



talend

RFP Response RFQ021916
DOT/Talend in its Pre-Production
and Production environments
City of Columbus

Letter of Transmittal

June 17, 2022

This submission is a response to the City of Columbus *RFQ021916 - DOT/Talend in its Pre-Production and Production environments.*

Materials

The contents of this response include the following:

- Letter of Transmittal (this page)
- RFP Proposal Terms
- Proposal Signature Form
- Proposal Response

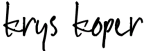
As requested, pricing is not being provided within this proposal, with the understanding that a separate price proposal will be provided should Talend be the selected vendor.

Contact Information

Please contact the following individuals regarding any questions related to this submission:

- Nate Stamper, Lead Account Executive, nstamper@talend.com, 734-770-8246
- Mark Ferneau, Professional Services Sr. Manager, mferneau@talend.com, 240-462-6262

Sincerely,

DocuSigned by:

3D3938726E504C3...



RFP Proposal Terms

Talend USA, Inc. ("Talend") is in receipt of the Request for Proposal (the "Request") issued by the City of Columbus ("you" or "your"). Talend is pleased to have the opportunity to submit this proposal in response to the Request (the "Proposal"), which such Proposal will expire on August 31, 2022. The general terms applicable to the Proposal are as follows:

The information contained in this Proposal is proprietary and confidential to Talend and may be used by you solely in connection with the evaluation of the Proposal. To the extent a nondisclosure agreement (or other agreement with terms on confidentiality) protecting Talend's confidential information is in effect between you and Talend, the information contained in this document shall be held confidentially in accordance with the terms of that agreement. If no agreement protecting Talend's confidential information is in effect between the parties, you agree to (a) keep the information contained in this Proposal in strict confidence and not to disclose it to any third party without Talend's prior written consent, and (b) disclose the information contained in this Proposal only to those employees, contractors or agents having a need to know such information in connection with the evaluation of the Proposal and only insofar as such persons are bound by a nondisclosure agreement consistent with the foregoing. You do not acquire any intellectual property rights in Talend's property under the Proposal. You may make a reasonable number of copies of the Proposal for your internal distribution for use solely in connection with the evaluation of the Proposal; otherwise, you may not reproduce or transmit any part of the Proposal in any form or by any means without the express written consent of Talend. The Proposal remains the property of Talend and shall be returned upon request. Nothing in the Proposal should be construed as a representation or warranty on behalf of Talend and Talend does not intend to create or imply warranties of fitness for a particular purpose, merchantability, performance, or any other representation or warranty.

Talend has made reasonable efforts to accurately respond to the Request. The Proposal is based upon information that you have provided to Talend. Nothing in the Proposal should be construed as a representation or warranty on behalf of Talend and Talend does not intend to create or imply warranties of fitness for a particular purpose, merchantability, performance, or any other representation or warranty. Talend takes exception to any provision of the Request that purports to establish the contractual and legal terms under which Talend will provide services to you; you should not construe, nor does Talend consider, the Proposal to be legally binding upon Talend. In the event of any inconsistencies between the text in the Proposal and this document, the text of this document best describes Talend's position and shall take precedence over any inconsistency with the Proposal.

The documents that comprise the Proposal or supporting marketing literature that may be included as part of the Proposal may include the word "solution". Talend may use the word "solution" generally to describe Talend's products and services offerings; Talend does not mean to warrant or imply that any Talend products or services will solve your information management issues or any other problems.

The Proposal is intended for informational purposes and is not intended as a firm offer or commitment by Talend to provide any products or services but does constitute our proposal to do business with your company. Any fees or pricing set forth in the Proposal do not include taxes. Talend products and services are licensed according to the Talend General Terms, available for your review here: [https://talend-legal-doc.s3.amazonaws.com/Talend+General+Terms+\(English\)+\(v2022.05.02\).pdf](https://talend-legal-doc.s3.amazonaws.com/Talend+General+Terms+(English)+(v2022.05.02).pdf). Accordingly, Talend takes exception to any contractual terms proposed by the Request, including those in the section labeled "ADDITIONAL CONTRACT TERMS AND REQUIRED DOCUMENTS IN THE EVENT OF A CONTRACT". If you select Talend as the vendor for the products and/or services specified in the Proposal, the parties will negotiate a mutually acceptable written agreement. Talend contemplates that you will contract directly with third parties for any third-party products or services desired by you. Talend makes no warranty as to the performance or suitability of any such third-party products or services.

