CMS Modernization RFP SOW

TABLE OF CONTENTS

[1. PROJECT OVERVIEW 2](#_Toc166750249)

[1.1. Platform 2](#_Toc166750250)

[1.2. Implementation / Delivery Services 2](#_Toc166750251)

[2. PROJECT BACKGROUND 2](#_Toc166750252)

[2.1. Enterprise Technology Environment 2](#_Toc166750253)

[2.2. Environment 2](#_Toc166750254)

[2.3. Domain Management 3](#_Toc166750255)

[2.4. Service Delivery Model 3](#_Toc166750256)

[2.5. Content Management 3](#_Toc166750257)

[3. GOALS AND OBJECTIVES 4](#_Toc166750258)

[3.1. Primary Objectives 4](#_Toc166750259)

[3.2. Additional Considerations 5](#_Toc166750260)

[3.3. Project Audiences 5](#_Toc166750261)

[3.4. Platform Functionality & Hosting Services 5](#_Toc166750262)

[3.5. Implementation & Delivery Services 5](#_Toc166750263)

[4. PROJECT / PROGRAM METRICS 7](#_Toc166750264)

[4.1. Metrics 7](#_Toc166750265)

[5. MINIMUM REQUIREMENTS 7](#_Toc166750266)

[6. SCOPE OF WORK 11](#_Toc166750267)

[6.1. In Scope 11](#_Toc166750268)

[6.2. Out of Scope 12](#_Toc166750269)

[6.3. Deliverables 13](#_Toc166750270)

[6.4. Project Deadlines 13](#_Toc166750271)

[7. BUDGETARY AUTHORITY 14](#_Toc166750272)

[7.1. Funding 14](#_Toc166750273)

[7.2. Cost Summary 14](#_Toc166750274)

[7.3. Pricing Model 15](#_Toc166750275)

[8. VENDOR RESPONSE 16](#_Toc166750276)

[8.1. Instructions to Vendors 16](#_Toc166750277)

[9. HYPERLINK: STATE OF NEVADA SECURITY POLICIES 18](#_Toc166750278)

[9.1. See https://it.nv.gov/Governance/Security/State\_Security\_Policies\_Standards\_\_\_Procedures/ 18](#_Toc166750279)

# PROJECT OVERVIEW

## Platform

### Hosting, licensing and platform support for a .NET/C# platform as a services solution (PaaS) through June 30, 2026, that can accommodate the project traffic for those websites and is scalable for potentially doubling the count of websites and traffic post project. Hosting, licensing and support shall include ongoing security and product updates, be SSL, and meet or exceed State information security standards as published at https://it.nv.gov/Governance/Security/State\_Security\_Policies\_Standards\_\_\_Procedures/)

### The platform shall meet or exceed requirements for server/domain name system (DNS) and support / services warranty as defined in a mutually agreed services level agreement.

### The CMS platform shall provide the functionality and features necessary to fulfill current user outcomes and required functions the current platform does not provide.

### The platform shall innately provide or integrate with defined tools for analytics and accessibility and management.

## Implementation / Delivery Services

### Research, assessment, design, branding, and prototype for a modern look and feel for State of Nevada websites.

### Content migration and launch of a pilot comprising the 14 websites managed by the CSU Web Team.

### Post pilot approval, migration of 100 websites, with migration defined as moving existing content hosted designated as active to the new platform templates that are easy to use for non-technical content editors and administrators.

### Services to integrate with and set up Google Analytics and Tag Manager, and accessibility.

### Professional services to manage the project and to provide advanced technical training for the CSU Web Team.

# PROJECT BACKGROUND

## Enterprise Technology Environment

### Current CMS Systems (including Version Number): EpiServer Ektron 8.7 SP2.

### Current CMS Topology and Architecture: Traditional monolithic CMS, SQL database, and web server

### Number of currently managed websites: at time of RFP, 114 websites are hosted on Ektron. This number might increase or decrease by time project starts.

### Number of IT employees dedicated to CMS: 1 lead developer, 3 developers, accessibility program manager.

### Number of content authors and editors (hereafter referred to as “content managers”): 450

### Additional components of a CMS Environment (Digital Asset Management, Portal, ECM, etc.): None

### Preferred server and database platform: Platform as a Service (PaaS)

### Preferred web development language or platform: .NET/C#

### Current web analytics solution: Google Analytics 4

## Environment

### The State of Nevada currently self-hosts its CMS within an OCIO-managed VMware environment on four Windows Server virtual machines (two for production, one for development, and one for intranet services). The virtual machines currently have 12.8 TB of storage provisioned, of which 10.6 TB are currently in use. 100 GB of RAM are currently assigned to the four virtual machines. All virtual machines are geographically proximate. Load balancing between the two production virtual machines is provided through a pair of BIG-IP F5 appliances. SSL wildcard certificates are installed and managed on the load balancers. There is no CDN and there are no proxies otherwise fronting the state’s current CMS deployment.

