Proposal

City of Columbus — Department of Technology
Mobile Application Services

Mobile Services Proposal

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Document History

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Meetesh Patel
Senior Director Services

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1 Introduction

June 29th, 2017

City of Columbus

Dear H. Samuel Orth III, Director of Technology

We are pleased to provide the **City of Columbus** with information on Axway's support of mobile development initiatives. In January of 2016 Axway completed the acquisition of Appcelerator. With the acquisition of Appcelerator, Axway expands its suite of digital business enablement solutions to help enterprises compete in the Experience Economy. Now they can unleash data, expose APIs, and develop apps to deliver what we call "omnipresence": the ability to delivery delightful customer experiences connected on any device, to any data source, at any time.

The combination of Axway's digital business enablement solutions and the Appcelerator Platform allows anyone to quickly create great mobile apps, easily integrate them to existing systems using APIs, manage backend services at scale, and optimize performance with comprehensive analytics. The acquisition of Appcelerator confirms our strategic ambition to help organization succeed in their digital journey by connecting people, processes and things across their digital business ecosystem.

> APIs are the key enablers of the Digital Business. For example, on the outside allowing banks to introduce a new customer experience, with immediate, high quality interactions, and fast and secured transactions processing, and on the inside, ensuring banks an efficient and effective operating model with lean channels and organization structures for fast processing. Enterprises can achieve similar success via effectively linked customer experience networks.

> At Axway, we believe there are 5 key strategic elements to a successful digital transformation strategy:

1. API Integration & Management (API): Integrate cloud services, mobile and enterprise applications to protect and grow your business in the digital economy, and open new channels by creating and securely exposing APIs to existing back-end systems.

2. File Transfer Management (MFT): Secure and manage file transfers to ensure regulatory compliance and meet Service Level Agreements inside and out of the enterprise.

3. EDI & B2B Community Management (B2B): Improve efficiency and business performance by updating your B2B and EDI infrastructure.

4. Visibility/Operational Intelligence (OI): Track, monitor, measure and improve the data flows that support your business processes.

5. Hybrid Platform (On-Premise & Cloud): Leverage the best of both worlds — the innovation and savings of the cloud, and the compliance assurances that come with your own on premise environments.

   Axway AMPLIFY unites these 5 elements, enabling companies to govern the flow of data that fuels digital business.

The proposal defined in this document is in response to the RFP tender from the **City of Columbus** — Department of Technology. It is Axway's intention to provide oversight during this engagement, as the primary, leveraging one of our preferred partners, Propelics, to deliver the technical services. Additionally, Axway provides the aforementioned Appcelerator platform technology via licensed software that is used in conjunction for mobile development by the **City of Columbus**.

Sincerely,

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2 Company Profiles

2.1 Axway Inc

Axway Inc., A Delaware Corporation, and its parent, subsidiaries and affiliates worldwide, having an office address at 6811 East Mayo Blvd., 4th Floor, Phoenix, AZ, 85054. Federal Tax Identification number: 86-0834866

Axway Company Overview

Axway's award-winning solutions and deep industry expertise help more than 11,000 customers worldwide to collaborate smarter, innovate faster and engage better with their partners, developers and customers. From integration technology that securely connects people, processes and things to an engagement platform that enables API management, identity management, mobile app development and analytics, Axway solutions are enabling digital business.
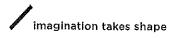
We offer on-premise and cloud-based B2B integration, managed file transfer, operational intelligence, API and identity management, mobile app development, analytics, and email security solutions, plus professional and managed services. Industries that embrace our solutions include Banking & Financial Services, Automotive, Manufacturing & CPG, Retail, Healthcare, Life Sciences, Technology, Transportation & Logistics, and Government & Public Sector, among others.

Enterprises are facing an uncertain future as they struggle to adapt to watershed disruptions coming from all directions. To survive and remain relevant, it's time to embrace digital technologies that will help enterprises reshape their business models to boost compliance, innovation, time to market and competitive differentiation. For more than fifteen years, Axway has been empowering leading organizations by delivering the digital enablement technologies they need to improve operational efficiency, accelerate business innovation and deliver delightful and optimal customer experiences.