Your reading and use of the information in the Proposal constitutes your agreement to be bound by the foregoing terms. If you do not agree to be bound by the foregoing terms, you must promptly return this Proposal to Talend without reading or using the information in the Proposal.



PROPOSAL SIGNATURE FORM

This page, signed by an officer of the offering company or a designated agent empowered to bind that entity in a contract with the Recreation and Parks Department, is required to accompany the proposal submitted for consideration. If signed by someone other than an officer, complete and submit the Proposal Signature Affidavit along with this form.

I, the undersigned, having carefully examined the Request for Proposals (RFP), propose to furnish services in accordance therewith as set forth in the attached proposal.

I hereby certify that, to the best of my knowledge, this submission is complete and all statements made therein are true and accurate.

I also affirm I am duly authorized to sign and submit this response on behalf of the Company named below.

I further acknowledge that by signing this form I am representing that, in the event this proposal is accepted, the Company is willing and able to execute a contract in the form shown in the RFP (Appendix A), with the understanding that the project scope and compensation provisions will be negotiated and included in the final contract and that the terms and conditions of the attached contract are established.

By my signature below, I attest that I have read, understand, and agree to the terms, conditions, and requirements set forth in the RFP, including, but not limited to the Department's standard contract terms and conditions (RFP Appendix A) and any special terms and conditions incorporated in the solicitation documents.

Failure to sign and return this form shall result in the rejection of the accompanying proposal.

OFFEROR INFORMATION:

COMPANY NAME: Talend USA, Inc.

ADDRESS: 400 South El Camino Real, Suite 1400

CITY, STATE, ZIP: San Mateo, California 94402

PHONE: 240-462-6262 (Mark Ferneau) 734-770-8246 (Nate Stamper)

EMAIL: mferneau@talend.com (Mark) nstamper@talend.com (Nate)

CITY OF COLUMBUS CONTRACT COMPLIANCE/VENDOR NUMBER: 035901

CONTRACT COMPLIANCE EXPIRATION DATE: 06/02/2023

AUTHORIZATION TO PROPOSE: DocuSigned by:
Krys Koper
3D3938726E504C3... Signature (Manually signed in ink) _____ Date _____

Name (print) _____ Title _____



Contents

- Proposal Introduction 1**
- 1. Competency 1**
 - Company History/Facts..... 1
 - Qualifications..... 1
 - Organization Size..... 4
 - Related Experience..... 5
 - Project Staff Information..... 5
- 2. Quality and Feasibility..... 5**
- 3. Ability..... 6**
 - Workload..... 6
 - Financial Stability 7
 - Disclosure..... 7
- 4. Past Performance 8**
 - Complaints..... 8
 - Company Response to Service Suggestions..... 8
 - Customer Satisfaction 8
 - Relevant Projects..... 8
- Appendix A – Talend Role Descriptions 9**
- Appendix B – Representational Schedule 11**



Proposal Introduction

After careful review of the RFP requirements, Talend is pleased to submit this proposal in response to the City of Columbus' *RFQ021916 - DOT/Talend in its Pre-Production and Production environments*.

Talend is confident that our record of past performance with over 7,250 customers – including the City of Columbus along with other state and local government agencies, our commitment to data integrity, and our dedication and passion for customer service will exceed your expectations.

We are available to address any questions that you have after reviewing this response. Please feel free to reach out at your convenience.

1. Competency

Company History/Facts

Talend provides data management solutions that truly scale for any type of data management challenge, any volume of data, and any scope of project, no matter how simple or complex.