## Domain Management

### State of Nevada websites are generally hosted at either nv.gov or an associated subdomain, or at state.nv.us or an associated subdomain, though vanity domains (e.g. travelnevada.com) are also accommodated upon agency request. DNS hosting for state-managed domains is provided by OCIO through a combination of internal and cloud-hosted DNS services. Each department, division, office, board, commission, or other state agency is issued a domain to use for both website and email branding purposes (OCIO, for example, uses it.nv.gov for both its website and email). The state of Nevada uses a split-brain DNS configuration to limit access to restricted or internal-only web content.

## Service Delivery Model

### The State of Nevada uses a decentralized IT service delivery model to provide most services, including email and identity services. OCIO does, however, manage a Microsoft 365 GCC tenant with over 18,500 users and each user is provisioned an Entra ID P1 license to provide MFA across the enterprise. Agencies are encouraged to interface with this tenant for cloud application integration purposes, either directly through the OCIO-managed identity forest or using guest accounts in the OCIO-managed identity forest.

## Content Management

### The current Ektron CMS platform is hosted on OCIO infrastructure. The current platform does not have the capabilities to enable non-technical users to seamlessly manage content and customer interactions on their websites or to prioritize cross platform accessibility consistent with current standards.

### The following table comprises the State’s web presence that is in-scope in support of state agencies, boards, commissions, and elected offices hosted on EpiServer Ektron. Proposing Vendors should note that certain state agencies, boards, and commissions are not hosted with EpiServer Ektron and an efficient platform would allow for a reduction in their costs associated with individually designed and/or hosted web presences.

| **Hosted on Ektron CMS** | **Total** |
| --- | --- |
| Agency Websites | 114 |
| Web Pages | 12,362 |
| Total Documents | 91,353 |
| *PDFs (Internal & External)* | *82,901* |
| *Documents (Word, PPT, Excel)* | *2,683* |
| *Media (Images, Audio, Video)* | *6,452* |

#### Table 1. In-Scope State Web Presence

### Content Managers (Authors/Editors)

#### The CSU Web Team manages content authoring and editing for 14 websites.

#### Each of the 100 remaining Agency websites hosted on Ektron has at least one content manager.

#### The CSU Web Team is located in Carson City, NV. Agency content managers are located throughout the state at their specific agency location.

### Traffic

#### The table below provides analytics on the in-scope websites using Google Analytics 4. The period covered is July 1, 2023 – February 29, 2024.

|  |  |  |  |
| --- | --- | --- | --- |
| **Metric** | **Total** 7/1/23 – 2/29/24 | **Avg Monthly** (= Total/8) | **Yearly Based on Avg** (= Avg x 12) |
| Views | 20,087,083 | 2,510,885 | 30,130,620 |
| Users | 7,828,603 | 978,575 | 11,742,900 |
| Events | 71,170,266 | 8,896,283 | 106,755,396 |
| # of Pages | 16,196 | NA | NA |

### Content Workflow

#### Current State

##### The CSU Web Team supports the backend of the application, including but not limited to, management of the environments, development of new templates, training for content managers, providing training and reporting on accessibility compliance.

##### Each state department, division, board, commission, and office of elected state official is responsible for managing its own site content. The CSU Web Team provides technical assistance to all state departments, divisions, boards, commissions, and offices of elected state officials,

##### The CSU Web Team specifically manages 14 sites for agency partners with the remaining sites each having at least one content manager.

##### Agency content managers are assigned to user group(s) that align with the domains and the level of access (editor or user) desired, e.g., domainname.nv.gov - Editors, domainname.nv.gov - Users.

##### Accessibility review is not a feature of the current solution, so accessibility review prior to publishing is dependent on the agency’s designated workflow.

##### Once published, all in-scope websites are scanned and evaluated by a third-party website governance tool. The agency is responsible for acting on recommendations, with the report being pushed to designated Agency content managers and/or owners.

# GOALS AND OBJECTIVES

## Primary Objectives

### Seamlessly (with no access interruption for the public) migrate existing content from EpiServer Ektron Sites to an externally hosted PaaS. CMS hosted in a secure environment that meets the State of Nevada Information Security policies as posted at https://it.nv.gov/Governance/Security/State\_Security\_Policies\_Standards\_\_\_Procedures/.

### The websites displayed as a result of the CMS should be designed to meet the needs of a diverse internal and external audience, including individuals with disabilities and those who speak and/or read languages other than English.

### The CMS displayed websites should be compatible with search engine functionalities.

### The CMS displayed websites should be optimized for semantic search.

### The CMS displayed websites should have responsive design, providing a seamless and attractive user experience across all devices (mobile, desktop, and tablet).

