1   SCOPE AND CLASSIFICATION

1.1 **Scope:** It is the intent of the City of Columbus, to obtain formal bids establish a contract for the purchase of a turn-key secure email gateway solution including hardware, software, services, and training necessary to replace the City's current solution. This Request for Proposal (RFP) is an invitation to demonstrate your capabilities in providing a solution for this initiative. Your response to this RFP will help us to determine if your company's capabilities may be a match with the City's requirements.

The City's current solution consists of two McAfee Email Gateway environments, each serving a different domain. The McAfee Email Gateways are integrated with McAfee Advanced Threat Defense for sandboxing. The McAfee Advanced Threat Defense is also integrated with the City's McAfee Threat Intelligence Exchange solution.

The City intends to replace McAfee Email Gateway environments with new secure email gateway solution. The City is open to solutions that integrate or replace the McAfee Advanced Threat Defense function.

The City seeks to have full migration completed between December 1, 2018 and January 31, 2019.

1.2 **Classification:** The City is looking for offerors that meet the requirements to provide for the purchase and delivery of the solution as described in this RFP. Offerors are required to show experience in providing this type of service as detailed in these specifications.

1.3 **Specification Questions:** In order to enable accurate communication in respect to this IFB, to provide bidders the opportunity to seek clarification on any matters pertaining to the IFB requirements, and to enhance the bidders understanding of the City's needs, questions regarding this bid must be sent by in writing via email to vendorservices@columbus.gov no later than 11:00 a.m. (local time) on September 10, 2018. Reponses will be posted as an addendum to this bid on the City's website (vendorservices.columbus.gov) no later than 4:00 p.m. (local time) on September 17, 2018. E-mails containing the written questions should include the Solicitation number and Title in the subject line.

1.4 Questions received after the posted deadline date will not be accepted and will not be answered.

2 APPLICABLE PUBLICATIONS AND STANDARDS

2.1 N/A

3 REQUIREMENTS

3.1 General Information:

3.1.1 **Contract Terms and Conditions:** The contract period shall be for one (1) year and start on the day that the [purchase order certified by the City Auditor OR contract is signed]. All products and services including training sessions and professional services shall be delivered before the PO expires.

The Offeror shall review the City's Standard Terms and Conditions (attached to this RFQ) and identify any changes that they seek or require.

3.1.2 **Annual Extension:** The contract will not automatically renew but, subject to mutual agreement, annual appropriation, and approval from proper City authorities, the period covered by the ensuing contract, under the same terms and conditions stated therein can be extended for two additional year terms, or portion thereof, at the same pricing and the same escalator clause.

3.1.3 **Pricing:** Respondents to this RFP are required to propose firm and fixed costs including all fees. These costs must include out-of-pocket expenses, including travel expenses. <u>Price proposals that do not offer comprehensive costs (including all out-of-pocket and travel expenses) may not be considered</u>. Price increases may be negotiated as part of any annual extension.

    3.1.3.1 Travel expenses must be incorporated in the hourly rate. Otherwise, expenses will be reimbursed by the city per the city's standard reimbursement polices (attached to this RFQ).

    3.1.3.2 No additional costs, such as taxes, parking or other associated costs may be charged separately for this work. Offeror's sole compensation for the duties described herein shall be the billings at the Offeror's hourly rate and/or the cost of the products.

3.1.4 **Non-Disclosure:** The City intends to require the successful offeror to sign a mutual non-disclosure agreement typical of industry at some point during the engagement. The Offeror understands and agrees that:

    3.1.4.1 No information will be disclosed to third parties or published in case studies, advertisements, white papers, customer testimonials, etc. without the express written consent of the City. The City reserves the right to review vendor bids with paid agents of the City (i.e. Gartner).

    3.1.4.2 The City of Columbus will retain sole ownership of all data. The use or dissemination of any data by the selected Offeror or anyone affiliated with the Offeror is strictly prohibited; without the written consent of the City of Columbus.

    3.1.4.3 The services described in this RFP protect and maintain the security of the City of Columbus against cyber-based attack, interference, and/or sabotage. In performing these services, The Offeror will access and make use of sensitive security information that would put the City at risk if breached to threat actors and the Offeror is required to protect such information from disclosure.

