



Response to RFI for Florida Workforce Automation

Department of Economic Opportunity

RFI # 13-RFI-001-LJ

May 11, 2013

Solodev

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Letter of Transmittal

May 11, 2013

Sonja Strickland/Laura I. Jennings
107 East Madison Street, B-047
Tallahassee, Florida 32399

To whom it may concern,

Solodev is pleased to submit to you this response in regards to the Florida Workforce Automation project. By submitting this response, we affirm our commitment to providing DEO with a state-of-the-art workforce system to promote and recruit Florida's workforce.

While you will have many outstanding companies from which to choose, we believe you will not find one more uniquely qualified to provide the kind of workforce expertise this project demands. Our strengths include a partnership with salesforce.com, world's number one SaaS cloud platform and CRM, extensive custom programming experience, experience in marketing automation and strategy, a true focus on security and outstanding customer support. Our success has allowed us to become a reliable vendor and a trusted partner for both our clients in Florida and around the world.

We are excited about this project because it combines two fields we are passionate about and in which we have a great deal of experience: workforce development and Internet technology. For this project we have chosen to include salesforce.com as our partner. We are currently designing Workforce Florida's salesforce.com powered CRM system and since DEO and Enterprise Florida are using salesforce.com CRM, the adoption of salesforce.com for this project will produce significant economies of scale.

Together, our two companies will be able to deliver a turn-key solution for DEO. We will not only design and implement the salesforce.com template, but we will also develop an open-api platform that will allow the development of websites, mobile applications, and social media integrations; as well as implement a robust marketing automation platform that will provide next-generation marketing capabilities for this new system.

It is our combination of software knowledge, marketing experience and commitment to establishing an ongoing relationship with DEO and Workforce Florida that make us uniquely qualified and positioned to become your partner in this endeavor. While we know that we are not the only vendor recommending salesforce.com, we know we are the only vendor that has vision for a complete end-to-end solution. Salesforce.com plays a major role in this project, but equally as important is the development of external consumer and business facing portals, legacy technology integrations and an industry leading go-to-market strategy.

After reviewing this proposal, it is our hope that you arrive at the same conclusion we did when we saw the requirements – Solodev in partnership with salesforce.com is the perfect fit for this project.



Raymond Gilley, CEO
rgilley@solodev.com

Executive Summary

The intent of this response is to demonstrate that Solodev has the expertise to execute all requirements identified by DEO to the highest standard possible. In this document we will directly answer all questions presented and will provide sufficient previous work examples to demonstrate our capabilities to handle this initiative. If selected, our team will work closely with DEO / WFI staff to develop a next-generation experience for all target audiences while simultaneously enforcing the new WFI brand and promoting awareness to the 24 workforce regions. Furthermore, we will train designated staff on managing the new workforce system and provide ongoing support and maintenance to keep the system running at optimal performance.

We are committed to:

- Developing a state of the art labor exchange / job matching system
- Increasing Workforce Florida's employer penetration rate from .04% to over 15%
- Provide integration with 3rd party career systems to provide access to more than 250k Florida individuals seeking work
- Provide industry leading case management and reporting functionality
- Develop a next-generation interactive website with enterprise account management and search algorithms
- Develop robust learning portals providing users helpful career tutorials, how-to videos, best practice learning sessions, and ongoing engaging webinars
- Ensure the final product will not only be a powerful and well integrated software system, but most importantly will be intuitive and visually appealing to increase employer and job seeker usage and satisfaction.
- Recommend exciting ideas to enhance marketing out-reach, such as: native mobile applications, employer portals, employer micro-sites and integration with social media and other new technologies
- Implement a system of continued innovation to ensure the new workforce system stays modern

Our proposed solution will allow DEO to move away from multiple, disparate systems and interact through a single solution accessible via a highly secure, globally trusted cloud based network that is fully integrated and mobile. This allows for multi-channel interactions such as phone, in-person interactions, and real-time updates via mobile devices, as well as integration with DEO's, Workforce Florida's and Enterprise Florida's existing salesforce.com-powered systems. Customer accounts, associated cases, case notes, research, associated assets and documents are all interconnected and easily to access. DEO, WFI and EFI users across multiple lines of business can interact and collaborate on cases and easily share information securely for all types of cases.

Our solution will provide for a **360 degree view of employers, job seekers, partners, Workforce Florida, DEO, the Regional Workforce Boards, case data in a single, searchable, scalable platform**. Role-based security functionality only gives access to those that need to know. Additionally, our solution has a built in, comprehensive analytics engine, and the ability to associate related cases.

DEO will be able to work faster and more efficiently by streamlining intelligence gathering and **automating mundane and time consuming case management and workflow resolution processes**, to close more cases faster. Collaboration functionality can be tightly integrated into workflows with more flexible processes and information being shared more readily and less hierarchically, collaborating across divisions and user groups, sharing tasks in a more project-based fashion. Self-service allows requestors to submit a request online and track resolution status.

Company Information

Solodev is a software development company in Orlando with a satisfied client list that spans a variety of industries across the United States. As a result of our knowledgeable staff and dedication to customer service, we have been the selected software vendor for more than 150 organizations and will draw on our workforce development experience to ensure the DEO project is a complete success.

We specialize in making the ideas and dreams of our clients a reality. As you evaluate potential vendors, we believe our key strengths will distinguish Solodev from other software development firms.

- **Experience** – Solodev has more than a decade of experience developing API's, CMS and CRM platforms for public and private sector organizations.
- **Creative** – We will not only develop your software, but also build your solution to exceed goals. We have developed over 500 online SaaS solutions, some of which include *Fortune* 500, government and other public agencies.
- **Personnel** – The Solodev team is skilled at virtually all programming languages including 5 years' experience with salesforce.com. Solodev programmers continually stay abreast of the latest developments in software in order to provide clients with cutting-edge custom solutions.
- **Security** – News reports are coming out nearly every day about systems being hacked. Solodev clients rest assured knowing their online solutions are safe because of Solodev's dedication to security and vigilance in managing its solutions. This is one of the many reasons we trust salesforce.com.
- **Local Florida Partner** – Solodev is not just another vendor and this is not just another project. We are fully committed to exceeding all expectations and welcome the opportunity to meet with DEO on site at any time. That's the advantage of being located nearby!

