Open Web Application Security Program - OWASP (www.owasp.org)

Business Workflow / Website / Wiki / Information Portal Needs Assessment

REQUEST FOR PROPOSAL

Release RFQ	Q&A	Proposal Deadline	Decision Deadline
Feb. 3, 2016	Feb 3-29th	Feb 29, 2016	Mar 15, 2016

BACKGROUND

The OWASP Foundation was established in 2001 and is a not-for-profit charitable organization based in the United States with Global community participation from over 200 international chapters. OWASP is an open community dedicated to enabling organizations to conceive, develop, acquire, operate, and maintain applications that can be trusted. All of the OWASP tools, documents, forums, and chapters are free and open to anyone interested in improving application security. We advocate approaching application security as a people, process, and technology problem because the most effective approaches to application security include improvements in all of these areas. We can be found at www.owasp.org.

OWASP is a new kind of organization. Our freedom from commercial pressures allows us to provide unbiased, practical, cost-effective information about application security. OWASP is not affiliated with any technology company, although we support the informed use of commercial security technology. Similar to many open-source software projects, OWASP produces many types of materials in a collaborative, open way.

PROPOSAL OBJECTIVES AND OUTPUT

OWASP has grown into a haven for security research tools and libraries aimed at helping organizations improve the application security stance. Our current infrastructure was designed around providing information in wiki format, which does not give us significant flexibility to manage our tools and library projects in a cohesive, reliable manner, nor does it allow us to take advantage of new, internet and software applications as they are developed and modernized.

OWASP Foundation is currently seeking interested and qualified process and community experts to submit proposals for a 'Needs Assessment' for our community-facing and back-office infrastructure which includes components such as a MediaWiki-formatted website, Salesforce CRM, Mailman email group functionality & integration (20,000 users+), financial reporting integration and a cohesive project hosting framework (GitHub) for developers and users. Required output will be in the form of an expert opinion of our infrastructure strengths, weaknesses and recommended solutions. Prerequisite experience with successful non-profit projects is required.

Deliverables will include a written report containing the following:
- Stakeholder interview findings indicating characteristics and requirements of typical users of our community-facing and back-office systems,
- Recommendations for addressing usability and accessibility issues faced by current users,
- Assessment of strengths and weaknesses of our current community-facing and back-office systems,
- Analysis of gaps and recommendation for tools or processes needed to address needs,
- Analysis and recommendations for a cohesive suite of project hosting and lifecycle tools.

PROJECT SCOPE

- **Conduct interviews with key members of the community representing the following groups to determine their needs**
  - Community Survey
  - Builders Task Force - Volunteers (1hr conf call)
  - Breakers Task Force - Volunteers (1hr conf call)

- Defenders Task Force - Volunteers (1hr conf call)
- Employees (Sales, Marketing, Operations, Membership, Events)
- Executive Director & Board of Directors

- <u>Interviews should focus on the following Usability Considerations:</u>
  - How effective is our "Ease of Navigation" within the wiki in terms of key category descriptions and minimum clicks to reach desired information?
  - How effective is the Wiki in stimulating interaction with visitors?
    - Usage statistics, time on the site, etc.
  - Are the Edit forms intuitive and informative?
  - Are the instructions for accessing and downloading content easy to navigate & intuitive?
  - Are current application templates and modules effective, or out-of-date?
  - What kind of category or demographic audience is the current wiki site most effective for? What audience is least engaged with our current Wiki?
  - Considering that OWASP Foundation is a global organization, what accessibility, internationalization, localization and translation strategies, content strategies, processes, structured or unstructured, etc. could be considered effective with our current Wiki?
  - How well does the top level navigation differentiate company information (mission, governance, membership, sponsorship, press) versus community content (chapter, project, events, code repositories, etc), as benchmarked against best practices for nonprofits and online communities?
  - Does our top level navigation (TLN) address the most requested content? Are there links in the TLN that should be subordinate to the TLN?

