



The Mx Group

Web / CMS Proposal

Prepared for:

Task Force Tips

July 31, 2017

Task Force Tips
3701 Innovation Way
Valparaiso, IN 46383

Thank you for the opportunity to offer our recommendations and approach to develop the new Task Force Tips website for your dealers, customers and prospects.

Before we get into the details of our proposal, I'd like to summarize why we think we're a good fit:

- **We will leverage deep B2B development experience.** Our strategy, design and digital development teams have deep experience in the manufacturing and specified-product environment and across the spectrum of your specific requirements, including stakeholder discovery, UI / UX design, and technical integrations. We have implemented over 200 B2B sites, many with similar business and marketing challenges as Task Force Tips's.
- **We take a realistic and long-term approach.** Most of our current clients have been partners with us for many years. We believe this can be attributed to the unbiased, honest and realistic approach we take to their marketing and technology challenges. As you've experienced with the UI project, we will never base a recommendation solely on what you want to hear and we will always approach your challenges with your long-term, strategic best interests as the primary driver.
- **We make it work.** Today's technologies can be a distraction if mastering the tool gets in the way of delivering results. Our team's practical technology application skills run deep and our expertise to ensure marketing technology is in service of marketing strategy is the focus--not the other way around.

This proposal is based on the initial inputs we have received from you during this RFP process. We are certain that some elements will expand or contract based on the initial discovery process we conduct, but our core processes and way of thinking will remain consistent.

We look forward to answering any questions that you might have, and to collaborating with you and your team as we move forward.

Sincerely,

Peter C. Wroblewski
Principal, Founder
The Mx Group

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Project Objectives

The following are the core project objectives for the Task Force Tips website initiative:

In response to the strategic and tactical situation, Task Force Tips is seeking proposals for the construction of a new website. The response needs to address the necessary tactical improvements, employ best practices on the web, establish a new technology stack that will better suit Task Force Tips needs and serve as the right foundation for future needs.

Objectives

- Is responsive (not just mobile)
- Has easy yet robust search capabilities
- Includes information and simple navigation for someone unfamiliar with our brand or our products
- Includes an Employment section with an on-line application
- Has feature and benefit information about our families of products
- Includes the ability to maintain the content within the TFT marketing department
 - Maintenance done on other systems and integrated with the site through an API
 - Maintenance done directly in the CMS for additional information
- Software infrastructure is maintainable exclusively by TFT's internal IT team, including custom modules, CMS upgrades
- Is search engine optimized
- Has an updated brand look and new messaging as provided by the TFT marketing team
- Offers a simplified and regimented content editing experience for authors and subject matter experts
- Provides a toolset to marketers to manage layouts and design without extensive need for HTML and CSS skill sets

Our Approach

As we step through the discovery, design and build processes (described in detail in the “How We Work” section) we apply a set of principles to what we do that defines the difference between a high quality and effective site and just a site. No matter who Task Force Tips chooses to do this work, they will end up with a new website. The questions are:

- Will it be a website that attracts, converts and retains customers optimally?
- Will admins and authors be able to work with the system and continuously expand, improve and optimize the web experiences?
- Will it concretely drive the results that can be measured?

The sections below describe both how we will approach these things for Task Force Tips to make sure that the answer to all of the questions above is: Yes!

CMS Selection

The Mx Group recommends the Progress Sitefinity platform for this project. Its maker, Progress Software, is well known and respected in the industry, and Sitefinity occupies a solid spot as a mid-market CMS. Sitefinity’s broad capabilities and user-friendly page layout capabilities are a strong fit for the described workflow and content author user base, and the use of prebuilt components built on familiar technologies like .NET, Angular, and Bootstrap will accelerate development. Finally, Sitefinity’s internal structure has a shallow learning curve for .NET developers, and will be easy for your IT staff to maintain on an ongoing basis.

Site Architecture

Optimizing web conversions for deeper B2B sales cycles is about much more than landing pages and button placement. This is a challenge that should be addressed in the core architecture of the site.

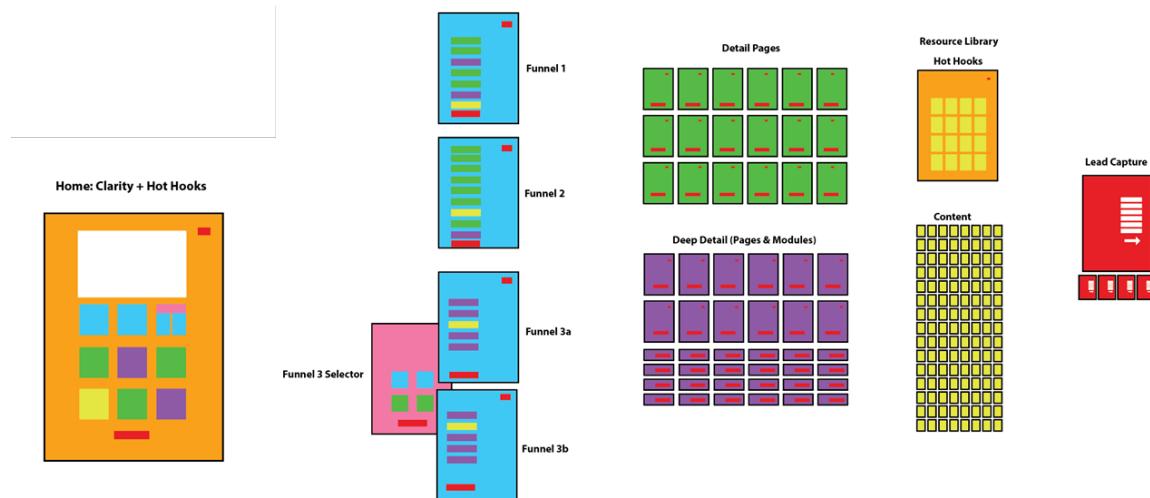
Through our discovery process, The MX Group will capture insights about your sales processes, your different buyer types and those buyers’ needs at different stages of their journey. We will understand the needs of every user — from top-of-funnel prospects doing research to loyal buyers looking to reorder quickly — with questions like:

- **Early funnel:** Am I thinking of my challenge correctly? What does the Task Force Tips offer to address that? What does the brand stand for?
- **Mid funnel:** What do I get with a certain product? Life? Maintenance? Best use?
- **Late funnel:** How is the warranty or technical support different? Do those differences help ensure results? How do I make a business case to the key decision makers? How can I spec the exact product I need?
- **Loyal customer:** What is my quickest path to reorder? Are there new products available that would better serve my needs?

Armed with these insights, we will design a model for site-wide navigation and content hierarchy. The model will be presented to you in the form of categorical lists, color-coded page flow maps (see diagram), and clickable wireframes. This allows us to collaborate with you to agree on an optimal theory for the site, and properly balance elements like:

- The user's control of their experience vs. our direction to conversion
- The delivery of long-form information vs. quick-read simplicity
- The right conversion devices aligned with the right context for each type of user in each stage of decision-making
- The informational experience aligned with the purchasing experience

Optimizing the experience for every user at a structural level before time is invested in aesthetic design and content creation is the key to the success of your site.