The combination of experience, software and personnel makes Solodev uniquely qualified to fulfill the objectives set forth in the RFI. We do not view this opportunity as a one-time project, but as a long term relationship. We are committed to becoming intimately acquainted with your team's objectives and look forward to the opportunity to serve as a trusted partner for DEO.

Corporate Documentation and Contact Information

- Just Program, LLC (Limited Liability Company), DBA Solodev, was incorporated in November 2006
- EIN Number: 22-3946139
- DUNS Number: 79-881-7552, D&B Rating 1R2
- Corporate Office: 745 North Thornton Avenue, Orlando, Florida 32803
- Number of Employees: 15+

John Marini

Project Manager

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Minority/Disadvantaged Business Participation

Solodev is a Women Owned Business Enterprise recognized by WBENC (Women's Business Enterprise National Council). Our National Certificate number is 2005121343. Solodev's application has also been accepted by the Regional Chapter - Women's Business Development Council of Florida (Client WBE ID50582).

Solodev Clients

Any company's key to success is customer satisfaction and our clients have come to rely on our expertise in meeting their needs on a daily basis. We strive to provide unparalleled levels of customer service for each and every one of our worldwide clients.



Overview of Services Provided

The intent of this response is to demonstrate that every need set forth by DEO will be fulfilled to the highest standard possible. Solodev will work hand-in-hand with DEO and its partners to ensure complete satisfaction of the end-user experience.

1. Software Development	2. Program Strategy & Planning	3. Lead Capture and Nurturing
<ul style="list-style-type: none"> • CRM • Content Management Systems • Mobile App & Website Development • Marketing Automation • Internet Security • Support and Training • Custom Programming • Ongoing Maintenance • SEO 	<p>Markets</p> <ul style="list-style-type: none"> • Define and prioritize targets <p>Message</p> <ul style="list-style-type: none"> • Develop message hierarchy • Map messages to target audiences <p>Measurements</p> <ul style="list-style-type: none"> • Identify means of gauging success <p>Money</p> <ul style="list-style-type: none"> • Define overall budget 	<p>Prospect Profiling</p> <ul style="list-style-type: none"> • Customer attribute matrix <p>Database Marketing</p> <ul style="list-style-type: none"> • Emails • PURLs <p>Capture</p> <ul style="list-style-type: none"> • Landing pages • Micro sites <p>Loyalty Programs</p> <ul style="list-style-type: none"> • User councils & forums • Loyalty events • Referral promotions
<h3>4. Program Measurement</h3>		
<p>Exposure</p> <ul style="list-style-type: none"> • Gross impressions • Web volume • Gross CTR • Landing page volume • Gross response • Registration rate • Download volume • Cost per contact • Cost per lead • Cost per sale • Cost per mind 		



Company Leadership

Solodev is a privately owned company built on a solid foundation of strong technology and even stronger leadership. Since its founding, Solodev has been committed to delivering innovative solutions to help organizations across the country reach their online potential. The result is a company that has earned the trust of many mid-sized organizations and even *Fortune* 500 clients.

Shawn Moore | *Founder and Chief Technology Officer*

As founder and CTO, Shawn Moore is the innovator behind Solodev solutions. In 2001, he translated his vision for enterprise-level software into computer code that is continually being refined and improved to keep it ahead of the technology curve. In 2006, he adopted salesforce.com as his recommended CRM platform and was one of the first adopters of their API. Through formal training, a commitment to excellence and a customer-centered approach, he has grown Solodev into a company that services clients across a broad range of industries throughout the country and is well respected in the software industry. He is a sought after speaker and recognized expert on software development who serves as a panelist at national technology conferences.

Ray Gilley | *Chief Executive Officer*

A 25-year management expert and new business consultant who completed 10 successful years at the helm of the Metro Orlando Economic Development Commission, Ray Gilley has a knack for bridging relationships between the public and private sectors. He has worked on a national stage and successfully guided companies through major growth initiatives by helping them capitalize on emerging opportunities. He led a team of committed and talented professionals at Orlando EDC that produced 41,300 announced jobs and \$2.69 billion in capital investment from companies like the Sanford-Burnham Medical Research Institute, Lockheed Martin, Darden Restaurants, EA Sports and JetBlue.

Dasha Moore, PMP | *Project Manager and Chief Operating Officer*

Dasha Moore is a results-focused professional with more than eight years of experience in leadership, financial analysis, and business, project, and workflow management. She is responsible for overseeing Solodev finances & operations, quality control and customer accounts. She is an active member of the Project Management Institute and holds the certification of Project Management Professional (PMP). Her background includes time as a senior Financial Analyst for two different *Fortune* 500 companies where she has demonstrated a record of success in budgeting, forecasting, problem solving and developing project plans to deliver optimal results within clients' expectations.