3.1.5 **Revision to the Proposal:** All the submittals will be regarded as public records with the exception, to the extent permitted by law, of those parts of each submittal which are noted by the Consultant as business or trade secrets and plainly marked as "Confidential". City will notify Offeror within 10 business days of receipt of request for records will be released. Consultant is not allowed to mark the entire proposal as "Confidential". Any items marked as "Confidential" require a separate letter addressing the reason why the information is to be considered confidential.

3.1.6 **City of Columbus Contract Compliance**: If you do not have a valid City of Columbus Contract Compliance Number, please see the City's procurement site to obtain one: https://www.columbus.gov/finance/purchasing-office/About-Vendor-Services/. While prospective vendors can respond to this RFP without a contract compliance number, the successful respondent to this RFP must obtain a contract compliance number as a condition of doing business with the City. The City is committed to equal business opportunity, and strongly encourages participation from minority/female business enterprises in this and all City procurement.

3.1.7 All contractors shall read, acknowledge and follow DoT's policies, rules and guidelines.

3.2 **Offeror's Qualifications:** The following are minimum qualifications that the Offeror must meet in order for their proposal submittal to be eligible for evaluation.

3.2.1 **Competence:** The Offeror's company must:

3.2.1.1 be acknowledged as a partner or equivalent by the original equipment manufacturer (OEM) of the proposed solution and have five years of experience delivering solution capabilities by providing a complete set of services associated with the solution, including gap analysis and requirements assessment, installation, configuration, and effective policy deployment

3.2.1.2 be financially stable

3.2.1.3 be located and provide all services in the United States

3.2.1.4 employ qualified people that have education, training and / or certifications (or equivalent demonstration of expertise) acknowledged by the original equipment manufacturer (OEM) of the proposed solution as sufficient to perform the required services.

3.2.2 **Ability:** The Offeror's company must have qualified personnel and equipment available to perform the required service competently and expeditiously.

3.2.3 **Relevant Experience and References:** The Offeror must have at least three reference customers with similar requirements to the services being requested. Customer references should include at least one from (i) the same market vertical of The City of Columbus, (ii) the same geographic region of the City of Columbus, and (iii) a recent deployment (during the past 18 months).

3.3 **Solution Requirements:**

3.3.1 **Required Capabilities:** At minimum, the secure email gateway solution will include the following capabilities:

3.3.1.1 A message transfer agent that includes security functionality to conform with the latest published standards and provides granular control.

3.3.1.2 Traditional inbound and outbound anti-spam and anti-malware capability such as:
- signature-based and heuristic detection anti-malware and virus scanning;
- reputation based prevention mechanisms.

3.3.1.3 Marketing and graymail classification capability such as:
- personalized, granular policy options providing end users more control and separate quarantines for management of marketing and graymail messages;
- safe "unsubscribe" feature.

3.3.1.4 Advanced threat and targeted attack defense including post-delivery protections such as:
- deep context and file inspection;
- sandboxing capable of payload detonation and URL link following;
- content disarm and reconstruction (CDR) for advanced, attachment-based threat defense;
- rewriting and time-of-click analysis for advanced, URL-based threat defense;
- predictive analytics;
- static memory exploit detection;
- fraud/business email compromise detection using context and domain age inspection, display name spoof, cousin domain, and anomaly detection for advanced, impostor-based threat defense;
- eradication of malicious or noncompliant email from the mail store;
- provide email recipients with a visual indicator of the trust-ability of email sender;
- cloud-based pre-filter, to filter out obvious spam before final filtering is done on-premises.

3.3.1.5   Data loss prevention (DLP) for outbound content including features such as:
- predefined, industry-aligned policies, dictionaries and common identifiers (for example, Social Security numbers, credit card numbers, bank account numbers and routing numbers) to facilitate easy compliance with key regulations;
- strong compliance officer interface;
- document sanitization redaction to remove content in properties, and revisions and removal of active content;
- detection engine for inappropriate and registered images;
- drip DLP protection to detect data leaked in smaller chunks.

