

REQUEST FOR LEGISLATIVE ACTION

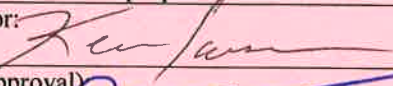
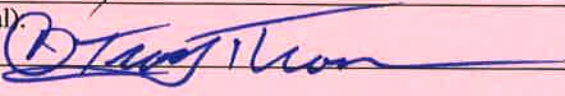
Completed by County Counselor's Office:

Res/~~Ord~~ No.: 18729

Sponsor(s): Scott Burnett

Date: February 17, 2015

SUBJECT	<p>Action Requested <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>Awarding a Contract for Website Design Services for the Information Technology Department to Civic Plus of Manhattan, Kansas under the terms and conditions of Request for Proposal No. 62-14.</u></p>																										
BUDGET INFORMATION <i>To be completed By Requesting Department and Finance</i>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td style="text-align: right;">\$145,000.00</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td></td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td style="text-align: right;">\$145,000.00</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td style="text-align: right;">\$145,000.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number:</td> <td></td> </tr> <tr> <td>001-1305-56661 General Fund, IT, Software Purchases</td> <td style="text-align: right;">\$ 50,000.00</td> </tr> <tr> <td>002-1305-56661 Health Fund, IT, Software Purchases</td> <td style="text-align: right;">\$ 3,000.00</td> </tr> <tr> <td>003-1305-56661 Park Fund, IT, Software Purchases</td> <td style="text-align: right;">\$ 9,000.00</td> </tr> <tr> <td>004-1305-56661 Road & Bridge Fund, IT, Software Purchases</td> <td style="text-align: right;">\$ 18,000.00</td> </tr> <tr> <td>042-1305-56661 Recorder's Technology Fund, IT, Software Purchases</td> <td style="text-align: right;">\$ 20,000.00</td> </tr> <tr> <td>045-1305-56661 Assessment Fund, IT, Software Purchases</td> <td style="text-align: right;">\$ 20,000.00</td> </tr> <tr> <td>300-1305-56661 Park Enterprise Fund, IT, Software Purchases</td> <td style="text-align: right;">\$ 25,000.00</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">\$145,000.00</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <p>OTHER FINANCIAL INFORMATION:</p> <p><input type="checkbox"/> No budget impact (no fiscal note required) <input type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract: Department: _____ Estimated Use: \$ _____</p> <p>The total amount requested exceeds the base quote by \$15,267.00 to allow for the anticipated customized code writing that will provide the County the ability to send e-mail blasts and text alerts.</p> <p>Prior Year Budget (if applicable): N/A Prior Year Actual Amount Spent (if applicable): N/A</p>	Amount authorized by this legislation this fiscal year:	\$145,000.00	Amount previously authorized this fiscal year:		Total amount authorized after this legislative action:	\$145,000.00	Amount budgeted for this item * (including transfers):	\$145,000.00	Source of funding (name of fund) and account code number:		001-1305-56661 General Fund, IT, Software Purchases	\$ 50,000.00	002-1305-56661 Health Fund, IT, Software Purchases	\$ 3,000.00	003-1305-56661 Park Fund, IT, Software Purchases	\$ 9,000.00	004-1305-56661 Road & Bridge Fund, IT, Software Purchases	\$ 18,000.00	042-1305-56661 Recorder's Technology Fund, IT, Software Purchases	\$ 20,000.00	045-1305-56661 Assessment Fund, IT, Software Purchases	\$ 20,000.00	300-1305-56661 Park Enterprise Fund, IT, Software Purchases	\$ 25,000.00	Total	\$145,000.00
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PRIOR LEGISLATION	<p>Prior ordinances and (date): N/A Prior resolutions and (date): N/A</p>																										
CONTACT INFORMATION	<p>RLA drafted by (name, title, & phone): Barbara Casamento, Purchasing Supervisor, 881-3253</p>																										
REQUEST SUMMARY	<p>The County requires a re-design and update of its outdated websites. The re-design will combine the websites of the County, the Prosecuting Attorney, Sheriff's Office, Parks + Rec and COMBAT as well as an internet site for the County employees into one website. The Purchasing Department issued Request for Proposal No. 62-14 in response to those requirements.</p> <p>A total of twenty notifications were distributed and six responses were received, one of which was rejected as non-responsive. The following five responses were evaluated:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Vendor</th> <th>Amount</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>Blue Symphony, Kansas City, Missouri</td> <td style="text-align: right;">\$ 362,661.00</td> <td style="text-align: center;">42</td> </tr> <tr> <td>Civic Plus, Manhattan, Kansas</td> <td style="text-align: right;">\$ 129,733.00</td> <td style="text-align: center;">95</td> </tr> <tr> <td>Innova, Overland Park, Kansas</td> <td style="text-align: right;">\$ 252,156.00</td> <td style="text-align: center;">57</td> </tr> <tr> <td>Vision Internet, Santa Monica, California</td> <td style="text-align: right;">\$ 127,000.00</td> <td style="text-align: center;">87</td> </tr> <tr> <td>Yoodle, Overland Park, Kansas</td> <td style="text-align: right;">\$ 120,000.00</td> <td style="text-align: center;">66</td> </tr> </tbody> </table>	Vendor	Amount	Points	Blue Symphony, Kansas City, Missouri	\$ 362,661.00	42	Civic Plus, Manhattan, Kansas	\$ 129,733.00	95	Innova, Overland Park, Kansas	\$ 252,156.00	57	Vision Internet, Santa Monica, California	\$ 127,000.00	87	Yoodle, Overland Park, Kansas	\$ 120,000.00	66								
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	<p>Points awarded were based on the Respondent's Qualifications and Experience, References, Proposed System and Pricing.</p> <p>Pursuant to Section 1054.6 of the Jackson County Code, the Director of Finance and Purchasing recommends the award of a Contract for Website Design Services for the Information Technology Department to Civic Plus of Manhattan, Kansas as the best proposal received.</p>	
CLEARANCE	<input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) N/A <input type="checkbox"/> Business License Verified (Purchasing & Department) N/A <input checked="" type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS	<p>The Abstract of Proposal's Received, a Memorandum from Joe Loudon, Web Content Developer and the pertinent pages of Civic Plus's proposal.</p>	
REVIEW	Department Director: 	Date: 2/3/2015
	Finance (Budget Approval) <i>If applicable</i> 	Date: 2/4/2015
	Division Manager:	Date:
	County Counselor's Office:	Date:

