

CLARITY CREATE Sales Proposal

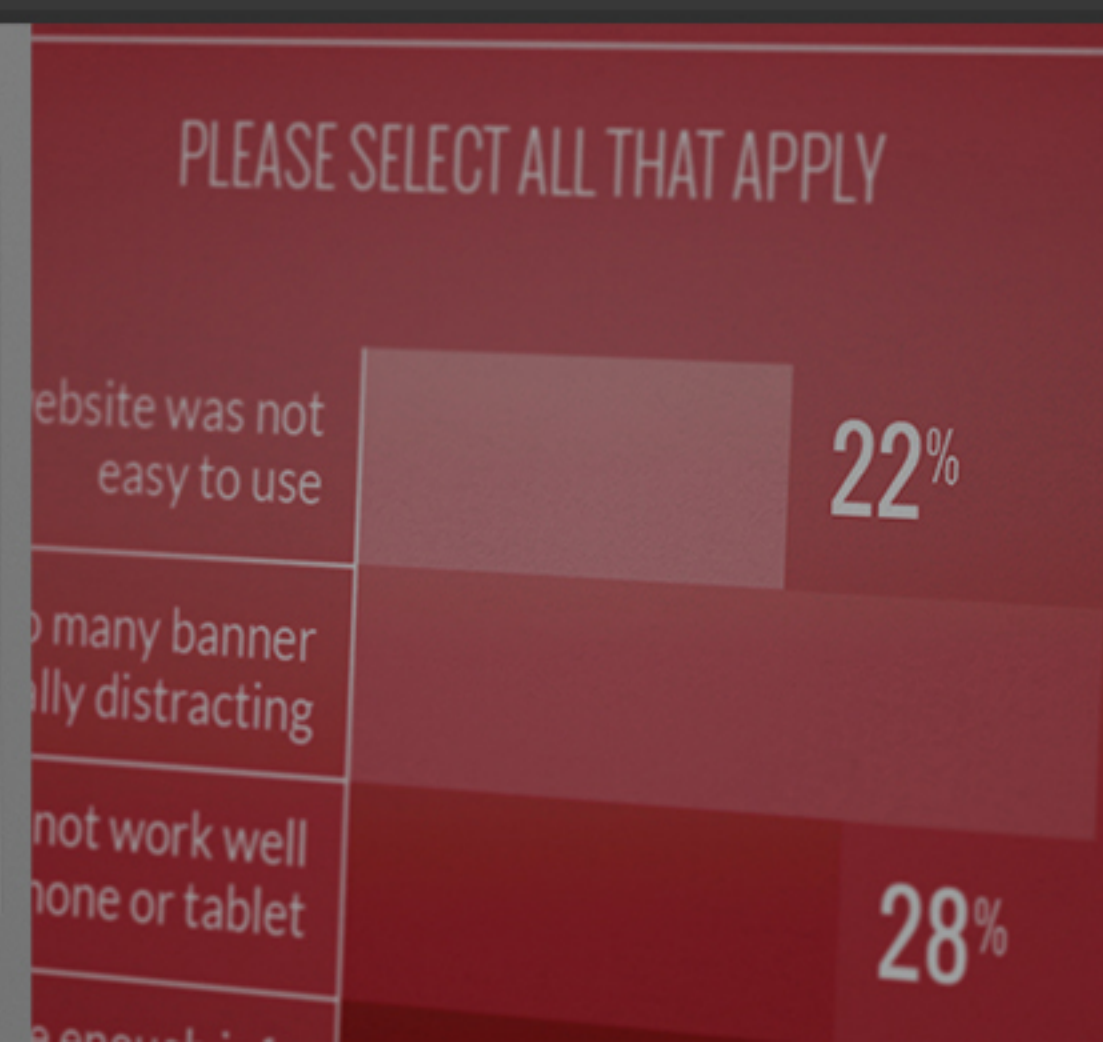


TABLE OF CONTENTS



Prepared for Williamson County ITS

PROPOSAL LINE ITEMS

DNN Website Development / Support Services

Clarity DNN Development Experience

TASKS AND TIME ESTIMATES

SERVICE ITEM	ESTIMATE		DESCRIPTION
	Hours	Cost	
Website Development / Support Services			
 Design Support Services			
DNN Website Maintenance & Support Services	80	\$14,000	<p>Clarity will provide Williamson County DNN content management system related support for County's website(s), including but not limited to troubleshooting, configuration, updating, optimization, development, administration and training.</p> <p>Examples of services could include the following:</p> <ul style="list-style-type: none">• Troubleshoot website issues• Optimize DNN website to ensure stable environment• Setup development environment for offline changes• Update software and modules as needed• Develop/implement web pages as requested• Configure/administer DNN website(s) as required
 SUMMARY			
Total	80	\$14,000	ⁱ Pricing assumes post-pay rates
<p>NOTES:</p> <p>Clarity has two payment rates, depending on client's preferred payment method of either our Pre-payment or Post-payment models. Our Pre-pay model, which is a purchase of hours prior to work, offers a preferred client discount on our rates of \$125/hour for front-end, design services, etc. and \$150/hour for back-end, custom development, database, integration services, etc. The Post-pay model offers our standard billing rates of \$150/hour, \$175/hour respectively. The post-pay model is when payment is made after work has been done and is invoiced by Clarity every 30 days for work completed on NET 30 terms.</p>			



DNN Development

Certified and over 1,000 DNN Portals Launched

Why Clarity?



14+

YEARS IN
BUSINESS



20+

INDUSTRIES
SERVED



1300+

SITES & APPS
LAUNCHED



650+

WORLDWIDE
CLIENTS



Billion\$

IN ECOMMERCE
TRANSACTIONS



3000+

APPLICATION
INTEGRATIONS



Clarity DNN Expertise

- DNN Certified Experts
- DNN Performance & Security
- DNN responsive skin design
- DNN custom module development
- DNN portal development
- DNN maintenance & upgrades
- DNN multilingual, global
- DNN UI/UX, mobile, wireframing
- DNN marketing (SEO, CRO, content strategy, analytics, personalization...)
- DNN HIPAA compliance
- DNN integrations
- DNN eCommerce solutions
- DNN training & specialized training
- DNN industry-specific (i.e. member directories, doctor-patient, LMS, online eCommerce, Manf. & Dist...)



Common DNN Deliverables

Here are a few common items we produce for our DNN clients:

- DNN Performance Guide
- DNN SEO Audit & Digital Marketing Guide
- DNN Liquid Content Best Practices
- DNN Module Recommendations Guide
- DNN Hardening and Security Guide
- DNN Theme and Skinning Guide
- DNN Upgrade Guide



What is DNN?



- DNN (formally named DotNetNuke) is one of the best open source Content Management Systems (CMS)
- DNN Platform version is a free open source CMS
- DNN Evoq (Basic, Content, Engage) are licensed, with additional features
- Over 750,000 organizations worldwide have built websites on DNN
- The DNN Platform is built on the .NET framework and is designed to be easy to use, without requiring extensive programming knowledge.



Why use DNN?



- Security – NASA, DoD, many others perform penetration tests monthly to ensure it's secure.
- .NET-based platform allows for developers to customize and extend the platform for all sizes of companies, small to Enterprise.
- Flexibility – the UI/UX allows content writers to easily write and produce content, even optimizing for SEO, while the Admin UI provides webmasters with access to incredible control.
- Extensibility – there are over 25,000 3rd party modules to add features and capabilities to your website.



Why use DNN? <cont.>

- High Performance – DNN is built for performance. Whether a single portal or dozens of portals, the infrastructure delivers.
- Granular Access Control – Built into the platform is a very easy-to-use permissions model that allows you to dynamically serve up content to who you want, when you want.
- Mobile Delivery – Out-of-the-box mobile responsive development and skins ensure all users, no matter the device, are taken care of.
- Global Enablement – Depending on marketing needs, DNN can deliver multilingual, multi-currency, international shipping...

