

**DIR-TSO-2589
APPENDIX C
PRICING INDEX**

MicroAssist, Inc.

SERVICE Description	DIR Customer Discount
WEBSITE DESIGN/DEVELOPMENT	
Application Design & Development - application software that is deployed and is operated through a web browser.	42.75%
Branding Strategy & Implementation - Includes placement, icons, graphic design, messaging, etc.	23.75%
Custom Audio - custom recording and editing of voice, music and other sound elements, etc.	23.75%
Custom Photography - Custom staging and stills of images and other objects, etc.	23.75%
Custom Video - Custom staging, recording and editing of people, photographs, and other objects, etc.	23.75%
Database Administration - managing and maintaining database administration systems software such as SQL Server, MySQL, Oracle and other software to be accessed via the web.	42.75%
Database Design & Development - the purpose, organization, data modeling, table relationships, primary keys, data stores, end user access, interfaces, etc. with respect to data accessed via the web.	42.75%
Development 01 - Java, .NET - programming in Java and .NET for the web.	42.75%
Development 02 - PHP - programming in PHP for the web.	42.75%
Development 03 - Cold Fusion - programming in Cold Fusion for the web.	42.75%
Development 04 - Perl - programming in Perl for the web.	42.75%
Development 05 - AJAX/Web 2.0 - programming in AJAX and other web 2.0 technologies for the web.	42.75%
Development 06 - Other Technologies - other web development technologies.	42.75%
E-Commerce Integration - modules for buying and selling products or services via the web.	42.75%
Flash Design & Development - Adobe Flash multimedia modules to create animations, videos and other rich content for web use.	42.75%
Graphic Design & Development - visual communication tools and methods to create visual representations of ideas or messages to be used in web pages or other documents delivered via the web.	42.75%
HTML, CSS, XML, XHTML Coding - web page coding.	42.75%
Multimedia Design & Development - a broad scope of visual arts elements used in combination with sound, moving and still images, and other media.	42.75%
Other Development Services - general evolution or expansion of web services using various technologies.	42.75%
Programming/Coding - planning, and encoding software to enable specific functions.	33.75%
Project Management - scoping, planning, organizing, motivating, developing and controlling resources, procedures, and protocols for achieving a development effort.	42.75%
Responsive Web Evaluation / Design - creating sites to provide an optimal viewing experience, with improved navigation and minimizing resizing, panning and scrolling across a wide range of devices and web browsers.	42.75%
Search Engine Optimization - improving the ranking and visibility of web and learning pages in search engines.	42.75%
Security Analysis - cybersecurity processes and mechanisms by which computer-based equipment, information and services are protected from unintended access, change, destruction or unplanned events.	42.75%
Social Media Integration - connecting websites to social media sites and marketing programs to create content that attracts attention and encourages users to share it with their networks.	42.75%
Technical Writing/Editing - writing and editing content to provide readers with a better understanding of subjects and topics, as well as other forms of content.	42.75%
Upgrades - site upgrades and updates.	42.75%
Usability Audit & Collaboration - methods, studies, documentation and ability with which users can effectively, efficiently and easily achieve tasks within a website or web application (UI/UX design).	42.75%
Visibility - the way in which a website appears either on a page or within a search engine.	42.75%
Web & Email Marketing and Copywriting - developing content, writing advertising, or providing marketing material to persuade or inform others via the web.	33.75%
Web Design for Mobile Devices - planning and design for mobile devices, including, but not limited to, mobile smartphones, tablet computers and other devices.	33.75%
Web/Application Development for Mobile Technology - application web development for mobile devices, including, but not limited to, mobile smartphones, tablet computers and other devices.	33.75%
Web-based Training Development - development of educational and/or outreach material to be delivered over the web.	33.75%
Website Design & Development - planning, graphic design, interface design, content authoring, usability, and the rest of the process used to build front-end and back-end websites.	42.75%
Website Integration - connecting websites with other website front-end(s) and back-end servers, other systems and other sites.	42.75%