3.3.1.6   Native policy-based, push and/or pull encryption email encryption methods beyond Transport Layer Security (TLS) for outbound content such as:
- message recall;
- read receipt;
- message expiration;
- large file attachment handling;
- wide range of file formats
- support for iOS, Android and Windows platforms providing acceptable mobile recipient experience;

3.3.1.7   Strong reporting capabilities such as:

- targeted attack activity including forensic information and attribution about attacks and users' behavior;
- user response rates and risky behaviors that are known to be predictive of insider threat;
- pre-defined industry standard/best practice security metrics;
- granular ad hoc reporting capability;
- analytics-based reporting experience;
- drill-down capability;
- customizable dashboards for each administrator.

3.3.1.8   Integrations with related technologies such as:
- LDAP
- Microsoft Exchange and Office 365
- McAfee Advanced Threat Defense (ATD)
  - Replacement is an acceptable option. If replacement is proposed then the proposal should address integration with McAfee Threat Intelligence Exchange (TIE)
- Splunk Enterprise Security

3.3.1.9   Intuitive easy-to-use management interfaces with features such as:

- single interface / portal for management
- modern standard interface presentation such as HTML5;
- context sensitive recommendations and robust help functions;
- widget-based graphical management interface that each administrator can customize with predefined widgets;
- extensive and granular policy control;
- granular audit and log management;

3.3.1.10   Intuitive easy-to-use end user interfaces with features such as:

- quarantine management
- marketing and graymail management
- sending and receiving encrypted emails

3.3.2   Architecture, Capacities, and Licensing Requirements:

3.3.2.1   On premise or hybrid on premise / cloud architecture – full resiliency between two on premise sites

3.3.2.2   Role based administration;

3.3.2.3   Secure, hardened configuration;

3.3.2.4   Multitenant / multi domain support;

3.3.2.5   Capacity and Licensing
- Number of email Users both domains = 10,000+
- Number of emails coming in per domain = 100,000+/per day
- Number of emails going out per domain = 9600+/per day
- License ownership with three years of maintenance included

3.3.3   **Service Requirements:** The City of Columbus will provide rack space, power and network cabling. The City will, in coordination with the offeror, perform all tasks on the City's network necessary for the system to integrate with and operate on the network except those explicitly identified here, the offeror proposal, or negotiated in contract.

3.3.3.1   Project Management: Provide project manager to coordinate City and services tasks

3.3.3.2   Solution Design and Project Plan: Deliver a complete solution design and project plan, including:
- Network connectivity and data flows

- System Security Plan including Access management and control
- Integrations for LDAP, Microsoft Exchange, McAfee TIE and / or ATD, and Splunk
- Policy design reflecting best practice for effective email security and selective translation of existing City policies

3.3.3.3   Training: Deliver training necessary for 2 City employees to fully administer the device and device policies.

3.3.3.4   Solution Testing and Implementation: Perform necessary steps for solution implementation including:
- Uncrating and racking hardware
- Software installation for most recent fully supported version
- Device hardware and software configuration
- Integrations
- Policy

3.3.3.5   Go-live Support: support services for 60 days after go live

3.3.3.6   Optional DMARC implementation: The City wishes to review proposals for services necessary to assist the City in implementing DMARC (Domain-based Message Authentication, Reporting and Conformance), including set up of SPF (Sender Policy Framework) and DKIM (DomainKeys Identified Mail).

4   **RFP Process Overview:**   The Offeror's response to this RFP should be a clear and concise description of the Offeror's capabilities and proposed service offerings. The RFP will be evaluated using (1) the competence of the Offeror to perform the required services as indicated by the technical training, education and experience of the Offeror's personnel who would be assigned to perform the work; (2) the quality and feasibility of the Offeror's technical proposal; (3) the ability of the Offeror to perform the required service competently and expeditiously as indicated by the Offeror's workload and the availability of necessary personnel, equipment and facilities; (4) past performance of the Offeror as reflected by evaluations of the city agency, other city agencies, and other previous clients of the Offeror with respect to such factors as quality of work, success in controlling costs, and success in meeting deadlines; (5) cost; Each of these factors are to be responded to in the manner described herein.