DNN vs. WordPress



- DNN is much more secure than WordPress
- Some say that WordPress is easier to use than DNN. However, this is really not the case
- The admin panel for DNN is built into the site with on page editing and drag and drop capabilities so its good for quick editing.
- WordPress does not offer implementation for .NET whereas DNN is the most widely adopted CMS for Microsoft .NET.
- WordPress was originally developed as a blog platform and was never intended to be a CMS, therefore does not include all the features you would find in a proper CMS out-of-the-box (requires many plug-ins).



DNN vs. Joomla



- Joomla lacks some of the core functionality of DNN but does compensate for this by being highly customize with plug-ins available to bridge the core functionality gap.
- There are a large number of templates available for Joomla, however many of these templates use very similar layouts and this can result in sites looking similar. The 'skinning' feature in DNN separates content from design so, for building truly unique websites, DNN is superior.
- Again, DNN is easier to use with its in-page editing allowing quick and staged updates. Joomla admin UI is less user friendly and, like WordPress, you have to log in to a separate area of the site to make content changes.



DNN vs. Drupal



- Drupal and DNN are both open source and free. Unlike DNN, there is no commercial version of Drupal and as such there is no direct support from Drupal. Support for Drupal would come from third party developers, which may not prove to be 100% reliable. DNN has both community support and support directly from DNN Corp.
- Another key difference is that Drupal is PHP based and runs mainly on Linux (also mostly open source) whereas DNN operates on the .NET framework and therefore benefits from the support, security and regular updates of Windows. In our opinion, DNN is a better bet for your business website than Drupal for support and security.



Case Studies

A Few of Our DNN Projects Broken Down

SAN DIEGO INTL. AIRPORT

www.san.org

THE CLIENT

Serving over 20 Million travellers annually, San Diego Airport's website is busy! They were already on DNN, but were looking to improve the site to a new responsive design, integrated with all their 3rd party tools, maps and more. They were looking for an experience that more than serviced people checking on the status of their flights, they wanted to be able to provide a better experience for those spending time in the airport terminals as well (where to eat, park, nap, etc.).

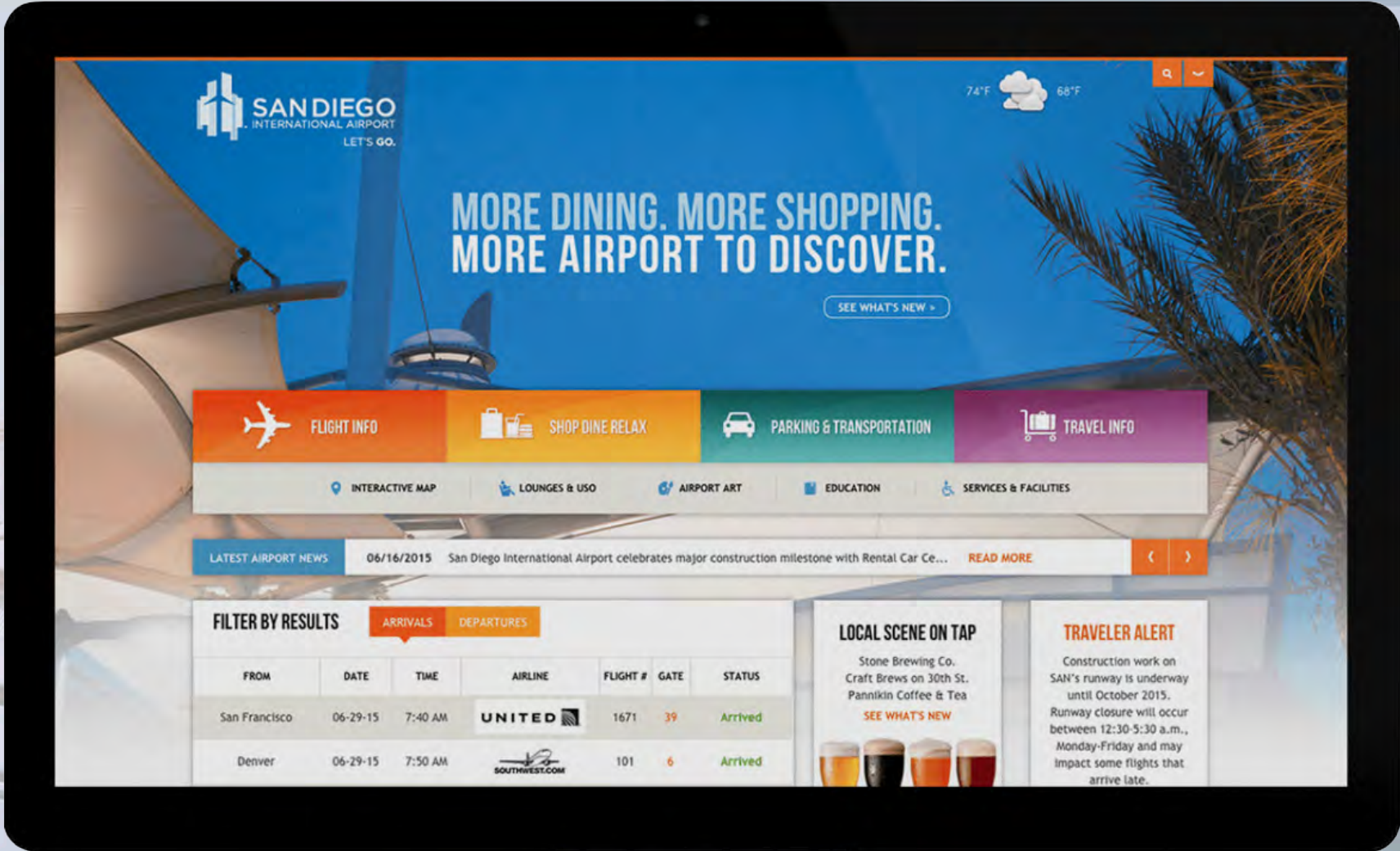
EXISTING PROBLEMS

San Diego Airport needed a website that could meet the needs of nearly 20 million passengers each year, before, during and after travelling. This meant providing the ability to find and check flights, rental cars, maps to terminal resources like bathrooms, restaurants, artwork, parking, rental cars, shuttles, events and much more. The site also serves as their career portal hiring as many as 500 employees each year. A significant portion of the site visitors were on some type of mobile device, so bringing the site up to speed on technology was another big requirement.

OUR SOLUTIONS

Clarity started with DNN's Evoq Content platform. This .NET CMS provides a secure development platform needed for the many customizations that Clarity would need to write. Multiple integrations into their back-office ERP, databases and 3rd party tools, such as their interactive map and flight information were also needed. San Diego Airport had already been working with a vendor on the design, but needed a technology partner that could bring that design to life. Clarity built an incredibly robust mobile responsive template, menu and navigation, integrations, and a ton of UI/UX for the millions of site visitors.

6 MONTHS • MULTIPLE INTEGRATIONS • CUSTOM DEV



Custom DNN site w/ multiple integrations

SAN DIEGO AIRPORT <CONT.>

www.san.org

BENEFITS

Clarity first upgraded them to the latest version of DNN Evoq, giving them a secure CMS platform to manage the site. Next was to build out the mobile experience so no matter the platform, every user found what they needed. Tons of custom development was done to integrate flight data, restaurant and terminal information, parking and rental car booking data, artwork posted throughout the terminals, as well as a careers section. UI/UX was optimized through custom navigation to provide quick and easy access to thousands of pieces of information to the millions of visitors.

TECHNOLOGIES

The front-end CMS chosen was DNN's Evoq Content. HTML5, CSS3 and Modernizr was used to create the responsive template. Clarity Connect, JavaScript, JQuery, Telerik controls were all needed for various features and functionality, as well as a host of DNN modules, like XMod Pro, Easy DNN News, Rotator and Gallery.



LEON COUNTY GOVERNMENT

m.leoncountyfl.gov

THE CLIENT

Leon County Florida Government serves a population of 300,000 residents within the county. With seven commissioners, 63 public agency departments, and hundreds of government employees, they needed a mobile website that could handle the communication and services amongst their county for residents on their phones. Out for a walk and get bit by a dog, you can report the incident immediately on your phone..