Website Marketing - online advertising and outreach programs delivered via web pages, email marketing, search engine optimization, social media, mobile technologies, and other electronic advertising media.	33.75%
WEBSITE HOSTING	
Hosting	
Virtual - hosting multiple domains on a single server or pool of servers.	23.75%
Server-based - hosting on a web server.	23.75%
Managed Co-Located - customized OS, webserver, database server, etc.	23.75%
Unmanaged Co-Located - non-customized OS, webserver, database server, etc.	23.75%
Maintenance, Support & Hosting of LMS for one (1) year. Provides for an average demand of 400 simultaneous connections in a 50 hour work week, Provides for a peak demand of 2,000 simultaneous connections up to 40 hours per month, Eight (8) hours/month of training.	0.00%
400 Simultaneous Connections, with peak demand of 2000 simultaneous connections	23.75%
Additional instances for blocks of 200 concurrent users	23.75%
Additional instances for blocks of 400 concurrent users	23.75%
Storage - 50GB/Year	23.75%
Reporting - Per Report (custom-built)	23.75%
Connectivity - links to and communication between/among other computers, electronic devices, software and other items.	23.75%
CMS Basic	23.75%
CMS Extended	23.75%
CMS Custom	23.75%
LMS Basic	23.75%
LMS Extended	23.75%
LMS Custom	23.75%
Hosting: Other - custom hosting requirements as stated by the Customer	23.75%
DOMAIN NAME SYSTEM (DNS) MANAGEMENT	
DNS Management is included in the pricing for each tier.	
SSL Certificates are a straight pass-through.	
DNS Renewals, Transfers & IP Mapping	42.75%
BUSINESS TOOLS	
Creative Brief for Website Copy - document containing the project's background, website's target audience, objectives, messaging, mandatory elements, deliverables, timeline, budget, etc. for creating the site or online training program.	33.75%
E-Commerce Shopping Cart Tools - allows online visitors to acquire, or accumulate, a list of items to purchase or download.	42.75%
Security Analysis - cybersecurity processes and mechanisms by which computer-based equipment, information and services are protected from unintended access, change, destruction or unplanned events.	42.75%
Strategic Planning - process for designing the direction for making decisions and executing the organization's plans to be used in a website or online training program.	23.75%
Web Analytics - collection, measurement, reporting and use for understanding web traffic and market research.	42.75%
Web Productivity & Collaboration Tools - resources that assist with improving time management and productivity enhancement.	42.75%
Web Search Engine Optimization - improving the ranking and visibility of web and learning pages in search engines.	42.75%
Website Marketing - online advertising and outreach programs delivered via web pages, email marketing, search engine optimization, social media, mobile technologies, and other electronic advertising media.	33.75%
Website Traffic Analysis - collection, measurement, reporting and use for understanding web traffic and market research.	42.75%
E-MAIL HOSTING	
E-Mail & E-Newsletter Templates	35.75%
Web-Based Training Development Templates	33.75%
ACCESSIBILITY	
Project-Based	Accessibility is built into all new projects and is included in the pricing structure above.
Accessibility Development Testing - providing a universal design environment to allow websites and training programs to be accessed by people with disabilities according to the Texas Administrative Code.	42.75%
Accessibility Evaluation, Remediation & Conversion Service - evaluation of webpages, web documents, images, videos and other media ("Items"), and/or the recommendation and/or correction of inaccessible Items, and conversion of inaccessible Items into accessible Items.	42.75%
ACCESSIBILITY	