Talend has built strong partnerships with leading cloud and data processing companies, including Amazon Web Services, Microsoft, Snowflake, Databricks, and Google, as well as leading systems integrators, such as Accenture, Cognizant, Capgemini, and Wipro, to support the needs and vision of its customers. Leading analyst firms and industry publications recognize Talend as a leader in data management software.

Talend offers the most adaptable and comprehensive integration platform addressing the needs of data, application and process integration, future proofing your integration needs. Moreover, we specifically address the data needs of your integration project through profiling, cleansing and validation.

Qualifications

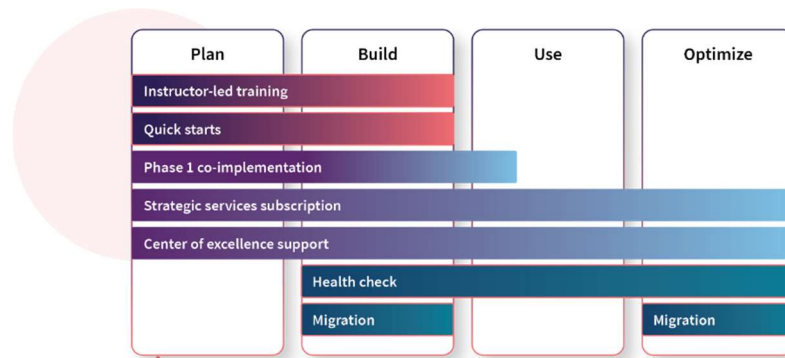
The Talend Professional Services mission is to maximize implementation success. We do this by providing **ongoing strategic architecture thought leadership** as well as working with our customers to **establish their business solution**.

We also assist with major new initiatives, hands-on problem-solving assistance, and periodic technology refresh.

Professional Services Through Your Adoption Journey

Talend Professional Services is here to help you no matter where you are in your individual Talend journey. Whether you are planning or designing your Talend implementation, building or rolling it out for wider use, or looking to optimizing your existing Talend deployment, Talend Professional Services provides the right level of guidance and assistance as depicted in the figure below:

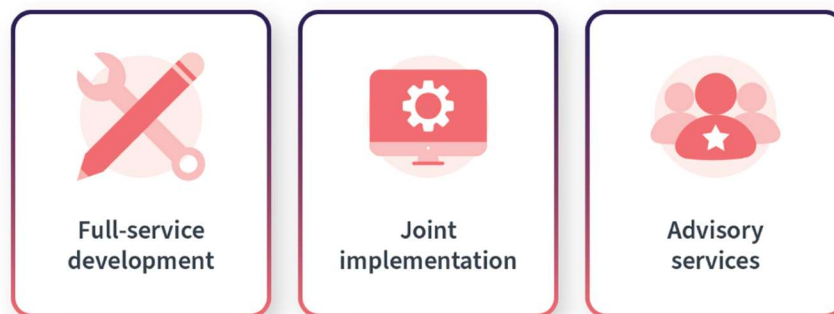




Our Model for Implementation Success

Talend’s objective is to enable you optimize the value of your Talend investment while assisting you to get your solution into production in the shortest amount of time possible. We find that joint development during the initial implementation is the best way to accomplish this.

If you think about the ways that you might engage with a services provider, it ranges from full-service application development at one extreme to “phone a friend” type advisory services at the other extreme as depicted in the figure below.



In the early stages of new technology adoption, Advisory Services fall short because you don’t know what you don’t know. By the time an issue or gap is recognized, we’re all in reactive or correction mode, which is inefficient, costly & time consuming. On the other extreme, we don’t typically provide full-service application development, because at the end of the engagement your team won’t have had the opportunity to gain the skills needed to maintain and extend your solution.

Our Collaboration Approach

Our aim is to provide guidance and advice at the beginning of every project, so that we can ensure that the project is set up for success in terms of system and solution architecture and design. Joint implementation, by allowing our team to collaborate with yours, enables us to accomplish this. Initially our team will be doing much of the heavy lifting to implement your initial use case functionality while your team shadows and learns. As your team gains more experience, our Professional Services team takes a step back into a more advisory role.