A clear strategy for growth

In 2001, Axway was created as a wholly owned subsidiary of Sopra Steria Group, a systems integrator founded in 1968 and offered publicly in 1990. With revenues of $4.7B (€3.4B), Sopra Steria Group provides solutions that give enterprises the ability to integrate data and processes within their organization, as well as with their suppliers and partners.

Between 2005 and 2008, Axway acquired Cyclone Commerce, Actis from Atos Origin, and Tumbleweed Communications Corporation. In 2011, Axway spun-off from Sopra Steria Group. In 2012, Axway acquired Vordel, a leader in software technologies that enable enterprises to deliver APIs for cloud and mobile. The acquisition put Axway in a leadership position in the emerging API and identity management market and

imagination takes shape

ushered in the Axway 5 Suite of products, which combined Axway's MFT, B2B, and integration offering into a single solution that gave organizations the ability to own the enterprise edge and govern data flowing into the cloud and out to mobile devices.

In 2014, Axway acquired Systar, a leading provider of operational performance management software. Systar's leadership in business activity monitoring increased the business value of Axway 5 Suite by adding real-time operational intelligence into the mix. This gave decision makers the ability to optimize operational performance and gain clear visibility into their entire ecosystem's transactional data flows — all within the relevant business context.

In January of 2016, Axway acquired Appcelerator, a U.S. company focused on helping organizations expand their business into mobile through a leading engagement platform that allows captivating, memorable apps development.

With the acquisition of Appcelerator, Axway offers a range of digital business enablement solutions to help enterprises achieve success at every step in their digital transformation journey — allowing them to deliver optimal customer experiences connected on any device, to any data source, at any time. The combination of Axway's digital enablement solutions and the Appcelerator Platform means anyone can quickly create great mobile apps, easily integrate them to existing systems using APIs, manage backend services at scale, and optimize performance with comprehensive analytics. Appcelerator's leading mobile app and integration platform and best practices will help accelerate the pace of new product innovation for our customers.

In November 2016, Axway introduced its breakthrough AMPLIFY™ cloud-enabled data integration and engagement platform, opening the way to game-changing CX Networks and enabling brands to better anticipate, adapt and scale to meet ever changing customer expectations. AMPLIFY sits atop a secure and agile data integration foundation built to accelerate the pace of DevOps and turn rigid, siloed data streams into a single, manageable infrastructure that moves as fast as any organization needs to. The AMPLIFY platform gets everyone in the digital ecosystem in sync to heighten efficiency and simplify the onboarding of new community members. And it is flexible enough to quickly start up with a single use case or scale to run many mission-critical services.

In February 2017, Axway acquired Syncplicity as an important step forward in helping enterprises complete their digital business transformation. With Syncplicity's solutions and expertise in enterprise file synchronization and sharing (EFSS), Axway expands your ability to collaborate efficiently throughout your entire digital ecosystem and create customer experience network that lead to greater business innovation and growth. With the acquisition of Syncplicity, Axway will be able to further enhance the Axway AMPLIFY™ platform to transform the way modern enterprises collaborate and innovate across digital ecosystems and further heighten engagement with customers, employees and partners.

Axway serves over 11,000 public and private sector customers in 100 countries. Registered in France, the company is headquartered in the United States and has offices in 19 countries. Axway is a public company listed on the Euronext of Paris under the trading symbol AXW.PA.

LONG-TERM COMPANY VIABILITY AND FINANCIAL STABILITY

Axway has considerable momentum in the marketplace, with target growth in the double digits year over year. This profitable growth is projected to continue in 2017 and beyond.

- Approximately 1932 employees and consultants in 19 offices around the globe

- Investment of almost 20% of our annual revenues back into R&D

- Revenues of $391.4 million in 2016

- Profitable since its inception

Axway has trained professionals worldwide as part of our global professional services organization to provide on site design, installation, configuration and support on a consultancy basis.