Accessibility Testing - testing sites, documents, training programs and other online sites for accessibility.	42.75%
Accessibility Tools Development - developing and accumulating tools for assisting with accessibility needs.	42.75%
Assistive Technology Assistance - assisting with accessibility tools.	42.75%
Compliance Testing - testing sites, documents, training programs and other items against standards set by Texas Administrative Code or other overseeing entity.	42.75%
ePub's Testing & Remediation - evaluation of electronic publications, linked Items and/or correction of inaccessible Items, and conversion of inaccessible Items into accessible Items.	42.75%
Other Accessibility Services - other related accessibility services that may be needed to bring organization into compliance or to provide a recommendation to the organization.	42.75%
Project Management - planning, organizing, motivating, developing and controlling resources, procedures, and protocols for achieving a development effort.	45.75%
Project Planning - defining the scope, tasks, dependencies, resources, costs, schedule and other elements of the project.	42.75%
Usability Auditing - methods, studies, documentation and ability with which users can effectively, efficiently and easily achieve tasks within a website or web application.	42.75%
VPAT Testing & Verification - testing and confirming the Voluntary Product Accessibility Template specifications, and recommendations for compliance.	42.75%
Web Document Remediation - evaluation of webpages, web documents, images, videos and other media ("Items"), and/or the recommendation and/or correction of inaccessible Items, and conversion of inaccessible Items into accessible Items.	42.75%
WEB CONTENT MANAGEMENT	
Content / Data Assessment - evaluating content or data for a website or a back-end system (i.e. database) that ties in with a website front-end.	42.75%
Content / Data Transfer - establishing a method by which content or data can be transferred to a website.	42.75%
Content Deployment - the method and execution of pushing content to a test environment or live production site.	42.75%
Content Development - - writing and editing content to provide readers with a better understanding of subjects and topics, as well as other forms of content.	42.75%
Content Management System Administration - responsible for the upkeep, configuration and operation of a CMS.	42.75%
Content Management System Integration - connecting CMS's with website front-end(s) and back-end servers, other systems and other sites.	42.75%
Content Management System Programming - configuration of CMS.	42.75%
Implementation - to put into effect the CMS for use.	42.75%
Other Content Management - the processes and technologies that assist with collecting, managing and publishing information on any medium.	42.75%
Project Management - planning, organizing, motivating, developing and controlling resources, procedures, and protocols for achieving a development effort.	42.75%
Statistics Tracking - tracking tools to analyze visitor traffic and other site statistics and data.	42.75%
Technical Writing/Editing - writing and editing content to provide readers with a better understanding of subjects and topics, as well as other forms of content.	42.75%
MAINTENANCE, TRAINING AND SUPPORT	
Accessibility Training (Classroom/Virtual) - includes Accessible CSS, Accessible HTML & HTML Forms, Accessible JavaScript, Accessible Microsoft Documents, Accessible Testing & Tools, PDF Accessibility, Hands-on E-Learning Accessibility Overview, and other classes in a classroom or virtual environment.	42.75%
Accessibility Training (Web-Based) - includes Accessible CSS, Accessible HTML & HTML Forms, Accessible JavaScript, Accessible Microsoft Documents, Accessible Testing & Tools, PDF Accessibility, Hands-on E-Learning Accessibility Overview, and other classes via a web-based training environment.	42.75%
Agile/SOA/JavaScript Training (Classroom/Virtual) - includes Agile Essentials, SOA Concepts and JavaScript for enhancing websites.	42.75%
HTML/XHTML Training (Classroom/Virtual) - learn how to code functional web pages. Classes include Introduction, Intermediate and Advanced courses.	42.75%
Java Training (Classroom/Virtual) - Java EE, Java Programming and Introduction to Java for web technologies.	42.75%
Other Web-Based Technology Training (Classroom/Virtual) - web-related training to include other program languages, tools and other web-associated training.	42.75%
Programming for Web Technologies (Mobile/Desktop/Other) - Android, iOS and Mobile Design Patterns and Architecture, as well as other web technologies.	42.75%
SharePoint Foundation Training - creating a new site, configuration, and managing a SharePoint site.	42.75%
MAINTENANCE, TRAINING AND SUPPORT	
SharePoint Designer Training - Publishing custom workflows	42.75%

