

200898



CherryRoad Technologies Inc.
301 Gibraltar Drive, Suite 2C
Morris Plains, NJ 07950
Phone: 973-402-7802
Fax: 973-402-7808
www.cherryroad.com



Proposal for Public Comment Services for the City of Gainesville, Florida

RFP #CCLK-210011-MS

January 6, 2021

Original



a) Table of Contents

- a) Table of Contents1
- b) Technical Proposals.....2
- c) Price Proposal3
- d) Qualifications.....4
 - Minimum Requirements4
 - General Requirements5
- Appendix A – Required Documents.....7**
 - Minimum Qualifications8
 - Statement of Qualifications8
 - Exceptions.....8
 - Specific Exceptions to RFP:8
 - Investigation of Alleged Wrongdoings, Litigation/Settlements/Fines/Penalties10
- Appendix B – CherryRoad Overview11**
 - CherryRoad Cloud Services.....12
 - Organization and Corporate Direction.....13
 - Steady Growth.....14
 - Office Locations15
 - Best Diversity Company Award Winner15
 - History of Delivering Solutions15
 - Our Understanding of and Commitment to the Public Sector15
 - High Client Satisfaction Rate.....17



b) Technical Proposals

The technical proposal is a narrative which addresses the scope of work, the proposed approach to the work, the schedule of the work, and any other information called for by the RFP which the bidder deems relevant.

CherryRoad developed *MYDIGITAL Town Hall* in direct response to our clients' needs for a transparent, safe, and reliable meeting platform in the face of Covid-19 challenges. Federal, State, and Local governments determined to rapidly respond to Covid-19 realized the need to shift public enabled meetings from a face-to-face format to a remote/virtual format. This shift, however, did not minimize the need to deliver citizen engagement and transparency. Covid-19 accelerated the need for virtual meeting tools and platforms, as well as protocols for social safety and secure remote access.

Many organizations desiring immediate remedies to overcome this new and unique requirement, implemented short-term solutions, but quickly learned that many of the tools and platforms they leaned on were built to augment face-to-face meeting events; they simply were not designed for sustainable long-term platform type use. The deficiencies of these toolsets quickly became evident and all stakeholders demanded better service.

Most meeting management solutions provide a wide range of functionality, but they fall short in areas such as moderator capabilities, citizen participation, native video conferencing capabilities, and other features that participants wanted. Consequently, the result was that most organizations required multiple tools and platforms to accomplish virtually, everything that used to be accomplished in physical meetings. During this rapid learning curve, CherryRoad clients turned to us for answers to meet not only their immediate needs but fit with their 'Cloud First' long-term strategy as well.

In response to client requests for a better platform, CherryRoad developed a robust meeting management platform that incorporates critical capabilities that span the user base of legislative bodies, council meetings, and boards, providing transparency, citizen engagement, and legislative continuity.

MYDIGITAL Town Hall directly addresses the unique environment of the public sector. Our solution underscores our deep knowledge of how work happens in governments and ensures seamless integration into other enterprise architectures and web environments. Our solution is a platform modernization that automates manual processes, captures content, comments, questions, and authenticates voting.

Our solution came to be at the behest of our customers who trusted us enough to ask if we could create a more integrated, simple to use platform to meet their post Covid-19 long term needs. We are proud of our reputation as a solutions vendor and pleased to present this solution to the City.

CherryRoad will run the platform, and as much of the meeting as the City desires. Every Client has a different requirement set and our solution is easily integrated into whatever platforms and process you wish to follow.

The solution includes fully managed Moderator service, and we will perform this service for the City up and to the point, (if ever), that you wish to perform the Moderator services yourself.



c) Price Proposal

The price proposal is a presentation of the bidder's total offering price including the estimated cost for providing each component of the required goods or services.

Bidders should indicate the dollar amount which will be attributed to each sub-contractor, if any.

If a prescribed format for the price proposal is appended, bidders must use it; otherwise, bidders may use formats of their choice.

Web Hosting Internet Service as Describe in the RFP - \$1,050 per month. For a total of 12,600 per year.



d) Qualifications

Minimum Requirements

The response to the minimum qualification requirements should address each of the qualifications set out in the section below. Bidders must provide documentation which demonstrates their ability to satisfy all of the minimum qualification requirements. Bidders who do not meet the minimum qualification requirements or who fail to provide supporting documentation will not be further considered. If a prescribed format, or required documentation for the response to minimum qualification requirements is stated below, bidders must use said format and supply said documentation.

- *Provide a technology solution capable of connecting with the City's broadcast system in two ways: via Zoom meeting platform and by dialing into a telephone line integrated into the City's broadcast equipment (one connection method to be used at a time). The vendor's proposal should describe the methods by which this integration will be accomplished.*

MYDIGITAL Town Hall will connect to the City's current platforms via API integration.

- *Provide a dedicated toll-free phone number that citizens may dial to share public comment directly with elected officials and/or board members during public meetings.*

Every meeting will have a toll-free number for dial-in access.

- *Provide an experienced moderator to facilitate communication among staff, public callers and meeting participants, including elected officials, before and during meetings.*

Our solution allows meeting organizers and/or moderators to determine how information flows to each stakeholder group, what they see and hear, and when they see and hear it. Our meeting solution includes both private and public meeting rooms to facilitate board discussions and/or side-bars, and the ability to move panelists from one meeting room type to the other. Our clients determine the set-up based on their unique transparency requirements and we tailor the solution to meet those needs.

