



Video Streaming Services

RFP 04-34 Response

For City of Bellevue, WA

September 10th 2004

Contact: Tom Spengler
415-522-5216
tom@granicus.com

September 10th, 2004

To: City of Bellevue
Finance Department
Jamie Robinson
11511 Main St, 5th Floor
Bellevue, Washington, 98004

Jamie,

Granicus looks forward to developing a successful long-term relationship with The City of Bellevue, and is prepared to provide the solution described below in compliance with all of the stated terms and conditions of RFP # 04-34. In addition, I would like to note that we are excited about the opportunity to work with other agencies in the E-Gov alliance, and can comply with your requirements in this area. Granicus provides comprehensive solutions to more than 25 local government agencies for creating, managing and distributing live and on-demand streaming media content to support and enhance public meeting communications, internal training and public education programs exclusively for Cities and Counties.

Founded in 1999 Granicus is the leading provider of streaming media solutions to local government, and webcasts substantially more public meetings for local government agencies than any other company. Granicus is dedicated exclusively to the specific needs of these public agencies and public meetings. Because of our dedication to this market niche, you will not see any corporate, educational or media clients listed on our website. Thus, allowing Granicus to focus all of its resources on the needs of Cities and Counties.

Our unique focus has allowed Granicus to develop many distinctive innovations related solely to the streaming of public meetings, which have helped our clients operate more efficiently. In addition, we have developed relationships with a number of other prominent technology providers that server the local government market in order to provide integrated solutions that further automate the legislative workflow. These solutions include a document management and electronic agenda work flow integration with our MinuteMaker™ software, the development of an integrated voting system and a mobile encoding solution for annotating meeting minutes outside the council chambers.

Because anyone can claim that they provide Industry leading products and services, we strongly urge you to speak with our clients as you evaluate streaming media solution providers. To help facilitate your discussions with our clients, we have included our full client contact sheet as Exhibit C of this RFP response.

Granicus is a privately held California Corporation based out of San Francisco. We are currently closing out our fifth year of operations and third straight year of profitability. If selected by the City of Bellevue the Granicus team that will consists of co-founders, Emery Jones and Javier Muniz. Emery will be the City's primary contact during and after the deployment. Javier will be the technical contact responsible for setting up all of the City's software and hardware. Additional details regarding Granicus and the team members involved in the project can be found in Exhibit B.

By selecting Granicus as your streaming media solution provider, you will greatly improve external and internal access to your public meetings. These meetings will be available live over the Internet, and as searchable archives that can be used for efficient long-term record keeping. Streaming with Granicus improves public access beyond what can be provided through cable broadcast. The availability of searchable archives allows a section of any meeting to be retrieved at anytime using a simple keyword search. In addition, documents like staff reports, agenda's, and minutes can be synchronized and linked to your audio and video archive all of which will be available through the City's web site.

While public meeting broadcasts are a compelling and popular use of your Granicus solution, your system can be used by all City departments to present video content internally or externally over the web. Other Counties use the Granicus solution to deliver public education content, public service announcements, and video on demand training.

The Granicus solution delivers the functionality desired by The City of Bellevue, and does it in a way that minimizes the overall cost. Our proposed solution integrates with your current infrastructure and audio video equipment instead of replacing or duplicating it. Additionally, the storage and distribution of your streaming content can be offloaded to the Granicus Media Center eliminating your need to invest in additional dedicated bandwidth and servers, which are necessary to support live and archived streaming to the public. By automating processes that would normally be done manually the Granicus MediaManager™ software also minimizes the impact streaming has on staff time, and eliminates the need for the IT staff to be on hand during meetings. Agenda items can be indexed in real time, and archives are automatically published to the City's web site minimizing the involvement of your Webmaster. Because meeting archives are readily available on the Internet, the need for the clerk's office to retrieve and prepare meeting records will also diminish over time.

At Granicus, we recognize that a great product is only part of what keeps our clients satisfied. For that reason, Granicus provides 24/7 technical support and onsite user training. We also take full responsibility for maintaining and monitoring the technology that powers your solution, so that you can avoid the cost of developing a team of streaming experts. When you need us we will be there to help.

Most Sincerely,

Tom Spengler
Chairman and Chief Executive Officer
Granicus, Inc.

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**Company Information
Form #2**

Company Name: Granicus, Inc.

Home Office Address: 74 Tehama St., San Francisco, CA, 94105

Washington Business Address: NA

Website Address: www.granicus.com

Name, Title, Address, Telephone Number, FAX Number and Email Address of the person to be contacted concerning the proposal:

Tom Spengler, CEO

Tel: 415-522-5216, Fax: 415-522-5215, e-mail: tom@granicus.com

If Applicable, Name of the Parent Company:

NA

Home Office Address, Telephone Number and Website Address of the Parent Company:

NA

Describe the parent company's relationship with the vendor:

NA

If applicable, does the person signing the proposal have the authority to sign on behalf of the vendor?

