

VENDOR INFORMATION

Vendor Name: GeoNorth

By checking this box, I, Bob Johnson, Director of Sales and Marketing for GeoNorth, represent that I am authorized to and do bind the vendor to this response. I certify that all of the information provided herein is true and accurate, to the best of my knowledge. I understand that the discovery of deliberately misrepresented information contained herein may constitute grounds for contract termination and removal from the vendor pool.

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GENERAL INSTRUCTIONS

Vendors must use the template set out herein for submission of their response to a TOPS Request Form, including 10-point Arial font. Modifications to the format of this template (e.g., altering font size, altering font type, adding colors, adding pictures etc) will result in the rejection of your response.

Other than as requested on this page, your response must be "cleansed" of any identifying names or information. **Do not list any names/information in Project Approach, Risk Assessment, or Experience/Qualifications that can be used to identify your firm. The inclusion of identifying information may result in your response being rejected.**

PROJECT APPROACH

Provide a concise and detailed summary of your approach to delivering the services described in the TOPS Request Form. The summary must demonstrate your understanding of how to successfully complete the work in a way that meets the state's needs.

Project Approach cannot exceed one page.

RISK ASSESSMENT

Itemize potential **controllable** and **non-controllable** risks associated with providing the services described in the TOPS Request Form and concisely describe how you will mitigate each risk.

Risks cannot exceed one page. You may add/delete additional rows to identify additional risks and solutions, but do not exceed the page limit. Do not include any cost or marketing information.

EXPERIENCE/QUALIFICATIONS

Describe your experience and qualifications specifically as they pertain to the services described in the TOPS. Do not include names or information that can be used to identify your firm or the proposed resource(s).

Experience/Qualifications cannot exceed two pages.

PROJECT APPROACH**BEST VALUE PROCESS ONLY: EVALUATOR NAME:**SCORE: 10 5 0

Provide a concise and detailed summary of your approach to delivering the services described in the TOPS Request Form. The summary must demonstrate your understanding of how to successfully complete the work in a way that meets the state's needs.

We understand that the ADEC wishes to take the functionality of the current Statewide Spills Database Application (SPILLS and IP), update the database and design to account for business process changes, desired enhancements, and recommendations made from the North Slope Spills Analysis Report, and produce a new application that is compliant with State of Alaska and DEC standards.

We will approach this project as a custom built software application using PMI (Project Management Institute) Project Management processes combined with Agile software development practices as needed. We propose a custom designed and built solution based on the C# ASP .NET framework, MVC, JQuery and Web Services, and the SQL Server database. We believe that this 'best-value' solution will be easily maintainable and expandable as needed in the future. State technical staff will be involved in the software design process, and have early access and input to the design. This will allow for a more seamless code turnover at the end of the project, and will allow state staff to maintain the application after deployment.

To start this project, we will work with the State's Project Manager to develop a high level scope statement, identify key users and groups, and then develop a high level project plan. The plan at this stage will include high level deliverables, a proposed timeline to meet the June, 2013 implementation target, a training plan, implementation plan, and a risk register.

For the design phase we will meet with key users and conduct an application walkthrough of the current application, and a discussion of enhancements and necessary changes. We will clarify the workflows, data needs, and reporting needs as well. From these assessments, we will produce mockups that will walk each group through their interaction with the system. When complete, these will be used as the basis for user test scripts (Use Cases or User Stories as appropriate). These test scripts will be used as the basis for testing the fully functional system during development and at acceptance. As a parallel task during the design phase, we will discuss security needs for the user groups and public.

Our philosophy for building software is a collaborative approach that has proven to provide the best value to our clients, and deliver well designed and usable systems: getting software to users early and often. We have found that no matter how detailed a design, having users actually use the system is the only way to completely scope out a system (i.e. you can't know exactly what you need until you have used it). To build software, we use a modified Agile approach that follows this philosophy, while still adhering to the PMI project management process and scope. This allows us to obtain early feedback on the software, measure progress, create a system that is easy and useable, and still have a clearly defined end point based on the design. This also minimizes risk of cost overruns, and virtually eliminates change orders.