### The CMS hosting services should be secure, reliable, and scalable to accommodate substantive future growth and changing needs.

### The CMS displayed websites should be easy to manage and update by agency content managers with varying skill sets and abilities, with a content management system that is intuitive and efficient.

## Additional Considerations

### The State seeks best proposals of Vendors related to optimum practice workflow for multi-site parent website and 800 or more content editor/authors.

## Project Audiences

### The internal audience is Agency content manager and the OCIO Client Services Unit Web Team.

### The external audience is public seeking services and information from participating Nevada State departments, divisions, boards, commissions, and the offices of elected officials within the Executive Branch.

## Platform Functionality & Hosting Services

### The vendor shall recommend and stand up and host a modern PaaS CMS to allow extensibility, scalability, and adherence to information security standards as posted at <https://it.nv.gov/Governance/Security/State_Security_Policies_Standards___Procedures/>

### Hosting, licensing and platform support for a platform as a services solution (PaaS) through June 30, 2026, that can accommodate the project traffic for those websites and is scalable for potentially doubling the count of websites and traffic post project.

### The CMS platform and resulting websites shall meet accessibility guidelines (including, but not limited to, compliance with WCAG AA Accessibility Guidelines) at launch and enable enforcement through on-going content updates.

### The CMS platform and resulting websites shall have functionality to enable/disable proactive accessibility content review, ensuring content is perceivable, operable, understandable, and robust to enable internal and external users accessibility compliant access (including, but not limited to meeting or exceeding WCAG 2.2 guidelines).

### The CMS platform shall support and include functionalities for centralization and standardization of security measures, reducing the risk of cyber-attacks and data breaches.

### The CMS platform shall be intuitive and easy to use with no more than one-hour of necessary training for agency content managers to begin use.

### The CMS platform shall provide easy-to-use tools making it easier for future displayed web site optimization and accessibility as well as scalability to future current features and functionalities.

## Implementation & Delivery Services

### The Vendor should propose and detail project management support consistent with collaboration and communication with the designated State project manager.

### The Vendor shall provide a project management plan in collaboration with and accepted by the State project manager. The State requires that the project management plan components shall include, at a minimum:

#### Scope (Requirements, Work Breakdown Structure)

#### Schedule

#### Cost

#### Schedule

#### Quality

#### Resource (including vendor and State resources)

#### Stakeholder/Change Management

#### Risk

#### Communication

### The Vendor shall develop a migration plan in collaboration with and accepted by the State project manager.

#### Phase 1: pilot launch of 14 designated websites led by vendor with support from the project team.

#### Phase 2: Assign remaining websites to subsequent migration efforts with CSU Web Team developer resources assigned to lead designated websites with support from vendor resources, and designated vendor led migrations.

### The Vendor shall conduct research to produce an assessment of primary functionality needed to replicate the information, services, tasks, and user paths provided by the Ektron platform.

### The Vendor shall develop a clean minimalist design and branding for a consistent look and feel for the in-scope websites for approval by the State as designated in the project plan.

### The Vendor shall develop architecture, prototype, design, and templates to accommodate at least 80% of functionality/user paths identified in the assessment for approval by the State as designated in the project plan.

### The Vendor shall define and provide advanced technical training on the platform for the CSU Web Team, enabling the skillset for the backend developers to support ongoing implementation, design, development, and support services for the solution, and enable them to actively migrate content to the new solution and create new templates.

### The Vendor shall develop agency content manager training collateral based on the solution as configured (media, online) if the solution-as-configured differs.

### The Vendor shall support the CSU Web Team in conducting the training in the first wave of agency content manager training in Phase 2, and then hand off agency content-manager training to the CSU Web Team

### The Vendor shall be responsible for the completeness and quality of designated content migration using their resources and Web Team resources. During project planning, the Vendor and project team shall define acceptance criteria, including but not limited to

#### Content Asset Integrity, e.g., detailed list of pages to be migrated.

#### URL preservation.

#### Meta Information Consistency.

#### Structured Data Integrity.

#### Image and Media Handling.

#### Internal and External Link Integrity.

#### Functionality, Speed, and Performance.

### The Vendor shall provide documentation for the project team approval and acceptance that validates that designated content and functionality has moved to the new platform.

### The Vendor shall integrate the solution with Google Analytics 4, including setup and meta-tagging unless the solution innately provides same level of service or better.

### The Vendor shall conduct a two-phase approach to implementation: a pilot phase with 14 designated websites in the pilot, then successive waves of launching pre-determined groups of websites.

### The Vendor shall be responsible for migration of all designated content for all in-scope websites to the new platform including quality assurance and user acceptance testing (UAT).