Yes No

Names of companies that will share significant and substantive responsibilities with the vendor in performing the scope of services under the Contract:

None

Attach to this form, and label appropriately, documentation showing that the vendor is duly organized and validly existing as a corporation or partnership in good standing, and licensed to do business in the City. If the vendor is not licensed to do business in the City, then the vendor must provide a sworn statement that it will take all necessary actions to become so licensed if selected as the selected Vendor.

Client References Form #3

Client References #1

Client Name	City of Stockton
Client Address	425 North El Dorado Street Stockton CA 95202-1997
Contact Name	Bret Hunter
Title	Deputy City Clerk
Phone Number	(209) 937-8550
Email Address	bret.hunter@ci.stockton.ca.us
Type of Services Provided	Live and Archived Streaming, Minutes Annotation,
Hardware & Software Environment	HP / Compaq Windows 2003
Implementation dates	10/03
Synopsis of any implementation complications	Delay for City to procure HP hardware
Services Provided Similar to the City's Scope of Services?	<input checked="" type="checkbox"/> Yes – Explain similarities: Virtually the Same solution. <input type="checkbox"/> No – Explain differences:

Client References #2

Client Name	City of Long Beach
Client Address	333 West Ocean Blvd, Long Beach, CA 90802
Contact Name	Bruce Allen
Title	Project Management Officer
Phone Number	(562) 570-6572
Email Address	Bruce_allen@ci.long-beach.ca.us
Type of Services Provided	Live and Archived Streaming, Minutes Annotation, Fire Training
Hardware & Software Environment	Dell / Windows 2003
Implementation dates	05/03
Synopsis of any implementation complications	Required SDSL for sending Live Stream to Media Center because of substantial congestion on the City's external Internet Connection.
Services Provided Similar to the City's Scope of Services?	<input checked="" type="checkbox"/> Yes – Explain similarities: Virtually the Same solution. <input type="checkbox"/> No – Explain differences:

Client References #3

Client Name	City of Irvine
Client Address	1 Civic Center Plaza, Irvine, CA 92623
Contact Name	Lind Lang
Title	IT Project Manager
Phone Number	(949) 724-6118
Email Address	Linda_lang@acs-inc.com
Type of Services Provided	Live and Archived Streaming, Minutes Annotation
Hardware & Software Environment	Dell / Windows 2003
Implementation dates	03/04
Synopsis of any implementation complications	None
Services Provided Similar to the City's Scope of Services?	<input checked="" type="checkbox"/> Yes – Explain similarities: Virtually the Same solution <input type="checkbox"/> No – Explain differences:

Project Team

Management Team Bio's

Tom co-founded Granicus, Inc. as Chairman and CEO in 1999. He currently heads up Granicus' senior management team and will lead the company in its next stage of growth. Prior to co-founding Granicus, Tom was a member of Andersen Consulting's (now Accenture) premier Internet development group, performing Internet strategy and development work for Q-pass, E-trade, Andersen's R&D division, the United States Post Office and others. Prior to Andersen, Tom worked at Hewlett Packard to help develop leading Intranet communications tools used throughout the organization. Tom currently is a University Advisor for Cal Poly, and a frequent public speaker.

As Granicus' Chief Technology Officer, Javier draws on his broad knowledge of networking and application development technologies to provide direction and insight for Granicus application and infrastructure design. Prior to co-founding Granicus, Javier was a member of the Research and Development Team at Brodia.com and played a key role in developing their now flagship wireless and SmartCard products. Javier began his career at Sun Microsystems designing and managing remote access components of the Sun global network infrastructure, and later went on to WebTV Networks, a wholly owned subsidiary of Microsoft, where he designed and developed applications used by the Network Operations Center to manage a network of over 600 nodes that supported over 1 million active WebTV subscribers

Chief Financial Officer Emery Jones brings a solid background of financial management experience to Granicus. Prior to Granicus, Emery started a successful financial consulting practice where he consulted for various start-up companies and small businesses throughout the San Francisco Bay Area. Emery has also worked abroad in International Trade based in Seattle & Hong Kong, where his responsibilities included negotiating international sales and purchases as well as overseeing compliance to import and export regulations. Emery earned his bachelors degree from the University of Santa Barbara in California in Accounting and Economics.

Customer Support & Problem Resolution: At Granicus, we recognize that a great product is only part of what keeps our clients satisfied. For that reason, Granicus provides 24/7 technical support and user training. We also take full responsibility for maintaining and monitoring the technology that powers your solution, so that you can avoid the cost of developing a team of streaming experts.