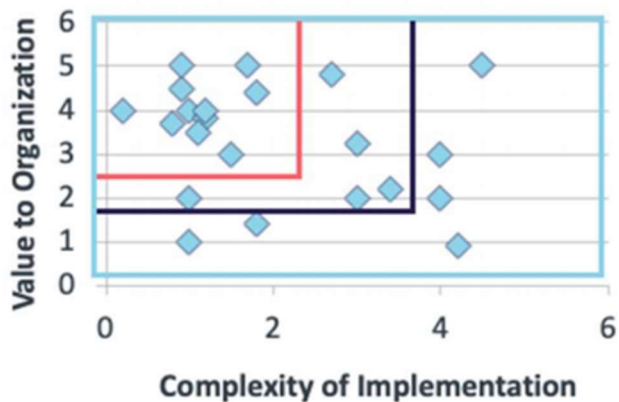




Throughout your Talend journey, you’ll have support from a number of resources, including Customer Success Managers, Strategic Architects, Talend Academy, and Technical Support. In addition, if needed, we collaborate with partners from our ecosystem or preferred partners by our customers to ensure a successful implementation.

Selecting the Initial Implementation Scope

Running successful Agile data integration projects with Talend Data Fabric should look quite familiar to anyone using Agile for software development. Because of its flexibility, Talend Data Fabric enables your team to focus on identifying and assessing the most important use cases for development. Business requirements can drive the data integration timeline, rather than the difficulty of data integration dictating the order in which work is carried out. A Phase 1 effort is best scoped to target the high value use cases where data subject matter experts (SMEs) are available and the identified data sources are easily accessed.

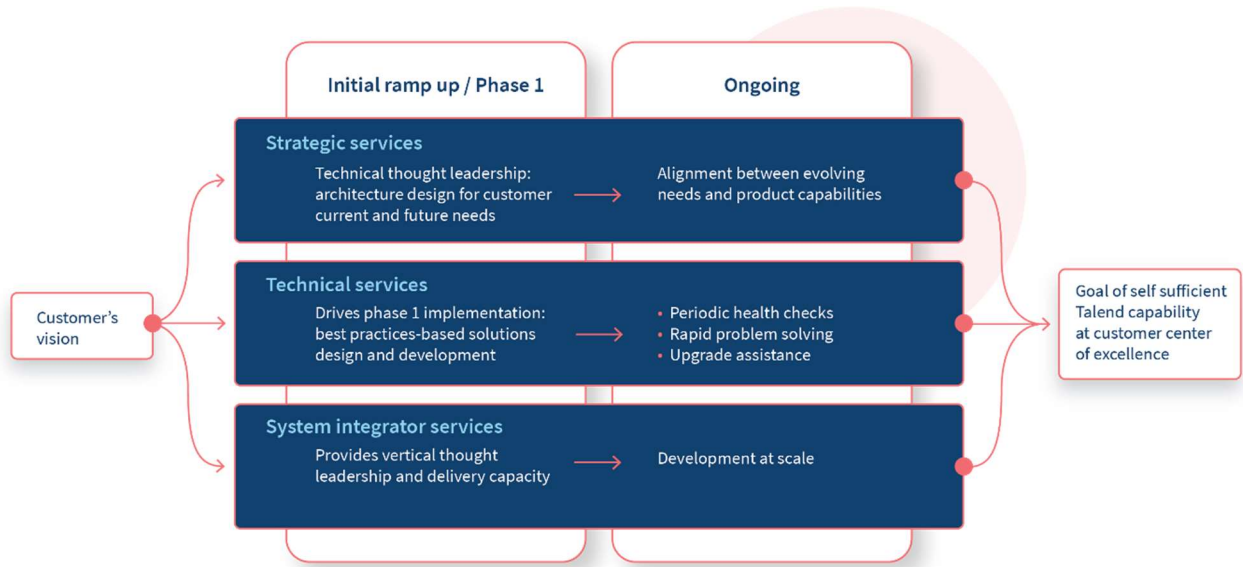


This timeboxed approach, as shown in the diagram above, is the recommended starting point and lays the foundation for project success. With flexibility built-in from the start, it allows more time for more complex cases to be tackled reducing the burden and the risk to the overall project. And, more importantly, it drives greater focus from the team and making it easier to achieve critical early successes and buy-in from the business, removing many of the penalties and hurdles associated with change in traditional data integration projects.