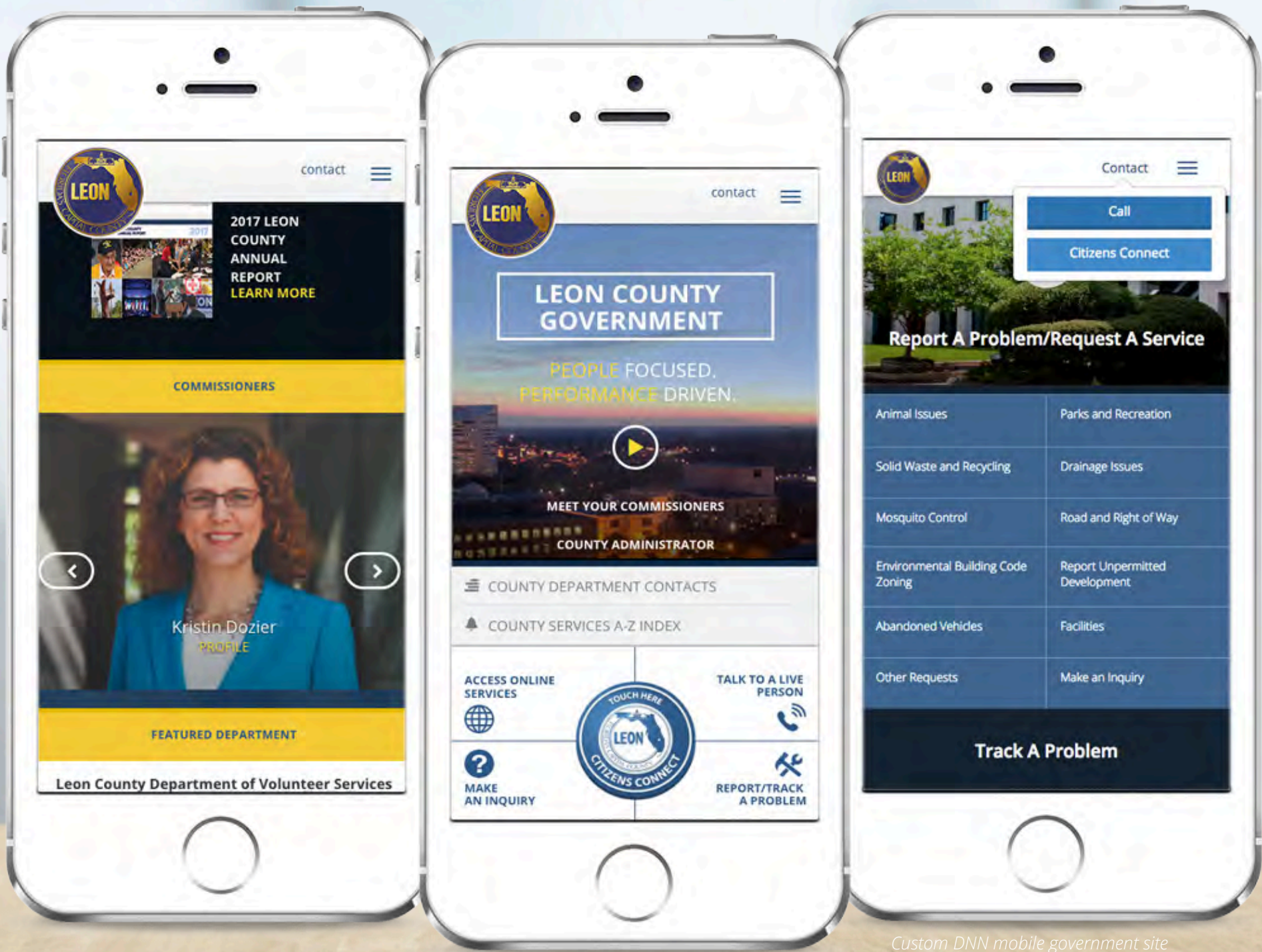
EXISTING PROBLEMS

Leon County had been working for years to finally get a website that could handle and service all of their needs. And although they finally built a site that worked, it had taken so long to build that it was on older technology that wasn't mobile responsive. That meant that it was unusable for nearly half of their visitors. So they approached Clarity and asked them to build a mobile site, providing that customized experience for mobile users.

OUR SOLUTIONS

Clarity, being a DNN partner and having built nearly 1,000 DNN websites, was perfect for the job. They worked with the county to match and improve on the design, so it flowed well with their branding guide, but introduced tons of new technologies and controls to make it easy to find what a user needed within the thousands of documents, departments, events, commissioners, as well as hundreds of customer service forms for reporting problems, taking notes on board meetings, voting for your commissioners and much more..

4 MONTHS • DESIGN • CALENDAR • DIRECTORY • HELPDESK



Custom DNN mobile government site

LEON COUNTY <CONT.>

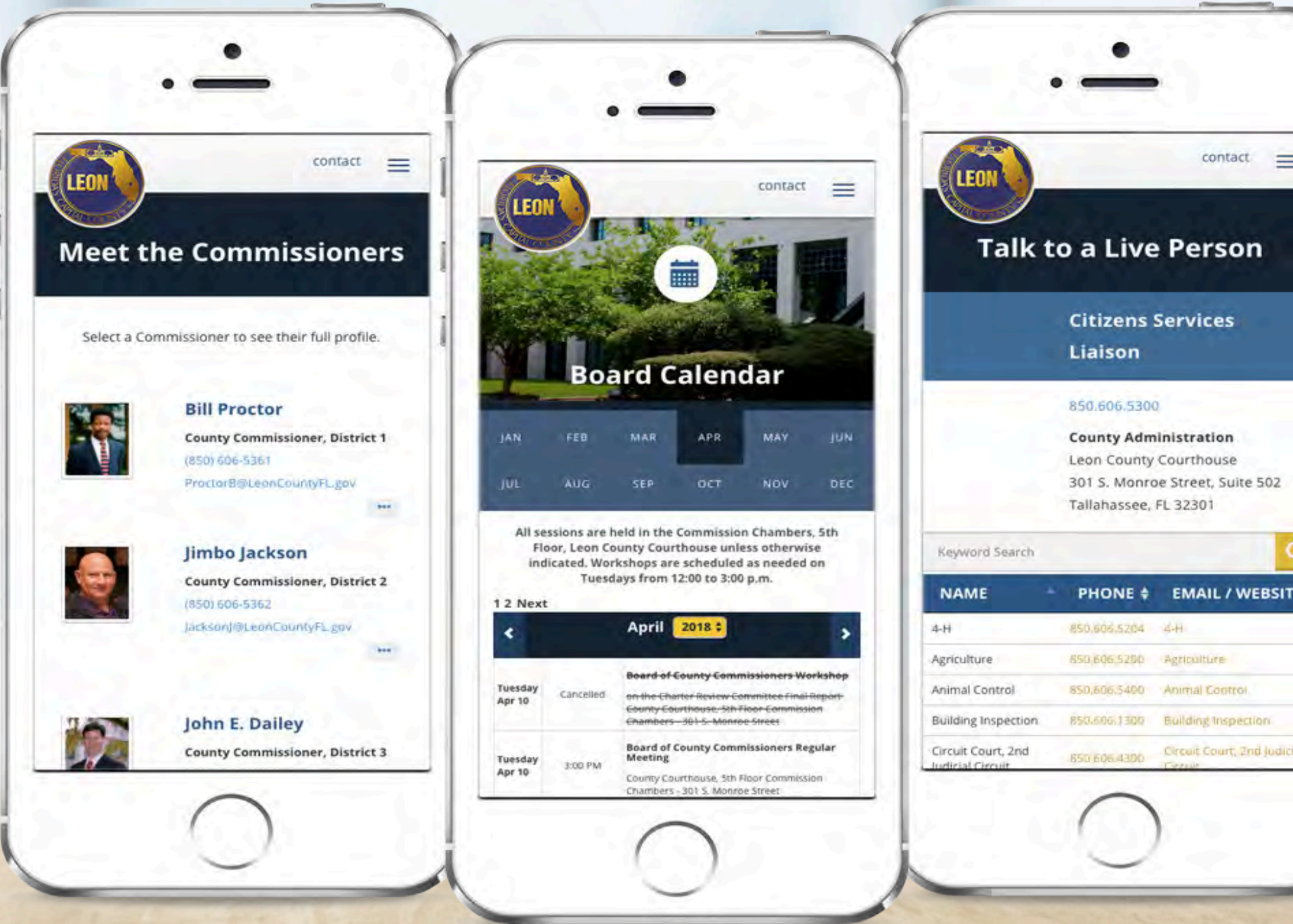
m.leoncountyfl.gov

BENEFITS

The county wanted to move pretty quickly, so Clarity went straight into design and discovery to document and solidify the exact technologies that would be used. We built the site within the client's 2-month timeline and was within the approved budget. The user navigation and controls are so good, that the site works better than their existing site. Users can now find anything they need, register noise complaints, waste pick up, and much more. Leon County was so happy that they came back to Clarity to build their Intranet site, serving their government employees.