The Dedicated contact for all of the City of Bellevue's questions and issue resolution will be Emery Jones. Javier Muniz will be the primary technical contact for issues that require detailed technical assistance or software changes. Javier and Emery have successfully deployed, trained and supported over 25 local government agencies on the Granicus Solution. There will not be any services provided by subcontractors on this project.

Corporate Capabilities and References

Corporate Capabilities: You will find all of the Granicus background information listed below in Form #2 as well as in a more detailed form in **Exhibit B**.

Client References: You will find all of the request client reference information below in Form #3 as well as a complete reference list in **Exhibit C**.

Email: support@granicus.com

At Granicus clients are not directed to a service call desk. Clients call their representative directly, and work on resolving any issues with the system at that time. All calls will be addressed immediately, and in many cases software fixes can be provided the same day. If a request for a new feature requires substantial software development, the request will be prioritized and added to the development schedule.

Because Granicus provides a "Life Time" license, the City will never have to purchase upgrades. Therefore, the city will never be faced with support issues related to an old version of the software. Because the software is provided in an ASP model, the City does not have to worry about installing or upgrade their systems. Granicus takes care of all upgrades as part of our Managed Services program.

Granicus not only provides responsive support, but has also developed a customer advocacy program, which is responsible for ensuring that the City gets the most value possible out of its system. Our Customer Advocacy program actually monitors all aspects of your system, and makes recommendations regarding ways the City could improve its use of the Granicus solution instead of waiting for the City to request help. In addition, Granicus provides a quarterly news letter highlighting new features and functionality that have been added to the solution. Finally, Granicus provides a client message board that not only allows Granicus clients to discuss their use of the system with each other, but also allows Granicus staff to post answers to client questions.

We strongly urge the city to discuss our support and responsiveness to feature requests with our current clients for more details.

H. Licensing

Granicus provides its software as a "Lifetime License", and all software upgrades are included as part of your Managed Services program. This includes both the rights to use the upgraded software and any services required as part of the upgrade process.

The Granicus Managed Services pricing is fixed at the proposed level, and will not increase unless the City purchases additional products from Granicus. At which, time support and software upgrades for those products will be added to the Managed Services program.

The Granicus Service Contract, which covers the complete solution, can be found in **Exhibit D**.

I. Upgrades

At Granicus we are on an "incremental update" cycle, which means that we rarely release upgrades in the typical sense. Instead, we add and upgrade features on our ASP-hosted platform on a quarterly or monthly basis. Since the upgrades are performed by our staff on the weekends, they do not require staff time or cause downtime during business hours.

To deploy upgrades, we have integrated our production servers directly into our source code control system. This gives us the ability to instantly apply and roll back application changes within minutes, preventing deployment mistakes from causing catastrophic failures. Before an update is applied to the system, it must pass 3 separate test cycles: Regression/Unit testing, Partner testing, and User testing. Regression/Unit testing uses a set of automated tools to check the system's performance against a set of pre-defined test scripts. Partner testing involves each of our integration partners executing their applications against our system to ensure compatibility. Finally, user testing ensures that the user interface is intuitive, feature complete and matches design specifications.

Through the Integrated solution you will now have the ability to identify the legislative history of an item and retrieve and view all associated items. This includes the ability to play list the video of an items history from multiple meetings into one presentation while preserving indexing and associated documents of each clip.

- i. **Search process can start with a key word search to identify agenda items on a topic.** Once the appropriate agenda item is identified, the user could simple request the legislative history for that Item. As a result of the request the system would compile all of the supporting records for the item and return them to the user in chronological order. The format could be both video based or document based navigation. Video based navigation starts with the video with index points and associated documents linked to the video. Document based navigation begins wit the minutes and has links to the video and supporting documents, similar to the Granicus MinutesMaker output.

D. Security

Security in the Granicus system is provided by a permissions/authentication layer that handles requests by the application to the database. This allows us to provide security at the asset level, grouping all fields from multiple tables together by related asset. By offloading permissions from the database itself, we can provide a more flexible permissions system while at the same time significantly improving performance. The permissions system, like every other system in our solution, has an intuitive web-based interface.

E. Documentation

The Granicus solution includes a detailed training manual, which describes each feature of the system. This training manual is also included electronically as a help link the MediaManager™ software. An end users "having trouble" guide is also included with the MediaManager™ software. The guide helps users that are trying to view streaming to locate and install the windows media player as well as resolve other possible issues. Granicus updates this material to make sure that it is always current. The installation of all Granicus software is provided by Granicus, and does not require client instructions.

F. System Maintenance

The Granicus system is a proprietary ASP-hosted platform. Because of this, the majority of application maintenance is performed off-site at our MediaCenter locations. The components that operate on-site use Windows Server 2003 and do not require a database server or any third party applications.