Professional Services Locations:
Americas: USA, Brazil
Europe: Belgium, Bulgaria, France, Germany, Ireland, Italy, Netherlands, Spain, Sweden, Norway, United Kingdom, Romania
Asia/Pacific: Australia, China (Beijing, Shanghai and Hong Kong), India, Singapore

Axway's 2016 Annual Results posted total revenue growth up 5.8% to €301.1 million. Highlights include:

- Global 2016 revenue of €301.1 million ($391.4 million)

- Profit from operating activities of €50.8 million ($66.0 million), or 16.9% of revenue

- Net profit of €31.5 ($40.9) million or 10.5% of revenue.

- Axway is well established with a steady revenue stream and a portfolio of products. No one customer accounts for more than 5% of our revenues.

5 Year Performance by Division (Fixed 1.3 Exchange Rate)

	Axway Group in EUR (in millions)					
	2016	2015	2014	2013	2012	2011
Revenue	301.1	284.6	261.6	237.5	224.3	217.2
Profit from Operations	50.8	44.5	39.7	37.5	35.0	35.3
Profit as a % of Revenue	16.9%	15.6%	15.2%	15.8%	15.6%	16.3%

	Axway Group in est. USD (in millions)					
	2016	2015	2014	2013	2012	2011
Revenue	391.4	369.9	366.2	332.5	314.0	304.1
Profit from Operations	66.0	57.9	55.6	52.5	49.0	49.4
Profit as a % of Revenue	16.9%	15.6%	15.2%	15.8%	15.6%	16.3%

Complete financial information is available online at http://www.axway.com

2.2 Propelics

Propelics, Inc., having an office address at 111 N. Market Street, Suite 300, San Jose, CA 95113.
Propelics is a longtime partner of Axway, going back to the early days of Appcelerator. Many of Axway's
largest customers have engaged with Propelics for mobile strategy and application development /
maintenance. We have a large team world class Appcelerator architects and developers and know the
product inside and out.

Propelics was founded in 2011 to provide mobile strategy and mobile solutions to large companies in North
America. The founders brought together the best talent in strategy consulting, user experience, and app
development and developed a mobile centric methodology from the ground up. We believed that mobile is
different enough that the prevalent ways of approaching mobile would not deliver on the promise of
innovation afforded by mobile. The company was guided by the following core philosophies:

1. **An App is Not a Strategy**
2. **Avoid the Wild West of App Development**
3. **Mobility is Not a Bolt on**
4. **Simplify the Enterprise**
5. **User Experience is Everything**
6. **Incorporate Ideas from Other Industries**
7. **Speed of Innovation is Critical**

These core philosophes have served us and our clients well in the form of innovative mobile first solutions in a marketplace that was mostly trying to transition from the traditional web solutions. This vision has been validated by the strong demand for our services as evidenced by our strong growth over the years.

As a company with a 6-year track record, of successful operation, we continue to be true to our vision and have stayed focused on mobile. Our goal is to continue to provide world-class mobile solutions to large organizations. As mobile solutions become more complex, our solutions portfolio has kept pace with the needs of our customers. Our vision of becoming one of the most respected mobile strategy and mobile solutions company continues to be fulfilled via strong ongoing relationships with large companies.

To summarize, the following highlights our differentiators:

- 100% focused on mobile
- Experience of working with large companies and organizations
- Strong track record of being involved in the process from strategy to execution
- Experts with Axway technology (Appcelerator and API Builder)
- Multi-year relationships as the trusted advisor in the mobile space
- Deep point of view related to mobile and emerging technology— we operate a research and advisory arm (Emerging Technology Council) that gathers technology and business leaders on a regular basis and publishes research
- 100% Reference-able clients
- Repeatable methodology
- Strong team with a focus on culture and long term career growth

Propelics works with their customers to develop their strategy for mobile technology use, and helps organizations down this path by building Apps that redefine how they engage with their citizens and employees. At the core of Propelics, we help our clients simplify their processes, tools, and data to have more productive and elegant communication with their end users through mobile devices.