### The Vendor shall manage and support cut-over and launch for the in-scope migrated websites.

### The Vendor shall provide best-practice workflows for content managers and CSU Web Team based on the solution as configured and innate or integrated analytics.

### The Vendor shall conduct a formal hand-off on platform administration and support to the CSU Web Team once the in-scope designated websites migration has been accepted by the State.

### The Vendor shall conduct project close out, comprising, but not limited to, State acceptance of platform hand-off, final versions of all deliverables, and State approval to submit final invoice.

# PROJECT / PROGRAM METRICS

## Metrics

### The above objectives reflect the program of work planned for this project. Specific deliverables for the project are identified in section 6.3. Corresponding metrics for accessibility, security, design, and analytics are currently being developed based on best-practice for public-sector public-facing websites.

# SCOPE MINIMUM REQUIREMENTS

| **Req ID** | **Req Category** | **Category** | **Criterion** | **Criterion Description** |
| --- | --- | --- | --- | --- |
| Req\_01 | Platform | ADA Accessibility | ADA accessibility and management | Must innately provide or integrate with defined tools for analytics and accessibility and management. |
| Req\_02 | Platform | Analytics | Analytics integration and setup | Must include integration and setup using Google Analytics (GA) and Tag Manager unless solution innately provides same level of service from GA or better. |
| Req\_03 | Platform | Content Management | Alerts / Notification | Must have functionality to add messages to the individual page, section, agency, or state-wide level. |
| Req\_04 | Platform | Content Management | API integration | Must have functionality to pull/return from databases via API. |
| Req\_05 | Platform | Content Management | Calendar | Must have calendar functionality for state meetings and events shall be available from a single, master filterable calendar with select categories. |
| Req\_06 | Platform | Content Management | Email and SMS | Must have functionality to allow visitors to subscribe to mailing lists and manage communication channels. Content editors shall be able to create message content and send communications. |
| Req\_07 | Platform | Content Management | Integration | Must provide development (integration), test (preproduction), and production (live) environments |
| Req\_08 | Platform | Content Management | Media | Must have functionality to add media (video and audio files), as well as image galleries and slideshows |
| Req\_09 | Platform | Content Management | News categorization | Must have functionality to allow news articles categorization, including date, agency, summary, multimedia, and related articles |
| Req\_10 | Platform | Content Management | Page scheduling | Must have functionality to schedule when pages are made public and when they shall be archived. |
| Req\_11 | Platform | Content Management | Payment processing | Must have functionality for post-project payment processing gateway or integration |
| Req\_12 | Platform | Content Management | Responsive design | Must provide responsive templates offering a seamless and attractive user experience across all devises (mobile, desktop, tablet). |
| Req\_13 | Platform | Content Management | Semantic Search | Must provide functionality for users to access content throughout the site from a simple search interface |
| Req\_14 | Platform | Content Management | Strong Linking | Must innately prevent updates to documents and pages breaking existing links on the websites. |
| Req\_15 | Platform | Content Management | Submission workflows | Must have ability to review and approve submitted content changes. |
| Req\_16 | Platform | Delivery Model | PaaS | The solution must be a PaaS |
| Req\_17 | Platform | Development Framework | Framework | The solution must be .NET/C# based. |
| Req\_18 | Platform | Security | Availability & reliability | The platform shall have > 99% uptime |
| Req\_19 | Platform | Security | Ongoing product updates | The hosting/licensing shall include available ongoing product updates and enhancements |
| Req\_20 | Platform | Security | Ongoing security updates | The hosting/licensing shall Include available ongoing security updates and patches |
| Req\_21 | Platform | Security | SSL | The hosting vendor shall deliver and maintain a secure website (HTTPS) that is browsing encrypted and verified by a trusted third-party with a valid SSL certificate |
| Req\_22 | Platform | Security | SSO | Must integrate with Nevada's Identity and Access Management (IAM) products (Entra ID) to implement single sign-on and enable MFA for users who are State employees |
| Req\_23 | Platform | Security | State IT security Policies | The hosting vendor shall meet the requirements set forth in the State of Nevada IT Security Policies and Standards (https://it.nv.gov/Governance/Security/State\_Security\_Policies\_Standards\_\_\_Procedures/) |
| Req\_24 | Platform | Security | User management | Must provide granular editor permissions shall be able to be assigned at the lowest agency level (e.g., Department, Division, Unit). |
| Req\_25 | Platform | Server/DNS | Caching solutions | The solution must integrate with and utilize publicly accessible caching solution(s), e.g., CloudFlare, CDN. Vendor shall provide cost estimates if this is not included in platform licensing fee |
| Req\_26 | Platform | Server/DNS | Multipurpose DNS domains | The solution must permit the state to continue to use the same domains for websites and other communications |
| Req\_27 | Platform | Server/DNS | SIEM | The solution event auditing and logging must integrate with state-managed security information and event management (SIEM) solution(s) using industry standard protocols |
| Req\_28 | Platform | Server/DNS | Split-Brain DNS | The solution must be accessible from both internal and external networks in which DNS zones are managed directly by state technical personnel and in-office zone data may vary from publicly accessible zone data |
| Req\_29 | Platform | Server/DNS | Third-party email domains | The solution must utilize state-specified domains for communications originating from third party (non-state owned and managed) solutions when sending newsletter and other bulk mail content generated within the system. Please see State of Nevada IT Security Policies and Standards (https://it.nv.gov/Governance/Security/State\_Security\_Policies\_Standards\_\_\_Procedures/) S.5.06.02§6.2 |
| Req\_30 | Platform | Support Services | High Availability | The solution must be highly available, able to handle spikes in traffic or usage, by implementing load balancing, failover mechanisms, and auto-scaling. |
| Req\_31 | Delivery Services | Migration | Content migration validation | The vendor shall be responsible for delivering a pre-migration detailed content listing that maintains, at a minimum, the detailed content for each website, owners yes/no decision to migrate, and validation that the content was successfully migrated |
| Req\_32 | Delivery Services | Migration | Migration approach | The vendor shall migrate designated website content to the user-friendly (agency content editor) templates for phase 2 (migration of websites not managed by the CSU Web Team) |
| Req\_33 | Delivery Services | Migration | Migration plan | The vendor shall provide skilled resources to lead the effort as well monitor and report on quality. |
| Req\_34 | Delivery Services | Migration | Resource Plan | The vendor shall include designated Web Team resources in the implementation in phase 2 at a minimum. |
| Req\_35 | Delivery Services | Project Management | Design decision documentation | The vendor shall provide support documentation for the publishing design architecture, technical architecture, and website architecture (user experience and content strategy) |
| Req\_36 | Delivery Services | Protype and Pilot | Content strategy | The vendor shall provide research, assessment, design, branding, and prototype for a modern look and feel for State of Nevada websites that is demonstrated for State approval as a pilot for the 14 websites managed by the CSU Web Team |
| Req\_37 | Delivery Services | Training | Advanced technical training | The vendor shall provide advanced training to allow the CSU Web Team to assist in the development and conversion, and thus be self-sufficient in design and development throughout implementation |
| Req\_38 | Delivery Services | Training | Training collateral | The vendor shall provide training collateral based on the solution as configured for agency content owner/editor training. |
| Req\_39 | Delivery Services | Training | Train-the-trainer instruction | The vendor shall provide train-the-trainer instruction to designated resources, enabling the team to demonstrate their expertise to the content owners and editors. |