G. Support

Granicus offers continuous customer support and is dedicated to ensuring that the City is completely satisfied with Granicus products and services. Granicus staff is **available to the City 24hrs a day**, 365 days a year, via the contact info below.

Direct (8:00am to 6:00pm Pacific time): 415-357-3618
Toll Free (8:00am to 6:00pm Pacific time): 877-889-5495
On-call Technical Support (available 24 hours, 7 days a week): 415-637-0520
Site: www.granicus.com

MediaVault™ / Stream Replicator™:

- Must be at least 2.4GHz Pentium 4
- At least 1GB RAM and 36+ GB internal disk, RAID 1 recommended.
- Should also have external interface for mass storage. (SCSI or Fiber Channel RAID, NAS, or SAN acceptable.)
- Windows 2003 Server Required.

Recommended System (HP):

HP ProLiant DL360 G3 with Intel Xeon 2.8GHz processor, 1GB RAM, On-Board RAID 1 option, Two (2) 18GB SCSI Hard Drives, Windows Server 2003 Standard Edition (5 Cal)

Note: We usually utilize rack mountable hardware. The rack chassis should be chosen with available rack space in mind.

C. Interfaces

By integrating the Granicus Streaming media solution with a document management solutions you can create the most complete and accessible archive of your public meetings and legislative history. Granicus and its partners are working together to produce a system that will archive and manage all aspects of your public meeting records. This includes meeting agendas, minutes, documents and audio/video recordings. All of these media types are automatically synchronized and cross-linked allowing for intuitive web based search and retrieval of information.

Through the integration of a Document Management solution and the Granicus Streaming Media Solution the following results should be achieved:

1. **Communications Standard** -A key component to our integration efforts was developing an XML Standard to allow the two systems to share information with each other. The Granicus solution and the document management solution maintain their own database and application layer, but will share information directly with each other through an XML interface. This will allow the Document Management or Agenda Management solution to send the agenda information and links to related documents to Granicus for use in live meeting broadcast. It also allows Granicus to return video indexing times and other meta data to the Document Management solution allowing an integrated search by either system.
2. **Administrative Interfaces** – In areas where the Document Management and Granicus solution provide similar interfaces, the interfaces are integrated in a way that will allow client to effectively manage the complete system.
3. **Integration of Public Pages** – It is important that the search, retrieval, and presentation functionality for displaying content by both systems is fully utilized and available on the web. The integration of a Document Management solution with the Granicus streaming media solution leads to some very useful search functionality, examples are listed below.
 - a. **Ability to Search based on Media Type.**
 - i. Documents
 - ii. Agenda/Minutes
 - iii. Video
 - iv. All of the Above
 - b. **Search for Item or Topic History** – Often items or topics will be discussed over a number of public meetings. This can include a number of appearances on the City Council Agenda and multiple commission meetings.

Scope of Services

The proposed Granicus solution meets all of the requirements with a Code rating of 3 except items 31, 36-38, 40, and 41. These items Granicus is committed to developing in conjunction with the City of Bellevue at no additional charge unless third party software is required to meet the needs. Below you will find the matrix provided in Section 3.05 of the RFP as well as answers to the questions listed in this section. For additional information on our products and services, please see Exhibit A

	Description	Code	Comments
	CORE FUNCTIONALITY:		
	Live Broadcasting:		
1	Multicast live streaming of council meetings	3	<p>Included with MediaManager™ - Basic and the Granicus OutCast™ encoder: The Outcast™ Encoder integrates with the web-based Granicus MediaManager™ software and transfers live broadcasts to the Granicus MediaCenter™ in real time. The Granicus MediaCenter™ then duplicates and distributes your high quality audio and video content to the audience requesting the content.</p> <p>While broadcasting a live event, the on-site Granicus Outcast™ Encoder can also archive your broadcasts for on-demand viewing later. Once your broadcast is complete, the encoded event is automatically transferred to the Granicus MediaCenter™ where our suite of streaming media tools are accessible for editing, management and publishing functions.</p>
2	Multicast live streaming of Bellevue TV programming 24/7	3	See above.
	Archiving:		
3	Archive council & all public meetings stored external to COB (at the vendor's media storage site)	3	Included with Managed Services: The Granicus Managed Services plan also includes 12 months of archiving for all public meetings
4	Archive council and all other public meeting content stored internal to COB	3	Included with MediaVault™: The Granicus MediaVault™ integrates with the Granicus MediaCenter™ and transfers archived video to local storage. When archived video is requested, the MediaVault™ takes the place of the Granicus MediaCenter™ and delivers content directly from your location on your network. Should demand for archived content increase beyond your capacity, content can be transferred back to the MediaCenter™ with a click of a button. As a result, the Granicus MediaVault™ provides a superior solution for creating a digital library or records retention system.