

# W3C Website Redesign

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Submitted by:



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Submitted To:



Coralie Mercier  
Head of W3C Marketing & Communications  
E-mail: [public-website-redesign@w3.org](mailto:public-website-redesign@w3.org)



Platinum Partner





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## COVER LETTER

To,

Coralie Mercier  
Head of W3C Marketing & Communications  
E-mail: [public-website-redesign@w3.org](mailto:public-website-redesign@w3.org)

**Subject:** Smart IMS response to W3C Website redesign - RFP

Smart Information Management Systems, Inc. (Smart IMS) is pleased to respond to W3C Website redesign - RFP issued by World Wide Web Consortium (W3C).

**Our Federal tax ID: 223337602**

Smart IMS is a Minority and Women owned business, CMMI ML3 appraised, ISO 9001:2015 and ISO 27000:2013 certified small business with over 19 years of experience in providing website redesign to numerous agencies. Smart IMS was incorporated in 1994 in Plainsboro, New Jersey. Since inception we are focused to providing website redesign to State, County and Local Agencies. With D&B Open rating score of 70, we have been successfully serving customer with high level of customer satisfaction.

Smart IMS understand the business need of W3C to redesign the website. Hence, Smart IMS proposes a solution that meets the W3C current business need.

The attached Smart IMS's response addresses all requirements identified in this RFI.

Should you have any questions regarding this proposal, please feel free to contact me.

Sincerely,

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TABLE OF CONTENTS

**COVER LETTER** ..... 2

**1. PROJECT TIMELINE** ..... 4

**2. VALUE AND COST** ..... 5

**2.1 PAYMENT MILESTONES**..... 5

**2.2 PRICING ASSUMPTIONS** ..... 5

## 1. PROJECT TIMELINE

The presented timeline is tentative and will be refined after review with the W3C team.

The high-level tentative plan for timeline is presented below in detail.

Deliverable/Months	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Analysis												
UX Design												
UI Design												
Development												
Data migration												
Alpha Site												
Testing												
Beta site												
Production Setup												
Launch site												

Figure 1: Smart IMS proposed timeline to redesign the W3C website



## 2. VALUE AND COST

Smart IMS is pleased to offer a fixed price engagement to W3C. as stated below for redesign the existing W3C website.

Description of Services	Total Cost (in USD)
W3C website redesign	<b>\$ 218,240.00</b>

### 2.1 PAYMENT MILESTONES

We also offer milestone based payments. When the milestones and deliverables are met, the associated amount will be invoiced. The payment for the invoices should be paid within the thirty (30) days of invoice date. We have identified the following payment schedule for this project.

Milestones	%	Total Cost (in USD)
Signing off the contract	20%	\$ 43,648.00
Completion of Design and Build	40%	\$ 87,296.00
End of Testing & UAT	20%	\$ 43,648.00
Project Closure	20%	\$ 43,648.00
<b>TOTAL</b>	<b>100%</b>	<b>\$ 218,240.00</b>

### 2.2 PRICING ASSUMPTIONS

The following assumptions apply with regards to the pricing. If these assumptions change before project award or during the project, Smart IMS will discuss with W3C. of such changes and present for approval to W3C any impact of such changes on the project price.

- The fixed price offered above is based on our current understanding of the requirements as communicated through RFP by W3C. If during Discovery phase, there are significant variations from our understanding, the fixed price will be altered to accommodate the changed understanding.
- The project will be executed from offshore – India. The estimated cost doesn't include any onsite travel expenses
- The scope will be limited to the Scope of Services enlisted in this proposal. Any changes to scope will be treated as change requests and estimated separately, and submitted to W3C for approval.
- This pricing is based on the assumption that all tasks will be performed over a consecutive period of time from the start of the project, unless otherwise agreed to between Smart IMS and W3C. After initiation of the project, altering the project execution pace from the agreed upon project plan could have an impact on the project price. Such alterations will go through a change control process and Smart IMS will have the option to submit a revised project price.