# SCOPE OF WORK

## In Scope

### Platform

#### The vendor shall recommend a platform that meets the minimum requirements as state in section “Minimum Requirements".

### The vendor shall stand up a PaaS, including hosting and licensing through June 30, 2026.

### The vendor shall conduct a two-phase approach to implementation.

#### Phase 1: Pilot Launch.

##### The vendor shall lead project kick-off not later than 20 business days following contract signing.

##### The vendor shall provide a project management plan in collaboration with and accepted by the State project manager. While the State follows Agile practices, minimum documentation requirements will be required based on State requirements.

##### The vendor shall provide project management in collaboration with the State project manager.

##### The vendor shall focus initial efforts on launching a pilot of designated websites managed by the CSU Web Team.

##### The vendor shall conduct research to produce an assessment of primary functionality needed to replicate the information, services, and user paths provided by the Ektron platform.

##### The vendor shall provide content strategy recommendations including but not restricted to comparative time, benefits, and costs of recommended options.

##### The vendor shall develop clean, minimalist design and branding for a consistent look and feel for the in-scope websites for approval by the State as designated in the project plan.

##### The vendor shall develop revised architecture, prototype, design, and templates to accommodate at least 80% of functionality/user paths identified in the assessment for approval by the State as designated in the project plan.

##### The vendor shall provide advanced technical training for designated CSU Web Team resources that will allow them to assist in the implementation and conversion project, including but not limited to creation of new templates, migration of data into the templates, providing support and training for content managers.

##### The vendor shall provide advanced technical training to the CSU Web Team resources so they can assist the vendor in the subsequent website migrations in Phase 2. This serves to engender buy-in on the new State of Nevada website look and feel and user-friendliness, thereby enhancing agency stakeholder buy-in during their conversion.

##### The vendor shall be responsible for migration of all content designated as current to the new platform in the content-manager friendly template including quality assurance and user acceptance testing (UAT).