Fiscal Note:

This expenditure was included in the Annual Budget.

PC# 13052015001

Date: February 4, 2015

RES # 18729

<u>Department / Division</u>	<u>Character/Description</u>	<u>Not to Exceed</u>
General Fund - 001		
<u>1305 - Information Technology</u>	<u>56661 - Software Purchases</u>	<u>50,000</u>
Health Fund - 002		
<u>1305 - Information Technology</u>	<u>56661 - Software Purchases</u>	<u>3,000</u>
Park Fund - 003		
<u>1305 - Information Technology</u>	<u>56661 - Software Purchases</u>	<u>9,000</u>
Special Road and Bridge - 004		
<u>1305 - Information Technology</u>	<u>56661 - Software Purchases</u>	<u>18,000</u>
Recorder's Technology Fund - 042		
<u>1305 - Information Technology</u>	<u>56661 - Software Purchases</u>	<u>20,000</u>
Assessment Fund - 045		
<u>1305 - Information Technology</u>	<u>56661 - Software Purchases</u>	<u>20,000</u>
Park Enterprise Fund - 300		
<u>1305 - Information Technology</u>	<u>56661 - Software Purchases</u>	<u>25,000</u>
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<u> </u>	<u> </u>	<u>145,000</u>


 Budgeting

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the _____ Fund in _____.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # _____
- Funds sufficient for this appropriation are available from the source indicated below.


Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.

ABSTRACT OF BIDS

BID NO: 62-14 DATE: 10/14/14 COMMODITY: Web content Management Software		UNIT QTY	DESCRIPTION
NO	AMOUNT	AMOUNT	AMOUNT

	Civic Plus	Blue Symphony LLC	Vision Internet	Ardent Technologies, Inc.	Innova	Yoodle
See Proposal	See bid	See bid	See bid	See bid	See bid	See bid

CERTIFICATION OF BID OPENING
 BIDS WERE PUBLICLY
 OPENED AND RECORDED
 ON: October 14, 2014, BY

 CLERK OF THE LEGISLATURE
Barbara Casamento
 PURCHASING

Memo

Res. 18729

To: Barbara Casamento, Purchasing Supervisor
From: Joe Loudon, Web Content Developer
cc: Ken Larson, IT Director & Scott Jacoby, Assistant IT Director
Date: January 28, 2015
Re: CMS Vendor Selection

Jackson County issued a Request For Proposals (RFP) for full-service website design services for the purpose of redesigning, reorganizing and modernizing our family of websites. In addition, the RFP required the migration of our web content from our current content management system (CMS) to a new CMS. Furthermore, as part of the full-service package, the county was seeking a vendor able to provide ongoing 24/7 support, with assurances that our sites remain updated and are "future proof." The county received five RFP proposals.