4.1 **Process Summary:** Selection of the winning proposal shall be in accordance with appropriate sections of Columbus City Codes, 1959. Any agreement or contract entered into will be in accordance with the provisions of Chapter 329 of Columbus City Codes, 1959, the standard agreements for professional services of the Department of Technology, and all other applicable rules and regulations. The Columbus City Codes can be found at http://ordlink.com/codes/columbus/.

The City will appoint an evaluation committee to evaluate proposals received. The committee will evaluate all Offerors and proposals received and rank the Offerors based upon the *Evaluation Criteria and Process* specified in Section 6 of the RFP.

4.2 **RFP Questions and Answers**: In order to enable accurate communication with respect to this RFP, to provide Vendors the opportunity to seek clarification on matters pertaining to the RFP requirements, and to enhance the Vendors' understanding of the City's needs, the City will accept questions from potential Vendors.

4.2.1.1   **Question process**: Specific questions concerning the RFP requirements should be submitted in writing before September 10, 2018 @ 1100AM. Written questions must be submitted via the offeror portal at: https://columbus.bonfirehub.com/opportunities/9907/. Written responses will be prepared by the City and published at the link noted above. Responses will be published on the vendor portal no later than September 17, 2018 @ 400PM. This will ensure accurate, consistent responses are provided to all potential offerors.

During the RFP and evaluation process, Offerors are strictly prohibited from communicating with any City employees or officers regarding this solicitation except through the method stated immediately above during the Question & Answer Period. Any communication from the offeror to the City after the Question & Answer period should be limited to only what is necessary. Necessary communication required by the City will be communicated clearly to

Offerors. If any Offeror has a need to communicate with the City, the communication should be sent to:
https://columbus.bonfirehub.com/opportunities/9907/

If a City employee attempts to communicate with an Offeror contrary to this provision, the Offeror shall report said incident to the http://vendors.columbus.gov/sites/public. A violation of this section on the part of the Offeror will lead to disqualification.

4.3 **Answer Process**: Written responses to all pertinent questions will be prepared by the City of Columbus and published at the link noted above. Responses will be published no later than 400PM EST on September 17, 2018. This will ensure accurate, consistent responses are provided to all potential vendors.

4.4 **Communications:** During the bidding and evaluation process, Offerors are strictly prohibited from communicating with any City employees or officers regarding this solicitation except through the method stated immediately above during the Question & Answer Period. Any communication from the vendor to the City after the Question & Answer period should be limited to only what is necessary. Necessary communication required by the City will be communicated clearly to Offerors. If any Offeror has a need to communicate with the City, the communication should come only to the City of Columbus, Vendor Services portal. If a City employee attempts to communicate with an Offeror contrary to this provision, the Offeror shall report said incident to the City of Columbus, Purchasing Office. Violation of this section on the part of the Offeror will lead to disqualification in accordance with sections 329.28 of Columbus City Codes, 1959.

4.5 **RFP Sequence of Events:** The following RFP schedule of events represents the City's best estimate of the schedule that will be followed. All times are Eastern Standard Time.

Event	Date/Time (if applicable)
RFP Issued	August 31, 2018
Deadline for written questions	September 10, 2018 @ 1100AM
City response to questions issued	September 17, 2018 @ 400PM
RFP Due	September 21, 2018 @ 100PM
Notification of finalists	September 28, 2018
Presentations (as needed)	TBD
Notice of Award	TBD
City Council Approval of Contract	TBD
Project Commencement	TBD

5   **Proposal Submittal Instructions:** The Offeror's response to this RFP should be a clear and concise description of the Offeror's proposal and capabilities. Emphasis should be on completeness and clarity of content. Proposals should be no longer than twenty-six (28) pages on thirteen (14) double-sided sheets when printed, not including samples and/or attachments and organized in the following sections:

Response Section	Maximum Length in Pages
Section One – Transmittal Letter and Offer	1
Section Two – Competence	4
Section Three – Quality and Feasibility	15
Section Four – Ability	2
Section Five – Past Performance	2
Section Six – Terms and Costs	4

Proposals shall be labeled with the RFQ number and name and provided in Microsoft Word, Excel or PDF format. The Offeror SHALL submit responses via the city's electronic vendor portal. Hard copies will not be accepted and will be returned to the vendor unopened.