(above image) Example of a color-coded page flow map

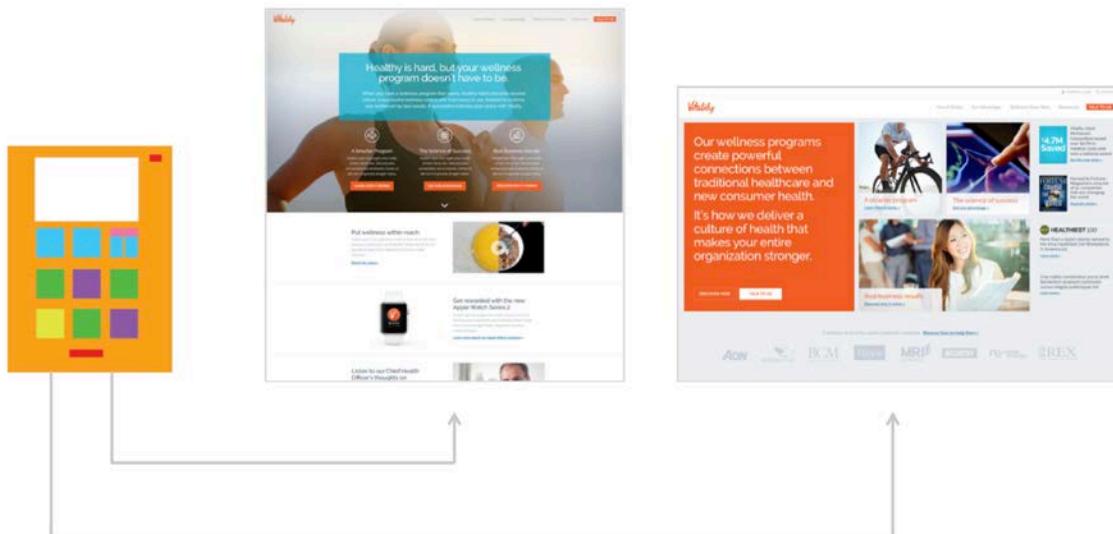
Aesthetic Design

Studies show that most of a buyer's first impression of a site is design-related. This includes things like image, color and type style, as well as cutting-edge interactivity. However the most important design factor, by far, is ease-of-use. No amount of style or special effects can save an experience that is not clear, clean, and in context.

Building on structural foundation of the color-coded page flows and clickable wireframes, The Mx Group will design and deliver two distinctly different aesthetic style options for you to consider in the form of Home page and Product page mockups, mood boards, and style sheets. We may also provide page mock-ups for any key elements that cannot be easily inferred from the above.

All designs will grow out of Task Force Tips's established brand direction. They will also be equally optimized for cross-browser and mobile responsiveness.

Once a final design is chosen we will implement that aesthetic across the whole site throughout the development cycles. Constant creative direction will be provided during development to ensure that the spirit and integrity of the designs is part of every user experience.



(above image) Example of two different homepage options. Both accomplish the goals of a chosen page flow map.

Content Creation

While some of the content on your new site will be based on existing content from the current site, The Mx Group is including a budget for both optimizing this existing content and creating new content where strategically necessary.

In the same way that aesthetic design was built on the structural foundation of the page flow maps, all content creation will be aligned with the established content hierarchies from the architecture. Whether optimizing existing content or developing new content, The Mx Group will be responsible for making sure all the content on the site is tuned to the content of the desired user experience.

It will be simple and scannable where appropriate and deep and detailed where desired. We will balance the communication of Task Force Tips brand messaging, with buyer-centric problem solving. We will construct all conversion elements to be persuasive and in appropriate context. And we will ensure that the SEO strategy is applied to every page.

Before populating on the site, all content will include one round of client review and changes. Additional rounds of copy changes can be completed over time in the CMS. You may wish to complete some portion of content creation yourself, and we're experienced in working through a variety of work share options. Final scope for content creation can be determined during discovery, defining any appropriate balances or work shares between Task Force Tips and The Mx Group.

CMS Admin Design

It's an all-too-common situation for organizations to be dissatisfied with a CMS product admin experience. Many times the driving reason for that is a poor implementation rather than inherent flaws in the product. When The Mx Group builds a site, we are designing the admin experience as much as we are the visitor experience. It's critical to structure content in a way that allows for:

1. Easy visibility into which pieces of content are shared across multiple pages of a site versus one
2. Comfortable form views of content that allow inexpert users to update text without having to manage code to get it to look right
3. Control of permissions to simplify the admin environment to just what an author needs
4. Clarity about what content is localized for a particular market versus universal.

5. Workflow approvals that allow the preservation of brand consistency and message while maximizing the contribution from internal talent to make changes, add content, and build traffic

Search Engine Optimization (SEO)

Research has indicated traffic from search engines is the largest driver of Web traffic for most business sectors and is increasingly become a critical component of revenue. It is estimated that 51% of all website traffic comes from search engine traffic, with 83% of that traffic coming directly from organic search results.

Using a collection of search engine approved coding standards and web technology best practices, combined with a sound content strategy, The Mx Group is able to both increase the visibility of your website to search engines as well as improve the experience for users browsing search engine results and those whom ultimately arrive at your site from a search listing.

Our process begins with a technical and search engine audit to benchmark your existing site, so we understand how your site and ultimately your brand is viewed by search engines; as well as what existing sources of traffic need to be improved, maintained or removed.

Next, we perform a research cycle on keywords and content related to your products and services as well as those of your competitors and the industry at large. Combined with input from your stakeholders – we will build a keyword content strategy, ultimately mapping specific keywords and phrases to website content and working with our content team to craft messages that support your brand, while being friendly to search engine crawlers and optimizing the visitor experience. In TFT's case, this information would be passed on to the internal teams responsible for content creation in order to help them target proper keywords.

In parallel, our SEO team will work closely with the design and development teams to ensure that choices made aesthetically and technically will support the latest search engine technologies, maintain existing valuable rankings and eliminate any potential search engine penalties. As content is migrated into the new platform, our team works to verify the crawlability of new content and redirection of old content appropriately. In addition, we will ensure included tools such as automatic sitemap generators, search engine submitters, SEO tagging and automatic URL management are configured correctly.

As your website is launched, we configure standard industry monitoring and analysis tools to help identify search engine traffic sources and patterns, opportunities for improvement and potential search engine issues. These tools can be used by internal SEO staff or the Mx team if engaged in an ongoing SEO program.

After the site launch, Mx will monitor the site for multiple weeks, looking specifically for unexpected disruptions in traffic as a result of the site update and correct where appropriate.

Post-Launch Marketing Efforts

To support the website launch, we recommend a number of different actions that will help drive exposure and ultimately traffic to the new site, including:

- Press releases
- Email newsletters to existing customers and/or marketing lists
- Promotion on social media channels including LinkedIn, Facebook and Twitter
- Linkbuilding with top industry resources

Proposed Scope

The pricing grid further on in the document outlines the specific web sites, template counts, and activities included in the scope. The sections below provide additional details on how those scope items will be applied to TFT's specific content and web sites.

Templates Design & Implementation

Our estimate includes the design and build of the following templates for the content website. The complexity of these templates has been estimated on the basis of the existing content in the below named sections of the website. Some areas of the existing website may not be called out specifically because they will share the template format of the named examples.

Task Force Tips

Template	Difficulty level	Notes
Site shell http://tft.com	Hard	<ul style="list-style-type: none">• Custom build
Homepage http://tft.com	Hard	<ul style="list-style-type: none">• Custom build
Full page http://tft.com/ServiceRepair/fieldRepairKits.cfm	Easy	<ul style="list-style-type: none">• Custom build
Product search http://tft.com/products.cfm?action=products	Medium	<ul style="list-style-type: none">• Custom build
Product search results http://tft.com/search/searchpage_slider.cfm?productGroup=Ball%20Intake%20Valves&showAllProducts=yes	Hard	<ul style="list-style-type: none">• Custom build

Product detail page http://tft.com/productsearch/product_detail.cfm?product=HD-2BLITZ&directoryName=Dual-Force%20Nozzles	Hard	<ul style="list-style-type: none"> • Custom build
Article w/sidebar http://tft.com/support.cfm?action=support	Medium	<ul style="list-style-type: none"> • Custom build
Online Catalog http://tft.com/eCatalog/ecatalog.cfm?action=catalog	Easy	<ul style="list-style-type: none"> • Custom build
Form Page http://tft.com/customerservice/Add_Faq.cfm http://tft.com/ServiceRepair/ServiceForm.cfm	Medium	<ul style="list-style-type: none"> • Custom build

