Work Authorization

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Your Situation

Over the years, the web presence for Spraying Systems has evolved to include 42 country specific websites and nine branded or product websites. This growth has led to an infrastructure that is costly and time-consuming to maintain.

Spray IT, marketing and business leaders are seeking an approach to support the CEO's directive to improve the customer's website experience and internalize work development. The proper selection and implementation of a Web Content Management System (Web CMS) directly supports this objective as well as the following: subsequent e-commerce implementation, timely content updates (in multiple languages), business efficiency, and the enablement of marketing automation.

The Mx Group will collaborate with Spray and lead the requirements definition and software selection for a Web CMS.

Our Approach

Overview

We seek long-term relationships with our clients. The Mx Group helps our clients strategically plan for maximum business value while navigating the unique challenges of their business and their customers.

The Mx Group's full range of services helps clients to:
1. Find the problems customers want our clients to solve for them
2. Imagine the best ways technology can be utilized to solve those problems
3. Focus on the core value and reserve budget to adapt to lessons learned
4. Adapt and/or pivot the idea as the team and the users give feedback
5. Build market facing software and websites people will use and love
6. Integrate into the customer's workflow
7. Embed brand value with customer

How we work

While not every engagement spans from the inception of the vision to the delivery of the finished product, every engagement does contain elements of that full software development life cycle. Whether we are participating in early planning or focusing on execution, quality web design, and software selection and development depends on and demands that the whole team understand the end goals and the surrounding context.

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Project Activities

The CMS selection process for Spraying Systems will consist of facilitated sessions that focus on web strategy, functional and technical requirements gathering, user/admin and workflow processes, and regional customization. Following these sessions, The Mx Group will document requirements for the CMS software and make a software recommendation based on these requirements. There are three phases in this process:

Strategy, Business and User Requirements	User, Technical, Regional Customization Requirements	Site Structure & CMS Recommendation

Phase 1: Strategy and Business Requirements

Activities:	(1) Web Strategy & Software Review session Requirements Documentation
Who:	From Spraying Systems: Subject matter experts to provide insights on products, marketing/messaging, customers, sales processes, and technology elements identified based on the topics in the "what" section. From The Mx Group: • Development team: Kevin Coe (VP, Digital Development), Matt Binz (Business Analyst) • Client Service & Strategy: Rick Sebok (Account Director), Kristin Bledsoe (Account Manager)
What:	**Discovery section #1** is a discovery exercise that will set the strategic footing for the rest of the project. This session will cover the following topics to inform the project: • Review business strategy drivers for the web • Discuss buyer's journey gaps / problems • Buyers journey differences by region / market position • Messaging / branding / content differences by country or region • Overlapping user bases- which customer use multiple sites • Branded product treatment (sub-brands or stand alone?) • Domain name treatment and go to market strategy • Localization / translation / measurements / currency • Responsive / mobile experience • Interactive functionality audit and integration discussion (keep/re-do/reduce) • CMS add-on functionality requirements (community, blogging, marketing automation, portals, single sign-on, personalization, account based marketing, A/B testing • e-Commerce and Product Catalog requirements • Unique requirements for TeeJet
Outcome	The Mx Group to development initial Requirements Documentation
Timing	2 weeks

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Phase 2: User, Technical, and Regional Requirements