5.1 **Response Section One - Transmittal Letter and Offer**: A dated letter of transmittal on the Vendor's letterhead must be in each submittal and include, but need not be limited to, the following information:

5.1.1 **Offer Period**: Statement of proposal is valid for 180 days.

5.1.2 **Signature**: The signature of a person authorized to legally bind the Vendor to the extent of a potential contract agreement with the City.

5.1.3 **Identify Materials**: Identification of all material enclosures submitted in response to the RFP.

5.1.4 **Contact Information**: The name, e-mail address, street address, and telephone number of the individuals to which inquiries relating to this RFP should be directed.

Response to Section 5.1 should be limited to 1 page(s).

5.2 **Response Section Two – Competence:** The Offeror shall demonstrate through its background and staff qualifications that it meets the requirements stated in Section 3.2.1 of this RFP and is capable of providing the services described in this RFP. The Offeror shall clearly show compliance to these minimum qualifications. <u>The RFP Coordinator may choose to determine minimum qualifications by reading that single document alone</u>, so the submittal should be sufficiently detailed to clearly show how you meet the minimum qualifications without looking at any other material. Those that are not clearly responsive to these minimum qualifications shall be rejected by the City without further consideration. The Offeror shall demonstrate this by submitting the following information in its response:

5.2.1 Company Experience History/Facts:

5.2.1.1 The offeror must submit an outline of its experience and work history delivering secure email gateway solutions for the past five years.

5.2.1.2 The offeror must submit evidence of financial stability with an annual report, Form 10-K or audited financial statement.

5.2.1.3 The offeror must submit the name/location of a technical support center that provides remote services.

5.2.1.4 The offeror must provide a description for each labor classification to include minimum education, training, and/or certifications, average years of experience, typical promotion track and typical responsibilities.

5.2.1.5 The offeror may provide any pertinent facts not explicitly requested.

Response to Section 5.2 should be limited to 4 pages.

5.3 **Response Section Three - Quality and Feasibility**: The Offeror's technical proposal shall address the requested services described in Section 3.3 of this RFP by submitting the following information in its response:

    5.3.1   Complete description of the secure email gateway product capabilities and features proposed including:

        5.3.1.1   Traditional inbound and outbound anti-spam and anti-malware

        5.3.1.2   Marketing and graymail classification

        5.3.1.3   Advanced threat and targeted attack defense

        5.3.1.4   Data loss prevention (DLP)

        5.3.1.5   Email encryption

        5.3.1.6   Reporting

        5.3.1.7   Ability to integrate with
- LDAP
- Microsoft Exchange and Office 365
- McAfee Threat Intelligence Exchange (TIE) – can product leverage and contribute to TIE reputations database
- or replace McAfee Advanced Threat Defense (ATD) – can product leverage ATD for sandboxing capability
- Splunk Enterprise

5.3.1.8   Management interface

5.3.1.9   End user interface

5.3.2 Complete description of the proposed secure email gateway product architecture including:

5.3.2.1   Hybrid on premise / cloud architecture – full resiliency between two on premise sites

5.3.2.2   Role based administration

5.3.2.3   Secure, hardened configuration

5.3.2.4   Multitenant / multi domain support

5.3.2.5   Capacity for 10,000+ email users; 100,000+ incoming emails per day; 10,000+ outbound emails per day

5.3.3 Description of the Offeror's plan to deliver services described in Section 3.3.3 including:

5.3.3.1   Installation and network integration

5.3.3.2   Integrations with

5.3.3.2.1 LDAP

5.3.3.2.2 Microsoft Exchange

5.3.3.2.3 McAfee TIE and ATD:

5.3.3.2.4 Splunk

5.3.3.3   Policy development and configuration

5.3.3.4   Post go-live support

5.3.3.5   Training

Response to Section 5.3 should be limited to 15 pages.

5.4 **Response Section Four – Ability:** The Offeror shall demonstrate through its available resources that it that it meets the requirements stated in Section 3.2.2 of this RFP and is capable of providing the services described in this RFP.

The Offeror must submit a calendar covering the proposed solution delivery and service implementation time frame indicating periods when the Offeror has qualified staff available to onboard the City, and periods when the Offeror will not be available to onboard the City. Previous commitments do not need to be disclosed specifically, but should be blocked out on the calendar. Preferred times to commence work on the project should be indicated.