Newforce

Template	Difficulty level	Notes
Article / FAQ http://newforce.tft.com/faq.cfm	Easy	<ul style="list-style-type: none"> • Reuse TFT template: Article w Sidebar
Site Shell http://newforce.tft.com/	Medium	<ul style="list-style-type: none"> • Reuse TFT shell • 1/3 of page is custom
Homepage http://newforce.tft.com/	Hard	<ul style="list-style-type: none"> • Reuse TFT homepage • 1/2 of page is custom
Product overview http://newforce.tft.com/products.cfm	Hard	<ul style="list-style-type: none"> • Reuse Amkus Product Overview page • 1/3 of page is custom
Product detail page	Hard	<ul style="list-style-type: none"> • Reuse TFT product detail page • Convert to responsive product charts

http://newforce.tft.com/gforcenozzles.cfm		<ul style="list-style-type: none"> Products have varying layouts
Online catalog http://newforce.tft.com/pdf/LIG-115-fra_rev04.pdf	Medium	<ul style="list-style-type: none"> Currently only a PDF download, reuse TFT Online catalog template

Deicing

Template	Difficulty level	Notes
Site shell http://deicing.tft.com/index.cfm	Medium	<ul style="list-style-type: none"> Reuse TFT shell 1/3 of shell is custom
Homepage http://deicing.tft.com/index.cfm	Medium	<ul style="list-style-type: none"> Reuse TFT homepage 1/2 of page is custom
Article page http://deicing.tft.com/service_contact.cfm	Easy	<ul style="list-style-type: none"> Reuse TFT template: Article w sidebar
Literature page http://deicing.tft.com/valves.cfm	Medium	<ul style="list-style-type: none"> Reuse TFT template: Article w sidebar Charts need to converted to HTML
Product page http://deicing.tft.com/anti_icng.cfm	Medium	<ul style="list-style-type: none"> Reuse TFT template: product detail template

Amkus

Template	Difficulty level	Notes
Site shell http://amkus.com/	Medium	<ul style="list-style-type: none"> Reuse TFT shell 1/3 of shell is custom
Homepage http://amkus.com/	Hard	<ul style="list-style-type: none"> Reuse TFT homepage 1/2 of page is custom
Article page http://www.amkus.com/about-amkus/what-sets-us-apart/	Medium	<ul style="list-style-type: none"> Reuse TFT template: Article w sidebar 2 variations <ul style="list-style-type: none"> with sidebar without sidebar

Product overview http://www.amkus.com/products/	Medium	<ul style="list-style-type: none"> • Custom build
Product detail page http://www.amkus.com/products/rescue-struts/	Medium	<ul style="list-style-type: none"> • Reuse TFT template: Product detail page
Contact / form page http://www.amkus.com/products/rescue-struts/	Medium	<ul style="list-style-type: none"> • Reuse TFT template: form page

Hosting

This estimate assumes that hosting infrastructure will be setup and provided by Task Force Tips. The provided infrastructure should include operating system, SQL Server, IIS, and a baseline Sitefinity installation. Our estimate includes deployment of the completed site to a single production environment. If the final production environment includes more servers / load balancing, the estimate will be adjusted after discovery.

Training

Training on the CMS for developers has been excluded, because general CMS training is often purchased from Sitefinity as a part of the licensing package. Training of authors in the specific TFT implementation is included, as is general documentation of the technical and content structure of the implementation.

Custom Development

The following user stories have been estimated into scope and define the specific functionality to be built within the user interface. A few additional user stories have been noted from review of the existing sites, but they have been moved to an out of scope section because they were not mentioned in the RFP and Mx wants to make sure to provide an estimate that allow like-comparisons between vendors.

The stories below have been estimated on the basis of the accompanying assumptions. In general, if functionality is not core to the user story, or included in the assumptions, then it has not been estimated and is not in scope.

Using the Sitefinity platform, we will build several custom features in each of phases 1 and 2. In phase 1, we will work with TFT to design a data exchange format, initially consisting of a set of RESTful APIs to be implemented by TFT, using OAuth2 token authentication. Once the authentication and basic strategy is solid, the following services will be implemented in phase 1:

1. Faceted product search - Enumerate facets
2. Faceted product search - Enumerate options
3. Faceted product search - Perform search
4. Dealer search
5. Product content retrieval
6. Related product retrieval
7. File retrieval
8. Employment application submission (possibly; not explicitly discussed in RFP)

Front ends for these services will be implemented in AngularJS, and service calls will be proxied through Sitefinity so internal services are not exposed to browser traffic. Results will be cached where possible using industry standard caching techniques.

In phase 2, a customer portal will be implemented using the built-in CMS authentication system. This portal will house dynamic content for dealers and end users, requiring the following additional services to be implemented:

1. User validation against CRM
2. Company information retrieval and update
3. Contact management with bidirectional contact synchronization with CRM
4. Product warranty registration and status
5. Invoice/PO/order/serial number search for RGA
6. RGA/service request submission
7. Feedback submission
8. Customer service request and response view
9. Order history and tracking
10. Open order view
11. Invoice and payment history view
12. Dealer territory mapping (This appears to be on the current site but was not mentioned in the RFP.)

13. User registration (May be necessary if automatic authorization of newly registered users is desired)
14. Customer lookup (Present on existing site, not mentioned in RFP, but would allow admins to see customer information even if not yet registered on website)

The portal will also include marketing content, some of which will be uploaded by content authors into the CMS directly, and some of which will be syndicated via the file retrieval API. Authors will use CMS admin tools to configure which users may access which files, whether they are delivered via the file API or directly from the CMS. No custom code should be necessary to deliver this functionality, as it is built on top of features already built in phase 1 or built into the CMS platform.

User Stories - Phase 1

ID	User Story	Assumptions
1.01	As a site user, I want to filter products by their component properties, so I can quickly navigate to the product that fits my needs	<ul style="list-style-type: none"> 1. All facets for all products will be available for selection 2. As selections are made, options in other facets will disappear 3. Search results are paginated 4. Client-provided API results are proxied via Sitefinity and may cache results for a brief period
1.02	As a site user, I want to find dealers for my industry and location	<ul style="list-style-type: none"> 1. List of industries managed in CMS 2. User enters country, or if US, zip code or state 3. Passed to client-provided API for results 4. Client-provided API results may include several contacts, with names, basic contact information, and a reference to a photo 5. Client-provided API results are proxied via Sitefinity server and should be cached for up to a day
1.03	As a site admin, I want to configure product pages to syndicate content from TFT internal systems, so I do not have to maintain that content in both the CMS and the MDM	<ul style="list-style-type: none"> 1. Each product will be configured with a product identifier that can be used to retrieve information from the API 2. Client-provided API results may include marketing content, property grids, and image references (TBD) 3. Client-provided API results are proxied via Sitefinity server and should be cached for up to a day

1.04	As a site user, I want to see related products when I view a product, so I can easily navigate to other products in the same family or select additional product complementing my product interest	<ol style="list-style-type: none"> 1. Each product will be configured with a product identifier that can be used to retrieve information from the API 2. Links should go to the product detail pages of the related product 3. Client-provided API results may include copy, image references, and product identifiers 4. Client-provided API results are proxied via Sitefinity server and should be cached for up to a day
1.05	As a site admin, I want to configure some library content to be backed by files provided by an internal API, so that I do not have to store the files both on the CMS server and on my internal file server	<ol style="list-style-type: none"> 1. Library items of this type can be configured by the admin with a content identifier recognized by the file retrieval API 2. Access controls on these files must be configurable by role 3. Client-provided API results may include binary data and a MIME type 4. Client-provided API results are proxied via Sitefinity server and should be cached for up to a day
1.06	As a potential employee, I want to submit an application for an open position with TFT so that I don't have to navigate to an offsite ATS to apply	<ol style="list-style-type: none"> 1. Open positions are managed via CMS admins 2. Each position posting will allow users to apply 3. Applicants will enter contact information, a very basic wysiwyg text field, and file attachments 4. Applications will be delivered via client-provided API or email