Aligning Roles Over Time

Talend Professional Services, along with partners if needed, help you achieve success both during the initial ramp-up of your Talend solution and during your ongoing use of Talend. It’s important that the roles and services provided are aligned over time:





- **Strategic Services** start early to provide guidance for development of an optimal architecture, then continue to advise you on how to make Talend fit with your needs and how to get the most return on your investment.
- **Technical Services** provide the deep expertise to execute the initial implementation. In the long run Technical Services are there for periodic reviews and problem solving.
- **System Integrator Services** consists of our wide network of partners or your own preferred advisor. They provide a deep understanding of your business and cost-efficient development at scale

Organization Size

Founded in 2005, Talend's headquarters is located in San Mateo, California. Talend has over 1,500 remote-first employees and more than 7,250 customers. A sample customer list includes:



Related Experience

Talend Professional Services frequently assists customers with migrations which includes upgrading from earlier versions of Talend to the current product version. As this is a common request by customers, Talend introduced a pre-packaged offering, the Talend Migration Package in January 2021. Since then, Talend has sold more than 50 of these packages alone.

Project Staff Information

For the project, the following Talend roles are anticipated to be engaged:

Role / Profile	Est. Allocation	Typical Activities
Talend Senior Consultant	75%	System design and architecture guidance, Installation, Configuration and Deployment of Talend environment. Implementation of the developed code. Roadmap exploration and planning.
Talend Strategic Architect	15%	Act as a technology advisor, Design Solutions for customers, Architect enterprise-wide data integration and/or Data Governance solutions, assist customers to Architect, design, build, deploy, manage and audit the best practices use of our software, Develop a Talend Education Services plan according to customer needs
Talend Delivery Manager	10%	Delivery management services related to the customer's Talend project

Qualifications by role for Talend's extensive team of skilled professional services resources are listed in Appendix A in full detail.