##### The vendor shall manage and support cut-over and launch for the migrated websites.

##### The vendor shall develop migration plan recommendations including but not restricted to comparative time, benefits, and costs of recommended options in collaboration with and accepted by the State project manager.

##### The vendor recommended migration plan options shall include designated CSU Web Team resources for the remaining 100 websites.

#### Phase 2: Waved migration for remaining 100 websites using vendor resources and Web Team staff.

##### The vendor shall provide project management in collaboration with the State project manager.

##### The vendor shall assess each website so that the required functionality and user paths on the Ektron CMS are executed on the new CMS.

##### The vendor shall update architecture, prototype, design, and templates as new functionality / user paths are identified.

##### The vendor shall develop training collateral based on the solution as configured (media, online) for Agency content managers, support the CSU Web Team in conducting the training in the first wave of Agency content manager training in Phase 2, and then hand off training to the CSU Web Team.

##### The vendor shall be responsible for migration of all content designated as current to the new platform including quality assurance and user acceptance testing (UAT).

##### The vendor shall manage and support cut-over and launch for the migrated websites.

##### The vendor shall provide best-practice workflow for content managers and CSU Web Team based on the solution as configured and innate or integrated analytics.

##### The vendor shall conduct a formal hand-off on platform administration and support to the CSU Web Team once the designated websites migration has been accepted by the State.

##### The vendor shall conduct project close out.

## Out of Scope

### Websites not hosted on State of Nevada Ektron CMS.

### Detailed customer journey mapping.

### New functionality/tasks for current content.

### Content optimization.

### Copy writing.

### Managed services for administration and development of product features and content.

## Deliverables

### Phase 1 Launch of 14 Pilot Websites

#### Phase 1 Deliverables:

#### The vendor shall lead the project kick off meeting with stakeholders designated by the State and vendor within 20 business days from contract signature. Project kick off shall include.

#### The vendor shall collaborate with the designated State project manager to provide a project plan including definitions of requirements for deliverable acceptance. The project plan shall be approved by the State project manager.

#### The vendor shall provide a detailed assessment of the 14 designated websites.

#### The vendor shall provide a content model describing structural recommendations for the types of digital content that need to be managed and published, how they relate to one another, and how they will be used.

#### The vendor shall provide a design system model that outlines and prioritizes the various parts of the new system. Site maps and information architecture.

#### The vendor shall provide lightweight personas or user modes, outcomes required, approved by project team, and designated agency stakeholder.

#### The vendor shall provide wireframes for all primary and secondary page and template types, including functional prototypes.

#### The vendor shall produce an approved Proof of Concept design using a collaborative interface design tool approved by State and vendor.

#### The vendor shall provide a map of future state architecture and templates in mutually agreed format(s) once proof of concept design approved by State.

#### The vendor shall provide advanced technical training for designated CSU Web Team resources, with proficiency determined by mutually agreed demonstration of skills for designated team member role.

#### The vendor shall develop and provide content and collateral based on the solution as configured for train-the-trainer on the platform as designed for the Web Team in mutually agreed formats such as video. Delivery format(s) to be mutually agreed upon.

#### The vendor shall migrate content to agency content-editor friendly templates/forms including documentation that all content was successfully migrated.

#### The vendor shall conduct QA and usability testing to refine and finalize attributes like site structure, nomenclature, key user tasks, etc. as mutually agreed. The vendor shall provide documentation of QA & testing in a mutually agreed format.

#### The vendor shall define mutually agreed criteria and acceptance parameters for user acceptance testing and provide documentation of results and final acceptance in a mutually agreed format.

#### The Vendor shall facilitate and support Go Live (launch) of designated websites, including but not limited to defining and documenting acceptance of mutually agreed Go Live Readiness criteria, task list for disablement of Ektron sites and redirection to new platform, and launch acceptance criteria.

## Project Deadlines

### Project Timeline

#### Vendor will have a minimum of three (3) of the designated pilot websites launch (go live) on or before March 31, 2025.

#### The vendor will provide a fully functioning project to CSU Web Team resources to be self-sufficient by September 30, 2025.

#### The vendor must complete contractual work by June 30, 2026

#### The vendor will invoice based on State acceptance of milestones and/or deliverables by phase.

# BUDGETARY AUTHORITY

## Funding

### The budget authority for FY25 and FY26 has been allocated as follows:

Budgetary Authority

| **Description** | **FY25** | **FY 26** | **Total** |
| --- | --- | --- | --- |
| **PaaS Hosting, Licensing, Support & Maintenance** | $495,000 | $495,000 | **$ 990,000** |
| *To include but not limited to*   * *Hardware* * *Software Licensing* * *3rd-Party Software* * *Maintenance &Support* |  |  |  |
| **Services Fees  (Implementation & Delivery Support Services)** | $796,654 | $85,352 | **$ 882,006** |
| *To include but not limited to:*   * *Installation* * *Integration* * *Legacy Data Loading/Conversion* * *Documentation* * *Advanced Technical Training* * *Train-the-Trainer Training* * *Project Management* * *Miscellaneous Services* |  |  |  |
| **TOTAL** | **$1,291,654** | **$ 580,352** | **$1,872,486** |

## Cost Summary

### Hosting/Licensing/Maintenance

#### Hardware: List, describe, and record the cost of each piece of hardware that is required to optimally run the software.