User Stories - Phase 2

ID	User Story	Assumptions
2.01	As an anonymous user, I want to register for an account so I can access information about my account and relationship with TFT	<ol style="list-style-type: none"> 1. Users are not activated until authorized by TFT staff 2. Registrations are either sent via email or client-provided API 3. Users receive a confirmation email
2.02	As a site admin, I want registered users to have an account in CRM as well as CMS before they can take any actions, so I can ensure only real users have access to sensitive data	<ol style="list-style-type: none"> 1. Users will have a user identifier that will be passed to client-provided APIs 2. Admins require a screen to update this identifier 3. At login, user identifier should be checked against client-provided API before login is allowed 4. Client-provided API results are proxied via Sitefinity server. Positive results can be cached for up to 2 hours. Negative results should not be

ID	User Story	Assumptions
		cached.
2.03	As a registered user, I want to edit my company and contact information and have it automatically sync with TFT backend, so if I update my contact information on either the website or via conversation with my sales rep, the other receives updates	<ol style="list-style-type: none"> 1. User can view and edit existing contact and company information 2. Updates are pulled via client-provided API at login 3. Updates are sent to client-provided API when changes are made by user 4. Accounts may have several contacts and addresses, and may add or delete more at any time 5. Client-provided API results are proxied via Sitefinity server and should not be cached.
2.04	As a registered user, I want to view a list of my products and their registration status, so that I can ensure my TFT products are covered by warranty	<ol style="list-style-type: none"> 1. Client-provided API results may include product identifier, warranty number, serial number, model number, description, and ship date 2. User can sort by warranty ID, serial number, model, or ship date 3. Client-provided API results are proxied via Sitefinity server and should be cached for up to a day
2.05	As a registered user, I want to register my purchased products so that they are covered by warranty	<ol style="list-style-type: none"> 1. User can add a product to their registration list by entering the serial number 2. Client-provided API will accept user identifier and serial number 3. Upon successful registration, the product should appear in the user's registered product list 4. Failed registrations will include an error message which may be displayed to the user 5. Client-provided API results are proxied via Sitefinity server and should not be cached
2.06	As a registered user, I want to return my purchased products for credit so that I don't have to keep product I do not want	<ol style="list-style-type: none"> 1. Workflow is several steps, first entering order, invoice, PO, or serial number, then select items from the order, select a reason, provide comments, and finally submit. 2. Client-provided API will include serial, model, description, and quantity ordered for all returnable items given the search criteria 3. Client-provided API will accept user identifier, serial number, reason, and comments for each item, and an RGA overall comments section 4. Client-provided API results are proxied via Sitefinity server and should not be cached
2.07	As a registered user, I want to submit feedback to TFT so my concerns or compliments are heard	<ol style="list-style-type: none"> 1. Basic contact form with subject, simple WYSIWYG form, and attachments 2. Results are delivered either via API or email

ID	User Story	Assumptions
		3. Confirmation email sent to user's registered email address
2.08	As a registered user, I want to request service on my products so that they are well maintained	<ol style="list-style-type: none"> 1. User can enter serial number, simple WYSIWYG form, and attachments 2. Results are delivered either via API or email 3. Confirmation email sent to user's registered email address 4. Client-provided API may return list of serial numbers for which service is requested, request status, and responses from support staff 5. Customer can reply to any open service request with the same form used to submit 6. Client-provided API results are proxied via Sitefinity server and should not be cached
2.09	As a registered user, I want to view my order history so I can determine information about the age and amount paid for my products, or initiate a return	<ol style="list-style-type: none"> 1. Client-provided API will include list of orders, order types, and dates given the user identifier 2. User interface should allow user to filter by year, defaulting to showing only the current year 3. Difference between new product orders and service invoices should be made clear, possibly by grouping in UI 4. Client-provided API will include contact information, product information, shipment information, and payment information given an order and user identifier 5. Shortcuts should be created to start RGA, warranty registration, and warranty request processes 6. If orders have been shipped and a tracking number is returned, a link to the shipping company's tracking page should be present 7. User can generate an invoice view of the order 8. Client-provided API results are proxied via Sitefinity server and should not be cached
2.10	As a registered user, I want to view my open orders so that I can call to request to add or remove products from them before they are fulfilled	<ol style="list-style-type: none"> 1. Can reuse much of the UI and services from order history 2. Client-provided API will include list of orders and their status 3. Some status codes may allow the user to request modifications 4. Actually performing order modifications is not in scope; user should be directed to contact TFT 5. Assume order history is already built and can be reused
2.11	As a registered user, I want to view my open invoices so that I can submit them to my AP department	<ol style="list-style-type: none"> 1. Client-provided API will include list of current invoices, dates, amounts, and status 2. Client-provided API results are proxied via

ID	User Story	Assumptions
	for payment	<p>Sitefinity server and should not be cached</p> <p>3. Assume order history is already built and can be reused</p>
2.12	As a registered user, I want to view my payment history so that I can cross-reference it against my records	<ol style="list-style-type: none"> 1. Client-provided API will include list of current invoices, dates, amounts, and date paid 2. Client-provided API results are proxied via Sitefinity server and should not be cached 3. Assume order history is already built and can be reused

Out of Scope

These stories were not mentioned in RFP but appear to be present on existing site. They are listed here for consideration and reference, but have not been estimated or included.

ID	User Story	Assumptions
3.01	As an administrative user, I want to view and manage dealer territory maps, so that I can get an overview without using the search tools	This appears to be present on the existing site, but demo user has no access and feature set is unknown
3.02	As an administrative user, I want to search for and impersonate a customer, so I can see what they see in the system to help troubleshoot or access information quickly	<ol style="list-style-type: none">1. This is present on the existing site but is not mentioned in the RFP2. User enters customer number or name and is presented with a list of customers from client-provided API3. Selecting a customer changes the user's context to that of the customer in question, and all tools available to that user show that user's data

Timeline

While there are many variables that can influence timing, a realistic project flow might look like this based on project approval of August 15, 2017.

Week	July			August			September			October			November			December			January			February			March												
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37
Discovery & Strategy																																					
Discovery Conclusions / Scope Confirmation																																					
Site Architecture																																					
Aesthetic Design																																					
Website Prototype (TFT Site)																																					
Custom development: Phase 1																																					
TFT site only: Development Cycle wave 1																																					
TFT site only: Development Cycle wave 2																																					
Development Cycle wave 3																																					
Development Cycle wave 4																																					
Development Cycle wave 5																																					
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Development Cycle wave 9																																					
Development Cycle wave 10																																					
Go-Live, Support																																					

Pricing

Deliverables	Estimate
Content Web Implementation	
Discovery, Strategy, Site Architecture & Design	\$40,700 – \$50,800
Discovery Meeting	
Site Strategy	
SEO Review	
Site Architecture	
Aesthetic Design	
Updated Statement of Work	
Content Integration	\$32,000 - \$40,000
Content import to CMS (content, assets and images)	
Configure data capture forms (2)	
CMS Configuration and Customization	\$19,000 - \$23,600
Deploy and configure baseline CMS instance	
Configure workflow and approvals	
Configure permissions	
Configure analytics	
Configure servers, code management, deployment process	
Template Design and Implementation	\$24,700 - \$30,900
Page templates (10)	
Reusable content modules for use in templates (28)	
Data structure design	
User- and admin-facing presentation design and styling	
Module QA	
CMS template integration	
SEO	\$15,800 - \$19,800
301 mapping from old URLs to new	
Copywriting key SEO pages (20)	
QA / UAT	\$20,600 - \$27,800
Manual QA	
Bug fix cycle	
Bug verification	
UAT cycles (4 waves, 1 round)	
Release to Production	\$7,500 - \$9,400
Deploy to production server	