An evaluation committee, consisting of staff from the county's Information Technology and Communications departments, reviewed the five RFP's. Each was scored on 100-point scale that included responsiveness to the RFP, qualifications, experience, references, proposed systems/services, and pricing.

For the purpose of these evaluations, work samples included with each RFP were used for scoring references:

- Blue Symphony (Kansas City, MO)
RFP Evaluation Score: 42 of 100 Points
Pricing: \$362,661
- Civic Plus (Manhattan, KS)
RFP Evaluation Score: 95 of 100 Points
Pricing: \$129,733
- Innova (Overland Park, KS)
RFP Evaluation Score: 57 of 100 Points
Pricing: \$252,156

- Vision Internet (Santa Monica, CA)
RFP Evaluation: 87 of 100 Points
Pricing: \$127,000
- Yoodle (Overland Park, KS)
RFP Evaluation: 66 of 100 Points
Pricing: \$120,000

The lowest bidder was not selected for this project based on other vendors having more extensive backgrounds in government website development, more resources, a demonstrated ability to provide the ongoing 24/7 support required, and superior references.

Two vendors were selected to provide demonstrations and access to "sandbox" testing environments, which permitted the evaluation team to experience each vendor's CMS hands-on. Civic Plus was determined to have a CMS that was both flexible and easy to adapt to. The ease-of-use of the CivicPlus CMS, the organization's local government experience, staffing resources, expertise, customer service, capacity for customized code-writing, support systems and secured web hosting are all proven quantities, able to best meet the county's needs.

Funding for the implementation of these web design services have been included in the Information Technology 2015 budget from these sources:

Funds	Account Type	Amount
General – 001	5101-56661	\$50,000
Health – 002	5102-56661	\$3,000
Park – 003	5103-56661	\$9,000
Road & Bridge – 004	5104-56661	\$18,000
Recorder – 042	1305-56661	\$20,000
Assessment – 045	4500-56661	\$20,000
Park Enterprise - 300	5300-56661	\$25,000
Total Avail Funds		\$145,000

The budget total exceeds the quote price CivicPlus provided. Additional costs are anticipated for customized code-writing and the possible installation of other services that would provide the county the capacity to send e-mail blasts and text alerts.

Res. 18729



Pricing Proposal Full Service Website Design Services

Jackson County, MO • October 14, 2014

(updated January 19, 2015)



Serving more than **1,700 clients** in the United States, Canada and Australia, we partner with governments to create a **website people will use.**



CivicPlus Project Development Estimate

All Quotes are in US Dollars and Valid for 90 Days from October 14, 2014.

Project Development and Deployment	
<i>Initial GCMS® upgrades, maintenance, support and hosting – no additional cost</i>	\$149,733
<i>Server Storage not to exceed 75 GB</i>	
Project Enhancements	
Media Center	
5 Subsites	Included
Unlimited CRT Users	
On-Site Content Consulting	
Promotional Discount	(\$20,000)
Total Fees Year 1	
\$129,733	

With CivicPlus' Annual Services, you'll enjoy redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, system enhancements, recurring training, and access to the CivicPlus community. Protecting your investment is important, and our Annual Services allow you to receive maximum benefit at minimal cost. Over the course of a year, you'll receive system enhancements, maintenance and optimization. Additionally, your staff will have full access to our support staff, ensuring that they're always up to date on our latest features and functionality.

The CivicPlus Built-In Redesign

At CivicPlus, we realize that over time, you might decide that you want to change your design by giving it a visual refresh, so to speak. On average, we have noticed that clients tend to request a redesign about every four or five years in the life of a typical government website.

But instead of starting completely over from scratch with a new website rebuild, CivicPlus has an option that can not only help save you time and effort, but *lots* of money too!

At the end of your fourth year of continuous service with us, you are eligible to receive a website redesign with no further out-of-pocket expense. The cost of the redesign is included in your annual fees each year, giving you the knowledge that your website design will never become stale and that you'll never have to build your site from the ground up again!