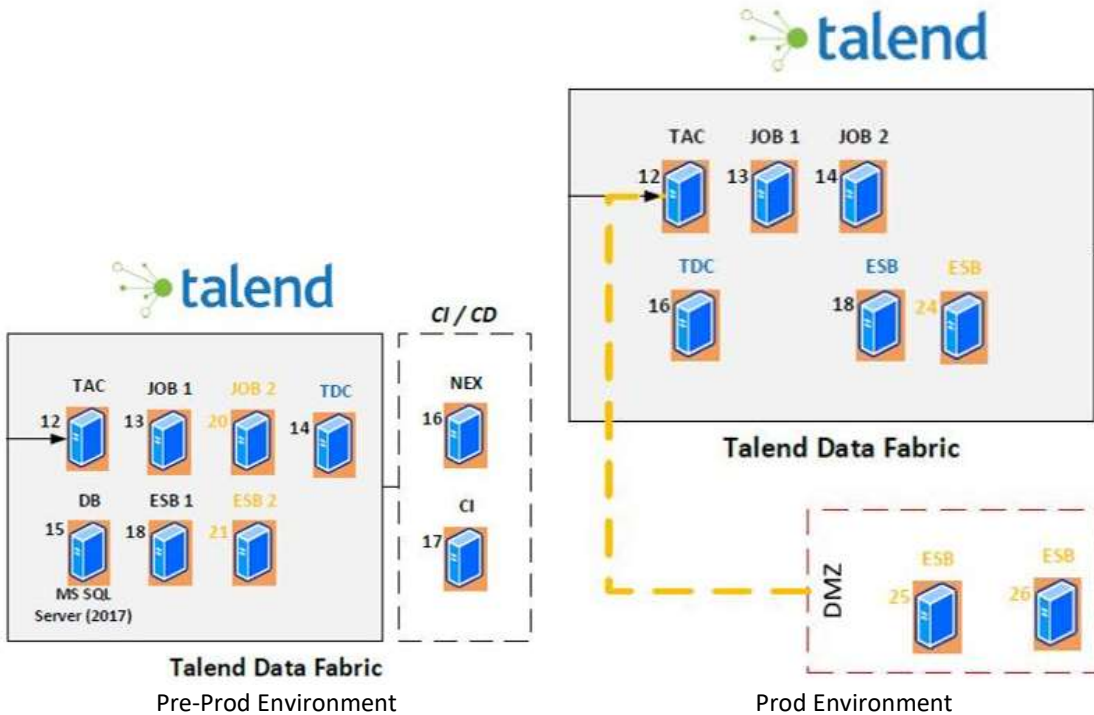
2. Quality and Feasibility

Talend has reviewed the requirements for this Talend upgrade and migration project including the following:

1. Infrastructure review, and planning, design of new server architecture
2. Installation of new server architecture including prerequisites such as Java JDK.
3. Configuration of connectivity to sources and targets
4. Migration of representative jobs/routes to new server architecture (additional jobs time-permitting)
5. Documentation of installation and migration for customer enablement (e.g. installation and configuration runbooks, system maintenance guide)
6. Continuous coaching of customer team and share of applicable Talend Best Practices
7. Pre-Production: Installation of the following products within the Pre-Prod environment: TAC (1), Job Servers (2), ESB Servers (2), Nexus Server (1), CI Server (1), TDC Server (1).
8. Production: Installation of the following products within the Prod environment: TAC (1), Job Servers (2), ESB Servers (2), ESB DMZ Servers (2), TDC Server (1).
9. Smoke testing, documentation, support testing, production support for select jobs
10. Delivery Management – planning, ramp-up, high level project oversight, completion, status review on the engagement, weekly status review meeting and status report, engagement close out session and report.



The following diagrams depict a basic representation of the customer's Talend environment following project completion.



The level of effort involved in the upgrade and migration effort is estimated to be between 12 and 15 calendar weeks, following Talend's best practices for an upgrade/migration of this scale. Additional may be recommended to provide post-go live support.

This project will be delivered per current Talend Best Practices to minimize technical, schedule and project risks – including:

- An electronic version of the installation runbook will be provided representing the 'as-built' version of the environments.
- Continuous staff engagement and knowledge transfer to enable the City of Columbus team to gain additional insight and expertise on the Talend platform.

A representational implementation plan by week is presented in Appendix B. This will be updated based upon coordination with your team.

3.Ability

Workload

A view into Talend's currently staffing for a select subset of individuals through the end of 2022 is represented below. Each row represents a resource (Strategic Architect or Technical Consultant) with availability by month. The numbers in each cell represent the current number of hours assigned for



the indicated month. At a glance, this indicates visually that Talend has sufficient capacity to support this project with the proper notice. Note this is a very small representation of Talend professional services staff.

RESOURCE ROLE	2022						
	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022
Strategic Architect							
Technical Consult...	32	5.5	0	0	0	0	0
Technical Consult...	6	5.5	0	0	0	0	0
Technical Consult...	43	5.5	0	0	0	0	0
Strategic Architect	56	31	36	27	36	28	1

Financial Stability

Talend was acquired by private equity investor Thoma Bravo in 2021. The most recent publicly available financial statements available to the public can be found in the links below.

Q2 2021: <https://www.sec.gov/ix?doc=/Archives/edgar/data/1668105/000166810521000040/tlnd-20210630.htm>

YE 2020: <https://www.sec.gov/ix?doc=/Archives/edgar/data/0001668105/000166810521000016/tlnd-20201231.htm>

Disclosure

Bankruptcy and/or Legal Proceedings

Talend has not filed for bankruptcy or insolvency proceeding, undergone the appointment of a receiver, trustee, or assignee for the benefit of creditors, or had any proceedings or factors which may threaten Talend’s ability to complete the project.