TECHNOLOGIES

Clarity built the site on DNN Evoq platform. We used HTML5, CSS3, Modernizr, JQuery, JavaScript and Telerik controls for the mobile site, responsive capabilities, and various functions, like the calendar, inquiry forms, etc.



TILLAMOOK COUNTY LIBRARY

www.tillabook.org

THE CLIENT

Up in Oregon, there's fun in the water and it's infectious! The Tillamook County Library is much more than books, they're a way of life, providing social events, online research materials, computer training classes, rental space for meetings, as well as everything a typical library provides. But it all started back in 1907, as a resolution to provide free public access to books, magazines and supplies. The initial investment was \$300 for all supplies and the librarian's salary. How far they've come in 100+ years!

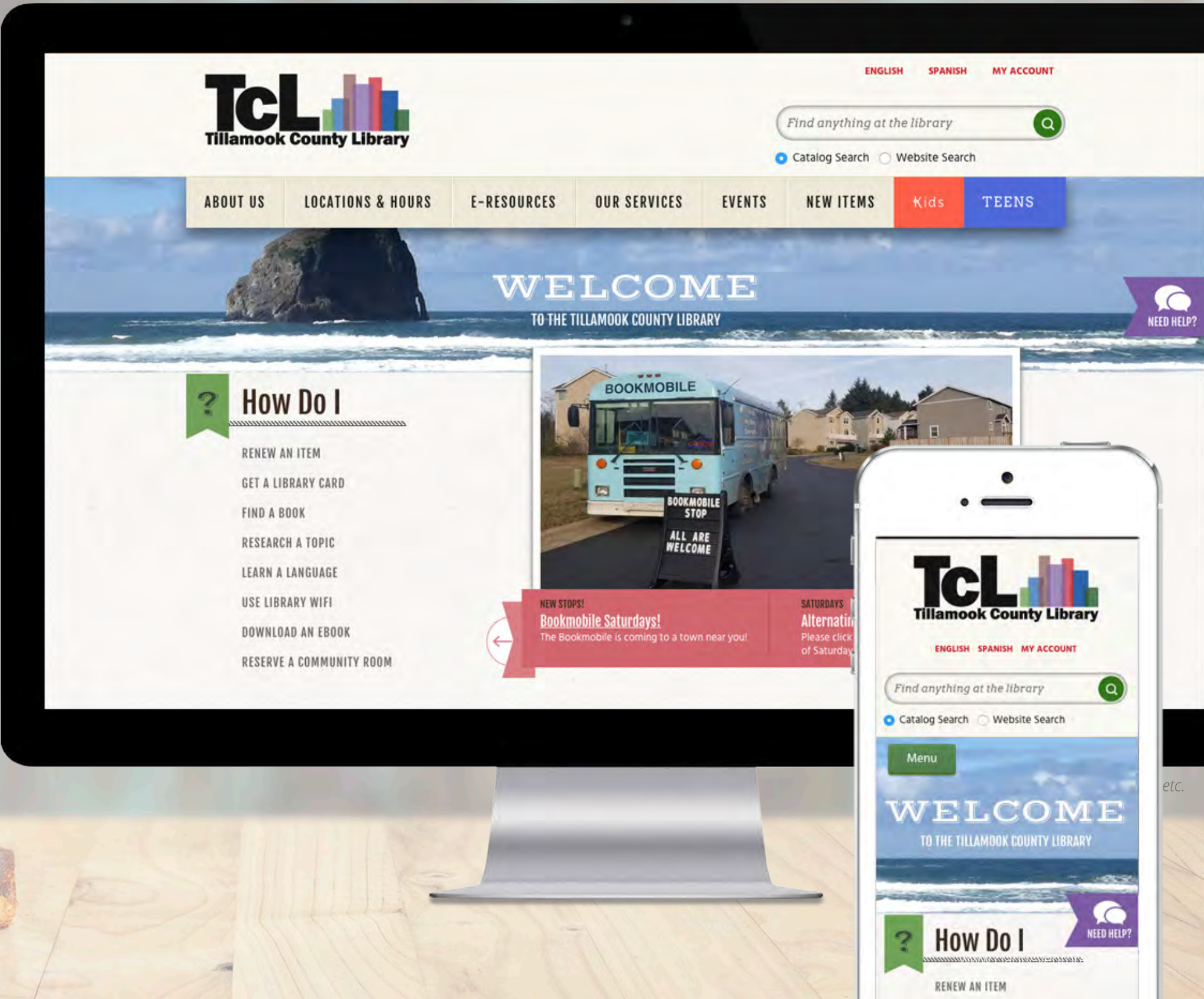
EXISTING PROBLEMS

With their explosive growth, came the problems of communicating to tens of thousands of people and organizing materials and events for them. They needed a website that could provide, manage and communicate everything to their large community. They also have roughly 50% of their community accessing their site from tablets and phones, in both English and Spanish. They also have multiple libraries and a book mobile that travels around and they needed a place where everyone could easily find and get directions to any of them.

OUR SOLUTIONS

Clarity first had to come up with a design that was welcoming to the young and old alike. From there, we built a custom template that is mobile responsive so that desktops and mobile devices all have the same access and great experience. The site needed to provide extensive event marketing and registration, sign-ups for library cards, their book/magazine catalog (custom categorization and search capabilities), locations and hours of service, provide registration of classes and spaces, and specialized areas for the kids and teens so everyone has their own unique experience.