John Marini | *Marketing Director*

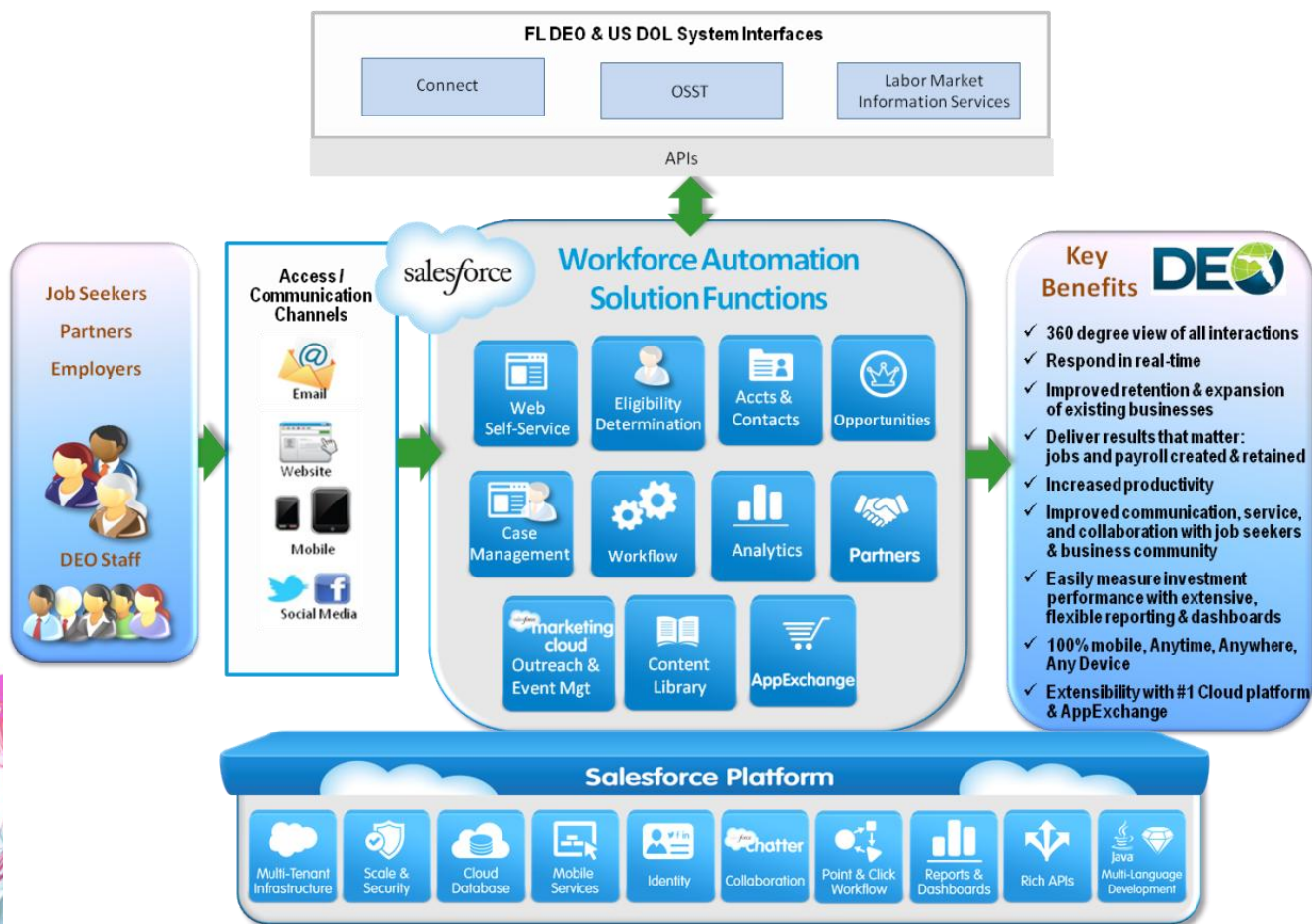
John has more than 20 years of experience in marketing, corporate communications and project management, including management of the redesign and creation of software solutions for economic development, tourism, e-commerce, public service, athletics and non-profit agencies. He honed his project management skills through a previous company where he was responsible for more than a dozen large-scale publishing projects each year, while his corporate communications success includes landing stories in the *New York Times*, *Los Angeles Times* and *Boston Globe*, as well as on *Good Morning America* and *ABC World News Tonight*.

RFI Question #1:

Respondent's ability to provide a Florida Workforce Automation Software as a Service (SaaS) system and its complete components.

The leadership at Solodev has spent the past 10 years developing Software as a Service (SaaS) solutions. At the same time, our partner salesforce.com has spent this same time developing enterprise cloud computing solutions dedicated to helping businesses and government organizations transform into customer-based organizations through social, mobile, and open technologies to engage and collaborate with their customers, citizens, partners, and employees in new and powerful ways. With over 100,000 customers, salesforce.com technologies are targeted at organizations of all sizes and industries worldwide. In the public sector, nearly 500 government agencies of all levels and verticals are successfully using salesforce.com solutions for a multitude of government functions including workforce development, recruiting, economic development, incident and case management, call/contact center management, citizen communications and correspondence management, project management, among numerous others.

We believe the combination of Solodev and salesforce.com will provide DEO and Workforce Florida the turn-key solution that the State of Florida requires. Our solution will be built on the Worlds #1 agile, highly secure cloud platform, Force.com and trusted multi-tenant cloud infrastructure. Salesforce.com's multi-tenant architecture eliminates or mitigates the inherent risks in traditional software architecture and on-premise solutions. The platform is a single software architecture where Salesforce.com is responsible for the different software layers, enhancing these layers with enterprise-grade security, disaster recovery, high availability, and tuning the layers to provide performance for 100,000+ organizations that have millions of users using the service every day. An ever-growing list of Federal, State, and local government agencies trust the Force.com cloud-computing platform to deliver critical business applications, in large part because of **salesforce.com's commitment to security and privacy**.



Response to DEO's Functional Requirements

Below is our response to your functional requirements listed in the RFI:

DEO Specification	Response
Optimal access to jobs and career information, eliminating duplicative job listings for job seekers	Using salesforce.com as the centralized repository of information that powers all of the diverse online channels (Web, Portal, Mobile, Social, etc.), as well as the 24 regional workforce regions, we can ensure minimal redundant data. We will also provide reporting features and custom functionality that will continuously search and flag data that is deemed duplicate.
Access to or partnership with another vendor with access to a national resume hosting site that currently contains at least 250,000 Florida based resumes	In partnership with top national career services, we will leverage existing functionality to search; sort and select Florida based resumes and integrate matching results into the job matching system. This will be a completely integrated solution that is managed within the salesforce.com interface.
Ability to search all posted resumes utilizing national brand website search capabilities	Using the Solodev Enterprise Content Management System as our consumer website front-end, our team will develop a next-generation online experience that meets or beats the features found on the top national career websites. More importantly, the Solodev CMS is completely integrated with salesforce.com and all information that is updated or presented will be powered by the salesforce.com central repository of data further enforcing the concept of zero redundant data within the workforce system.
<p>Enhanced case management tools for Regional Workforce staff to most fully assist employers and job seekers to include, but not be limited to:</p> <ul style="list-style-type: none"> • Eligibility Determination • Service Tracking • Case Notes • Follow-up 	<p>Unparalleled flexibility is one of the key differentiators of the Salesforce.com application and platform. In the Case Details screen, there is a section for tracking all tasks, emails, correspondence, and meeting with associated details. Tracking provides a 360-degree view of the case which aggregates customer communication, internal collaboration, attachments, and case resolution notes. This section tracks time, request type, source, status, etc.</p> <p>Workflow rules automatically notify customers when cases are resolved and can include links to a customer satisfaction survey. These notifications can be sent immediately upon case resolution or at a later time. Salesforce.com offers a feature called Case Record Types. Case record types allow you to offer different business processes, pick list values, and page layouts to different users based on their profiles. Case record types can be used in various ways, for example:</p> <ul style="list-style-type: none"> • Create record types for cases to display different page layouts requiring different fields to improve data quality based on the case type. • Restrict access to certain types of cases based on profiles so users who only manage certain cases only have access to the correct types. • Grant Tier 2 support access to additional fields that are hidden from Tier 1 to maintain a streamlined view of the case. • Run workflow rules, approval processes, and business rules based on Record Type to create field updates, notifications, and route approvals to the right people. • Record Types are instantly available for reporting and for dashboards - use Record Type to filter, sort, and group case data in a meaningful, visual way. <p>Salesforce.com lets you automate any business process. Processes can be simple tasks—creating an activity, emailing an alert, or updating a data field—or more complex, like automating the candidate-to-hire process or scripting inbound and outbound service request calls. Whatever your process need, Visual Workflow, together with workflow and approvals, enable you to rapidly design and run any business process in the cloud without infrastructure, software, or code.</p>