#### Software Licensing: List, describe, and record the licensing, implementation, maintenance, support, and training fees associated with your proposed software.

#### Maintenance: Describe and cost out any other ongoing costs associated with the operation and maintenance of your proposed software.

#### Third-Party Software (Middleware): List, describe, and record the cost of each piece of software (including operating systems) that is required to optimally run the software.

### Services (Implementation and Delivery Support)

#### Installation: Describe any labor, equipment, supplies, or other costs associated with installing your proposed software.

#### Integration: Describe any labor, equipment, supplies, or other costs associated with integrating your software into our current architecture and back-end systems.

#### Legacy data loading/content migration/conversion: Describe any labor, equipment, or other costs associated with importing legacy data from current systems into your LMA software.

#### Documentation & Training: If there are fees associated with your user or technical documentation, list them here.

#### Project Management: If there are project management fees associated with your proposed software, list and describe them here.

#### Miscellaneous: List and describe any other costs associated with your proposed software solution.

## Pricing Model

### Fixed Fee

#### At the direction of the Legislature, the State will only entertain fixed-fee pricing with invoicing triggered upon State acceptance that deliverables and project gate(s) were met. The State proposes the following model but will entertain other models assuming all described milestones and gates are identified in it.

State Pricing & Invoicing Model

| **Budgetary Bucket** | **Phase** | **Line Item** | **Invoice Upon Acceptance** |
| --- | --- | --- | --- |
| Hosting | Environment Set Up | Licensing | Year 1, Licensing  Year 2, 365 days from contract |
| Hosting | Environment Set Up | Maintenance and Support fees | Year 1, M&S Fees for environment  Year 2, 365 days from contract |
| Services | Phase 1 | Project Management | Gate 1 (25% Services Fee upon contract sign) |
| Services | Phase 1 | Discovery and Assessment |  |
| Services | Phase 1 | Technical training in platform for Web Team design, development, and train-the-trainer collateral |  |
| Services | Phase 1 | Proof of Concept Design | Gate 2 (25% Services Fee) |
| Services | Phase 1 | Development |  |
| Services | Phase 1 | Build and Test |  |
| Services | Phase 1 | Content Migration |  |
| Services | Phase 1 | UAT |  |
| Services | Phase 1 | Launch | Gate 3 (25% Services Fee) |
| Services | Phase 2 | Migration Plan |  |
| Services | Phase 2 | Additional assessment as needed |  |
| Services | Phase 2 | Develop, Build and Test |  |
| Services | Phase 2 | Content Migration |  |
| Services | Phase 2 | UAT |  |
| Services | Phase 2 | Launch |  |
| Services | Phase 2 | Hand off to State |  |
| Services | Phase 2 | Project Close Out | Gate 4 (25% Services Fee) |

# VENDOR RESPONSE

## Instructions to Vendors

### Please address the following topics in detail.

#### The Vendor should describe the platform as a service model on which they base their CMS solution and migration proposal. Vendor shall also describe any advantages or benefits to their delivery model given State goals, including but not limited to the need for board accessibility and usability.

#### In addition to the requirements stated above, Vendors should detail any other product capabilities and functions that may be of interest to the State. Ensure these are linked clearly to goals of the project and describe their role in helping to achieve these goals, including future opportunities and functionalities for additional web site migration stated above.

#### The Vendor should describe the history of their CMS offerings, including but not limited to initial release date, current version number and development history. Any successful government implementations should be detailed along with any challenges faced and overcome or addressed.

#### The Vendor should indicate whether all source code for the software will be made available to the State. If this is not possible, they must identify the software escrow service used, give contact information, and describe the company’s policy regarding software escrow updates. Any escrow related required contract terms must be provided for State review and Vendors are encouraged to adjust such terms in line with the State’s terms contained in the Contract for Services for Independent Contractor included with this RFP (escrow terms may not include any contradictions with State terms).

#### The Vendor should provide detailed information on the development roadmap for their CMS product(s).

#### The Vendor shall indicate which, if any, third-party software packages are required for their application to function correctly. This may include application servers, web servers, databases, agents or clients for backup, or software distribution and security. They shall indicate who is responsible for purchasing and maintaining licenses for this software and should not propose offerings which would not be compliant with Nevada law (such as vendors or products requiring terms and conditions that the State of Nevada could not approve).