- *Demonstrate capacity to answer, screen and manage a high volume of calls in an efficient and professional manner on multiple agenda items.*

Not everyone is comfortable with public speaking, so our solution incorporates a registration process with the ability for participants to submit questions in advance. Additionally, many clients aren't sure how to incorporate 'crowd control' into these portions of open forum discussion. Using our solution, the City can decide if the submitted questions are addressed, at what point in the agenda they are addressed, and how they will be responded to. Maximum flexibility and assurance that engaged stakeholders don't endure duplicate and redundant questions. Should the City choose to do so, Statements concerning agenda items may also be submitted or spoken verbally where timing and duration is controlled by the Moderator who can mute and unmute individual microphones, or all microphones.



- *Demonstrate experience providing telephone technology solutions and services to government agencies (or similar clients) in the past 3-5 years. Provide a link to a recent sample recording of a meeting in which the bidder has provided live telephone public comment services similar to those described in this RFP.*

Middletown, NY - <https://cloud.middletown-ny.digitaltownhall.com/index.php/s/kTG6nzM6Kz9L2nx>

General Requirements

- *Demonstrate capacity to accommodate the City's scheduling needs, which may vary, including the ability to provide service for multiple, overlapping meetings; and for meetings scheduled on short notice (48 prior to the meeting).*

Our support center is available 24x7x365. Additionally, we build for you a Quick Reference Guide (QRF) and here is just a sampling of the QRF so you can see what it looks like.

- *Provide a designated point of contact for communication with the Clerk's Office and other City department staff to ensure accurate scheduling and preparation for meetings.*

The City will have a dedicated meeting Moderator that will collaborate with the Clerk's Office on all meeting prep, before, during, and after meetings.

- *Coordinate with the City's broadcast team to guarantee that the service technology integrates with local television broadcast and live streaming.*

We will ensure our solution fully integrates with local television broadcast and live streaming.

- *Be available to join all meetings at least 15 minutes prior to the scheduled start time and to provide continuous service until the end of the meeting.*

Absolutely!

- *Greet callers and record their names, phone numbers and the particular agenda item to which they prefer to address their comments.*

Can be captured for both web access and dial-in only participants.

- *Enforce the City of Gainesville's public comment guidelines, including time limits and relevance of calls to particular agenda items.*

We will customize your solution to your specific requirements, policies, and practices. And will share 'best practices' as appropriate.

- *Within 24 hours after meetings, provide the Clerk's office with a written log of all calls complete with names and phone numbers.*



All captured for the record, fully indexed, and stored for retrieval if required. Participant personal information may be protected as required/requested by the City.

- *Offer other standard and innovative services associated with this technology (i.e. social integration, etc.).*

In addition to dial in access, our meeting solution can be accessed via current web browser. The public facing screens are customized to the City's current look and feel to ensure you are presenting a unified and consistent public presence.



Appendix A – Required Documents

The following documents are required to be included in the bidder's submission:

- a. RFP Cover Page*
- b. Address each Minimum Qualification*
- c. Provide a Statement of all Qualifications that will communicate the capabilities of the proposer to successfully complete the project*
- d. Pricing Proposal*
- e. Drug-Free Workplace Form*
- f. Bidder Verification Form*
- g. References Form*
- h. Certification of Compliance with Living Wage, if applicable to bidder*
- i. Bidder's W-9*
- j. Copy of any applicable, current licenses and/or certification required by City/County/State*
- k. Exceptions to the RFP (refer to Part 4, 4.5 Exception to the RFP)*
- l. Investigation of Alleged Wrongdoings, Litigation/Settlements/Fines/Penalties*

Please find the completed forms on the following pages:

- RFP Cover Page
- Drug-Free Workplace Form
- Bidder Verification Form
- References Form
- Certification of Compliance with Living Wage
- Bidders W-9
- Current Licenses

BID COVER PAGE



Procurement Division
200 E University Avenue, Rm 339
Gainesville, FL 32601
(352) 334-5021 (main)
Issue Date: November 23, 2020

REQUEST FOR PROPOSAL: CCLK-210011-MS

Public Comment Services

PRE-PROPOSAL MEETING: [] Non-Mandatory [] Mandatory [x] N/A [] Includes Site Visit
DATE: TIME: LOCATION:

QUESTION SUBMITTAL DUE DATE: December 9, 2020 @ 3:00 PM EST

DUE DATE FOR UPLOADING PROPOSAL: January 6, 2021 @ 3:00PM EST

SUMMARY OF SCOPE OF WORK: It is the intent for the City of Gainesville to request proposals for teleconference technology and services to facilitate live public comment during meetings of the City Commission and its Advisory Boards and Committees.

For questions relating to this solicitation, contact: Melanie Sowers or Diane Holder, sowersma@cityofgainesville.org, holderds@cityofgainesville.org

Bidder is not in arrears to City upon any debt, fee, tax or contract: [x] Bidder is NOT in arrears [] Bidder IS in arrears
Bidder is not a defaulter, as surety or otherwise, upon any obligation to City: [x] Bidder is NOT in default [] Bidder IS in default

Bidders who receive this bid from sources other than City of Gainesville Procurement Division or DemandStar.com MUST contact the Procurement Division prior to the due date to ensure any addenda are received in order to submit a responsible and responsive offer. Uploading an incomplete document may deem the offer non-responsive, causing rejection.