3 MONTHS • DESIGN • MULTI-LINGUAL • CUSTOM UI / UX



TILLAMOOK COUNTY <CONT.>

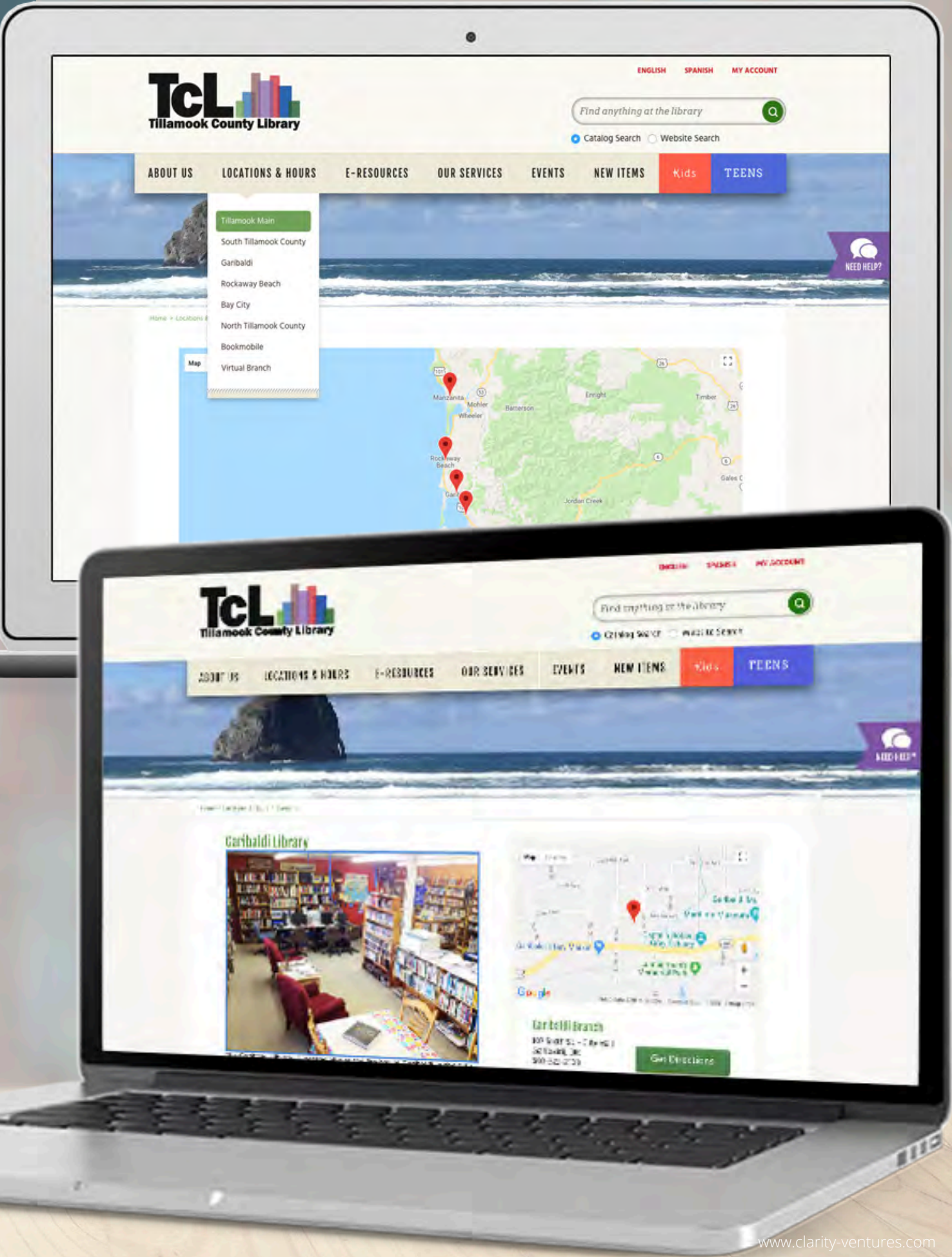
www.tillabook.org

BENEFITS

The community now has a customized multi-lingual website, that provides unique experiences for kids, teens, parents, as well as the whole community. The site showcases all of their community events, and gives the community access to computer classes, library resources, class and meeting rooms, no matter if their at home on their computer, or mom's on her phone at the park looking for a yoga class. Anyone can sign up on the site for his or her library card, search for and reserve books ahead of time, so they know it will be in when they get there, and with the addition of live chat, they can ask questions of the librarian from anywhere.

TECHNOLOGIES

Clarity start with DNN's Evoq platform as the CMS, building a custom mobile responsive template using HTML5 and CSS3. Modernizr was used so that the site's CSS could respond to browser behavior. JavaScript and jQuery were both developed to achieve particular site functions such as the custom menu. DNN modules, both 3rd party and custom, were used for events, registration forms, Live Chat and much more.



HIGHLANDS RANCH ASSOC.

www.hrcaonline.org

THE CLIENT

The Highlands Ranch Community Association (HRCA) is a nationally award-winning nonprofit organization for 30,551 home owners in Highlands Ranch. The HRCA maintains four state-of-the-art recreation centers, provides architectural control and covenant enforcement, programs fitness, sports and educational opportunities, manages the Backcountry Wilderness Area, and hosts over 100 community events annually.

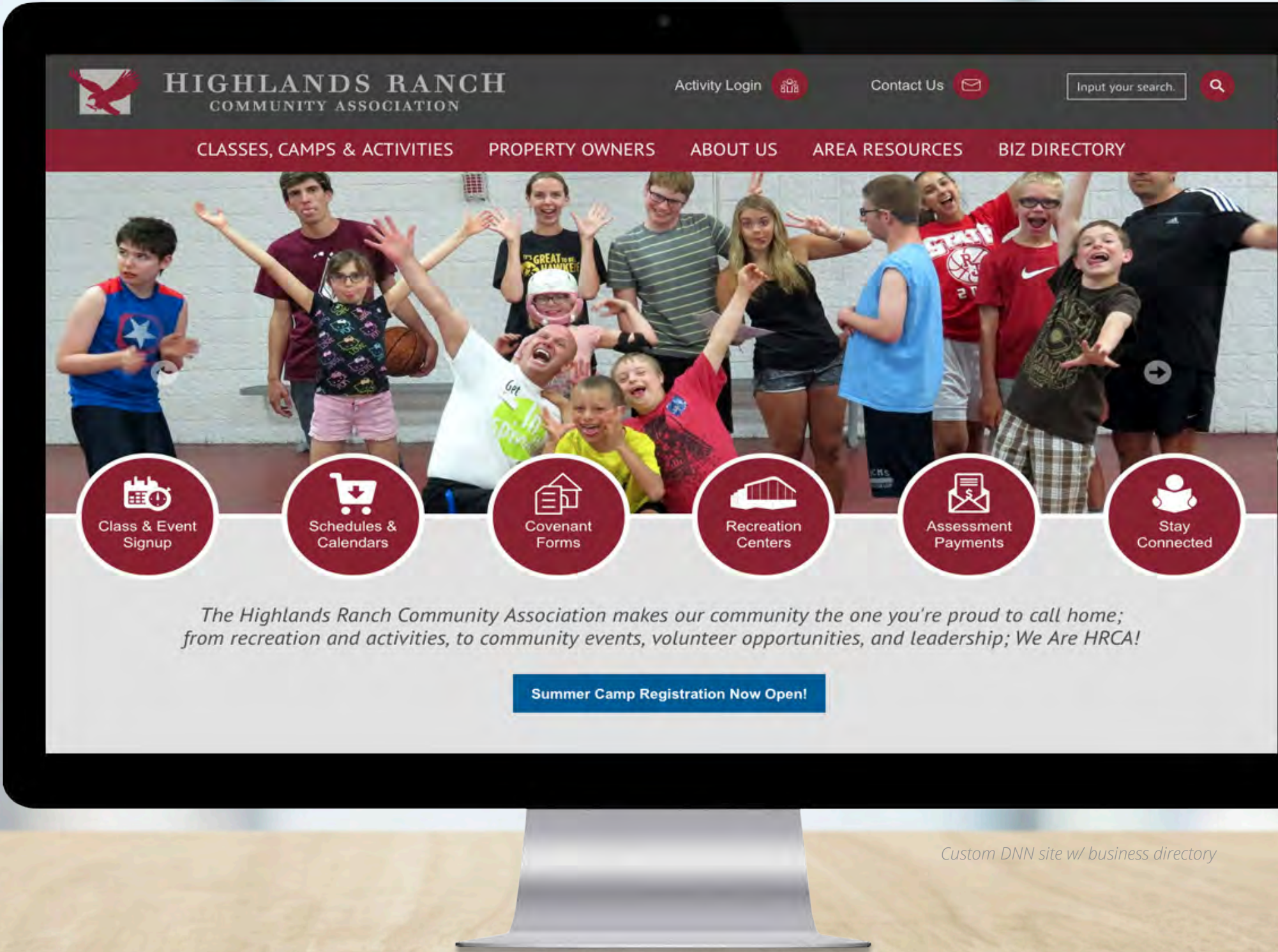
EXISTING PROBLEMS

The sheer size of their organization, the number of events, classes and more was more than their website could handle. They also wanted to provide multiple online directories. One for their staff, which includes emergency numbers to the local police and fire departments, and another directory for service providers, which ranged from baby sitters, lawn services to painters, car repair and more. Finally, having an “online home” for all the families to participate, comment, upload pictures and more was important. They also did a lot of online advertizing for local businesses, so needed an integrated marketing platform to showcase and push sales.

OUR SOLUTIONS

Clarity first had to come up with a design that truly represented their community, and one that they could all be proud of. Next was to build that into a mobile responsive web template, as many of their users accessed the site via their phones. One of the biggest hurdles was to construct an intuitive mega menu to provide an intuitive navigation experience to the thousands of visitors looking among the thousands of pieces of information on the site. A significant investment was made in the UX (user experience), to help invoke excitement and invoke the desire to come back to the site often as new and fun things are being posted every day. Finally, Clarity built a marketing platform so the staff could sell advertizing space and manage their ads.