Annual Services (Continuing GCMS® Enhancements, Maintenance, Support and Hosting)	\$26,466
<i>Billed 12 months from contract signing; subject to annual 5% increase year 3 and beyond</i>	

Optional Multi-Year Payment Plan – CivicPlus Advantage

CivicPlus Advantage offers local governments an alternative payment plan that eases the impact of a new website on your budget and **spreads the one-time project development costs over a longer period of time.**

Through a minimum three-year contract, CivicPlus Advantage dramatically lowers the one-time project development and start-up costs of launching a new website, **combining one-time and recurring fees and spreading them over the life of the contract.**

CivicPlus Advantage	1st Year	2nd Year	3rd Year	4th Year
Annual Recurring Fees	\$60,888	\$60,888	\$60,888	\$29,116



Project Development Scope of Work

<p>Kick-Off Meeting</p> <p><u>Deliverable:</u> Project Timeline, training jump start and worksheets</p>	
<p>CivicPlus will:</p> <ul style="list-style-type: none"> • assign a project manager to this project • conduct a Project kickoff to review awarded contract • establish communication plan for the duration of the project effort • work with the County to identify all key internal and external project stakeholders • develop project plan and timeline • provide Project Management and Support 	<p>Jackson County will:</p> <ul style="list-style-type: none"> • review and approve of project plan within 5 business days • if modifications are required after the review of the initial project plan, the County has 10 business days to address the modifications and come to a consensus. • approve the project plan (limited to two reviews) prior to proceeding with the project. • complete the following prior to Phase 1: Functionality and Design Form, Web Team Form and Content Form • update the current primary live website content and delete any pages from the website that are no longer wanted or needed.
<p>Phase 1: Website Optimization</p> <p><u>Deliverable:</u> Needs assessment, best practices and worksheets</p>	
<p>CivicPlus will:</p> <ul style="list-style-type: none"> • provide communication support to the County, key stakeholders and personnel via weekly status reports and via phone when required • review the goals and expectations submitted on the forms the County completed to ensure all needs are clearly understood • conduct a presentation of findings and recommendations to key project stakeholders 	<p>Jackson County will:</p> <ul style="list-style-type: none"> • gather statistics from the current website from the past 12 months and provide to CivicPlus • collect pictures to be used in the overall design of the new website and provide to CivicPlus • provide a MS Word document template that features your branding/logo and provide to CivicPlus. • compile a list of all divisions and/or departments within the organization and provide to CivicPlus • submit a list of third-party and in-house developed applications presently being utilized on the current website and provide to CivicPlus • pull a site map or outline of the current website's navigational structure and provide to CivicPlus • a list of any content on the current primary website that must remain as is (verbatim) because of legal requirements
<p>Phase 2: Website Layout</p> <p><u>Deliverable:</u> Website layout and mood board will be presented for your approval</p>	
<p>CivicPlus will:</p> <ul style="list-style-type: none"> • present one custom layout and one mood board based on the goals determined in the previous phase. The presented layout will show the placement of the navigation and functionality. The mood board will reflect the color and imagery that will represent the tone of the design • begin development of the website design upon layout and mood board approval 	<p>Jackson County will:</p> <ul style="list-style-type: none"> • approve one layout and the mood board • review marketing packet material and guidelines • will provide CivicPlus will all the necessary DNS items identified for the website • 1st billing milestone approved