ADDENDA ACKNOWLEDGMENT: Prior to submitting my offer, I have verified that all addenda issued to date are considered as part of my offer: Addenda received (list all) # N/A as of 01/04/2021

Legal Name of Bidder: CherryRoad Technologies Inc.
DBA:
Authorized Representative Name/Title: Jeremy Gulban
E-mail Address: jgulban@cherryroad.com FEIN: 20-5084389
Street Address: 301 Gibraltar Drive, Suite 2C, Morris Plains, NJ 07950
Mailing Address (if different):
Telephone: (973) 402-7802 Fax: (973) 402-7808

By signing this form, I acknowledge I have read and understand, and my business complies with all General Conditions and requirements set forth herein; and,

Proposal is in full compliance with the Specifications.
[x] Proposal is in full compliance with the Specifications except as specifically stated and attached hereto.

SIGNATURE OF AUTHORIZED REPRESENTATIVE: [Signature]

SIGNER'S PRINTED NAME: Jeremy Gulban, CEO DATE: 01/05/2021

This page must be completed and uploaded to DemandStar.com with your Submittal.


DRUG-FREE WORKPLACE FORM

The undersigned bidder in accordance with Florida Statute 287.087 hereby certifies that

CherryRoad Technologies Inc. _____ does:
(Name of Bidder)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for the drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this bidder complies fully with the above requirements.



Bidder's Signature

01/04/2021

Date

In the event of a tie bid, bidders with a Drug Free Workplace Program will be given preference. To be considered for the preference, this document must be completed and uploaded to DemandStar.com with your Submittal.

BIDDER VERIFICATION FORM

LOCAL PREFERENCE (Check one)

Local Preference requested: YES NO

A copy of the following documents must be included in your submission if you are requesting Local Preference:

- Business Tax Receipt
- Zoning Compliance Permit

QUALIFIED SMALL BUSINESS AND/OR SERVICE DISABLED VETERAN BUSINESS STATUS (Check one)

Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Small Business? YES NO

Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Service-Disabled Veteran Business? YES NO

LIVING WAGE COMPLIANCE

See Living Wage Decision Tree:

(Check one)

- Living Wage Ordinance does not apply (check all that apply)
- Not a covered service
 - Contract does not exceed \$100,000
 - Not a for-profit individual, business entity, corporation, partnership, limited liability company, joint venture, or similar business, who or which employees 50 or more persons, but not including employees of any subsidiaries, affiliates or parent businesses.
 - Located within the City of Gainesville enterprise zone.
- Living Wage Ordinance applies and the completed Certification of Compliance with Living Wage is included with this bid.

NOTE: If Contractor has stated Living Wage Ordinance does not apply and it is later determined Living Wage Ordinance does apply, Contractor will be required to comply with the provision of the City of Gainesville's living wage requirements, as applicable, without any adjustment to the bid price.

REGISTERED TO DO BUSINESS IN THE STATE OF FLORIDA

Is Bidder registered with Florida Department of State's, Division of Corporations, to do business in the State of Florida?

YES NO (refer to Part 1, 1.6, last paragraph)

If the answer is "YES", provide a copy of SunBiz registration or SunBiz Document Number (# P06000083970)

If the answer is "NO", please state reason why: _____

DIVERSITY AND INCLUSION (Applies to solicitations above \$50,000)

Does your company have a policy on diversity and inclusion? YES NO

If yes, please attach a copy of the policy to your submittal.

Note: Possessing a diversity and inclusion policy will have no effect on the City's consideration of your submittal, but is simply being requested for information gathering purposes.

Jeremy Gulban

Bidder's Name

CFO

Printed Name/Title of Authorized Representative

Signature of Authorized Representative

\ 01-04-2021
Date

This page must be completed and uploaded to DemandStar.com with your Submittal.

REFERENCE FORM

Name of Bidder: CherryRoad Technologies Inc.

Provide information for three references of similar scope performed within the past three years. You may include photos or other pertinent information.

#1 Year(s) services provided (i.e. 1/2015 to 12/2018): 05/2020 to Present

Company Name: City of Middletown, NY
Address: 16 James Street
City, State Zip: Middletown, NY 10940
Contact Name: Eileen France Hansen
Phone Number: 845-346-4195 Fax Number: _____
Email Address (if available): efrance@middletown-ny.com

#2 Year(s) services provided (i.e. 1/2015 to 12/2018): 09/2012 to Present

Company Name: Orange County, NY
Address: 255-275 Main St
City, State Zip: Goshen, NY 10924
Contact Name: Alicia D'Amico
Phone Number: 845-291-2794 Fax Number: _____
Email Address (if available): adamico@orangecountygov.com

#3 Year(s) services provided (i.e. 1/2015 to 12/2018): 06/2014 to Present

Company Name: City of Seattle, WA
Address: 800 5th Avenue, Suite 2315
City, State Zip: Seattle, WA 98124
Contact Name: Tara Zaremba,
Phone Number: 206-733-9149 Fax Number: _____
Email Address (if available): tara.zaremba@seattle.gov

This page must be completed and uploaded to DemandStar.com with your Submittal.



STATEMENT OF EQUAL EMPLOYMENT OPPORTUNITY AND AFFIRMATIVE ACTION POLICY

It is the policy of CherryRoad Technologies Inc. and its affiliates to be fair and impartial in all its employment practices and procedures with employees and applicants without to race, religion, color, age, sex, sexual orientation, national origin, genetic information, disability or handicap, pregnancy, childbirth, or related medical conditions, marital status, status as a covered veteran, citizenship status or any other classification protected by applicable federal, state or local law.. This policy includes all terms and conditions of employment, including, but not limited to, hiring, selection, placement, promotion, transfer, termination, compensation, benefits, company-sponsored training, education and company-sponsored social or recreational programs.