After iteratively developing the software and having users review it, we will arrive at a fully functional system that has already been through initial testing. At this point, we will enter the testing phase, where we formally validate all functionality of the system using the test scenarios based on the user stories and test cases from the design, as well as the testing data and scenarios specified by the State for formal acceptance.

In parallel with the testing phase, we will develop system documentation, training materials, and a timeline and plan for both user training plans and Go-Live. We also will develop a detailed communication plan around these elements to ensure that there are no last minute surprises. When testing is complete, we will conduct user training sessions as needed, either in-person or via Web-Ex style meetings.

Go-Live will be accomplished by following the Go-Live timeline, and will include final data cutover, deployment to the production servers, and turning on access to the servers.

RISK ASSESSMENT

BEST VALUE PROCESS ONLY: EVALUATOR NAME:

SCORE: 10 5 0

Itemize each potential risk, describe why it is a risk, and describe how you will mitigate it. Use the following format in your response: Risk / Why it is a risk / Your solution, using paragraphs to separate each risk.

Our firm works on similar database projects utilizing these same technologies on a daily basis. We have hundreds of years of combined experience on similar projects, our developers are constantly exposed to training and new technologies and application techniques, and we encourage the sharing of this knowledge. Based on these elements, and the resources we have available at our disposal, overall, we see this project as very low risk, and are certain in our ability to provide best value. In essence, we believe it will not be difficult for us to achieve project success, and total customer satisfaction, on time, and on budget. We do see some potential risks to the project that should be managed through a risk register. The highest potential risks we have identified at this point are:

Risk: Access to key business users during design.

Why It Is a Risk: This risk could cause key functionality to be missed during design, move the timeline of the project back, and delay implementation.

Probability: Low.

Risk Mitigation: This would need to be monitored and controlled by the State's Project Manager, and communicated between our PM and the State's.

Risk: Availability of State's Technical Staff for reviewing design and coding milestones.

Why It Is a Risk: This risk could cause code to go into production that the State does not understand and is not able to maintain.

Probability: Low.

Risk Mitigation: This can be controlled by working and communicating with the State's PM to ensure an appropriate level of availability.

Risk: Incomplete testing by users before system Go-Live; either by lack of available time, or lack of buy-in to the new system.

Why It Is a Risk: This can cause a system to go live before it is ready, and result in user dissatisfaction and incomplete system functionality.

Probability: Low.

Risk Mitigation: Ensure State staff's time commitment and adherence to use cases and/or user stories, and ensure that the final system testing data and scripts are clearly identified early on in the project. Effective, frequent, and ongoing communications between each party's team members will also contribute to easily mitigating this risk

Risk: The Special Experience section of the TOPS request mentions Web/Restful Services as part of the technology stack. These might add an unnecessary level of complexity to the application that would make it harder to maintain. These usually do not add value to the application unless the data is accessed by multiple, different enterprise applications.

Why It Is a Risk: Additional complexity to development and testing with no added value, increases risk for development and testing.

Probability: Moderate.

Risk Mitigation: Through communication between our PM and the State's PM (as well as our team members and State users, if necessary), very early on in the project, we will work to ensure this technical direction is necessary for the application, and it provides value.

EXPERIENCE/QUALIFICATIONS

BEST VALUE PROCESS ONLY: EVALUATOR NAME:

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Describe your experience and qualifications specifically as they pertain to the services described in the TOPS. Do not include names or information that can be used to identify your firm or the proposed resource(s).

Our firm has worked with each and every technology called out in your Special Expertise and Experience section of this task order request, for as many years as each of these respective technologies have been available to work with. All of our proposed resources for this task account for decades of combined experience with this technology stack, we are intimately familiar with similar solutions, and we are accustomed to defined project parameters such as those set forth within this request. In essence, this is the type of work we perform, with said technologies, on a daily basis. We strongly believe in (or would not commit to) our ability to transform the below proof of experience and qualifications into a Spills Database Application. In addition, as our expertise will prove, our fresh and diverse experience could greatly benefit this existing database application with a fresh set of eyes applied to an existing application.