- <u>Provide an Assessment and Evaluation of the current OWASP wiki</u> and associated internet-based tools to determine how well these tools are supporting the OWASP mission, objective and international community.
  - Identify key areas of strengths and weaknesses of existing apps and how well MediaWiki, SalesForce and associated tools meet the needs of our mission, objectives and community.
  - Provide a top down priority assessment of gaps from most important to least important and recommendation on applications to fill those gaps.

○ For OWASP Project platform, provide analysis & recommend a cohesive suite of project hosting and lifecycle tools for OWASP Incubator, Labs, and Mainstream projects to aid in the success of the projects.

● Target Budget: Range of $20-30K
● Assessment Timeline: Upon award, OWASP would like to have the assessment and written report completed within 60 days

PROPOSAL REQUIREMENTS

Your proposal must contain the following items in order to be evaluated and considered for a finalist position.
● Summary statement on the issue to be analyzed
● Proposed methodology to complete the assessment and evaluation.
● Timeline to complete the assessment and evaluation
● Description of outputs or reports (both summary and detail) coming from the assessment
● Projected cost for the assessment and evaluation.
● References and samples to similar forms of work and your output from those works.

HOW TO SUBMIT A PROPOSAL

Please send all proposals, via email to the OWASP Foundation, owasp.foundation@owasp.org , Subj Line: OWASP RFP - <Your Company Name>, Attn: Executive Director by the deadline date of Feb. 26, 2016. An OWASP evaluation team will assess each proposal, and determine a list of finalists. A public Q&A session will be held with all finalists via a conference call where questions can be submitted before hand and answers will be provided.

Proposal documents should be attached to an e-mail in PDF format. The submission deadline for proposals is **February 26th**.

REFERENCE MATERIALS

Email: owasp.foundation@owasp.org
Website: http://www.owasp.org

Prior market research:

https://www.owasp.org/images/7/7c/OWASP_Background-Research_Phase1_Final_(1).pdf

https://www.owasp.org/images/4/48/OWASP-SEO-Content-Audit-Final-6-7-2013.pdf

List of Current Tools:

Current backoffice CRM
http://www.salesforcefoundation.org

Integrated tools:
- Apsona - import/export/data clean up tool
- Conga Composer - document output
- CRM Fusion (Demand Tools) - Data clean up tool
- DocuSign - electronic contract signature
- Form Assembly - creates forms that allow external input into SF. Used primarily for the "Conatct Us" form and the Project Applications
- Volunteers for Salesforce - organizes volunteer needs and allows for external posting

Current Association Management System (AMS) tool:
http://fonteva.com/Products/membernation.html

Managed package within Salesforce. Functionality includes modules for:
- Awards
- Chapters
- Committee
- E-Business
- Education
- Events

- Fundraising
- Membership

Member Nation is also the vehicle for the OWASP Portal and the OWASP Community

Additional platforms used but not directly integrated with Salesforce:
- Eventbrite and RegOnline - event registration systems
- Quickbooks - Accounting
- PayPal - payment processing
- Vertical Response - email marketing
- Survey Monkey - Surveys
- Vimeo and YouTube - video posting
- Citrix Systems (GoToMeeting and GoToWebinar)
- Dropbox
- Trello
- Social Media
  - Twitter
  - Slack
  - Facebook
  - Ning
  - LinkedIn
  - CrowdIn
  - Blogspot
  - Meetup
  - Google Suite - email, docs, calendars, groups, etc

Current web collaboration tool:
https://www.mediawiki.org/wiki/MediaWiki

Current email/collaboration tool:
https://www.google.com/nonprofits/products/

Current server hosting (web, mailing lists, experiments):
http://www.rackspace.com/cloud

Current code repository tool:
https://github.com/OWASP/

Current discussion list tool:
https://www.gnu.org/s/mailman/

Recent designs of events/conferences:
http://2016.appsec.eu
http://2015.appsecusa.org
http://2014.appsecusa.org
http://2013.appsecusa.org