Further, it is the policy of CherryRoad Technologies Inc. and its affiliates to undertake affirmative action in compliance with all federal, state, and local requirements. I wish to take this opportunity to issue a formal reaffirmation of this policy and to assure each applicant, employee and party with whom we do business of my personal commitment to our equal opportunity and affirmative action objectives.

Our continued success depends heavily on the full and effective utilization of qualified persons. I will continue to direct our employment practices toward ensuring equal opportunity for all.

As a government contractor we are obliged to keep records, make reports to the federal government, develop written Affirmative Action Programs and otherwise document the results of our good faith efforts to ensure equality of employment opportunity at CherryRoad Technologies Inc. and its affiliates.

While, as President, I retain the overall responsibility for CherryRoad Technologies Inc.'s Equal Employment Opportunity Affirmation Action Programs, the administration and implementation of these important programs for women, minorities, handicapped persons, disabled veterans and veterans of the Vietnam Era are the responsibility of Shirley Fee, Director - Human Resources, CherryRoad Technologies Inc. EEO Officer, and Valerie Wagner, Human Resources Manager, EEO Coordinator. I ask that each manager and supervisor join me in full support of the principles of equal opportunity and affirmative action. I invite any applicant or employee to address your concerns and questions to Valerie Wagner in the Morris Plains Office at 973/541- 4249.

Stephen Lange, President and COO
January 1, 2021

State of Florida

Department of State

I certify from the records of this office that CHERRYROAD TECHNOLOGIES INC. is a corporation organized under the laws of the State of Florida, filed on June 20, 2006.

The document number of this corporation is P06000083970.

I further certify that said corporation has paid all fees due this office through December 31, 2020, that its most recent annual report/uniform business report was filed on February 14, 2020, and that its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Fourteenth day of April, 2020*



Ronald R. DeSantis
Secretary of State

Tracking Number: 8101567688CU

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>



Minimum Qualifications

CherryRoad has addressed the minimum qualifications on pages 4-6 of this response.

Statement of Qualifications

The following documents are required to be included in the bidder's submission:

c. Provide a Statement of all Qualifications that will communicate the capabilities of the proposer to successfully complete the project

See section b). also, here is sample Quick Reference Guide. This will be branded with your logo and custom built to your process.

Exceptions

CherryRoad takes exception to the following terms and conditions identified in the Request for Proposal (RFP) and looks forward to negotiating mutually acceptable language prior to the execution of a Contract between the parties.

CherryRoad would anticipate developing a detailed mutually agreed upon Statement of Work (SOW) reflecting revisions to this proposal that would be included as part of the Contract. The SOW will replace any specific descriptions of the services, pricing, and acceptance criteria identified in RFP.

CherryRoad takes a blanket exception to all items relating to goods as it is only providing services under this Contract.

Specific Exceptions to RFP:

8.7 Records/Audit – CherryRoad requests that any audit or inspection be done with reasonable advance notice during normal business hours and that the documents be maintained as confidential.

Part 9 – Sample Contract

4. Contract Documents – CherryRoad requests that the order of precedence shall be negotiated once the SOW is finalized in order to allow a logical flow. CherryRoad requests that the Contractor's Response to Bid Documents comes before Bid Documents.

5. CherryRoad believes that this paragraph should be deleted.

7. Indemnification – CherryRoad will agree to the indemnifications for third party actions only to the extent that its negligence or willful misconduct is directly responsible for the action or omission requiring



indemnification. Any indemnification obligation for infringement shall not be applicable to the extent the infringement is attributable to the acts or omissions of the City including, without limitation, materials, specifications, or products provided by the City, modifications made by the City to any of the products or services delivered by CherryRoad or if the City uses the products or the services in a manner not intended by the Contract.

10. Termination – CherryRoad requests 30 days’ notice of all terminations and payment for all services, completed or partially, through the date of termination.

CherryRoad requests that this Contract only be terminated for cause upon a material breach by CherryRoad which it does not cure within thirty (30) days after written notice.

CherryRoad believes that it should have the right to temporarily stop work and ultimately terminate the Contract in the event that the City fails to perform its obligations under the Contract and does not cure the breach within thirty (30) days.

12. Intellectual Property and Work Product – CherryRoad will agree to grant the City either ownership rights to or a perpetual, non-assignable license to use all work product produced by CherryRoad under the Contract; however, the grant will be tied to receipt of full payment for the work product.

CherryRoad will retain ownership of all intellectual property, software, knowledge, techniques, procedures, know-how, methodologies, routines, templates, and methods which have been developed by CherryRoad in its regular course of business and not for specific use in performance of this Contract and used in the provision of services (“Contractor Tools”). CherryRoad shall grant the City, upon full payment, a perpetual, irrevocable, non-assignable, non-exclusive license to all Contractor Tools that CherryRoad embeds in or provides with any work product or that are otherwise used in connection with the services.

13. Records and Right-to-Audit – CherryRoad requests that any audit be done during normal business hours with reasonable advance notice and that the documents be maintained as confidential.

14. Contractor’s Assurances – CherryRoad is not providing any goods under this Contract, only services. CherryRoad would anticipate developing a detailed mutually agreed upon SOW reflecting revisions to this proposal that would be included as part of the Contract. The SOW would replace any specific descriptions of the services, payment terms, and acceptance criteria identified in RFP.