Response to Section 5.4 should be limited to 2 pages.

5.5 **Response Section Five - Past Performance:** The Offeror shall demonstrate through its relevant experience and references qualifications that it that it meets the requirements stated in Section 3.2.3. of this RFP and is capable of providing the services described in this RFP by submitting the following information in its response:

5.5.1 At least three reference customers with similar requirements to the services being requested. Customer reference information must include company name and location, contact person, telephone number, email, and a description of the contract amount and service that was provided.

5.5.2 Customer references should include at least one from (1) the same market vertical of The City of Columbus (2) the same geographic region of the City of Columbus and (3) a recent deployment (during the past 12 months).

Response to Section 5.5 should be limited to 2 pages.

5.6 **Response Section Six – Terms and Costs:** The Offeror shall demonstrate through its response in this section that it that it meets the requirements stated in Section 3.1. of this RFP and by submitting the following information in its response:

5.6.1 **Terms & Conditions:** The Offeror shall identify any changes that they seek or require to the City's Standard Contract Terms and Conditions.

5.6.2 **Costs**: The Offeror shall provide detailed cost figures. Rates, calculations and assumptions should be explicitly stated. Clear distinction should be made between items that are fixed-fee and those based on hourly rates.

5.6.3 **Invoicing:** The Offeror shall provide a proposed invoicing schedule.

Response to Section 5.6 should be limited to 4 pages.

6 **Evaluation Criteria and Process:** Proposal responses shall be reviewed, judged, scored, and ranked by an evaluation committee consisting of City staff. Evaluation will be a multi-step process consisting of: 1.) a complete proposal submission prior to the RFP deadline; 2.) a review of the proposals by the City evaluation committee; 3.) if necessary, two (2) or more of the highest rated vendors may be selected with which to hold additional discussions; 4.) Selection.

6.1 **Proposal Evaluation**: Evaluation Committee will study the proposals and rate them according to the following:

6.1.1 **Section One** – Transmittal Letter and Offer

No points are awarded based on Section One of the response but the Offeror may be considered non-responsive if the Letter of Transmittal is missing or incomplete.

6.1.2 **Section Two** – Competence

A maximum of fifteen (15) total points will be awarded based on Section Two of the response, describing the Offeror's level of experience and expertise providing the required solution.

6.1.3 **Section Three** – Quality and Feasibility

A maximum of forty (40) total points may be awarded based on Section Three of the response, describing the quality and feasibility of the Offeror's technical proposal.

6.1.4 **Section Four** – Ability

A maximum of fifteen (15) total points may be awarded based on Section Four of the response, describing the Offeror's availability to deliver the solution.

6.1.5 **Section Five** – Past Performance

A maximum of fifteen (15) total points may be awarded based on Section Three of the response, describing the Offeror's past performance.

6.1.6 **Terms and Costs**

A maximum of fifteen (15) total points may be awarded based on Section Three of the response, describing the Offeror's proposed terms and costs of delivering the solution.

6.2 **Optional Presentations:** At the discretion of the evaluation committee, two (2) or more of the highest rated vendors may be selected for holding additional discussions. The discussions may include, but are not limited to, presentations by the Offerors to the committee to elaborate upon their qualifications, proposals, and/or other pertinent information.

    6.2.1 **Presentation:** Finalists will be asked to present their proposed solutions. Presentations are ordinarily provided at City of Columbus facilities, but online presentations (e.g., using WebEx) are acceptable.

    6.2.2 **Revision:** The committee may permit revisions of proposals so long as all vendors who are selected for additional discussions are given equal opportunity to revise their proposals.

    6.2.3 **Evaluation:** Offerors selected for this phase will be evaluated using the same criteria outlined in section 6.1, incorporating any additional information provided during the presentation and in revised proposals.

6.3 **Selection:** The evaluation committee shall submit its ranking of the Offerors along with a written explanation to the Department of Technology, Director's office. The Department of Technology Director shall select the Offeror(s) with which to enter into contract negotiations. If negotiations fail, The City reserves the right to enter into contract negotiations with another Offeror. With approval from the City Council, the City and successful Offeror will execute the contract.