Smoke testing	
Subtotal	\$160,300 - \$202,300
AMKUS Implementation	
Discovery, Strategy, Site Architecture & Design	\$18,400 – \$23,000
SEO Review	
Site Architecture	
Aesthetic Design	
Updated Statement of Work	
Content Integration	
	\$2,300 - \$2,900
Content import to CMS (content, assets and images)	
Configure data capture forms (2)	
CMS Configuration and Customization	
	\$9,200 - \$11,500
Configure workflow and approvals	
Configure permissions	
Configure analytics	
Template Design and Implementation	
	\$9,500 - \$11,800
Page templates (2)	
Reusable content modules for use in templates (7)	
Data structure design	
User- and admin-facing presentation design and styling	
Module QA	
CMS template integration	
SEO	
	\$8,100 - \$10,200
301 mapping from old URLs to new	
Copywriting key SEO pages (10)	
QA / UAT	
	\$14,400 - \$18,000
Manual QA	
Bug fix cycle	
Bug verification	
UAT cycles (2 waves, 1 round)	
Release to Production	
	\$4,400 - \$5,500
Deploy to production server	
Smoke testing	
Subtotal	\$66,300 - \$82,900
DEICING Implementation	
Discovery, Strategy, Site Architecture & Design	\$11,000 – \$13,800
SEO Review	
Site Architecture	

Aesthetic Design	
Updated Statement of Work	
Content Integration	\$3,000 - \$3,800
Content import to CMS (content, assets and images)	
Configure data capture forms (2)	
CMS Configuration and Customization	\$11,600 - \$14,500
Configure workflow and approvals	
Configure permissions	
Configure analytics	
Template Design and Implementation	\$6,800 - \$8,400
Page templates (3)	
Reusable content modules for use in templates (7)	
Data structure design	
User- and admin-facing presentation design and styling	
Module QA	
CMS template integration	
SEO	n/a
QA / UAT	\$10,100 - \$12,600
Manual QA	
Bug fix cycle	
Bug verification	
UAT cycles (2 waves, 1 round)	
Release to Production	\$2,700 - \$3,400
Deploy to production server	
Smoke testing	
Subtotal	\$45,200 - \$56,500
Newforce Implementation	
Discovery, Strategy, Site Architecture & Design	\$11,000 – \$13,800
SEO Review	
Site Architecture	
Aesthetic Design	
Updated Statement of Work	
Content Integration	\$5,200 - \$6,500
Content import to CMS (content, assets and images)	
Configure data capture forms (2)	
CMS Configuration and Customization	\$9,400 - \$11,800
Configure workflow and approvals	
Configure permissions	
Configure analytics	

Template Design and Implementation	\$11,500 - \$14,300
Page templates (4)	
Reusable content modules for use in templates (13)	
Data structure design	
User- and admin-facing presentation design and styling	
Module QA	
CMS template integration	
SEO	n/a
QA / UAT	\$10,700 - \$13,300
Manual QA	
Bug fix cycle	
Bug verification	
UAT cycles (2 waves, 1 round)	
Release to Production	\$2,700 - \$3,400
Deploy to production server	
Smoke testing	
Subtotal	\$50,500 - \$63,100
Content Web Total	\$322,300 - \$404,800
Miscellaneous Costs	
Training	\$8,000 - \$10,000
Documentation and admin training	
Sitefinity (Standard license)	\$10,000
Additional Domains	\$8,000
Custom Development	
Phase 1	\$37,000 - \$48,000
Product search	
Dealer lookup	
API-driven product content	
Related products	
API-driven content library	
Employment application	
Phase 2	\$38,500 – \$50,500
Dealer / Customer Area	
Contact / account management	
Order history and open orders	
Invoice status and payment history	
Warranty info and registration	
Returns and service requests	
Feedback	
Subtotal	\$75,500 - \$98,500
Project Total	
Total	\$397,800 - \$503,300

Contingency Budget

The RFP process was limited to written questions and one group call for clarifications. While this process was fairly thorough and included a good exchange of information, a more dynamic two way discussion can sometimes reveal nuance and/or value-added recommendations. In this case, those conversations will take place during the design process rather than in the upfront proposal. The Mx Group recommends that Task Force Tips sets aside an additional budgetary amount of \$15,000 to allow for new user stories or functionality to be added to scope during execution of the project. If TFT does not introduce or approve any scope changes, this budget will be unused.

Terms

This is a preliminary estimate and does not represent a fixed project bid. This estimate is based on our understanding of the scope of work identified during our discussions and requirements provided by Task Force Tips in PowerPoint format, described in this document, and based on past experience with similar projects. Actual project fees may be higher or lower based on project scope determined during the discovery phase. Travel, third-party licenses, and other out-of-pocket costs are not included in this estimate. Billing is monthly as incurred, terms are net 30 days.

Assumptions Affecting Pricing Estimate

1. Task Force Tips will create and extend APIs as needed for application development
2. Integration APIs are designed, implemented and tested operate in a RESTful fashion
3. APIs will be documented using a code-friendly framework such as Swagger.io
4. Task Force Tips will provide a test API instance for development purposes
5. Task Force Tips will engage with us in a Scrum-based Agile process
6. UAT feedback will be complete and timely at the end of each sprint
7. While implementation and UX will be very different, the scope of functionality of the application will be similar to the existing application

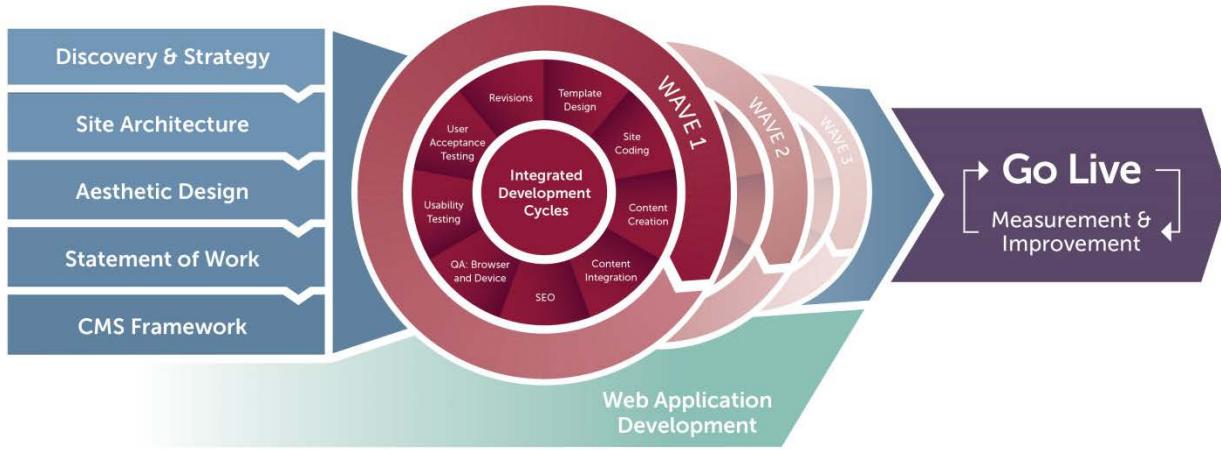
How We Work

The Mx Group offers comprehensive and leading-edge web design, front end development, and web and mobile application development.

Our team of UX designers, front end developers, programmers, quality assurance analysts and business analysts has deep experience across a range of technologies and disciplines. From user interface design to HTML / CSS development, CMS implementation, custom web and mobile applications, integration with third-party systems and databases, and more, our team is capable of creating compelling and relevant online content to engage your audience and move them through the buy cycle.

Our website and application development approach starts with foundational strategy work. For websites, The Mx Group's design and development paradigm borrows from the Atomic Design model. We start with the smallest components and create larger pieces of the interface and layout by combining these components. We focus on each piece being a building block that allows developers to create a wide variety of layouts using pre-existing elements. As part of each site, we also build a style guide using the actual CSS and HTML components to render the guideline elements. This guide serves both to help visualize change and help developers avoid recreating already-defined elements.