CherryRoad shall correct all defects in the services or work identified by the City provided that the defective services or work are not caused by any inappropriate, improper, or unforeseen usage of the work or services by the City. Any termination shall be in accordance with the termination provisions herein.

The City may reasonably withhold any payment due under this Contract to CherryRoad for the purpose of setoff but only to the extent of the amount in dispute. If the City withholds more than the amount for the disputed work, then CherryRoad may suspend its performance until such amount is paid.



17. Dispute Resolution – CherryRoad requests the ability to have any decisions by the City Manager be reviewed de novo in court. If practical, CherryRoad will proceed with the Contract during the pendency of a dispute.

18. Attorney's Fees and Costs – CherryRoad will only be responsible for reasonable attorney's fees and costs.

19. Force Majeure – CherryRoad requests to keep the force majeure provision.

27. Assignment of Interest – CherryRoad requests that any written consent not be unreasonably withheld.

CherryRoad requests the inclusion of the following provisions which have not been addressed in the RFP:

- CherryRoad requests a limitation of liability clause limiting recoverable damages to direct damages and excluding consequential and punitive damages. CherryRoad also requests to limit the amount of the direct damages to the amount of all fees paid by the City to CherryRoad.
- CherryRoad requests a standard disclaimer of warranties for all implied or express warranties not explicitly contained in the Agreement.
- CherryRoad requests the inclusion of a non-solicitation provision.
- CherryRoad requests a provision protecting its confidential information from disclosure, unless required by law.

Investigation of Alleged Wrongdoings, Litigation/Settlements/Fines/Penalties

- **8.10 INVESTIGATION OF ALLEGED WRONGDOINGS, LITIGATION/
SETTLEMENTS/FINES/PENALTIES**

The City Commission specifically requests that responders to this document indicate in writing any investigations of wrongdoings, litigation and/or settlements, and fines or penalties (anywhere in the U.S) involving the bidder and specific contractors listed as projected to provide services to the City. You may be required to respond to questions on this subject matter.

CherryRoad does not have knowledge of any investigations of wrongdoings, litigation and/or settlements, and fines or penalties (anywhere in the U.S) relating to performance of services and involving the bidder and specific contractors listed as projected to provide services to the City.



Appendix B – CherryRoad Overview

CherryRoad Technologies Inc. (CherryRoad) was founded in 1983 to provide systems integration and consulting services for private and public sector clients. Commonly requested contact information is provided in the table below.

Corporate Office	General Proposal Information	Contract Negotiation
CherryRoad Technologies Inc. 301 Gibraltar Drive, Suite 2C Morris Plains, NJ 07950 T: (973) 402-7802 F: (973) 402-7808 www.cherryroad.com	Chuck Deskins Senior Vice President T: (513) 516-5535 F: (973) 402-7808 cdeskins@cherryroad.com	Jeremy Gulban Chief Executive Officer T: (973) 541-4278 F: (973) 402-7808 jgulban@cherryroad.com

CherryRoad provides comprehensive systems implementations, integrations, upgrades, and consulting services that maximize technology solutions for the public and commercial sectors. For more than three decades, we have earned a solid reputation for combining our technological, organizational, functional, and vertical market expertise into results-driven solutions. Our flexible approach and methodologies enable us to structure engagements that best meet our clients' specific needs. CherryRoad has been an authorized service provider for USAC since 1998 and has been one of the largest E-Rate providers in Massachusetts for more than ten years. We are an approved vendor on Massachusetts State Contract ITT46 and ITS60, NASPO, and an approved vendor on MHEC contract MC12-J04. Additionally, CherryRoad has more than 17 years of experience (circa 1999) operating multiple, carrier-neutral, data centers covering both coasts of the U.S. across its coast-to-coast IP backbone.

We are particularly proud of our high customer retention rate. When asked why they keep returning, a common thread ran through all our clients' responses – it all comes down to CherryRoad's people. We only employ seasoned professionals who stay focused on our clients' business issues and consistently strive to exceed their expectations. We do what it takes to get the job done – on time and on budget.

CherryRoad provides a full range of cloud hosting (Infrastructure-as-a-Service) services, in addition to dedicated servers, shared hosting, domain registration, colocation, mission-critical grade, 100% uptime IP transit, managed infrastructure services, and a global content delivery network, thus improving the reliability, performance, security, and speed of our customers' Internet infrastructure. We are proud to be the world's very first and oldest commercial cloud host, being the very first to market with the world's first VPS hosting service – the predecessor to today's cloud – in 1999. Over the last 25 years, we have worked with several diverse cloud platforms and have invested heavily in cloud R&D. The following table lists the key services we offer.



Key Services
Web Hosting and Data Center Services
We operate multiple, carrier-neutral data centers covering both coasts of the USA and our infrastructure is built on a fully redundant, coast-to-coast IP backbone delivering speed, low latency, with a 100% uptime guarantee. We provide hosting and support for more than 350,000 unique websites, delivering fully managed cloud hosting (Infrastructure-as-a-Service) services in addition to dedicated servers, shared hosting, domain registration, colocation, managed infrastructure services, and a global content delivery network. We improve the reliability, performance, security, and speed of our customers' Internet infrastructure.
Network Services
Full-service network implementation, architecture, and support services (including LAN/WAN/Internet, routing, switching and content filtering); Internet Services Provider; Data Center/Disaster Recovery Services Provider; Web Hosting Services; Hosting/Managed Services/laaS.
Cloud Services
Cloud Consulting; Cloud Migration; Cloud Managed Services; Cloud Security; Cloud Application Services; Cloud Data Management.
Enterprise Architecture
Architecture, Design, and Build Services. Current and future state architecture definitions and future state roadmap development. Overall information technology (IT) and IT strategy assessment services.
ERP Implementation Services
Dedicated, certified team to provide best practice implementations and guidance for net new adoption, co-existence, or migration from existing systems.
Enterprise Solutions
Strategy Assessments; Enterprise Application Integration; Software Implementations; Upgrades; Training; Production Support.
Help Desk Services
Operating out of our Intellicenter, CherryRoad offers a fully staffed 24x7x365 solution to handle all levels of support.
Management Consulting
Strategy/Visioning; Change Management; Software Selection; Business Process Optimization (BPO).