Availability

The size of the Talend Professional Services team is sufficient to manage dozens of simultaneous projects around the world at any given time. The level of staffing availability changes daily. Talend typically requests a two- to three-week lead-time to staff customer projects. This typically corresponds to our client’s timeline for providing remote access to Talend’s consultants.

Collaboration

As a remote-first organization, customer collaboration is critical for project success. Talend-scheduled meetings typically leverage Zoom for remote collaboration including the option to record meetings, if the customer agrees. Talend will work with our customer’s preferences regarding other, customer-provided collaboration solutions.

Talend can provide external customers with access to a project-specific Slack channel for message-based collaboration and sharing, if required.

Frequency of Project Timeliness Issues

Although it is uncommon, projects do not always complete as originally anticipated. This may occur due to factors beyond Talend’s or our customer’s control. Working closely during weekly project progress checkpoints is one way to ensure such occurrences are addressed quickly. Buffer time in the schedule can help minimize these impacts as well.



Checks and Balances

Proper balance between timeliness and quality can be achieved through the following: regular progress checkpoints, active activity monitoring, effort prioritization and effective team communication.

4. Past Performance

Talend's past performance with the City of Columbus was rated as an 8 out of 10 on the most recent survey based on project status of October 13, 2021, submitted by Ms. Shoreh Elhami.

- Talend does not maintain customer retention rates for five years; however, over the previous three years (2019 – 2021), the customer retention rate average is 85%.
- The average age of our existing customers is 5 years.

Complaints

Talend is unaware of any major customer complaints.

Company Response to Service Suggestions

Talend's Professional Services team welcomes and adopts suggestions from our clients. In fact, our *team* is not Talend Professional Services, rather, it is the entire project team which includes you (our customer), Talend and may include system integrators or other third-party vendors as well. Everyone works better when suggestions are offered, reviewed and incorporated. In the past, our team has modified meeting frequency, changed reporting format, adjusted project delivery timelines and even paused a project when external factors impacted delivery timelines.

Customer Satisfaction

Our customer's satisfaction is important. At approximately the 90% effort point of a project, the primary customer contact receives an NPS survey to track satisfaction. We send the survey at this point to provide adequate time to address any discrepancies. If a customer is dissatisfied with the work performed by Talend Professional Services, a standard services-oriented warranty applies per the terms of our agreement.

Relevant Projects

Talend does not provide a complete list of our software and services customers. Here are three upgrade and migration projects Talend Professional Services has delivered to our public sector customers within the past 12 months:

Public Sector Project	Effort	Year
Highway Administration	7.2 to 7.3 Upgrade	2021
Health Agency	Migration DMP to RTBD	2021
Public Utility	Migration 7.0.1 On Prem to 7.3.1 Cloud	2022



Appendix A – Talend Role Descriptions

Senior Consultant	
Education & Certifications	<ul style="list-style-type: none"> * College degree with 6+ years experience * Masters with 4+ years experience * Certified on a minimum of 3 Talend Products
Skills & Experience	<ul style="list-style-type: none"> * Demonstrated Experience in Data Management or Solution development & deployment in the areas of data migration, data integration, application integration, MDM or data quality * Expertise on Data Integration, Data Quality, MDM, ESB, cloud and or similar technologies * Good experience in the full SDLC cycle and basic experience in CI/CD deployments * Experience from direct contribution to several end-to-end deployments in different industries
Responsibilities	<ul style="list-style-type: none"> * Performance optimization of Talend environments and solutions * Design and development of complex Talend solutions * Provide Talend expertise consulting on projects of mid to high level of complexity * Guide / coordinate multi-FTE efforts for data management or application integration solution development * Define technical specification for custom developments * Assist pre-sales engagement estimates * Trouble shooting of complex problems * Contribution to knowledge base and community