For application development, we utilize the Agile method of development, where strategy is established and the project then moves through iterative sprints with continual feedback and interaction with the client.



How We'll Begin

The first phase of our engagement will consist of an in-depth discovery initiative designed to establish an optimal strategic and tactical foundation for the messaging, development and integration work for your new website. Our foundational approach begins with a thorough understanding of your objectives, allowing us to implement a plan that will allow you to maximize your website investment to achieve your short- and long-term goals.

Strategic Foundation

Every web firm has a process that includes some type of discovery. Our foundational approach is more comprehensive than most in order to make sure you get the most value from every dollar you spend. Our goal is to make sure that the result of your investment is loved by your customers, and delivers the right ROI for your business. We don't just collect the details about the site you think you should build; rather, we help you figure out what serves your business goals in the most efficient and effective way possible. Based on a thorough understanding of your business objectives, we'll implement a plan that will allow you to maximize your investment in your web assets and achieve your short- and long-term objectives.

Our approach will confirm the aspects of the current site most appreciated by your customers, while thoroughly understanding the gaps and speed bumps that can be improved on to take the site forward.

The strategic foundation for the website will be built upon the following activities:

- Discovery and Strategy
 - Discovery sessions and stakeholder survey
 - Site analytics review
 - SEO assessment
- Site Architecture
 - Information Architecture strategy
 - Site navigation
 - Content architecture at the section, page and feature levels
- Aesthetic Design
 - Conceptual paths for the look and feel of the new site
 - Finalization of a concept for your approval
 - Design for all remaining site templates occurs in the integrated development cycles
- Scope Confirmation/Final Statement of Work
 - Confirm key findings from discovery
 - Align with budget expectations
 - Collaborate on prioritization

Integrated Development Cycles

The Mx Group conducts integrated development cycles that result in a complete and working subset of pages and functionality at the end of each wave, similar to the agile method of development. This approach allows for an iterative development process. We define and prioritize development cycles based on your preferences, complexity, scope, timing and dependencies. While the scope and content of this proposal is specific to TFT's needs, in general our process contains the following activities in each integrated development cycle if they are part of the agreed upon scope:

- Template Design
 - Leverage CMS best practices to create a set of templates that deliver a consistent user experience and allows for effective administration of the website over time.
 - During the discovery phase, we will finalize the number of templates required to achieve the site goals based on the site map and content strategy.
- Site Coding
 - The Mx Group will implement a responsive website design following coding best practices.
- Content Creation
- Content Migration
 - Content from the existing website will be migrated in each wave of development as necessary.
 - Where applicable, current dynamic content will be imported from the existing site.
 - Where necessary, current static content will be manually entered from the existing site.
- SEO
 - Our SEO experts work with designers and front-end developers throughout each integrated development cycle to ensure all pages and content are optimized for SEO.
- Quality Assurance, Browser and Device Testing
 - All pages and content in the cycle are put through quality assurance testing and assessed for browsers and devices as specified in the final scope confirmation.
 - The client team is given the complete section / set of content for internal review and testing. Revisions and refinement are made as needed.
- Web Application/Dynamic Feature Integration
 - Each wave of content and CMS development will be running in parallel with a development process to integrate or build desired web applications. Working pieces of this functionality will be demonstrated and presented with each wave.
- Implementation of Google Analytics
 - Basic implementation of Google Analytics for ongoing analysis of the website.
 - Additional opportunities for measurement and monitoring can be discussed during discovery and delivered in the final statement of work.

Go-Live

- The new production server is spun up and configured
- Site firewall is configured and tested

- Secure certificates are installed
- Site code and the managed content database are deployed to the new server
- 301 redirects for SEO are setup against all former URLs and tested
- Final integration testing is performed across the whole site
- Site up-time monitoring is implemented and tested
- Site backups configured and tested
- DNS cut over from the existing servers to the new servers is planned and executed
- Live site smoke testing is performed to ensure the final environment is fully functional
- Site analytics are closely reviewed during the first week to assure that the go live was fully successful
- The current estimate assumes a single hosting environment, although redundant hosting and load balancing can be scoped as part of the formal RFP

Proposed Team

The Mx Group delivers services across multiple disciplines by utilizing talent from cross-functional areas, led by a single-point-of-contact account director and account management team. The account team is the primary client contact point. In turn, the account team manages workflow and communications with the appropriate team leads. Task Force Tips will have significant direct contact with subject-matter experts (designers, business analysts, application development lead, etc.), but that contact will always be managed by the account team.



Kevin Coe, Vice President of Digital Development & Partner

Kevin joined The Mx Group in 1994 and quickly rose through the ranks because of his unwavering dedication to problem solving, profit and productivity. He has been instrumental in the growth of the company's technology expertise. Now he leads the web application and software development group, which develops and implements hundreds of interactive and custom applications every year — including e-commerce, ERP integration, CMS, portals, viral efforts and SEO initiatives. Over the years, he has gained vast experience in project management, business analysis, systems analysis, business management, marketing and advertising. Kevin holds a B.S. in advertising from the University of Illinois at Urbana-Champaign.

Rick Sebok, Account Director



Rick has been with The Mx Group for more than five years. In that time, he has led the development and implementation of highly successful marketing strategies for 10 operating divisions of Zekelman Industries, DealShield, Steel Tube Institute and Spraying Systems. His background includes more than 20 years of business marketing experience across multiple sectors, including business and technology services, industrial products, and direct marketing. He has a B.S. in advertising from the University of Illinois at Urbana-Champaign and an MBA from Purdue University.

Eric Von Zee, Director of Application Development



Eric has been part of The Mx Group since 1998. He develops and manages internal and external teams through every phase of the software development life cycle, including estimate, proposal, design, execution, testing, UAT and delivery to production. He brings exceptional value to every project through his management acumen and expertise in JavaScript, C#, Java and other technologies.



Thomas Hayward, Associate Creative Director

Thomas brings nearly 20 years of print and interactive design experience to The Mx Group. In his six years at the company, he has led the development of multiple award-winning campaigns encompassing print, email marketing and web design. Prior to joining The Mx Group, Thomas was senior art director at a major B2B publishing company where he won several Ozzie and APEX design awards. He holds a B.A. in graphic design from Carthage College in Kenosha, Wisconsin. Tom has directed our team's creative efforts for multiple industrial manufacturers.



Miroslav Zugovic, Manager of Video & Front End Development

Miro brings more than 10 years of interactive experience to The Mx Group, providing best practices in front end web development. He considers himself a jack-of-all-trades when it comes to interactive work, and has a broad background that covers graphic design, video, 3-D, web development and content management systems. Miro holds dual degrees in multimedia production and design and in interactive media.



Matt Binz, Business Analyst III

Beginning his career as a programmer, Matt has served as application design and project management lead on hundreds of technology projects over the past 15 years. His experience crosses multiple industries, including manufacturing, construction, retail and e-commerce, nonprofit, education and health care. Matt holds a bachelor's degree from Purdue University.



Dennis Kerr, Technical Architect

Dennis joined The Mx Group in 2006 after graduating from the University of Michigan with bachelor's degrees in engineering and computer science. Proficient in C#, JavaScript, PHP, and both iOS and Android operating systems, he has built numerous apps and websites for a range of clients.



Emily Slayton, Senior Copywriter

Emily has been at The Mx Group since 2013, creating content for leading B2B brands, including Siemens, Zekelman Industries, DealShield, and Automation & Controls from GE. Her wide-ranging writing background includes substantial interactive marketing experience. Prior to joining The Mx Group, Emily was a lead copywriter at Groupon, where she developed merchant communications for hundreds of B2B brands. She holds a bachelor's degree in journalism from the Missouri School of Journalism at the University of Missouri.