Activities:	(2) Facilitated discovery sessions (1) Stakeholder survey for regional feedback Finalization of Requirements Documentation
Who:	From Spraying Systems: TBD, subject matter experts to provide insights on content administration (content creation through approval processes), translation, SEO implementation, portal/e-Commerce/ERP data and software, etc. From The Mx Group: • Development team: Kevin Coe (VP, Digital Development), Matt Binz (Business Analyst) • Client Service & Strategy: Rick Sebok (Account Director), Kristin Bledsoe (Account Manager)
What:	**Discovery Session #2** – Admin Experience / Workflow and approvals, topics will include: • Existing CMS - specific admin wins and fails • Definition of user roles (editors, authors, approvers, subject matter experts, admins, etc.) • Analytics and marketing automation requirements • Publishing and workflow requirements • Translation services / integrations (interaction with approvals workflow) • SEO discussion • Portal / CMS / e-Commerce / ERP data overlaps • Enterprise content management integration **Discovery Session #3** – CMS Technical Requirement (related to functionality and integration), topics will include: • Authentication providers • Hosting, international performance, redundancy, load balancing • Technology preferences • Existing interactive products - deeper technical discussion • Security (logins, firewall, app firewall, VPN, encryption) • Development environment (Dev, QA, Staging, Production) • Deployment process (branching, merging, data updates, schema updates) • Integration targets (marketing automation, sales force automation, etc. **Requirements & Stakeholder Survey** Following the two discovery sessions, The Mx Group will refine the Requirements Documentation, develop a stakeholder feedback survey, and package it for the Spraying Systems team to distribute to additional stakeholders, including the regions. The Mx Group will interpret this feedback to determine any unique user, workflow, publishing, content or technical requirements for each region.
Outcome	The Mx Group to finalize Spray CMS Requirements Documentation
Timing	4 weeks

Phase 3: CMS Selection

Activities:	CMS Requirements Documentation – Stakeholder Consensus Meeting CMS Evaluation and Technical Approach Evaluation Prepare and Present CMS Recommendation
Who:	From Spraying Systems: Key stakeholders and decision makers. From The Mx Group: • Development team: Kevin Coe (VP, Digital Development), Matt Binz (Business Analyst) • Client Service & Strategy: Rick Sebok (Account Director), Kristin Bledsoe (Account Manager)
What:	This step in the process will begin with the Stakeholder Review and Consensus meeting to confirm CMS Requirements. Following this meeting, much of the work completed during this phase will be completed by The Mx Group and culminate in the recommendation of a CMS software platform and the anticipated scope for its implementation. This anticipated scope will include software selection, project licensing costs based on requirements, and an initial ballpark estimate of the services required for implementation.
Outcome	CMS Recommendation and ballpark scope for implementation
Timing	3 weeks

Project Timeline

Phase	Task Name	Week Of						
		05-Dec	12-Dec	19-Dec	26-Dec	02-Jan	09-Jan	16-Jan
Strategy, Business and User Requirements								
1.1	Discovery Session 1 (7-hour): Web Strategy & Software Review	██						
1.2	Requirements Documentation		██					
User and Technical Requirements								
2.1	Discovery Session 2 (3-hour): Admin Experience / Workflow and approvals		██					
2.2	Discovery Session 3 (3-hour): CMS Technical Reqs (Functionality, Integration etc.)		██					
2.3	Requirements Documentation			██				
2.4	Prepare Stakeholder Survey/Questions			██				
2.5	Package and Deliver Stakeholder Feedback Documents			██				
CMS Selection								
4.1	Stakeholder Review and Consensus Meeting (1-hour)					██		
4.2	CMS Short List Deep Dive (2 products)					██		
4.3	CMS Evaluation and Technical Approaches						██	
4.4	Prepare Scope and CMS Recommendation						██	
4.5	Present Scope and CMS Recommendation							██

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Pricing

Phase 1: Strategy, Business and User Requirements	$ 7,800

Web Strategy & Software Review
Documentation: Base Requirements Development

Phase 2: User and Technical Requirements	$ 11,500

Discovery Session 2 (3-hour): Admin Experience / Workflow and approvals
Discovery Session 3 (3-hour): CMS Technical Requirements
Requirements Documentation
Prepare Stakeholder Survey/Questions
Package and Deliver Stakeholder Feedback Documents

Phase 3: CMS Selection	$ 11,250

Stakeholder Review and Consensus Meeting
CMS Short List Deep Dive (2 products)
CMS Evaluation and Technical Approaches
Prepare Scope and CMS Recommendation
Present Scope and CMS Recommendation
Stakeholder Review and Consensus Meeting

	Total $ 30,550

Notes

This is an estimate and does not represent a fixed project bid. This estimate is based on our understanding of the scope of work to be completed for the project as described above and past experience with similar projects. This estimate does not include additional time or labor that may be required should the project scope change or if additional time is needed to complete the job. Actual project fees may be higher or lower based on actual time incurred. *Actual invoice amount may differ from the estimate.*

Approved By: _____   Date: _____

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