DEO Specification	Response
	<p>Processes Every company has hundreds of business processes. With Visual Workflow multi-step processes can be rapidly modeled in a visual designer and instantly run in the cloud.</p> <p>Approvals A specialized type of workflow called an “approval” can route information to a series of people, each of whom can approve or decline the information and then send it on to the next step in the process.</p> <p>Business Rules You can use various criteria to determine when a workflow is triggered. In addition, you can use rules to validate data and enforce business logic when a user is entering data. You can use formulas to perform calculations or to fill out other data based on user-defined entries.</p> <p>Monitoring and queuing Time-based workflows are placed into a queue that can be easily monitored from the administrative console. Creating transparency in business processes makes it easy to maintain an audit trail and keep tasks from falling through the cracks.</p> <p>Tasks and Notifications It’s easy to alert people when their participation is required in a business process. Whether it’s to approve a Time Off Request or implement a new service request, alerts are sent via email and can be assigned as a Task in Salesforce.com.</p> <p>Form Submission It’s simple to create forms that enforce required fields, enforce business login, and automate processes with Salesforce.com. In addition to creating robust forms, each form can look and feel differently based on who is accessing the form with the Record Type capability mentioned above. Finally, Salesforce.com allows you to generate an HTML form on the fly for easy case submission that you can insert across multiple websites.</p> <p>Reports and Dashboards Salesforce.com reports and dashboards run on the same platform as the rest of the solution. As soon as data is saved, it is immediately available to in reports and dashboards. To further automate processes, dashboards and reports can be scheduled to run and message users on a set frequency to automate the publication of key information.</p>
<p>Precise reporting capabilities to meet the needs of federal, state and local reporting requirements</p>	<p>Salesforce.com offers a real-time, robust reporting and analytics engine that enables deep analysis of all Salesforce.com data—including case management data.</p> <p>Key benefits include:</p> <ul style="list-style-type: none"> • Real-time information for up-to-the-second insight • A single solution for insight into service • Custom reporting so business users can quickly, and easily create their own reports • Customizable dashboards include the ability to drill down into the underlying reports—available on mobile devices, enabling executives and managers to turn data into action • Security controls to limit access to the appropriate users integration with other corporate data for comprehensive business insight

DEO Specification	Response
Strong interconnectivity capabilities between environments maintained by DEO Workforce Services and U.S. Department of Labor (Workforce Program Oversight) such as: Connect, One Stop Service Tracking (OSST) and Labor Market Information services	The Salesforce.com platform is designed to enable IT professionals to integrate our service with existing applications quickly and seamlessly. The Force.com platform provides a set of application programming interfaces, or “APIs,” that enable customers and independent developers to both integrate our service with existing third-party, custom, and legacy applications, and write their own application services that integrate with our service. For example, many of our customers use the Force.com API to move customer-related data from custom-developed and legacy applications into our service on a periodic basis, to provide greater visibility into their activities. Other customers and partners have, for example, developed their own talent management solutions and procurement solutions on the Force.com platform.
Eligibility determination functionality, data validation field recording, and activity tracking	Salesforce has workflow rules and data validation rules that enable automation of routine tasks such as determining employee/employer eligibility. Salesforce has built in field and activity tracking such as phone calls and emails on every person or organization that DEO interacts with. Salesforce Chatter is an intuitive way to capture soft data, like comments, emails and , Microsoft Office documents
Readily available information for researchers related to labor market and economic development data	We will make available research tools and linkages to statewide partner tools which include statewide labor market data designed to be utilized by economic development network. We will review and ensure that data is available and functional on all platforms.
Advanced self-service capabilities (Streamlined internet access)	Unlike traditional self-service software, Salesforce.com CRM’s customer portal comes with self-service case management, too. Right online, your customers (employers and job seekers) can open new cases and check, update, and close existing ones at any time of the day or night—all without the need for agent intervention or assistance. They can also use the customer portal to search your knowledge base, explore previously resolved cases, and find solutions through customer-driven communities. It all adds up to a superior customer portal that lowers your costs and frees agents for high-value assignments. That’s what makes Salesforce.com CRM the ultimate customer self-service portal.
Reemployment related activities such as skills assessment and reemployment opportunity matching	We will provide best in class online skills assessment tools that allow job seekers to identify their relative strengths and skills gap enhancements options that match their career choices or system suggestions for similar or higher demand and wage occupations in their desired locations.
Administrative management functionality in support of data	The Salesforce.com Force.com platform provides a flexible, layered security framework that lets you share different data sets to different users. Application administrators can easily create profiles, roles, hierarchies and rules that are enforced in the user interface,