Ashley Lay, Account Manager

Ashley joined The Mx Group with a background in event management, partner marketing and promotions. Ashley previously worked in marketing for the DuPage Convention & Visitors Bureau, where she managed programs on behalf of partner businesses and authored the organization's content. Since joining The Mx Group in 2015, she has contributed her strong project management and planning skills to programs for Zekelman Industries and DealShield. Ashley attended Elmhurst College with a B.A. in marketing.



Christina Coviello, Front End Developer III

Christina brings 10 years of experience in web development to The Mx Group, where she focuses on responsive development, CMS implementation and marketing automation. She began her career as a web designer at Forbes.com and shifted over to the development side before joining The Mx Group in 2012. Christina holds a B.S. in studio art from Skidmore College in Saratoga Springs New York.



Kelley Daniels, Lead Quality Assurance Analyst

Kelley works on many client accounts, including Numismatic Guaranty Corporation (NGC), Siemens and Altran. Her attention to detail keeps web applications and databases for The Mx Group's clients working effectively and efficiently. Kelley graduated with a BSE from the University of Notre Dame.

References

1. Wonderlic
Steve Little
Vice President Sales and Marketing
Mobile: 910-297-5246
steve.little@wonderlic.com
2. Tempur Sealy, Inc
Greg Cremeans
Vice President National Accounts – Hospitality
Office: 859-455-2473
[Email: gregory.cremeans@tempursealy.com](mailto:gregory.cremeans@tempursealy.com)
3. vAuto
Barbara Reitz
Director, Marketing
Direct: 630-590-2023
[Email: barb.reitz@vauto.com](mailto:barb.reitz@vauto.com)

Work Samples

Our teams have deep experience in website and application development and across the spectrum of your specific requirements. To date, The Mx Group has implemented more than 200 B2B sites and applications.

While our successes are broad, we provide three examples in our proposal that specifically reference project goals and technical requirements.

On the following pages, you will find three work examples that highlight the following:

- **vAuto Website** — The Mx Group completed a complete redesign of the vAuto website during 2015. The site was built based on buyer personas, features conversion paths that are based on specific journey streams, and integrates fully with the Marketo marketing automation platform (hosted by client). This site is SEO optimized and is maintained on a monthly basis.
- **Wonderlic Wonscore Application** — The Mx Group designed and built the frontend and backend components for Wonderlic's first-ever SaaS product, an on-line assessment program. Throughout the engagement we collaborated with client's technical architects. This project was built using a microservice based architecture using Node.js, MongoDB and Angular amongst other technologies.
- **NGC Mobile Application** — This app brings the power to determine the value of rare coins to the user's phone. Coin collectors can easily barcode coins for authenticity, research the number of coins graded of a particular type, and receive a real-time estimate of a coin's worth. This app references millions of records, making it simple and easy to research coins. The Mx Group built this React Native mobile app consuming RESTful services.

1. vAuto Website

The Mx Group built this new website based on buyer personas, layered conversion strategy, and integrated marketing automation platform.

- The new vAuto website was built based on buyer personas — visitors can immediately identify relevant content and enter conversion-optimized paths
- This website is fully integrated with Marketo. Emails, landing pages and journey assets are planned and delivered within the application.

Example: Visitor to vauto.com selects "Used Car" and finds their way to a quick calculator and conversion form. Following this behavior, they are prompted to discuss results and are automatically entered in buyer journey.

Turns out ... stocking isn't about filling your lot. It's about finding the right cars for your buyers.

CALCULATE WHAT YOU'RE LOSING ON YOUR LOT

100	75	500
YOUR AVERAGE INVENTORY SIZE	UNITS SOLD PER MONTH	YOUR AVERAGE GROSS PER UNIT
CALCULATE		

YOUR TURN: **9** AVERAGE TURN: **12**

\$12,500

LOST MONTHLY PROFIT

LET US HELP YOU TAKE BACK WHAT YOU'VE LOST

Talk to us about how a customer-based stocking strategy can change your numbers.

NEED SOME HELP

Based on this behavior (and form completion), the prospect is entered into an automated journey where all behavior is orchestrated based on specific actions they take.

Email examples:

This used car manager doesn't fill spaces. He fills needs.
Join the dealers using Provision to acquire the exact inventory their customers will buy.


[WATCH THE VIDEO](#)

Watch Jason Flammington explain how Provision keeps his inventory turning.
[WATCH THE VIDEO](#)

Stocking your lot with whatever looks good at auction seems like a solid plan... Until you find you chose ketchup while your customers crave mustard. So instead of quickly turning your inventory, you have too many cars sitting around getting stale.

That's why Jason Flammington, executive director of sales operations at Ken Garff Automotive Group in Salt Lake City, UT, is among the many dealers experiencing success with a customer-driven buying strategy. Provision tells him exactly what cars to stock, where to get them and how much to pay. [Watch the video](#) to hear Jason tell you how Provision:

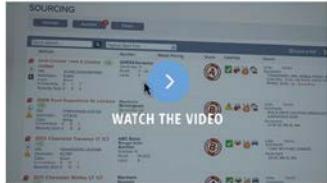
- Uses real-time market data to identify the vehicles your customers want
- Finds locations throughout the country to purchase these vehicles
- Tells you exactly how much to bid and how to price for maximum profit
- Helps you with everything from appraisals, subprime, marketing and more

[WATCH THE VIDEO](#)

[Request a no-obligation demo or call 877-828-8614 today](#)

vAuto
1801 E. Meyers Rd., Suite 700
Oklahoma City, OK 73101

Imagine the profits you'll earn with a lot filled with A+ performers
See how Provision makes choosing your used car inventory as easy as comparing letter grades.


[WATCH THE VIDEO](#)

[CLICK FOR A TOUR](#)

Placing used cars that will quickly move into buyers' hands shouldn't be left to intuition. After all, the market data is out there to show what cars customers want and what prices they'll pay. But it took Provision to turn it all into actionable information.

As our guided tour will show you, Provision assigns letter grades to each potential buy, suggesting exactly which cars to stock, where to find them and what to bid. You'll turn your inventory faster than ever and substantially increase your used car profits, all because Provision:

- Applies real-time marketplace data to make specific recommendations
- Shows you what inventory to purchase, where to get it and at what price
- Helps you turn your inventory up to 12 times per year on average
- Makes short work of appraisals, subprime, marketing and more

[CLICK FOR A TOUR](#)

[Request a no-obligation demo or call 877-828-8614 today](#)

vAuto
1801 E. Meyers Rd., Suite 700
Oklahoma City, OK 73101

Do you know the age of your used car inventory?
Calculate to see the effects of age on your used car inventory — and see how Provision can help.

YOUR TURN: **6**
AVERAGE TURN: **12**
For example, using customer-driven buying strategies.

\$75,000
LOST MONTHLY PROFIT

See what your current approach is costing you.
[LAUNCH THE CALCULATOR](#)

A fully stocked lot used to be the key to success. But today's customers have very specific vehicle wants, and the cars you purchase have to satisfy them. Now the key to success is a buying strategy based on their precise needs.

Provision is the only software solution with the data you need to build a customer-driven buying strategy, and stock your lot to move quickly and profitably. Find out how Provision:

- Identifies specific vehicles for your market and customers
- Shows you where to purchase inventory and at what price
- Boosts turnover, profits and even dealership morale
- Automates decisions on appraisals, subprime, marketing and more

[LAUNCH THE CALCULATOR](#)

[Request a no-obligation demo or call 877-828-8614 today](#)

vAuto
1801 E. Meyers Rd., Suite 700
Oklahoma City, OK 73101

2. Wonderlic Wonscore

The Mx Group built the website and application (front end and back end) components for Wonderlic's new online assessment program.