CherryRoad Cloud Services

We deliver what we promise: **guaranteed performance and full transparency**. All CherryRoad Cloud services **clearly list the actual CPU performance** of each core and the VM and/or resource pool expressed in the industry standard CPU performance measurement unit: **PassMark**. Dedicated core accounts (where 100% of each core is dedicated solely to the client) are available.

The processing power is clearly quantified and guaranteed, thereby overcoming the greatest difficulty in cloud hosting: being unable to objectively compare Provider A to Provider B specs. This is due to often remarkable – several fold large – real-world performance differences from one provider to the next and sometimes even from one account to another at the same provider (typically due to overselling or inconsistent hardware used without a standard performance measurement/guarantee unit in place).



Guaranteed Resources, Guaranteed Performance



Just as importantly, **CherryRoad does not engage in any overselling**. All resources provided to a customer – CPU PassMark performance units (per core and total), CPU cores (for *d accounts), RAM, and disk – are always guaranteed in a fashion compatible with the 100% uptime guarantee. For example, all data always exists in two full replicates across the distributed storage, while there is always plenty of standby processing (CPU) and memory (RAM) capacity for instant VM hot migrate in case of any hypervisor failure.

There is no “noisy neighbor” effect on the CherryRoad Cloud, where other users on the same hypervisor usage will impact your VM performance. There is full isolation and no co-mingling of resource allocation in the CherryRoad Cloud.

In addition, the SLA guarantees up to **1,000%** – **that is ten-fold** – **immediately guaranteed instant scalability and availability**, at all times. So, you can be certain that elasticity and scale match the needs of your business at all times. We guarantee that our cloud hosting services will out-perform all competitors' cloud services that are similarly configured against the following specifications:

- CPU performance (PassMark score of each core, consistent CPU availability, 100% of the time with no spikes and valleys).
- RAM availability (purchased amount of RAM always available, 100% of the time).
- Higher disk performance (IOPS, transfer speeds).
- Higher intra-cloud network performance (backend network throughput).

Organization and Corporate Direction

Established in 1983, CherryRoad Technologies Inc. has a long history of successful customer engagements and financial stability. The Company's operating cash flows and internal working capital are supplemented by an available line of credit with its bank, providing assurance that it can deliver its committed projects. The Company is current with all financial obligations including all state and federal taxes.

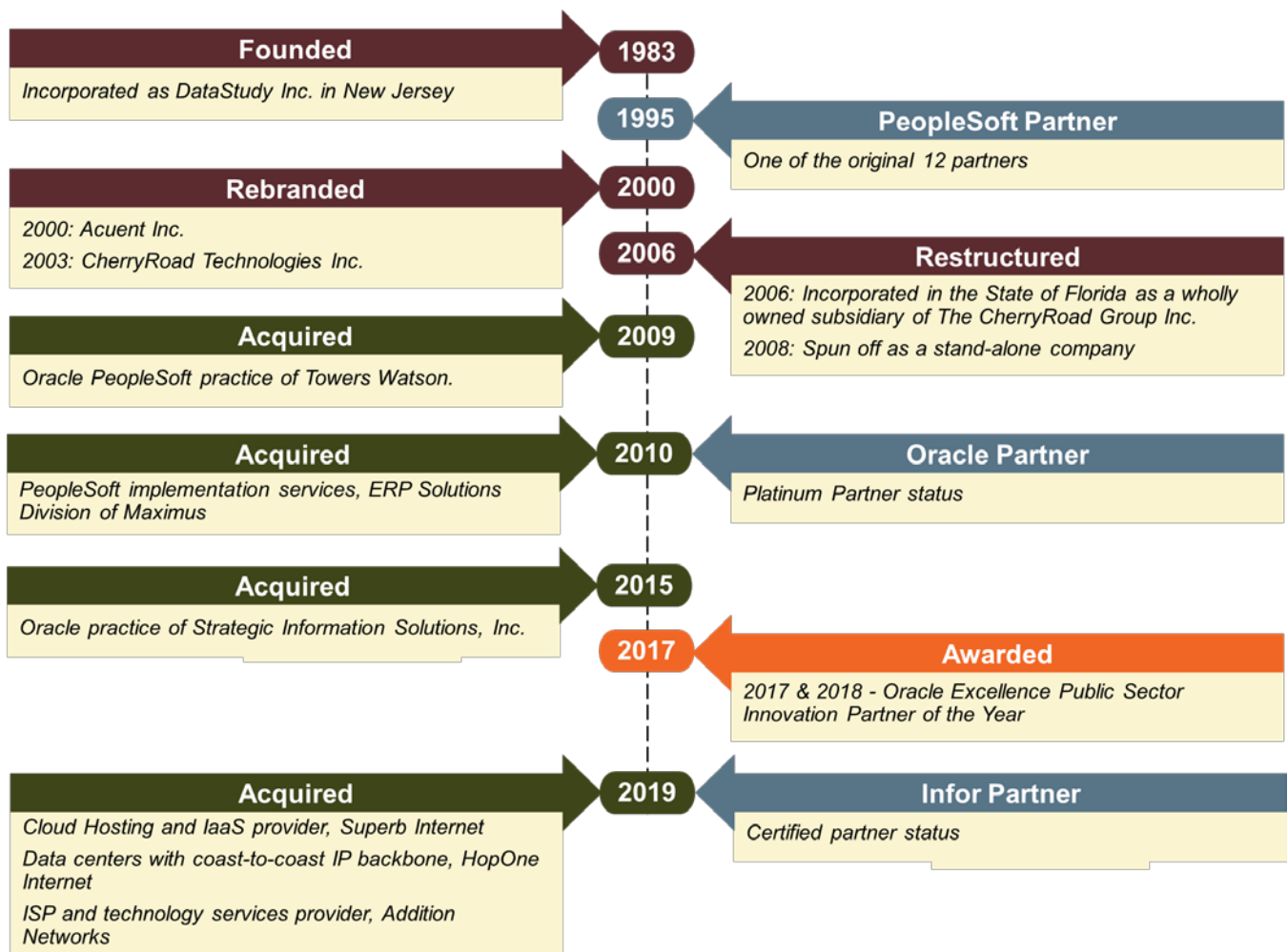
CherryRoad has a stable management team charting its course. The firm's founders and original executive management team are actively involved in the day-to-day management of the business. CherryRoad's executive leadership team sustains our legacy through continuous organic growth, the onboarding of new talent possessing skill sets in new and emerging technologies, and through strategically planned and executed acquisitions.