4 MONTHS • DESIGN • BILL PAY • DIRECTORY • EVENTS



Custom DNN site w/ business directory

HIGHLANDS RANCH <CONT.>

www.hrcaonline.org

BENEFITS

With over 100,000 unique visitors every month, HRCA needed a site that matched their award-winning community. The site is an amazing collection of technology and design, providing an easy-to-use and intuitive navigation menu to thousands of events, galleries, providers, vendors and much, much more. The platform upgrade provided the staff with a more easily managed platform as they were making updates to the site every day. Additional technologies were implemented so members could sign up for BBQ pits, bands, rooms in the club house, etc. which improved the user's experience and reduced the workload of the staff. The addition of a customized marketing platform made it easy for staff to sell and swap ad space.

TECHNOLOGIES

Clarity started by using the latest version of DNN's Evoq CMS. Telerik Controls were utilized in order to improve the development process of the ASP.Net platform. Modernizr was used so that the site's CSS could respond to browser behavior. JavaScript and jQuery were both developed to achieve particular site functions, DNN News, Rotator and Gallery modules were used for the blog, galleries and events. NAVXP was used to create both the desktop and mobile mega menus..



LDR (ZIMMER BIOMET)

www.cervicaldisc.com

THE CLIENT

LDR Medical is a prominent leader in spine surgical products worldwide. Their previous website was holding the company back in a few key areas, including global organization of product information and user experience via visitor flow and design. LDR asked Clarity to revamp its entire online presence from portal structure to multi-language capabilities to a new design to custom modules that show off the company's wide product range. LDR submitted the Clarity site for the 2014 Aster Awards, which allow healthcare and medical companies and marketing agencies to compete for marketing excellence awards globally. This was LDR's first submission and the Clarity-designed and built site won a global Silver Award. Congratulations LDR! We're excited to be a part of your success. This was just the first of three awards the site won.

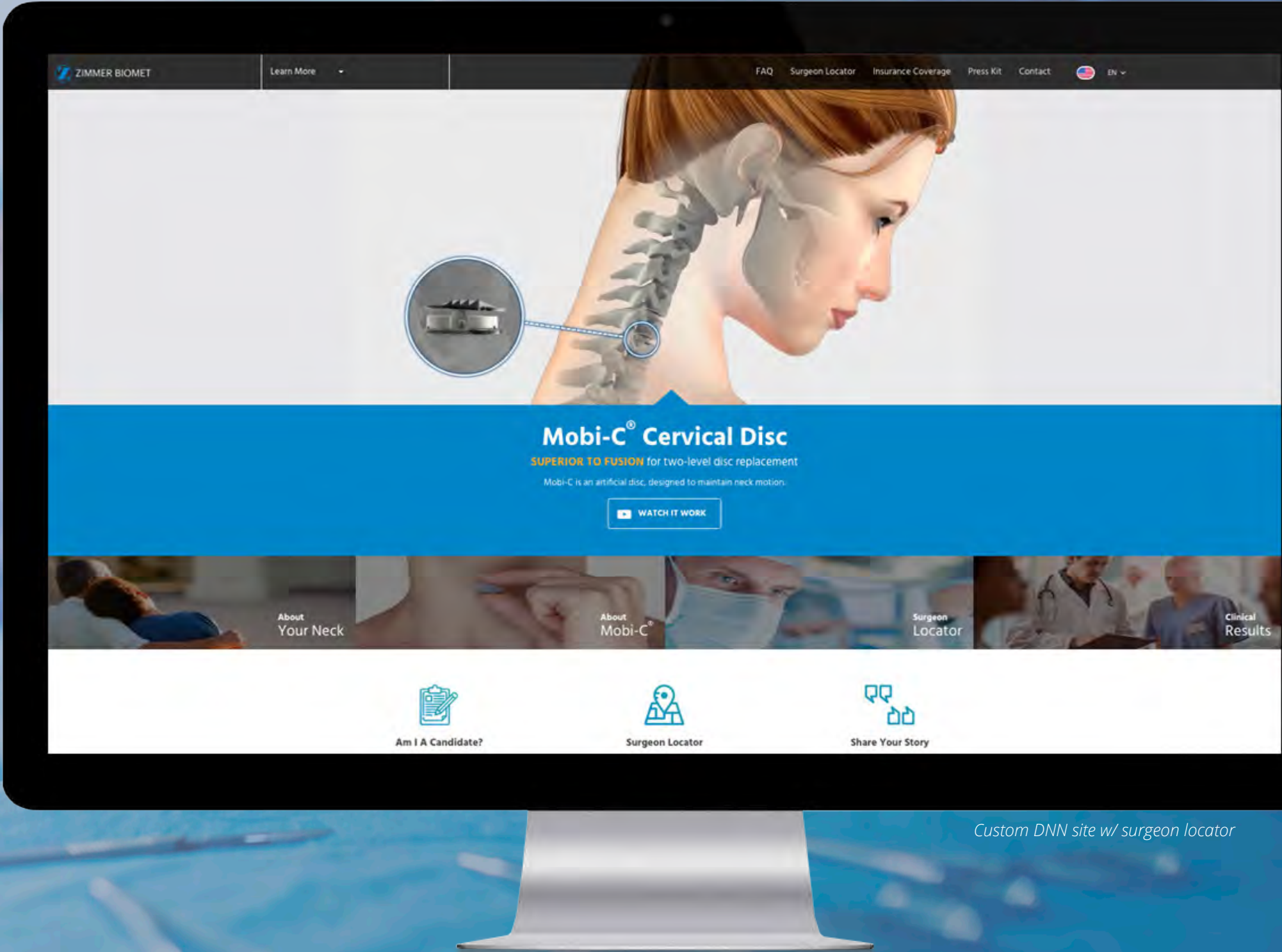
EXISTING PROBLEMS

LDR is a global medical device manufacturing company, founded in France many years ago. Clarity has been working with them for years and has built 7 websites, with 6 unique languages (Each country has it's own "FDA" so each website has a unique set of devices approved). When their new Mobi C product was approved in the states, they needed a user experience that they could easily market that wouldn't get lost within their global product portfolio.

OUR SOLUTIONS

To help with marketing, Clarity did an SEO competitive analysis and found that Cervicaldisc.com was available so they purchased it. This allowed the team to circle their marketing efforts (branding, SEO, digital and print marketing, unique messaging) around the actual device. This lead to a very clean marketing campaign with high keyword visibility. Clarity then built a user-friendly mobile responsive website with a completely different design and experience from their website. We then went back and added a mobile portal to handle the large percentage of mobile users in the medical field.

4 MONTHS • DESIGN • SURGEON LOCATOR • CUSTOM UI / UX



Custom DNN site w/ surgeon locator

ZIMMER BIOMET <CONT.>

www.cervicaldisc.com

BENEFITS

The first benefit is the flexibility to market the site. As described above, having a unique product site, makes it easy to track all visitors, conversions, and marketing expenses directly to the efforts for that product. From a website perspective, 1/2 of the audience the client is trying to market to with the site is different than their visitors to their corporate site. So Clarity built a completely different UX designed just for this new group. Graphics, videos, wizards, forms and everything was completely tailored to this new potential consumer of their product. Another secondary UX was designed for the surgeons that would use this device for their patients. So their's a login, with additional access to unique information for this group. Finally, since more than 1/2 of their audience visits the site from a mobile device, instead of just making the site responsive, which Clarity did, for the mobile phones that can't gain the full wizard experience designed on the site, we created a mobile site just for them.

TECHNOLOGIES

This website was built using DNN Evoq Content on ASP.Net and MSSQL. Telerik Controls were utilized in order to improve the development process of the ASP.Net platform. Modernizr was used so that the site's CSS could respond to browser behavior. JavaScript and jQuery were both developed to achieve particular site functions. HTML5 and CSS3 gave us the custom control for the responsive and mobile sites and unique menus.