DEO Specification	Response
<p>security, reporting, audits and user safeguards against fraudulent actions</p>	<p>reports, dashboards, search results, and API.</p> <p>With sharing, you can ensure record-level access control for all data. Administrators can set organization-wide default sharing access levels, and then grant additional access based on record ownership, role hierarchy, sharing rules, and manual sharing. Developers can write code that grants additional access programmatically.</p> <p>To specify the objects and tabs a user can access, you can assign a profile. To specify the fields a user can access, you can use field-level security. To specify the individual records a user can view and edit, you can set your organization-wide defaults, define a role hierarchy, and create sharing rules.</p>
<p>Automation of cumbersome manual or paper processes to ensure critical information needed to effectively manage the programs is readily accessible to state and local administrators and policymakers</p>	<p>Sales force’s ability to manage customer communications across a broad range of communication channels is unmatched in the industry. Traditional channels such as phone and email are mapped back to the Contact within the Account instantly and automatically via an agent console. Customer agents immediately see all communications with a customer across all channels, and have the context they need to speak intelligently with the customer. Physical documents, faxes, and recorded voicemails can be scanned and imported as attachments to requests.</p> <p>In addition to phone and email automation, Salesforce.com is on the cutting edge with integration to social networking technologies, such as online chat. Salesforce.com can engage with customers across all these channels concurrently, and still sustain a single communication thread with the customer.</p>
<p>A technical architecture and underlying functionality that is adaptable, scalable and flexible to support continuous process improvement and changes in applicable state and federal laws</p>	<p>The salesforce.com multi-tenant, cloud platform architecture enables us to leverage a common infrastructure and software code base across all of our customers who benefit from access to the most current release of the application, periodic upgrades, more rapid innovation, and the economies of a shared infrastructure.</p> <p>Salesforce.com understands that the confidentiality, integrity, and availability of our customers’ information are vital to their business operations and our own success. We use a multi-layered approach to protect that key information, constantly monitoring and improving our application, systems, and processes to meet the growing demands and challenges of security. Trust.salesforce.com is the salesforce.com community’s home for real-time information on system performance and security. Trust.salesforce.com is a publicly available site open to all customers. On this site you’ll find:</p> <ul style="list-style-type: none"> • Live and historical data on system performance • Up-to-the minute information on planned maintenance • Phishing, malicious software, and social engineering threats • Best security practices for your organization • Information on how we safeguard your data <p><u>Compliance with Data Security Standards</u></p> <p>Security is a multi-dimensional business imperative that demands consideration at every level, from security for applications to physical facilities and network security. In addition to the latest technologies, world-class security requires ongoing adherence to best-practice policies. To ensure this adherence, we continually seek relevant third-party certification, including FISMA, ISO 27001, PCI-DSS Level 1, the SysTrust audit, and SSAE 16 SOC 1 audit (an examination and assessment of internal corporate controls, previously known as SAS 70 Type II).</p> <p><u>FISMA/NIST and FedRAMP</u></p> <p>Salesforce.com is engaged in the FedRAMP process and has initiated a request for a</p>

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	<p>FedRAMP security authorization for the Salesforce core service offering. Salesforce.com is working closely with the U.S. General Services Administration (GSA) as our sponsoring agency for achieving an Authority to Operate (ATO) using the FedRAMP guidance. Salesforce.com has already received an ATO at the moderate impact level (using NIST 800-53 Rev. 3 moderate baseline) from the GSA for the Force.com Platform, CRM Applications, Chatter, and the supporting salesforce.com infrastructure. Salesforce.com has also received an ATO from numerous other agencies at the moderate and low impact levels. The GSA authorization is based on testing performed against the NIST SP 800-53 Rev. 3 moderate baseline control set consistent with requirements set forth in the Federal Information Security Management Act (FISMA) and in accordance with NIST SP 800-37 Rev.1, <i>Guide for Applying the Risk Management Framework to Federal Information Systems: A Security Life Cycle Approach</i>. According to FedRAMP policy, because salesforce.com is a currently implemented cloud service it will have until June 2014 to meet FedRAMP security authorization requirements from the date that FedRAMP was declared operational.</p> <p><u>Incident/Threat Monitoring</u> Salesforce.com's Information Security department monitors notification from various sources and alerts from internal systems to identify and manage threats.</p> <p><u>Trusted Internet Connection (TIC) Initiative</u> To restrict access to salesforce.com from a TIC, customers can restrict users' ability to log in to salesforce.com by customizing user profiles and the customer's list of trusted IP addresses/ranges. In addition to restricting by IP address, by utilizing user profiles within salesforce.com, an organization can restrict access by time for a set of users, such as normal business hours.</p> <p>For monitoring, customers can implement monitoring tools on their network to monitor traffic being sent to salesforce.com.</p> <p><u>ISO 27001</u> Salesforce.com is ISO 27001 certified and PCI DSS Level 1 compliant and both of these standards include a level of regular audit and adherence to best practice in these regards. Additionally, an application and network vulnerability assessment is performed 3 times per year after each major release and the executive summaries of the reports can be provided to customers with a signed NDA in place.</p> <p><u>Forensics</u> Auditing features provide information about usage of the system, which can be critical in diagnosing potential or real security issues. It is important that someone in your organization perform regular audits to detect potential abuse. The other security features provided by salesforce.com are preventative. To verify that your system is actually secure, you should perform audits to monitor for unexpected changes or usage trends.</p> <p>Auditing features include:</p> <ul style="list-style-type: none"> • Record Modification Fields - All objects include fields to store the name of the user who created the record and who last modified the record. This provides some basic auditing information. • Login History - You can review a list of successful and failed login attempts to your organization for the past six months. <p><u>Field History Tracking</u> You can also enable auditing for individual fields, which will automatically track any</p>

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	<p>changes in the values of selected fields. Although auditing is available for all custom objects, only some standard objects allow field-level auditing.</p> <p><u>Setup Audit Trail</u> Administrators can also view a Setup Audit Trail, which logs when modifications are made to your organization's configuration. Limited forensic evidence, if needed, is available from the web or application logs and can be provided for salesforce.com's standard consulting fees.</p>

RFI Question #2: History with Similar Systems, Org Structure, References

Salesforce.com is the enterprise cloud computing leader dedicated to helping companies and government agencies transform into customer-based organizations through social and mobile technologies to connect with their customers, citizens, partners, and employees in entirely new ways. Since launching its first service in 2000, salesforce.com’s list of 100,000+ successful customers spans multiple industries worldwide. The company’s trusted cloud platform and apps are transforming nearly 500 government agencies including the majority of the states and federal cabinet agencies that are using solutions for a multitude of government functions including citizen relationship management, economic development, grants management, citizen & constituent communications and correspondence management, incident and case management, call/contact center management, outreach programs, learning management, volunteer management, project management, and even donor management, among numerous others.

