

About Granicus

TECHNOLOGY FOR THE PEOPLE WHO ARE CHANGING OUR WORLD.

The contractor, GovDelivery, LLC (d/b/a "Granicus"), provides technology that empowers government organizations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, meeting and agenda management, and digital services to more than 3,000 public sector organizations, Granicus helps turn government missions into quantifiable realities. Granicus products connect more than 150 million people, creating a powerful network to enhance government transparency and citizen engagement. By optimizing decision-making processes, Granicus strives to help government realize better outcomes and have a greater impact for the citizens they serve.

Communications Cloud Unique Differentiators

PRESENTED TO THE CITY OF COLUMBUS, OHIO

Description of Services

Columbus has a critically important responsibility to engage and communicate with constituents, and seeks to launch a digital communications tool to proactively communicate necessary information and manage overall communications. Granicus will be responsible for providing the following features in the Cloud: optimal delivery rates enabled by a trusted ISP reputation; access to success metrics of digital outreach efforts provided through the Cloud user interface (UI) to provide insight on Return on Investment (ROI); automated subscriber list management; access to the proprietary GovDelivery Network to grow audiences; ability to create content once and automatically publish it across communication channels; topic and digesting preference settings for subscribers; ability for subscribers to re-distribute content through "share this email" feature; and easy-to-use template creation tools for professional messaging.

Granicus is the only supplier of the Cloud. Individual features of the Cloud can be found in other applications, but GovDelivery's unique architecture offers a comprehensive combination of benefits that are not available through any other solution. Elements of the Cloud's feature set are entirely proprietary and unique to GovDelivery. Granicus offers the only digital communication management platform used exclusively by public sector organizations, working directly with ISPs to ensure deliverability of client messages. GovDelivery is the only solution that includes a proprietary Network of more than 150 million citizens digitally engaged with federal, state, and local government. Furthermore, Granicus offers a digital communication management platform with

multiple federal and international security certifications, including Federal Risk and Authorization Management Program (FedRAMP) Security Assessment Framework Certification, ISO-270001, and G-Cloud IL2.

The GovDelivery Network is unique and proprietary to Granicus.

The GovDelivery Network includes hundreds of public sector organizations connected to cross-promote content and drive audience growth. This feature is not available through other public sector communications solutions. In the same way that Amazon drives products through cross-promotion, the GovDelivery Network drives massive audience growth. GovDelivery clients are connected with more than 150 million stakeholders, and more than 30,000 new stakeholders sign up for GovDelivery updates from government every day. The GovDelivery Network enables public sector organizations to connect with more of that audience. Public sector organizations that are not GovDelivery clients do not have access to the GovDelivery Network.

GovDelivery offers a FedRAMP compliant digital cloud communications platform.

FedRAMP was established in December 2011 as the first government-wide security authorization program for FISMA and is currently being modeled in other government security programs and by other countries, including the United Kingdom, the European Union, and China. The FedRAMP framework's focus, which is mandatory for all agencies and all cloud services, is to ensure the rigorous security standards or FISMA are applied while introducing efficiencies to the process for cloud systems. The General Services Administration, Department of Defense, and Department of Homeland Security Chief Information Officers comprise the Joint Authorization Board (JAB), the governing body which oversees the FedRAMP framework. The rigorous oversight and processes put in place to obtain and maintain FedRAMP compliance ensure that GovDelivery users leverage first-in class security.

Awarding the contract to Granicus is the only appropriate action to provide the Cloud to Columbus. Failure to award this effort to Granicus will leave Columbus without access to the GovDelivery Network and other proprietary features of the Cloud (e.g. rapid GovDelivery subscription sign up). This would have a tremendous negative impact on Columbus in supporting its mission goals to increase overall subscribers and proactively communicate pertinent information to citizens. It is in the best interest of the Government that this contract be awarded to Granicus for the Cloud in support of Columbus.