US Department of Health and Human Services, Indian Health Service (IHS)

We have been supporting the US federal agency Indian Health Service (IHS) for the past 10 years on current and past ID/IQ contracts. Specifically, we perform data systems management, maintenance, support, and GIS functions under these contracts as IHS assists 1.9 million Indians in the United States.

Under the IHS Office of Environmental Health and Engineering (OEHE), we support the following divisions having several web-based applications and data systems developed and maintained by our company, allowing hundreds of users to work with active IHS data and projects:

- Division of Environmental Health Services (DEHS)
- Division of Sanitation Facilities Construction (DSFC)
- Division of Facilities Operations (DFO)
- Division of Facilities Planning and Construction (DFPC)
- Division of Engineering Services (DES)

Our firm developed the Sanitation Tracking and Reporting System (STARS) which assists IHS in the tracking of water, sewer, and solid waste removal needs related to American Indian and Alaska Native homes. STARS currently helps nearly 600 active users track approximately 700,000 Indian homes across the United States. In addition, STARS facilitates planning, development, and management of projects to serve these needs, with roughly 20,000 proposed, active, or completed sanitation facility projects in the system. STARS also aids IHS in tracking over 7,000 water, sewer, and solid waste systems, built by IHS or others. Specific points of interest can be tied together in the system to provide a comprehensive view service and needs related to these systems.

The Division of Sanitation Facilities Construction (DSFC) is currently gathering detailed information, including latitude/longitude, about each of the roughly 700,000 homes represented in STARS. Current STARS development efforts are aimed at enhancing and streamlining system functionality to deal with this volume of data as it is collected and maintained. Specific enhancements include redesign of screens and workflows, plus significant additions to the built-in map/GIS functionality, providing IHS with a comprehensive and highly customizable mapping application allowing for visual geographic representation of IHS data with abilities to locate, analyze, edit, and extract the data. These mapping applications, now running on an IHS production environment, are based on our own stand-alone web-based mapping application.

We have also aided in collection and maintenance of spatial data for these sanitation facilities, Indian homes, and other IHS entities. We've assisted in organizing, maintaining, and updating data from the above systems, as well as integrating data from these systems and from some external sources such as Village Safe Water and Alaska Native Tribal Health Consortium data systems, interacting with STARS via web services.

To assist with field collection of information, we developed a mobile application allowing engineers and technicians to view existing information and collect spatial and attribute information. The system synchronizes with the other client databases. All of these solutions also capture and report on rural community water and sewer infrastructure data.

BP Exploration

Our firm was the lead technical advisor and implementor of an enterprise GIS initiative and systems integration for BP – North America's largest oilfield. This system covers Prudhoe Bay and the surrounding oilfields. We designed and developed the architecture of the data model and systems to implement today's most modern, widely accepted, and up-to-date database and GIS technologies, as well as various .NET web applications. The project involved all phases of implementation, including Needs Assessments, Project Planning, Data Model Design, Data Capture, Application Development, and Integration with many other information systems within BP. One key task was the integration of physical inspection and corrosion data in order to better prevent, monitor, and address potential and real spills. These data are stored in a legacy system and this project enabled BP engineers, for the first time, to automatically map inspection, corrosion, and pipeline pigging data. Map Services were also designed and implemented, along with a significant GIS caching strategy and implementation.

Alaska Department of Environmental Conservation

By way of technologies such as ASP.NET, web services in C#, SQL Server, and Active Directory, we created a highly extensible developer framework for the Alaska Department of Environmental Conservation used by internal development staff to streamline processes, integrate, and access data stored in multiple information systems. Prior to this, the DEC had a number of program areas that each used specialized databases containing information about a regulated facility or DEC interest. As each database had been developed to meet a specific DEC need, there was no way to link the databases into a more efficient and powerful decision making tool. We created a common framework, database, and tool set for DEC programs to be able to efficiently improve the locations for their interests and to track and manage these locations, supporting the integration of approximately 21 DEC application databases using the common key of location.