Steady Growth

CherryRoad’s strength is demonstrated by our stability and growth. Acquisitions continuously increase the organization’s value and expand the breadth of services offered. Strategic acquisitions include:

- Addition Networks – ISP and technology services
- HopOne Internet Corp – cloud solutions
- Superb Internet Corporation – web hosting services
- Strategic Information Solutions, Inc. Oracle practice – including E-Business and cloud activities
- Towers Watson Oracle practice – a global provider of HR consultancy services
- Maximus ERP Solutions Division – a provider of Oracle implementation services at the state level.





Office Locations

Headquartered in Morris Plains, NJ, CherryRoad employs more than 350 full-time consultants who manage concurrent projects, nationwide. Our offices are strategically located in Boca Raton, FL; Chelmsford, MA; Honolulu, HI; McLean, VA; Sacramento, CA; Seattle, WA; Springfield, VA; Totowa, NJ; and Bengaluru, India.

In addition, CherryRoad operates six data centers in Honolulu, HI; McLean, VA; Sacramento, CA; Seattle, WA; Springfield, VA; and Totowa, NJ.

Best Diversity Company Award Winner

CherryRoad was honored by the readers of *Diversity/Careers in Engineering & Information Technology Magazine* as a “Best Diversity Company” in recognition of our support of minorities, women, veterans, attention to work/life balance, and commitment to diversity.



History of Delivering Solutions

CherryRoad has significant experience in delivering quality services for cloud technology projects in the public sector. Currently, 95 percent of our engagements are in the public sector, including those for state and local governments and educational institutions. We have successfully managed fixed-cost engagements for full implementations as well as upgrades.

Our Understanding of and Commitment to the Public Sector

We understand the unique issues and challenges that public agencies face. Technology is advancing at a rapid pace, qualified labor resources are more difficult to find and retain, budget pressures grow, and government oversight and regulations continue to increase. These factors, combined with a heightened demand for services by constituents, make consistent management and standardized processes a challenge to achieve. CherryRoad is the solution. Our Enterprise Solutions team is comprised of experienced professionals from both the business world and public sector.

We have developed a consulting philosophy that is rare to this industry by adopting our client’s goals and objectives, focusing on delivering value, and treating each customer as a partner. We pride ourselves on completing engagements on time or ahead of schedule, and work with to set timelines, schedules, expectations, and develop a mutually beneficial communication plan. CherryRoad has performed more than 1000 engagements for many large and small organizations.

CherryRoad’s clients can attest to our ability to complete complex, multiple module, and project suite implementations on time and on budget.

We have a strong record of client satisfaction, and our clients repeatedly serve as references for us. Today, a large percentage of our projects come from recurring business and word-of-mouth referrals.