MECHANICS BANK

www.mechanicsbank.com

THE CLIENT

In a vacant store front near the corner of 3rd and Macdonald Avenue, a small bank opened its doors in 1905. Soon after, that bank would take on a name based on its association with the workers of Richmond's two largest employers at the time, Standard Oil and the Santa Fe Railroad. Under the leadership of local businessman and banker E.M. Downer, it would not only survive the Great Depression and two world wars, but it would also grow and prosper in step with the Bay Area, serving the needs of local businesses and families. Now, more than a century later, that bank – Mechanics Bank – continues the legacy of commitment based on one man's principles of building lasting relationships, enriching local lives and local communities, driving local economic growth and exceeding client's expectations every day.

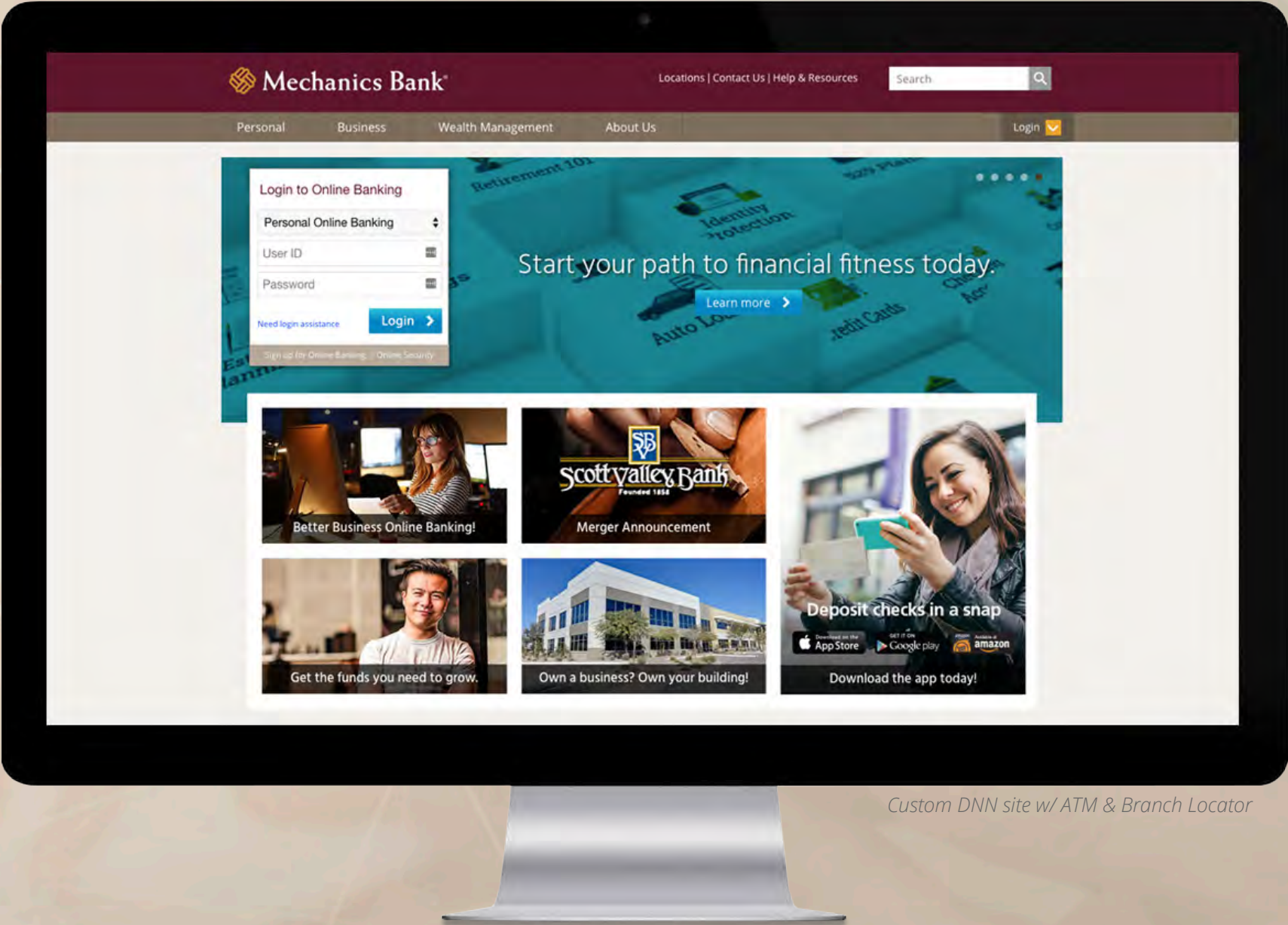
EXISTING PROBLEMS

Although their banking practices were top notch, their online banking practices weren't up to par with them. They needed a fresh and easy to use design, mobile responsive for their mobile customers, with the ability to provide mobile banking services, ATM and Branch locator, loan applications, account status, and all the banking services you'd expect to have to drive to the bank for.

OUR SOLUTIONS

Clarity started with professional design, using elements from their company's history and branding. Then a clean and powerful mega menu was constructed, making it easy to find what you're looking for. A powerful search engine, tons of information pages, clean navigation, integration with an ATM/Branch locator API, company BIOs and history and much more provide a clean mobile responsive experience for their customers.

3 MONTHS • DESIGN • INTEGRATION • CUSTOM DEV



Custom DNN site w/ ATM & Branch Locator

MECHANICS BANK <CONT.>

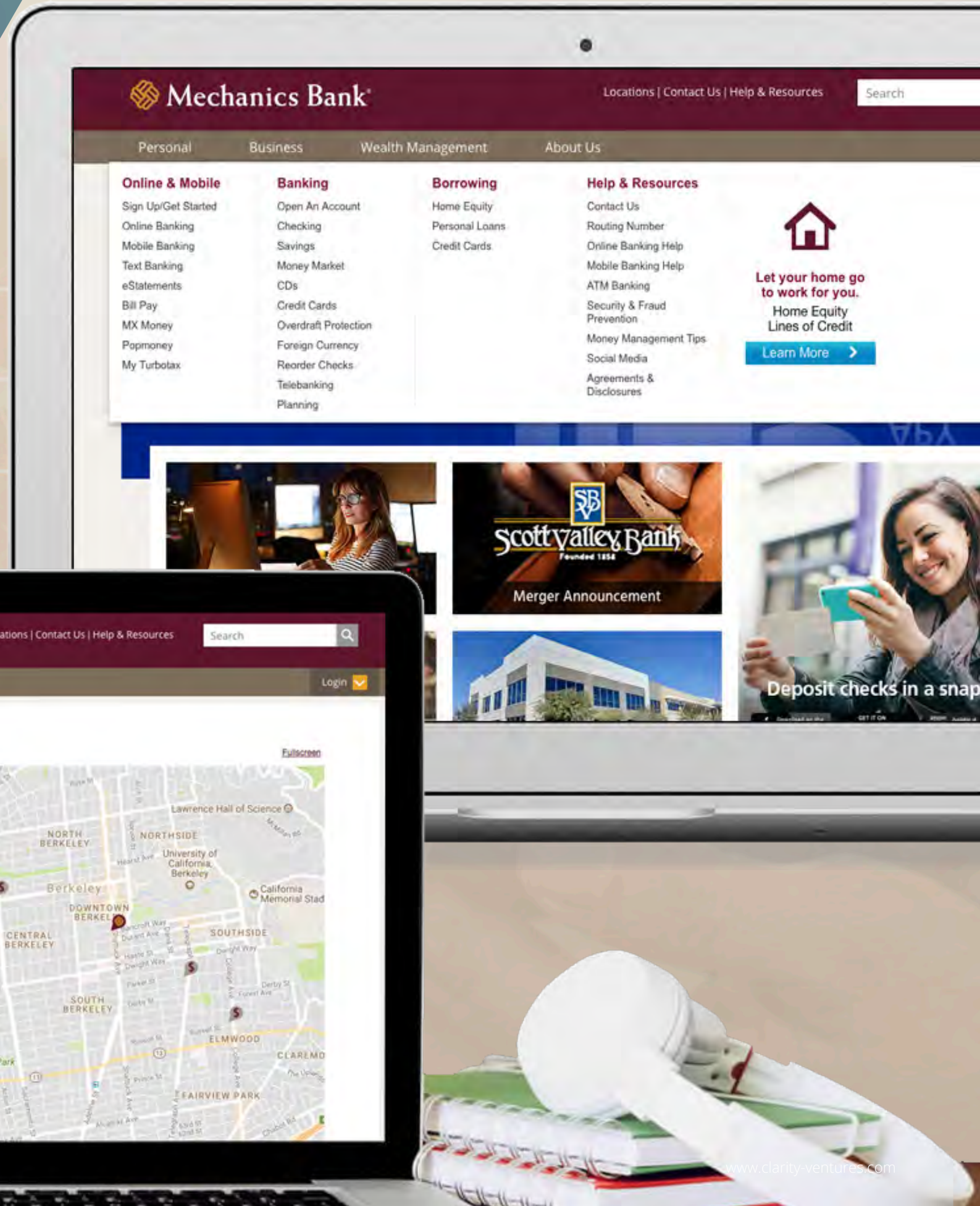
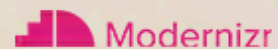
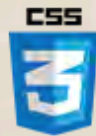
www.mechanicsbank.com