When we work with our clients on customer-facing applications there is a heightened sense of awareness on crafting elegant, attractive and frictionless experiences that will delight the user. We recognize that as we develop the app that the experience we create must meet not just the expectations citizens may have for government applications, but we are competing with the types of experiences that they receive from social, travel, entertainment and gaming apps. The bar is quite high.

We must be respectful of their time and ensure that the experience they have allows them to finish their tasks quickly, efficiently — so our design must pay equal attention to application performance, API response rates, wireless network coverage and speed — as well as providing an attractive user interface.

The Propelics approach and methodology is based on many years of delivering management consulting and application delivery engagements to the Fortune 500.

3 Proposed Team and Experience

3.1 Team and Roles

Axway

- Meetesh Patel — Senior Director, Services, GCS NA (https://www.linkedin.com/in/meetesh-patel-9775165/)
- Claude Hagopian — Enterprise Account Executive (https://www.linkedin.com/in/cbhagopian/)

Propelics

Each member of the team has been with the organization for 4 or more years and have worked on multiple client projects.

- Adam Bookman — Client Partner (http://www.linkedin.com/in/adambookman)
- Monica Avina — Mobile Support Manager (https://www.linkedin.com/in/monica-avina-a805bb9b)
- Glenn Gruber — Lead Mobile Strategist (https://www.linkedin.com/in/glennmgruber)
- Andres Reaza — Sr. UX Designer (https://mx.linkedin.com/in/andres-reaza-1179812a/en)
- Cesar Cavazos — Chief Architect (https://www.linkedin.com/in/cesarcavazos)
- Hector Suarez — Sr. Mobile Developer (https://mx.linkedin.com/in/etorsuarez/en)
- Laura Garcia — Sr. Mobile Tester (https://mx.linkedin.com/in/laugarcini/en)

3.2 Experience

Following is a sample list of some of the clients that the Propelics team has worked with on both mobile strategy and Appcelerator mobile app enhancement and support engagements similar to what is being proposed for the City of Columbus. Most of these customers are consumers of our entire product range, including strategy, development of mobile apps and managed services (including testing and support). More than 70% of our customer portfolio are ongoing relationships that span more than a year:

4 Service Proposal and Budgetary Estimates

Based on the requirements listed the RFP, we are proposing 2 service packages to optimally support the need of the City of Columbus.

4.1 Consulting Services — Remediation and Enhancement Services

Like any good relationship, mobile apps need constant care and attention. The life of a mobile app doesn't end at the App Store or App Catalog. Great mobile apps continue to grow and evolve in response to testing and real-world usage statistics. To that end, its recommended to leverage an approach to ensure the app continues to see yearly, quarterly, monthly, bi-weekly or weekly updates — whatever is required.

Purchased in hourly buckets, this work covers all advisory, ideation, design, UI/UX, development, testing, and architecture tasks. This work can be performed as fast or slow as required by the client. There is no monthly commitment of work to be performed.

The team is responsible for working with the app product owner(s) on an ongoing basis, working together on ideation sessions, continuing to prioritize the backlog of work to be performed, and then defining work sprints to deliver this work over a pre-defined and approved timeframe.

4.1.1 Work that can be performed

Ongoing Defect Remediation

- Defect Fixes as part of validation and QA; issues logged in FreshDesk ticketing system and email escalations.
- Regression and Smoke Testing on New Builds
- IBM Security on Demand Scan Analysis for penetration and vulnerability testing and defect Remediation. This process should occur for every major release as well as when the team is making material changes to items that could affect the security profile.
- Creation and addition of new UI assets due to new OS Resolution sizes due to new OSes and new Devices
- Update to latest Appcelerator SDKs to ensure latest OS Support
- Target Mobile OS (TBD) Release fixes
- Complete App Integration Testing (QA Handoff)
- Support client QA and UAT remediation's
- Ensure Functional Test scripts are kept up to date
- Participate in project management and cross-team technical triage meetings
- Develop and test front end portion of authentication implementation