Nearly 500 of salesforce.com’s 100,000+ customers are in the public sector. Below is an overview of salesforce.com tailored solutions for government:

Service	Innovate	Engage	Collaborate	Manage	Work
Case & Customer Service Management CHANGE. CHICAGO HOUSING AUTHORITY	Policy & Program Apps SHA	New Media Monitoring 	Internal Agency Collaboration GSA	Grants & Portfolio Management Maryland Energy Administration	Recruiting U.S. ARMY
311 Call Centers NJ TRANSIT The Way To Go	Customer Service Apps DIR Dept. of Information Resources	Social Websites 	Agency to Partner Collaboration MICHIGAN ECONOMIC DEVELOPMENT CORPORATION	Project & Program Management NYC Health	Training & Learning Management E.L. HAYNES
Field Services & Inspections Wyoming Office of State Lands & Investments	IT & Operations Management Apps USAID FROM THE AMERICAN PEOPLE	Social Engagement Hubs CDC CENTERS FOR DISEASE PREVENTION AND CONTROL	Agency to Industry Collaboration Boston Business Hub	Citizen & Constituent Management 	Help Desks
Incident & Event Management 	Financial Management Apps 	Agency Connection Portals FDA	Agency to Citizen Collaboration CHANGE.GOV THE OFFICE OF THE PRESIDENT-ELECT	Partner & Vendor Management United States Census 2010	Performance Management

A sampling of relevant government customers that demonstrate innovative use of salesforce.com’s platform and solutions for workforce and economic development include:

- **Florida DEO** - The Division of Strategic Business Development provides support for attracting out-of-state businesses to Florida, promoting the creation and expansion of Florida businesses and facilitating Florida’s economic development partnerships. The Florida DEO SBD is currently leveraging Salesforce to help manage its specific economic development aspect including account and contact management, average annual wage management, opportunity/project management, activity management, tracking and many facets around incentive/ledger/claims management. Salesforce also proved a direct interconnect to Enterprise Florida Inc. so that common data can be shared between both entities.
- **Florida EFI** – is a public-private partnership serving as Florida's primary organization devoted to statewide economic development. EFI’s mission is to facilitate job growth for Florida’s business and citizens leading to a vibrant statewide economy. EFI accomplishes this mission by focusing on a wide range of industry sectors, including clean energy, life sciences, information technology, aviation/aerospace, homeland security/defense, financial/professional services, manufacturing and beyond. In collaboration with a statewide network of regional and local economic development organizations, EFI helps to improve Florida's business climate, ensuring the state's global competitiveness. EFI has standardized on Salesforce to manage all aspects of its core economic development application.



- **City of Boston** is the 10th largest metropolitan area in the U.S. It is in a very competitive region for attracting new businesses. Cambridge sits just across the river, home to the MIT and Harvard innovation hubs. In less than four months, the City implemented the Boston Business Hub a one-stop, unified, economic development portal to help increase the transparency and predictability of doing business in Boston by connecting City agencies and streamlining access to information and resources.
<http://boston.gov/businesshub>
- **Michigan Economic Development** Corporation is the State of Michigan's one-stop resource for businesses seeking to grow in Michigan. With salesforce.com, MEDC has implemented a state-wide economic development and job creation application available to all Michigan cities and counties to assist with business recruitment, retention and grants management, and collaboration with local agencies and non-profit partners. Whether it is expansion, relocation, or concerns with other state government agencies, MEDC is leveraging their cloud-based social collaboration platform to help with site location assistance, job training grants, and permits to tax abatements. MEDC is also tapping salesforce.com's Marketing Cloud for social media monitoring to help monitor promising business opportunities and to know more about the businesses they are working with.
- **Minnesota Department of Employment and Economic Development (DEED)** implemented a solution in four weeks to centralize information, foster collaboration, and elevate service levels across multiple business units and external partners. The agency now has a centralized view of all touch-points with the business community and has seen improved service and non-redundant contacts stemming from greater collaboration and a new customer-centric approach.
<http://www.salesforce.com/showcase/stories/minn-deed.jsp>
- **U.S. Air Force** uses Salesforce Marketing Cloud as a social marketing command center to maintain a consistent brand and effectively manage the 1,300 recruitment offices and Facebook pages of geographically based recruiters. They monitor real-time conversations that mention variants of the word "joining" in order to engage with people who have already expressed an interest in serving their great country. They are able to execute campaigns across multiple social networks that are all connected to real-time dashboards. The Air Force uses the zip code locator function within Marketing Cloud for precision targeting when recruiting, and their main recruitment page employs a form that directs candidates to their closest recruitment officer to provide additional support during the application process.
- **U.S. Army** recruitment is being transformed through social engagement. The Army's ability to effectively recruit next generation of soldiers directly impacts their ability to protect the nation. Yet people in the military are so diverse and come from so many different backgrounds and it is increasingly difficult to recruit in a rapidly changing communications environment where people are getting their information from so many different sources. The Army's recruiters were using outdated recruitment methods, like brochures, that were not working with a now more digital generation. The Army now uses the salesforce.com platform to more efficiently track all of their recruiting functions in real-time. The CRM system tracks personal and electronic engagements with prospects and helps recruiting staff manage the recruiting process. Social marketing engagement integrates directly with email, Facebook, and Google Maps mash-ups, which helps potential recruits learn about the Army through the sharing of current soldiers' stories with prospects, and helps them make informed decisions about enlisting. More detailed and real-time information helps recruiters work more efficiently by focusing on prospects most likely to join the military. People at the center can register and by doing so, they enter some basic demographic and contact information. By knowing a person's age, education and whether the parents of the registering person have ever served in the military, recruiters begin to get an idea of a visitor's interest. Using salesforce.com's mobile solution, Army recruiters can access recruit information, anytime, anywhere, and on any device.