BENEFITS

This client was in need of a targeted eCommerce solution that was HIPAA compliant, integrated with a custom international ERP system, and handled custom payment types including credit card, insurance, Medicare and Medicaid. It needed to be easy to use for their older customers, and they wanted it quickly.

TECHNOLOGIES

Clarity spun up an Agile project, with teams simultaneously working with a design company (Easel Solutions), on the front-end UI elements and on the back-office integration and eCommerce components. Working closely with the client and partner, we were able to hit their short deadline, as well as integrate with an international ERP that we'd never seen before. We created an easy-to-use interface for their visitors, which included navigation in light and dark contrasting colors, in all capital letters, product detail pages with the price and checkout button oversized and clearly marked to make the process clear for the user.



HANDIMEDICAL SUPPLY

www.handimedical.com

THE CLIENT

A design firm approached Clarity as a partner to build a custom solution that they had designed for a client. Clarity used their eCommerce and Integration platforms and built an online store, re-ordering portal with a native real-time integration with the client's ERP back-office system, improving user experience, increased sales and big reduction in administration.

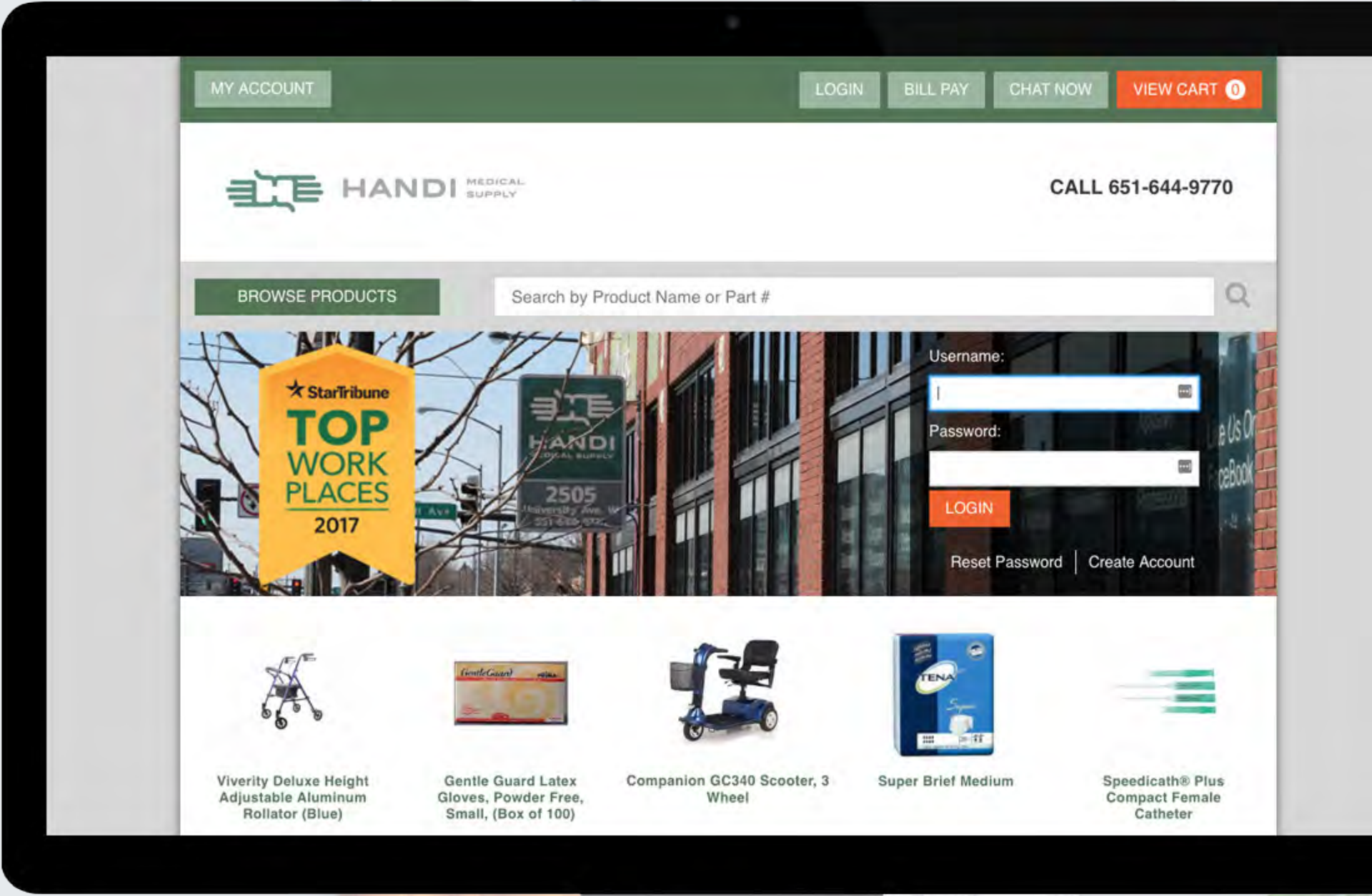
EXISTING PROBLEMS

A design firm, specializing in Medical websites had been contracted by Handimedical to design them a website specifically suited for an older crowd. This meant section 508 compliance, cleaner design, specialized page templates, layouts and removing all clutter. The only problem was that they needed a partner that could handle not only building the site they designed, but could implement an eCommerce solution and integrate it with the client's back-office ERP system, and be HIPAA compliant. To add a little spice to the project, the medical ERP was out of the Phillipines, which posed some unique issues during development. The checkout cart was highly customized to handle insurance payments, including Medicare and Medicaid.

OUR SOLUTIONS

Clarity used their eCommerce platform, Clarity eCommerce™, and built out the store. They added in extra controls for grid and list views to remove clutter, added Section 508 tags and descriptions, created a custom UI so the end users could search and retrieve all past orders, both for making re-ordering easier, but because many of the clients needed their medical expenses for their taxes. Clarity Connect™ was used to do their custom real-time integration with their back-office ERP system and we topped it off linking to all their social accounts.

5 MONTHS • INTEGRATION • HIPAA COMPLIANCE • ECOMMERCE



Custom DNN Franchise Network

HANDIMEDICAL <CONT.>

www.handimedical.com

BENEFITS

From day one of launching the new site, the client said that their users were extremely happy with the usability of the new product catalog. They said that the checkout process with dramatically simplified, but they were most happy about the ability to search and find any past order and use it to automatically re-load the cart with the same items, adjust the quantity and re-order. The client said the back-end administration and reporting reduced the management of their system by more than 100%, specifically citing the improved automation with the HIPAA-compliant ERP integration.

TECHNOLOGIES

Clarity eCommerce™ for the eCommerce platform. Clarity Connect™ for the shipping, sales tax and Tim's ERP integrations. Microsoft ASP.Net for custom e-commerce development. Microsoft SQL Server for scalability and performance. DNN Content Management System for enterprise level CMS. Certified search engine optimization to deliver top SEO results. Angular and Telerik controls to make usability faster and cleaner.