Strategic Architect	
Education & Certifications	<p>Bachelor's or a Master's degree 10+ years of experience in Technology Consulting Minimum 8 years of Services/Consulting experience across various Industry verticals Experience working with Enterprise customers in strategic advisory role</p>
Skills & Experience	<ul style="list-style-type: none"> • Advanced knowledge and implementation experience in at least 3 areas including Data Integration, Data Management, Data Warehousing, Data Quality, Data Governance, Data Architecture, Big Data and Cloud, preferably with Talend's products (extra credit for more than one) • Strong RDBMS skills. Database appliance skills is a plus including Netezza, Greenplum, Teradata and Exadata • Architecture and working knowledge with any one Columnar or No SQL Database • Enterprise Scale Big Data Solution Architecture with at least one leading on-premise or Cloud Hadoop distributions (Cloudera, Hortonworks, MapR or AWS, Azure, Google) • Able to understand complex architectures involving multiple products to achieve a solution and present Talend value proposition to meet customers Architecture needs • Knowledgeable on Linux or Unix based Platform • Ability to analyze Platform Architecture and performance issues and define a plan to address those issues • Experience designing solutions for customer's business requirements using Talend and drive business-aligned strategic change within their organization • Experience Architecting enterprise-wide data integration and/or Data Governance solutions for Talend customers • Experience working with customer staff at all levels of the organization, from executives to implementation resources, to build a roadmap for their Data Management or Data Governance initiatives • Demonstrated creative problem-solving ability • Ability to influence others to achieve results • Exceptional verbal, presentation, written, Interpersonal communication skills • Ability to work effectively independently in a fast-paced environment as well as in a team



	<p>environment</p> <ul style="list-style-type: none"> • Experience in defining Enterprise Scale reference and implementation architectures • Strong understanding of integration design patterns & best practices • Experience in designing and building integrations between multiple on premises and/or cloud hosted systems
<p>Responsibilities</p>	<ul style="list-style-type: none"> • Act as a technology advisor to Talend’s Strategic and Enterprise customers • Design solutions for customer’s business requirements using Talend and drive business-aligned strategic change within their organization • Architect enterprise-wide data integration and/or Data Governance solutions for Talend customers • Work with customer staff at all levels of the organization, from executives to implementation resources, to build a roadmap for their Data Management or Data Governance initiatives • Build an Engagement Plan, manage and deliver as per the plan • Develop a Talend Education Services plan, working with customer resources to ensure a strong working knowledge of Talend products • Work with enterprise architecture and governance teams, business line IT architects, and data management leadership to drive adoption of Talend platform capabilities • Guide projects using Talend methodology and best-practices to ensure customer success and a high return on Talend software investments • Assist customers to Architect, design, build, deploy, manage and audit the best practices use of our software <ul style="list-style-type: none"> • Develop Best Practices based on field experience • Serve as a Trusted Advisor and ensure architecture and design principles are upheld throughout the implementation • Participate in governance team discussions and provide a strong voice on critical decisions • Communicate complex technical concepts effectively to a broad group of stakeholders • Build collaborative relationships with Regional Professional Services Managers and Sales Account Executives to assist them with effective positioning of the strategic services to our Enterprise customers • Provide Pre-Sales support for clients with complex requirements (deep technology / high risk) • Provide an understanding of what is needed to implement Talend Technologies to help drive new solutions and assist in creating custom SOWs



Appendix B – Representational Schedule

Project Tasks	Pre-Project Phase	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15
Initiation and Pre-Requisites																
Finalize the Project Team (Customer SME's, IT team)																
Gather source and target configuration information																
Finalize the Implementation Plan, Milestones																
Project Kick off																
Infrastructure																
Review & Planning																
Design of new server architecture																
Installation of new server architecture (potential for availability delay)																
Talend & Related Product Installation - Pre-Prod																
Talend Administration Console																
Job Servers																
ESB Servers																
Nexus																
CI																
Talend Data Catalog																
Smoketesting																
Configuration of connections to sources and targets																
Run book documentation																
Talend & Related Product Installation - Prod																
Talend Administration Console																
Job Servers																
ESB Servers, ESB DMZ servers																
Talend Data Catalog																
Smoketesting																
Run book documentation																
Job Migration																
Migration of selected critical jobs and projects - pre-prod																
Migration of selected routes pre-prod																
Support Testing																
Production support for critical jobs																
Delivery Management																

