

*SCOPE OF WORK

Client: BlueWhale

Company: ProDesign

Date: 3rd Oct 18

Prepared Praveen

By:



Introduction

Thank you for your interest in partnering with ProDesign Technologies for your website development project. With well over 100,000 firms offering website development services, we know how challenging it can be to find the right agency for your web development.

We hold one goal above all others: 100% client satisfaction. Our in-house team of web designers, copywriters, graphic designers, and developers uphold the highest standards for project planning and execution, and we are dedicated to building the perfect website for your company on-time and on-budget. We've built websites for several brands around the world with great success, and are quite excited to get to work on yours.

In this proposal, you'll find examples of our past work along with what we feel is the optimal solution for your website development needs, along with the associated delivery timeline, costs, and project terms. Once you've reviewed this proposal thoroughly, simply electronically sign it at the bottom to indicate your approval.



Proposal Contents

- Executive Summary
- Solution Outline
- Site Structure
- Site Integrations
- Additional Features
- Execution Timeline
- Ongoing Fees
- Project Costs
- Terms of Agreement
- Authorization
- Completion
- Payment
- Assignment of Project
- Revision During Execution
- Legal & License
- Copyright to Project
- Sole Agreement
- Initial Payment & Refund Policy
- Acceptance

Executive Summary

BlueWhale requires a full website build to support your digital growth strategy. This website will allow you expose you're Learning site to audiences via search engines, leverage digital advertising to boost lead generation, and deploy content to build brand awareness and authority.

ProDesign is uniquely qualified to build the website that you desire, due to our in-house team of designers, writers, and developers, and our experience working with clients in Industry.

Our past work includes:

- Pro e-learning
- Vihari estates

Solution Outline

ProDesign will build your website using the Content Management System (CMS). [CMS] is used by more than a million brands around the world, and is known for its ease of use, security, and scalability. [CMS] will allow you to do the following once your website is launched:

- Easily update page content and images
- Integrate with analytics software to track page and site performance
- Post new content to your company blog

We propose that your site be hosted with GoDaddy using Cpanel. This will ensure that your website is capable of supporting a high volume of traffic while remaining protected from malicious entities.

Site Structure

Your website will have the following pages:

- Home
- About
- Contact Us
- Blog
- Services

- | | |
|--------------------------|------------------------------------|
| 1. Real time Analytics | 8. Marketing Campaign Optimisation |
| 2. Predictive Analytics | 9. Recommender System |
| 3. Deep Learning AI | 10. Block Chain |
| 4. Data Warehousing | 11. Chatbot |
| 5. Business Intelligence | 12. Visual Search Engine |
| 6. Fraud Monitoring | 13. Risk Modeling |
| 7. Customer 360 | 14. Customer Segmentation |

- Technologies

- | | | |
|---|--|---|
| 1. Cloudera Distribution
Hadoop
✓ Impala
✓ Kudu
✓ Data Science Workbench
✓ Spark | ✓ Lambda
✓ Kinesis
✓ RDS (Aurora)
✓ Glue
✓ EMR
✓ IoT Hub
✓ DynamoDB | 5. Google Cloud Platform
✓ Big Query
✓ Spanner |
| 2. Hortonworks Data Platform
✓ Spark
✓ Tez | 4. Microsoft Azure
✓ HDInsight
✓ IoT Hub
✓ EventHub
✓ Cosmos DB
✓ SignalR
✓ SQL Data Warehouse | 6. NoSQL Databases
✓ Hbase
✓ Cassandra
✓ MongoDB
✓ Accumulo |
| 3. Amazon Web Services
✓ Redshift
✓ Athena
✓ Spectrum | | 7. Elastic Search
8. Kafka
9. Spark
10. Flink |

Site Integrations

ProDesign will integrate your site with the following tools:

- Analytics: Google Analytics
- Server: XAMPP
- Optimisation

Stage	Completion Date
Project Meeting	[Meeting.Date]
Initial Design	[Desgin.Date]
Page Mockups	[Mockups.Date]
Site Copy & Images	[Copy.Date]
Functional Prototype	[Prototype.Date]
Website Development Complete	[Development.Date]
Testing	[Testing.Date]
Website Launch	[Launch.Date]

These integrations will allow you to use your website as a profitable marketing tool which helps you generate new revenue for your business.

Additional Features

Based on previous discussions regarding your goals and expectations, your website will have the following additional features:

- Image Optimisation

Execution Timeline

The following table details our projected execution timeline for your website development project.

Disclaimer: The dates in the table above are estimates based on our experience with similar website development projects. While we strive to accurately estimate project timelines in every proposal, we reserve the right to move delivery dates in response to unforeseen delays or changes to project requirements.

Project Costs

The table below details the costs associated with this project. Invoices will be sent to BlueWhale on the dates indicated below, are payable via credit card or wire transfer, and are due on a net-30 basis.

Name	Price	QTY	Subtotal
Initial Invoice	0.00	1	0.00
Approved Design Invoice	0.00	1	0.00
Final Invoice	0.00	1	0.00

Subtotal: 0

Total: 0

Terms of Agreement

Authorization

BlueWhale is engaging ProDesign, as an independent contractor for the specific project outlined below:

- BlueWhale website development, deployment, hosting, & support

Completion

BlueWhale, and ProDesign must work together to complete the project in a timely manner. ProDesign agrees to work expeditiously to complete the project no later than [Launch.Date] (depending on date of acceptance of agreement)

Payment

Fees to ProDesign are due in accordance with the above listed pricing table. Fees for monthly services will be invoices on the 1st business day of each calendar month, and are due on a net-30 basis. All payments will be made to ProDesign Company.

Assignment of Project

ProDesign reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

Revision During Execution

BlueWhale may be charged additional fees if it decides to make changes to the agreed upon project scope and objectives.

Legal & License

ProDesign warrants that the functionality contained in this project will meet BlueWhale requirements and that the operation will be reasonably error-free.

The entire risk as to the quality and performance of the project is with BlueWhale. In no event will ProDesign be liable to BlueWhale or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate the website, even if ProDesign has been advised of the possibility of such damages.

Copyright to Project

ProDesign guarantees that all aspects of design and construction of the project will be disclosed to BlueWhale upon completion, and full code, copyrights and ownership will be the sole property of BlueWhale. ProDesign retains the right to display graphics and other design elements as examples of its work in its portfolio.

Sole Agreement

The agreement contained in this Contract constitutes the sole agreement between ProDesign and BlueWhale regarding this project. Any additional work not specified in this contract must be authorised by a written change order. Continued services after that time will require a new agreement.

Initial Payment & Refund Policy

This agreement begins with an initial payment indicated in the pricing table above. If BlueWhale halts work and applies for a refund within 4 days, work completed shall be billed at the hourly rate, and deducted from the initial payment, the balance of which shall be returned to BlueWhale.

Acceptance

BlueWhale Acceptance

ProDesign Acceptance

Signature

Signature

