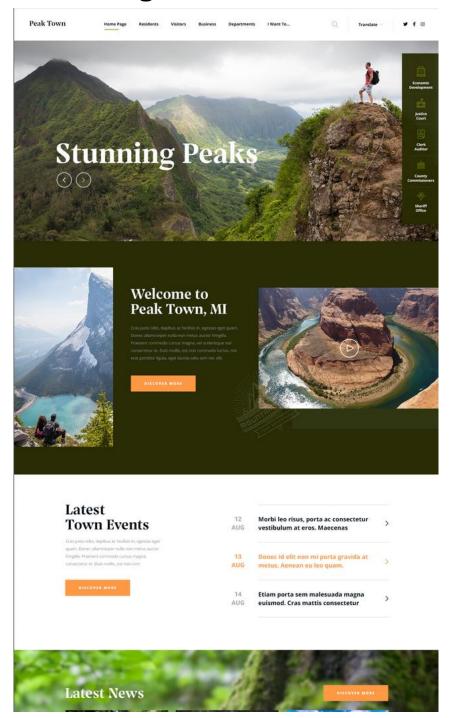
#### **MOBILE DEVICE AND ACCESSIBILITY FEATURES**

- ✓ ADA compliant WCAG 2.1 AA
- Responsive Website Design (RWD) for great viewing on any screen especially mobile devices.



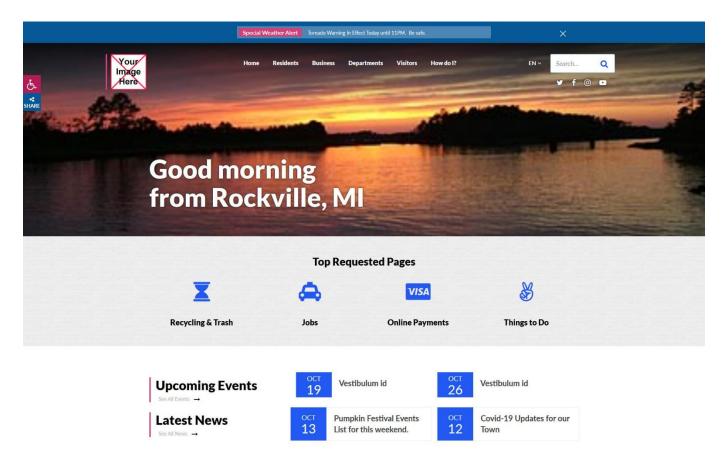
# Revize WEBGEN "Ready-to-Use" Website Designs:

## **Peak Town Design**





## **Town of Rockville Design**

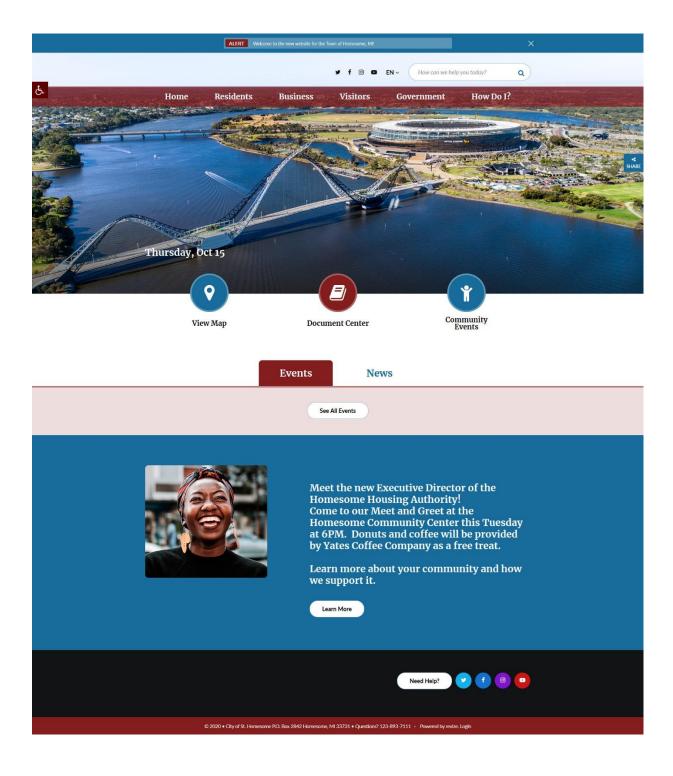




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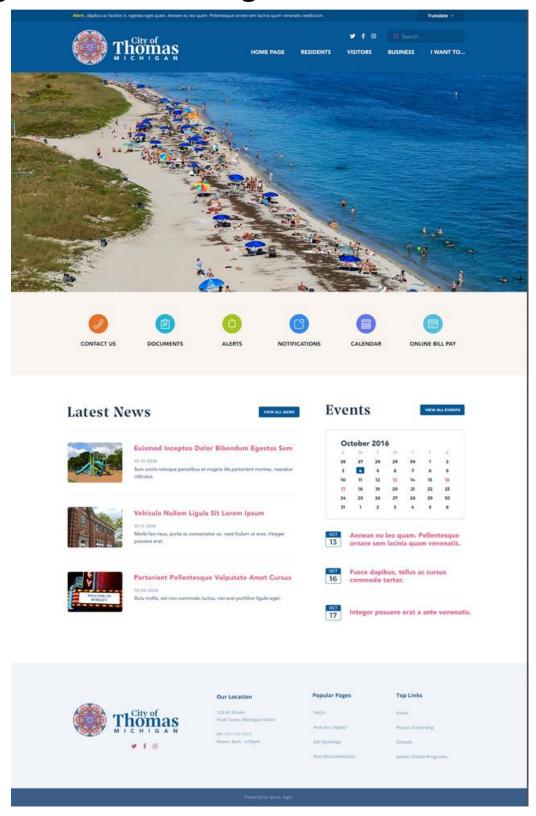


## **Town of Homesome Design**



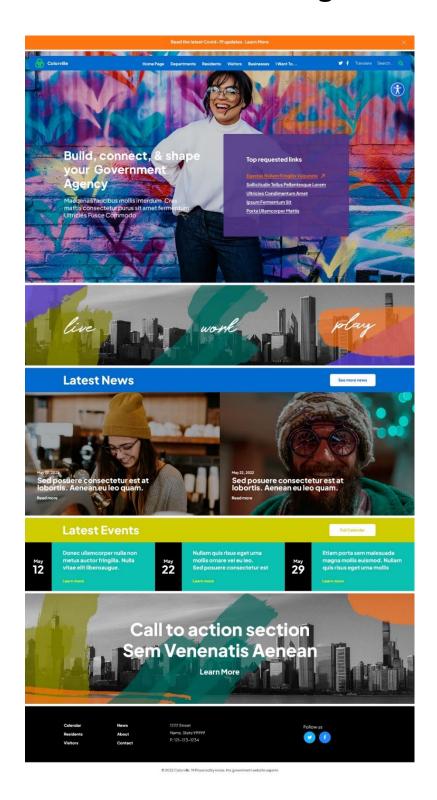


## **City of Thomas Design**



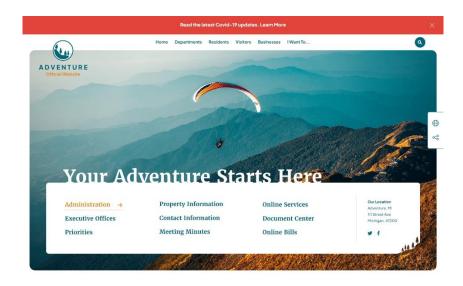


## **Colorville Design**





### **Adventure Design**













## **Revize Support Includes**

- 8 AM 8PM EST Phone Support (Monday thru Friday)
- 24X7X365 Portal and Email Support
- Staff provides assistance and answers all questions
- Dedicated support staff
- New/existing user training
- Free Training Refreshers
- Video tutorials and online training manual
- Automatic integration of enhancements
- Automatic upgrade of CMS modules, such as Calendar, Document Center, etc.
- Four major CMS upgrades per year
- Software and modules upgrades (automatic install)
- Server hardware and OS upgrades
- Immediate bug fixes/patches
- · Round the clock server monitoring
- Data Center Network upgrades
- Security and antivirus software upgrades
- Firewall and router upgrades
- Bandwidth and network infrastructure upgrades
- Remote backup of all website assets
- Tape backup of all website assets
- Quarterly Newsletters on major feature updates
- Regular webinars on CMS features and usage





## Thank you

For Considering Revize

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