Ideation & App Enhancements

- Maintain the product functional backlog, participate in the prioritization & execution of app enhancements per the identified schedule by client.
- Facilitate short app ideation sessions with product owners, executives, etc.
- Define user stories for the backlog from the ideation sessions, user feedback, etc.
- Prioritize backlog against overall business objectives for client — align releases to other internal software & communication initiatives to ensure a coherent app experience.
- Create sprints of work based on the prioritized backlog via a Kanban sprint structure.
- Provide associated work estimations for planned work to client and obtain prior approval of sprint work
    o Provide the updated design UI & UX and design assets required to support the new functionality
    o Develop and deliver the updated application, including architecture, screen, updated data manager and integration components
    o Perform regression and smoke testing on new builds
    o Create or update functional test script updates for the new functionality
    o Work with the support team to move approved bids through the release plan to get them into the app store(s)

4.2 Mobile App Steady State Production Support

This package will provide Tier 2 mobile support for the Android and iOS app.

During this period, the Propelics team will:
- Produce Monthly Report of bucket of hour burndown
- Proactively Test Apps on Key New Hardware Releases — all platforms
- Proactively Test Apps on New OS Beta Releases — all platforms
- Triage Support Tickets Raised from City of Columbus
- Provide Tier 2 Support Team that knows the app and environment

The SLAs for support and associated tiers are as follows:

Service Level Agreement
90% of all reported incidents to Propelics must meet the below SLA targets.

Target 1: A reported incident to Propelics will receive an acknowledgement and assigned a ticket number within one hour (within standard support hours).

Target 2: Within 2 US Business Days of an incident being reported to Propelics we will determine whether an issue will either be resolved with no application code change being required; in which case a proposed resolution will be communicated back to City of Columbus. Or an incident will be classified as an Enhancement or Defect and information regarding a mutually agreed upon Release date will be communicated to City of Columbus.

Target 3: An issue determined to be a Defect or Enhancement within the mobile application code will be resolved in a mutually agreed upon Release and provided to City of Columbus on that Release date.
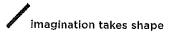
Standard Support Hours
Full Support coverage 8 am - 6 pm EST, 5 days a week (Monday to Friday).

Priority Level
All Priority levels are subject to the targets described within the service Level Agreement.

LOW PRIORITY REQUEST
These include incidents that are specific to an individual user and have minimal to moderate business impact or are questions raised regarding the mobile application.

HIGH PRIORITY REQUEST

These include incidents that are either specific to an individual user and have a moderate to high business impact, or impact all users and have a minimal to high business impact. Priority will be given to High Priority requests over Low Priority requests.

CRITICAL PRIORITY REQUEST

These include incidents that impact all users and have a critical business impact. These include but are not limited to outages, or Apple profile expirations.

Support Assumptions:

"Business Days" will refer to any day which is not a Saturday, Sunday or a public holiday in the United States of America.

"Reported Incident" constitutes an incident sent to support@propelics.com

4.3 Budgetary Estimates

All estimates to be finalized upon agreement of a statement of work

Service Offering	Description	Quantity	Unit Cost	Cost
Remediation and Enhancement Services	T&M Consulting service package purchased in block of 300 hours	1 block(s)	$150 per hour	$45,000
Mobile App Steady State Production Support	Mobile App support 12 months Charged monthly per App	1 app /12 months	$4800 per month	$57,600
License Offering	Description	Quantity	Unit Cost	Cost
Appcelerator Platform Public Cloud	1 Enterprise Seat	1 Year Subscription with Silver Support	$5,000	$5,000
Appcelerator Additional Capacity Pack	32 container points, 10 M Push Notifications and 10 M API Calls Monthly, 5GB database storage, 250GB File Storage	1 Year Subscription with Silver Support	$10,000	$10,000
Total				**$117,600**

***T&M is not included in this estimate and will be billed separately as needed**

axway logo