CherryRoad’s Public Sector Clients – Representative List

CITY GOVERNMENTS	<ul style="list-style-type: none"> • Akron, OH • Albuquerque, NM • Anchorage, AK • Aspen, CO • Boca Raton, FL • Cambridge, MA • Chicago, IL • Cincinnati, OH • Cleveland, OH • Costa Mesa, CA • Denver, CO • Des Moines, IA • District of Columbia • El Paso, TX • Escondido, CA • Eugene, OR • Fort Worth, TX • Fresno, CA • Glendale, AZ • Glendale, CA • Hempstead, NY (Town of) • Indianapolis, IN • Kansas City, MO • Lake Havasu City, AZ • Los Angeles, CA • Memphis, TN • Middletown, NY • Minneapolis, MN • Norfolk, VA • Ontario, CA • Pasadena, CA • Peoria, AZ • Phoenix, AZ • Raleigh, NC • Redwood City, CA • Richmond, VA • Roseville, CA • Sacramento, CA • San Diego, CA • San Francisco, CA • San Jose, CA • Santa Monica, CA • Seattle, WA • Springfield, OR • Sunnyvale, CA • Tempe, AZ • Vancouver, WA
COUNTY GOVERNMENTS	<ul style="list-style-type: none"> • Anoka County, MN • Berks County, PA • Chester County, PA • Contra Costa County, CA • Denver County, CO • DuPage County, IL • Frederick County, MD • Harris County, TX • Hennepin County, MN • Kern County, CA • Kings County, CA • King County, WA • Lake County, IL • Lancaster County, PA • Los Angeles County Community Development Commission (LACDC), CA • Lucas County, OH • Miami-Dade County, FL • Napa County, CA • Niagara County, NY • Orange County, NY • Placer County, CA • Ramsey County, MN • Riverside County, CA • Rockland County, NY • Salt Lake County, UT • San Bernardino County, CA • San Diego County, CA • San Francisco County, CA • San Joaquin County, CA • Santa Clara County, CA • Solano County, CA • Sonoma County, CA • St. Croix County, WI • Tuolumne County, CA • Washington County, MD • Washington County, WI • Waukesha County, WI • Wayne County, MI
STATE GOVERNMENTS	<ul style="list-style-type: none"> • State of California • State of Connecticut • State of Colorado • State of Delaware • State of Florida • State of Georgia • State of Hawaii • State of Indiana • State of Kansas • State of Minnesota • State of Montana • State of New Mexico • State of New York • State of North Dakota • State of Ohio • State of Oklahoma • Commonwealth of Pennsylvania • State of Texas • State of Utah • State of Vermont • Commonwealth of Virginia
TRANSIT CLIENTS	<ul style="list-style-type: none"> • AC Transit (Alameda-Contra Costa Transit District, CA) • Arkansas Department of Transportation • Bay Area Rapid Transit, CA • Chicago Department of Transportation, IL • Chicago Transit Authority, IL • Delaware Department of Transportation • Delaware Transit Corporation • Hampton Roads Transit, VA • Kansas City Aviation Department, MO • Long Island Rail Road, NY • Massachusetts Bay Transportation Authority, MA • Massachusetts Port Authority (Massport) • Metra, IL • Metro-North Railroad, NY • Metropolitan Transportation Authority, NY • Montana Department of Transportation • New Jersey Turnpike Authority • New Jersey Turnpike Authority • Portland Metro, OR • Port of Los Angeles Harbor Department, CA • Port of Seattle, WA • South Carolina Ports Authority • Wayne County Airport Authority, MI



CherryRoad’s Public Sector Clients – Representative List

PUBLIC ENTITIES	<ul style="list-style-type: none"> Benton County Public Utility District, WA Broward Sheriff’s Office, FL Chelan County Public Utility District, WA Chicago Police Department, IL Cleveland Department of Public Utilities, OH Des Moines Water Works, IA Detroit Water and Sewer Department, MI East Bay Municipal Utility District, CA Florida Department of Financial Services Georgia State Financing & Investment Commission Glendale, City of, Water and Power Department, CA Gray’s Harbor Public Utility District, WA Indiana Public Retirement System (INPRS) Jacksonville Electric Authority, FL 	<ul style="list-style-type: none"> Kansas City Water Services, MO Metropolitan Council, Saint Paul, MN Metropolitan Water District of Southern California Miami-Dade Aviation Department, FL Miami-Dade Water and Sewer Department, FL Minneapolis Public Housing Authority, MN Missouri State Employees’ Retirement System New Jersey Turnpike Authority NYS Urban Development Corporation (d/b/a Empire State) Philadelphia Housing Authority, PA Public School and Education Employee Retirement Systems of Missouri (PSRS/PEERS) San Diego County Water Authority, CA
K – 12 ORGANIZATIONS	<ul style="list-style-type: none"> Arlington Public Schools, VA Aurora Public Schools, CO Cabarrus County Schools, NC Chicago Public Schools, IL Clark County School District, NV Cleveland County Schools, NC Garland Independent School District, TX Henrico County Public Schools, VA Horry County Schools, SC Jefferson County Public Schools, CO Kansas City Missouri School District Kern High School District, CA 	<ul style="list-style-type: none"> Milton Hershey School, PA Newark Public Schools, NJ North Carolina Department of Public Instruction Pittsburgh Public Schools, PA Portland Public Schools, OR Rochester City School District, NY San Diego County Office of Education, CA San Francisco Unified School District, CA School District of Philadelphia, PA Toledo Public Schools, OH Volusia County Schools, FL Wichita Public Schools, KS
HIGHER EDUCATION	<ul style="list-style-type: none"> California State University California State University, Northridge Clemson University College of Lake County, IL Cornell University, NY DePaul University, IL Florida State University Grand Rapids Community College, MI Harvard University, MA Lone Star College System, TX 	<ul style="list-style-type: none"> New York University North Dakota University System Northern Arizona University Oregon Graduate Institute Rutgers University, NJ Santa Clara University, CA University of Delaware University of Texas – Arlington University of Texas – Dallas University of Texas System

High Client Satisfaction Rate

Our business philosophy is to deliver world-class consulting services, on time and within budget to every client and, supporting that objective, we have successfully partnered with our clients on more than 1000 engagements. As we have done with other clients, we will work closely with you to understand your business needs and mitigate project risk. We approach every project as a partnership and will work side-by-side with you to transfer knowledge and guide the project to a successful completion. Our clients tell us they appreciate our delivery of practical IT solutions that work; our competent people; deep knowledge of business and IT; and our passion for understanding and satisfying their needs.