Organizational Structure

Solodev has ten years of experience developing SaaS software solutions and more than five years of experience developing salesforce.com implementations for enterprise clients such as CNL, Novell, Verint and Trace Security. Recognized by Gartner as the #1 CRM, salesforce.com provides the most comprehensive suite of CRM and cloud computing capabilities on the planet today.



Salesforce.com is a large US based business with principal executive offices located in San Francisco. Salesforce.com was incorporated in Delaware in February 1999, founded on the simple concept of delivering enterprise customer relationship management (CRM) applications via the Internet, or Cloud.

Solodev is a privately owned company built on a solid foundation of strong technology and even stronger leadership. Since its founding, Solodev has been committed to delivering innovative solutions to help organizations across the country reach their online potential. The result is a company that has earned the trust of many mid-sized and large organizations and even *Fortune* 500 clients.

Executive team

- Marc Benioff, Chairman & CEO
- Blair Crump, President, Global Enterprise
- Parker Harris, Executive Vice President, Technology
- George Hu, Chief Operating Officer
- Hilarie Koplow-McAdams, President, Commercial/SMB Business Unit
- Maria Martinez, Executive Vice President, Customers for Life and Chief Growth Officer

Executive team

- Ray Gilley, CEO
- Shawn Moore, Founder & CTO
- Dasha Moore, President & COO
- John Marini, Chief Customer Officer
- Greg Lenhart, VP Software Development
- Ross Williams, Senior Software Engineer

References

Our most valuable asset is our customers. In order to truly understand Solodev you must first talk to our customers.

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 Tel: 407-254-6206
 Web: www.golynx.com

Metro Orlando EDC

Lisa Addy
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 Tel: (407) 422-7159
 Web: ww.orlandoedc.com

Florida's Blood Centers (OneBlood)

Bill Sprau
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 Tel: 407-226-3859
 Web: www.oneblood.org

Salesforce.com References

Our partnership with salesforce.com allows us to deploy best-in-class CRM solutions for our clients.

Florida Department of Economic Opportunity

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Dean.Izzo@deo.myflorida.com
 (850) 245-7305

The Florida DEO SBD is currently leveraging Salesforce to help manage its specific economic development programs. Salesforce also proved a direct interconnect to Enterprise Florida Inc so that common data can be shared between both entities.

Michigan Economic Development

Gary LaRoy, VP and CIO
laroyg@michigan.org
 (517) 373-9808

MEDC has implemented a state-wide economic development and job creation application available to all Michigan cities and counties to assist with business recruitment, retention and grants management, and collaboration with local agencies and non-profit partners.

Enterprise Florida

Gray Swoope, CEO & President
GSwoope@eflorida.com
 (407) 956-5600

EFI's mission is to facilitate job growth for Florida's business and citizens leading to a vibrant statewide economy. EFI has standardized on Salesforce to manage all aspects of its core economic development application.

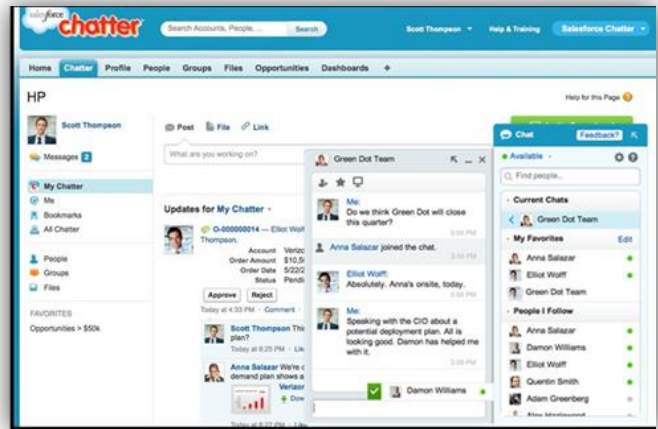


RFI Question #3: Contemporary Enabling Technology

Below we have outlined recommended technology that can be applied to the Workforce business processes to create a more flexible and responsive environment.

Social Collaboration

Salesforce Chatter provides a social collaborative platform for your internal users. Chatter delivers enterprise collaboration that is embedded within all business processes. More than just another social network layered on top of DEO's business practices, Chatter makes all critical business data alive. Users can follow records, reports and files in addition to other users. Critical information gets pushed to employees, rather than them having to look for it. Chatter allows organizations to break down silos and rely less on meetings and emails, while getting things done faster. Chatter is built on the same platform as our other solutions and is fully integrated into every salesforce.com application.

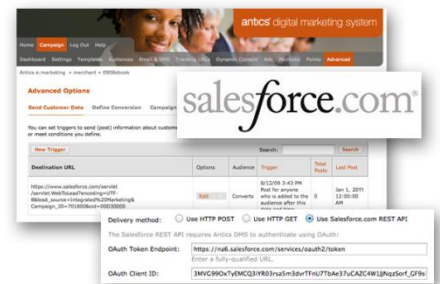


Native Mobile Applications / HTML5

Leveraging the data contained within salesforce.com, our team will provide seamless development of native mobile applications for the regional workforce boards and the Florida workforce. Today there are more mobile devices than desktop computers and the shift from traditional websites to mobile applications will increasingly become more critical to remain competitive in attracting top talent. Our solution will provide DEO the ability to continually innovate and create new applications as trends evolve.

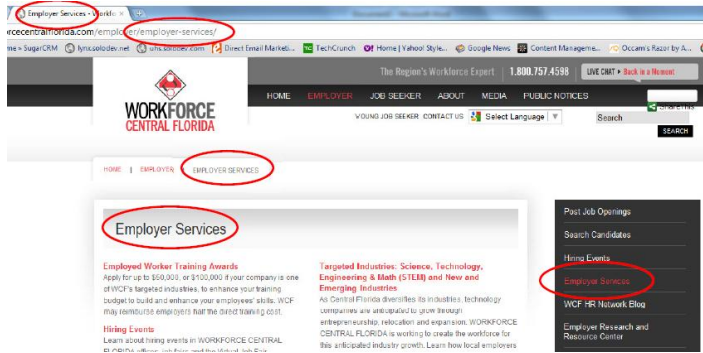
Custom Portals

If a regional workforce board does not use salesforce.com for their CRM, a custom portal will be developed for them to interact with the state's employment system. Another recommended use of portal will be the development of custom employer portals.