<p>Phase 3: Website Reveal</p> <p><u>Deliverable:</u> Completed website design and navigation structure will be presented. You will be able to propose changes at this time.</p>	
<p>CivicPlus will:</p> <ul style="list-style-type: none"> • present a fully functional website • migrate all agreed upon content pages from the designated <u>URL</u> to the new website • After the County approves the design, content and functionality CivicPlus will conduct a review of the website to ensure the statement of work is met • work with the County to prepare for training • migrate current plus the past three years Agendas & Minutes in Microsoft Word.DOC or Adobe PDF format 	<p>Jackson County will:</p> <ul style="list-style-type: none"> • evaluate the website design and content and provide CivicPlus with feedback • collaborate with CivicPlus on proposed changes • revise the design as many times as deemed necessary, up to the deadline set by the County and CivicPlus during the Kick-off meeting • If design changes are requested after the set date, the project's go live will be adjusted
<p>Phase 4: 5 Days of Customized On-Site Implementation Training for up to 24 employees</p> <p><i>Quote includes travel expenses (\$80 per person per day for the 25th attendee and beyond)</i></p> <p><u>Deliverable:</u> Train System Administrator(s) on GCMS® Administration, permissions, setting up groups and users, module administration. Basic User training on pages, module entries, applying modules to pages. Applied use and usability consulting to result in effective communication through your website.</p>	
<p>CivicPlus will:</p> <ul style="list-style-type: none"> • provided training to the County before the website goes live • train up to 24 County staff members based on internal daily task and workflow • train staff members on how to use the GCMS®, update content pages and modules • provide access to training online training manuals and videos for the County staff 	<p>Jackson County will:</p> <ul style="list-style-type: none"> • provide a location for training in the County with internet access • provide computers for staff to be trained on • 2nd billing milestone approved
<p>Phase 5: Go Live</p> <p><u>Deliverable:</u> Custom website launched to the public.</p>	
<p>CivicPlus will:</p> <ul style="list-style-type: none"> • fix system issues and bugs that the County finds • CivicPlus' Quality Control team will complete a final spelling and links check • redirect the domain name to the newly developed website when the County signs off on the project 	<p>Jackson County will:</p> <ul style="list-style-type: none"> • have about three weeks to test and update the final site • notify CivicPlus on any system issues or bugs that CivicPlus needs to fix
<p>Project Enhancements</p> <p>Phase 1: Content Consultation Five days on-site, up to six departments per day. <i>Quote includes travel expenses.</i></p> <p>A consultation package concentrating on evaluating current website content and making recommendations for improved content development, presentation and maintenance.</p> <p><u>Deliverable:</u> A comprehensive report on evaluation of current content (placement, length, style and effectiveness), recommendations for improvement or creation of new content, a follow-up report reviewing the results of implemented suggestions.</p> <p>Media Center with Live Streaming Video (10GB of server storage included)</p> <p>5 Subsites (includes all content migration and 3 years of agendas)</p> <p>Jackson County Intranet, Prosecutor, Sheriff, Makeyourdayhere and Combat jack</p> <p>Unlimited CRT Users</p>	



Optional Project Enhancements

Options	
<p>CivicSend <u>Key features include:</u> unlimited subscribers, unlimited email messages, unlimited lists; visually rich, mobile responsive templates; centralized, single point-of-access via GCMS integration; access to multiple communication channels, including: email, SMS/text, Facebook and Twitter; robust tracking analytics; multiple list selection; content auto-posts to your website.</p>	<p>\$4,495 per year</p>
<p>4 Department Header Packages instead of subsites for Prosecutor, Sheriff, Makeyourdayhere and Combat jack</p>	<p>Savings of \$17,600</p>

Project Development and Deployment Includes the Following:

Modules	Functionality	
<ul style="list-style-type: none"> • Agenda Center • Alerts Center & Emergency Alert Notification • Archive Center • Bid Postings • Blog • Business/Resource Directory • Calendar • Carbon Calculator • Citizen Request Tracker™ (5 users) • Community Connection • Community Voice™ • Document Center • ePayment Center • Facilities & Reservations • Frequently Asked Questions • Forms Center • Healthy City • Intranet • Job Postings • My Dashboard • News Flash • Notify Me® email and 500 SMS subscribers • Online Job Application with 1 Generic Application • Opinion Poll • Photo Gallery • Quick Links • Real Estate Locator • Spotlight • Staff Directory 	<ul style="list-style-type: none"> • Action Items Queue • Audit Trail / History Log • Automated PDF Converter • Automatic Content Archiving • Dynamic Breadcrumbs • Dynamic Sitemap • Expiring Items Library • Graphic Link Administration • Links Redirect and Broken Links Finder • Menu Management • Mouse-over Menu Structure • MuniMobile™ (Mobile Website Browsing) • Online Editor for Editing and Page Creation (WYSIWYG) • Online Web Statistics • Printer Friendly/Email Page • Rotating Content • RSS • Site Layout Options • Site Search & Entry Log • Slideshow • Social Media Integration (Facebook, Share and Twitter) • User & Group Administration Rights • Web Page Upload Utility • Website Administrative Log 	
Support	Maintenance of CivicPlus Application & Modules	Hosting
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays) 24/7 Emergency Support Dedicated Support Personnel 2-hour Response During Normal Hours Usability Improvements Integration of System Enhancements Proactive Support for Updates & Fixes Online Training Manuals Monthly Newsletters Phone Consulting CivicPlus Connection	Install Service Patches for OS System Enhancements Fixes Improvements Integration Testing Development Usage License	Shared Web/SQL Server DNS Consulting & Maintenance Monitor Bandwidth-Router Traffic Redundant ISP Redundant Cooling Diesel Powered Generator Daily Tape Backup Intrusion Detection & Prevention Antivirus Protection Upgrade Hardware