SharePoint Server Training	42.75%
SharePoint Training (for Web) - General SharePoint End User Training	42.75%
Social Media Authoring & Participant Training - representing organizational brand, marketing and outreach program messaging.	42.75%
Support	0.00%
Tier I - 8:00 a.m. - 5:00 p.m. M-F	42.75%
Tier II - Passive (24/7)	42.75%
Tier III - Active (24/7)	42.75%
SQL Server Training - composing and working with advanced queries to manipulate and index tables, etc.	42.75%
SQL Server Training - Implementation & Maintenance.	42.75%
Web Application Maintenance - general monitoring, repairs, backups, etc.	42.75%
MAINTENANCE, TRAINING AND SUPPORT	
Web Application Support - bug fixes, reporting and other support items.	42.75%
Web Application Training - developer-based, application overview training.	42.75%
Web Design Training (Classroom/Virtual) - HTML, XHTML, CSS and web design better practices, web layout, forms, meta content, navigation, etc.	42.75%
Web Productivity & Collaboration Tools - resources that assist with improving time management and productivity enhancement.	42.75%
Web Productivity / Collaboration Tools Training - tools training for developing websites and building collaboration.	42.75%
Web-based Training Development - development of educational and/or outreach material to be delivered over the web.	42.75%
Web-Based Training Maintenance - general monitoring, repairs, backups, etc.	42.75%
Web-Based Training Support - phone, email and web form support for online training modules	42.75%
Web-Based Tool Training (Classroom/Virtual) - includes Captivate, Lectora, Articulate and other productivity tools.	42.75%
Other Maintenance, Training & Support - general monitoring, repairs, backups, etc., web application and training and support.	42.75%
TURNKEY SOLUTION	
MicroAssist will provide turnkey solutions based on the Customer's unique requirements, which will vary in size, scope and duration. MicroAssist will assess the Customer's project and provide a total solution based on the Customer's requirements. Below are examples, and actual projects will vary.	
CMS Website - includes proposed solution, development, installation, configuration, design of up to 5 template pages, and content population for up to 30 pages for an open source CMS (This does not include any custom work unless stated).	23.75%
Creation of the custom Moodle LMS. This includes theme development and branding, accessibility testing of LMS, sixteen (16) hours of LMS administration training for up to five (5) administrators, sandbox site identical to production site but only supports 25 concurrent users max, custom administrative capabilities using web services (single sign-on capability using token authentication, ability to add, update, delete [or mark inactive] users, ability to update end user's file, ability to pull completed course information), and native Moodle reports.	23.75%
Maintenance, Support & Hosting of LMS for one (1) year. Provides for an average demand of 400 simultaneous connections in a 50 hour work week, Provides for a peak demand of 2,000 simultaneous connections up to 40 hours per month, Eight (8) hours/month of Tier 3 Support for one (1) year, Additional capacity in excess of peak demand is available at a rate of \$20.00/hour in blocks of up to 400 concurrent users.	23.75%
Shopping Cart Module: Kickoff / Project Plan (Proposed Solution, Project Plan, Communication Plan), Authentication Module (Web service, Core System Installation, 3 custom reports), Shopping Cart (Web service, Product Type Workflows, Payment Notification, Payment Acknowledgement Workflow, Shopping Cart User Interface), Special Module(s) (Web service, Module Workflows, Module User Interface), Texas.gov Payment Option Workflow (Texas.gov payment authorization and configuration with common checkout, Texas.gov payment file nightly processing, Comptroller payment file nightly processing), QA Reviews: MicroAssist Accessibility Review based on TAC 206/213 and WCAG and Platform Review Matrix (MicroAssist Accessibility Report), and Launch (Live Website).	23.75%
Custom Web Development - based on Customers specific requirements.	23.75%
CMS Basic Development	23.75%
CMS Extended Development	23.75%
CMS Custom Development	23.75%
LMS Basic Development	23.75%
LMS Extended Development	23.75%

LMS Custom Development	23.75%
Other	23.75%
OPTIONAL SERVICES	
Other	23.75%
Managed Services	23.75%
Cost Recovery - web projects that may reduce agency risk and overhead expenses through service charges	23.75%
Other services as may apply to web technologies and managed services.	23.75%