State of Alaska Village Safe Water

Village Safe Water provides funding and project management for rural Alaskan infrastructure projects including water, sewer, and solid waste. We created a web-based application to capture and manage project information and provide reporting on these projects to other funding organizations. Since, we have identified and implemented enhanced functionality and import project data and documents from external sources.

State of Washington Department of Health

Our firm determined business needs and designed and developed two web-based applications for reporting and recording potential contaminated sources of drinking water and completing drinking water source location verification. These applications were developed to integrate with existing and primary database applications already in place at the Washington Department of Health. An additional 2-year development contract was awarded to our firm as a result of this successful implementation.

State of Washington Emergency Management Division

We designed and developed an advanced system to maintain and manage the critical Homeland Security infrastructure database for the State of Washington's Emergency Management Division. Due to the dynamic nature of the client's critical infrastructure, we created a data-driven database to support the program and potential variability in the data recorded into the database. This involved abstracting spatial data from a primary database in order to offer more flexibility in data maintenance and future applications. In addition to the inclusion of editing tools, we were also tasked with completing a remote sensing support project that involved the processing of satellite imagery, the development of imagery processing tools using GIS technology, and the management of an 'All-Hazard Warning and Risk Estimation' website beta program.

State of Oregon Office of Emergency Management

Our firm designed and developed a prototype application for use by the State of Oregon Office of Emergency Management state and county users and coordinators to facilitate statewide emergency management planning and response. This included assistance in database development and design specifications and an implementation plan. The final solution enabled users with custom tools to capture, map, and exchange real-time information for specific map locations using only a web browser.

Pennsylvania Emergency Management Agency

This client was combining a wide variety of framework datasets together for viewing and analysis at levels including population, hospitals, schools, bases, bridges, chemical plants, fire hydrants, etc. These datasets were coming in to the agency in a wide variety of formats from many federal, state, and local agencies, as well as purchased data or internally managed/created data. Large tabular datasets that needed to be linked together to provide more descriptive information was also included. The Pennsylvania Emergency Management Agency is in a constant state of readiness. Thusly, our successful integration efforts had to include a central incident database, managed in real-time, to track suspicious activity, flooding, general conditions, terror threats, or catastrophes. We developed processes to extract, transform, and link this incident data for both live and historical analysis of this data. All spatial and tabular data for these layers are refreshed in seconds with no interruptions, giving every end-user up-to-the-minute information on all incident data through interactive mapping and data query. Through web-based administration, construction of user profiles for different threat analysis or disaster proximity calculation can be configured in minutes. Through automation and simplicity of data transformation, data management, and quick application development of spatial/tabular data analysis, we were able to provide a growing framework for cutting-edge emergency management.

EXPERIENCE/QUALIFICATIONS (CONT.)

Describe your experience and qualifications specifically as they pertain to the services described in the TOPS. Do not include names or information that can be used to identify your firm or the proposed resource(s).

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EVALUATOR NON-CONFLICT OF INTEREST STATEMENT

By checking this box, I certify that neither I, _____, nor any member of my immediate family has a material personal or financial relationship with this vendor or to a direct competitor of this vendor. I further certify that no other relationship, bias or ethical conflict exists which will prevent me from evaluating this response solely on its merits and in accordance with the evaluation criteria.

Furthermore, I agree to notify the Task Order Manager if my personal or financial relationship with this vendor is altered at any time during the evaluation process. If I am serving as the Procurement Officer of record I agree to advise my supervisor of any changes that could appear to represent a conflict of interest.

EVALUATOR NOTES

To be completed by requesting agency evaluator(s).

Comments **MUST** be recorded for any section receiving a Best Value score of 10 or 0. Comments must be concise and objective and refer to or quote the portion of the response that led to the score.

PROJECT APPROACH

RISK ASSESSMENT

EXPERIENCE/QUALIFICATIONS