#### The Vendor shall provide a list of any user associations or public discussion areas relating to vendors’ product or service offerings.

#### Product Support and Services

##### The Vendor shall describe the support offerings available for their applications and associated products. The following points shall be addressed explicitly:

###### The Vendor shall describe the system/process to alert content managers and/or responsible monitoring designees proactively to bugs/bug fixes and/or breaches that may be relevant to the deployment of the CMS.

###### The Vendor shall describe the levels of support available, together with the associated prices or incorporation/inclusion within provided license or other pricing.

###### The Vendor shall describe any developer/user communities in which the Vendor’s technical employees are regularly active and from which additional support can be obtained.

###### The Vendor shall describe the mechanisms/processes/facilities in place to assist State agency content managers and CSU Web Team with best practices relevant to the product. Best practices can relate to development, project management, technical architecture, and system setup, as well as ongoing maintenance.

#### Product Upgrades and New Version Releases

##### The Vendor shall describe the process of new version releases and the application of service packs to the software product(s) and how any associated potential downtime is managed/communicated.

##### The Vendor shall describe the quality assurance/testing processes to follow to determine whether an upgrade or custom modification is suitable for release.

##### The Vendor shall describe the process by which opportunities for system enhancements are identified, screened, programmed, field-tested, and released .

##### The vendor shall describe whether the upgrade methodology includes a tracking system not only to report on the status of the upgrade, but also to record problems and bugs.

#### The Vendor shall describe their experience in implementing their software in hosted environments. Vendor shall provide details of any offerings from application service providers or other PaaS vendors that their organization provides. Examples shall be as relevant as possible to the solution and goals described earlier in this document.

#### The Vendor shall provide a work breakdown structure (WBS) that includes vendor and State project team roles with percentage-time identified.

#### The Vendor shall provide a draft implementation and launch plan for migrating existing Ektron State websites to the Vendor’s proposed CMS platform.

#### The Vendor shall describe what training of the State staff is required or recommended to support the implementation of products and services, including the minimum amount of time required for initial content manager training through advanced technical training related to future migration from other CMS platforms.

#### The Vendor shall include any additional information that they consider would help the State evaluate their submission.

### Vendor Technical Response Form

#### Please see CMS Modernization Technical Questionnaire. The vendor should fully complete the questionnaire.

#### This questionnaire will be used to determine the vendor’s technical score. In each major category, either a specific question will be posed, or a description of the required functionality will be requested. Vendors must answer the questions or address the description of the required functionality in accordance with the guidelines provided below. It is also assumed that the vendor will provide full proof of the capabilities declared in this questionnaire. *See* RFP Terms and Conditions.

#### In the questionnaire sections of the spreadsheet, vendors can choose from seven options to indicate their compliance with each requirement (see Table 4)

#### When giving responses, the guidelines below shall be followed. The Comments column in the spreadsheet provides opportunity for clarification, where necessary.

#### Vendors shall not indicate that a function or feature is included in the standard offering when that function is still only in development. When a function is in development, the Vendor should note this in the Comments column. They should also state the expected date that the feature or function will be made available and whether it is included as priced in a provided cost proposal.

#### The following table guidelines shall be followed when choosing an option for a given requirement:

| **Score** | **Guideline** | **Definition** |
| --- | --- | --- |
| 0 | Functionality not provided | Functionality not included in the proposed system. |
| 1 | Functionality provided, but requires customized integration with a third-party product | Vendor has established a relationship with a business partner to provide this functionality. It does, however, still require customizing or a work around. |
| 2 | Functionality provided by the vendor but requires customization | The functionality can be accomplished with the vendor’s products but requires customizing or working around. |
| 3 | Functionality provided by the vendor as part of configuration (no customization) at implementation time | The functionality can be accomplished with the vendor’s product. However, it requires setting configuration parameters at implementation time that cannot subsequently be altered without reimplementing all or part of the solution. |
| 4 | Functionality provided by the vendor as part of configuration (no customization) | The functionality can be accomplished with the vendor’s product. However, it requires configuration parameters to be set. These configuration parameters may or may not need to be set at implementation time. They can later be altered without reimplementing any part of the solution. |
| 5 | Functionality provided seamlessly by a third-party product | The vendor has established a relationship (for example, as an OEM) with a business partner to provide this functionality. The functionality is fully integrated within its data integration tools and requires no customization or workaround. |
| 6 | Functionality provided “out of the box” | The vendor provides the functionality from its own code base. No customization or work around is needed. The functionality is included in the quoted price. |

# HYPERLINK: STATE OF NEVADA SECURITY POLICIES

## See https://it.nv.gov/Governance/Security/State\_Security\_Policies\_Standards\_\_\_Procedures/