Responsive Design

Responsive design will allow us to develop interactive websites and portals that not only work on traditional desktop computers, but also on mobile devices. This technology will allow us to create interfaces that are useful no matter where the end-user is located.

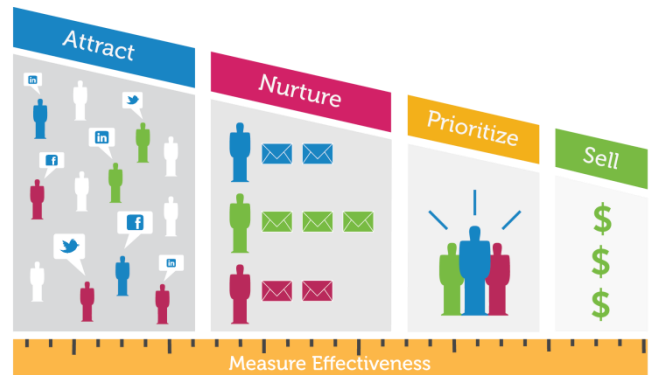


SEO

As the new workforce consumer website is developed, it should be done with search engine optimization in mind. Whether an employer is searching the web for a specific skill set or an employee trying to figure out how to land a job in Florida, the new state employment system needs to rank on the first page for the most common searches.

Marketing Automation

Although marketing automation is a relatively new concept for many, it is basically the secret sauce for running a large scale marketing outreach program. A marketing automation program will sit on top of salesforce.com and will provide valuable insights into who is coming to your website, what they are doing, what assets have they viewed and when they are ready to buy. Our team will build the new workforce system with this in mind to enable Florida to operate at the highest level possible.

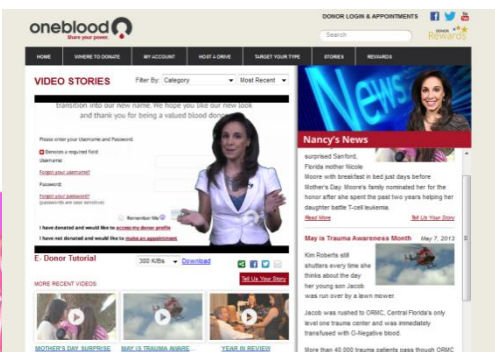
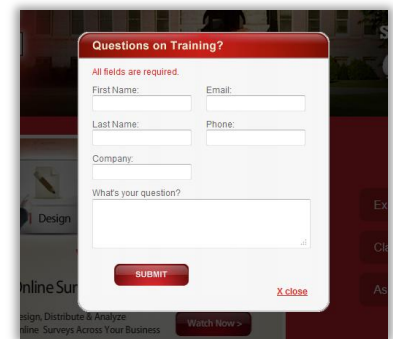


GIS Mapping

As the costs of transportation rise, the Florida workforce is increasingly looking to work close to home. The built in features of our solution will allow the development of location aware consumer applications that will allow employers and prospective employees to locate jobs near their current location.

Micro-Sites & Landing Pages

To track the effectiveness of marketing campaigns, micro-sites and landing pages will need to be created to attract targeted traffic. Forms are at the heart of these types of campaigns and all data collected will be fed into salesforce.com and routed via workflow to the appropriate person.



Video Managers and Learning Portals

Our learning portal will allow users to learn as much information as desired in the simplest way possible – via online sessions, webinars, and how-to videos.

RFI Question #4: Other Information

As part of your research to fully evaluate Workforce Automation solutions, Solodev recommends that DEO consider the following minimum requirements as part of its evaluation criteria. The recommended evaluation criteria are based on salesforce.com's experience in successfully supporting over 100,000+ customers around the globe. Cloud Computing is a highly innovative and rapidly moving market, which is still evolving. These minimum requirements would limit the number of cloud service providers to those providers that offer the most innovation for the government and are considered leaders in the cloud computing industry. Ultimately, this reduces risk to the government by establishing a contract with a cloud services vendor that is fully capable of meeting all of DEO's current and future needs. The minimum requirements should include considerations such as:

- SaaS solution vendor has 8-10 years' experience providing managed cloud services
- Vendor has experience designing, developing and implementing a RESTful API
- Vendor has experience leveraging API's to build websites and native mobile applications
- Vendor has experience with marketing automation software and go-to-market strategies
- Vendor has experience has 8-10 years' experience providing ongoing customer support for custom developed applications
- Vendor has a high level of technical expertise and 5-10 years of economic development and workforce collaboration and engagement experience.
- Workforce Automation application should provide integrated wall-to-wall enterprise social collaboration capabilities out-of-the-box
- Workforce Automation system provides application mobility, which fully supports all customer customizations, with all popular, leading mobile devices including iOS, Blackberry, and Android
- Workforce Automation application provides analytics, reports and dashboards that can easily be created by non-technical users (i.e., drag and drop report builder).
- Workforce Automation application includes automatic data cleansing and updating capabilities
- Workforce Automation application provides on-the-go activity tracking from mobile devices which automatically synchs with the appropriate records in the CRM database
- Workforce Automation application includes integration with social networks such as Facebook, Twitter, and LinkedIn
- Workforce Automation application should include universal search capabilities that will identify and return results across all data objects and attributes, including files and unstructured data like collaborative conversations.
- SaaS vendor provides a fully-mirrored "Sandbox" development environment that can be identical to production
- Workforce Automation solution provider offers an online application marketplace of pre-built applications that can integrate with Case Management solution
- SaaS vendor has an end-to-end social employee performance management solution (to align people and teams around organizational goals, real-time feedback, and simplifies employee performance reviews) that can be fully integrated into the Case Management solution and mobile
- Workforce Automation vendor has an end-to-end social media monitoring and engagement solution that can be fully integrated into the Case Management solution cross-channel, cross-network, and mobile to listen, engage, gain insight, publish, and measure their social programs across millions of social and online news sources, including Twitter, Facebook, Flickr and YouTube, blogs and forums