- The project was built using a microservices based architecture consuming load-balanced auto-scalable RESTful services.
- Components were built with Angular frontend, Node.js, Express.js, MongoDB, Memcached, docker, CoreOS, etcd, AWS EC2 services backend
- Commerce implementation was integrated with NetSuite back end API
- Marketing site that promotes the product

Website focused on lead generation

The screenshot shows the Wonscore website homepage. At the top, there is a navigation bar with links for "About Wonscore", "Tour", "Industries", "Pricing", "Hiring with Wonscore", "Login", and "Free trial". The main headline reads "Powerfully simple pre-employment testing" with a red arrow pointing towards a "Try it for FREE!" button. Below this, there is a section about the success of hiring better employees, followed by a list of benefits. A video thumbnail for "Rachel's Wonscore" is shown with a play button. To the right, there is a large "Try it for FREE!" button with fields for first name, last name, business email, business phone, company name, and a "Start free trial" button.

Wonscore™
from Wonderlic.

888.406.8378 [Wonderlic home >](#)

About Wonscore Tour Industries Pricing Hiring with Wonscore Login Free trial

Powerfully simple pre-employment testing

The success of your business depends on a great team. Wonscore from Wonderlic is an easier, faster way to hire better employees.

- Proven method for predicting job performance
- Assesses cognitive ability, motivation and personality
- Make more informed hiring decisions
- Improve your employee retention
- Start testing in minutes from any device

Watch this short video to see how Wonscore works.

Rachel's Wonscore

95

Try it for **FREE!**

No obligation. No credit card required.

FIRST NAME:

LAST NAME:

BUSINESS EMAIL:

BUSINESS PHONE:

COMPANY NAME:

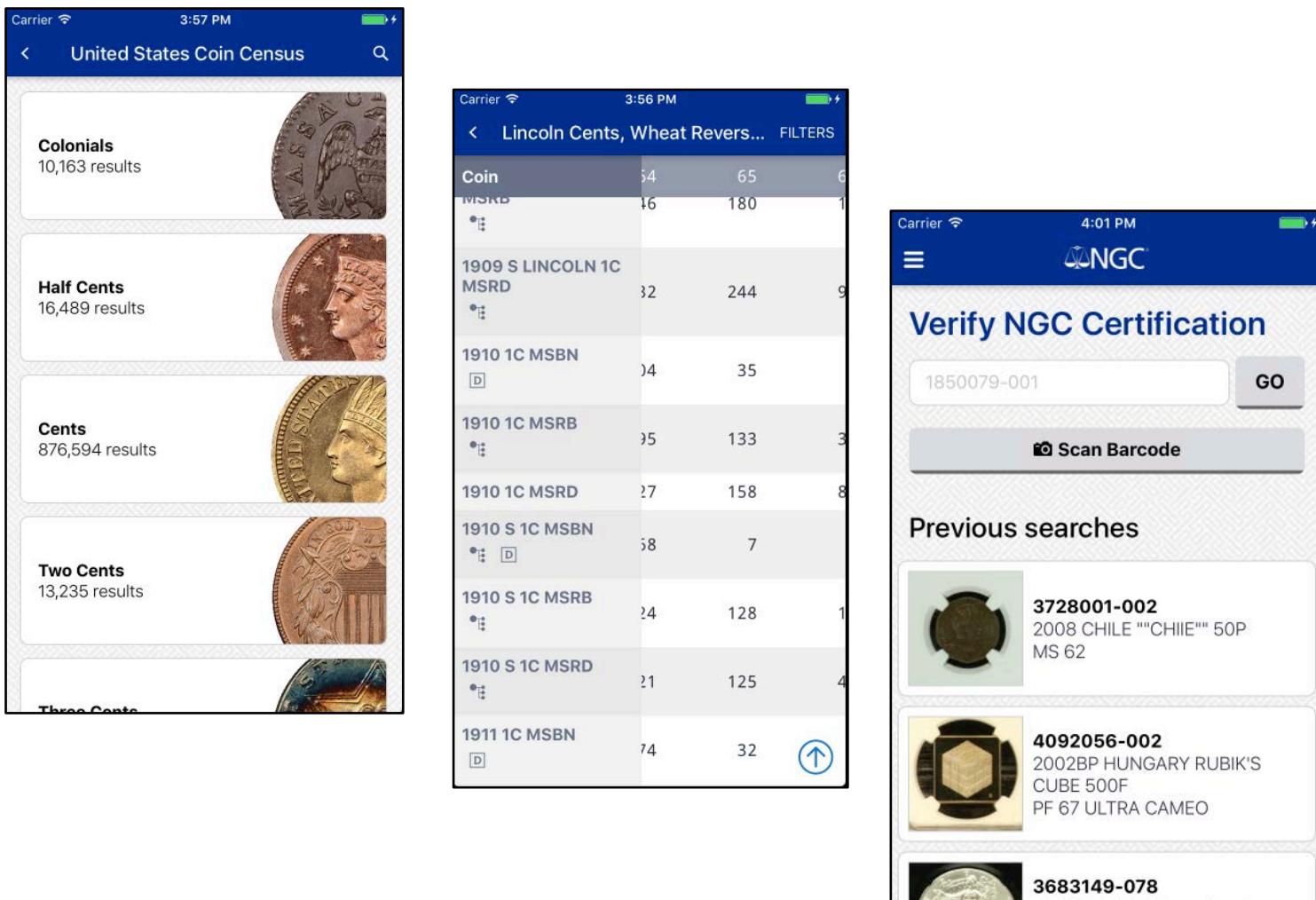
Start free trial

Wonscore application administers assessments

3. NGC Mobile App

The Mx Group built this React Native mobile app consuming RESTful services.

- Supports authentication, analytics, and automatic error reporting
- Uses REST APIs to retrieve and report on large datasets
- Implements price / performance graphs and charts in an upcoming release
- All components made in-house by The Mx Group



About Us

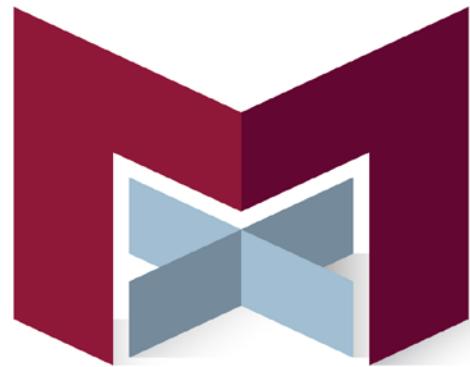
Company Information

Company name	Total number of employees
Tritech Marketing Inc., DBA The Mx Group	103
Ownership structure	Recognitions
Privately held	Best Places to Work in Illinois 2014–2017
Years in operation	Chief Marketer's 50 B2B Marketing Agency Top Shops 2016
27	
Office	Chicago's Best and Brightest Companies to Work For® 2016
7020 High Grove Blvd. Burr Ridge, IL 60527 United States	Top 100 Digital Companies in Chicago 2014, 2015
Primary phone	BMA Agency of the Year Finalist 2014
630-654-0170	
Website	Marketo Partner of the Year Finalist 2016
TheMxGroup.com	
Point of contact	BMA B2 Awards Winner, multiple categories 2010, 2011, 2013–2015
Peter C. Wroblewski Founder, Principal 630-230-2555 pwrob@themxgroup.com	BMA Tower Awards Winner, multiple categories 2007–2014

Current client relationships

Abaco Systems 1 year	JPW Industries 15 years
Altran 9 years	MAVERICK Technologies 14 years
Anvil International 13 years	National Automobile Dealers Association (NADA) 7 years
Apex Financial Systems 1 year	Probat Burns 10 years
Assa ABLOY Hospitality 7 years	RACO Manufacturing 19 years
B & R Industrial Automation 2 years	SCA 1 year
Berk-Tek 10 years	Siemens
Bosch Rexroth 18 years	Large Drives Division 10 years
Certified Collectibles Group 16 years	Industrial Automation Division 3 years
Cox Automotive	Integrated Drive Systems 3 years
DealShield 3 years	Spraying Systems 1 year
vAuto 11 years	Steel Tube Institute 2 years
VinSolutions 4 years	Tempur Sealy (Hospitality) 14 years
Xtime 2 years	The Vitality Group 1 year
FATHOM 1 year	Tsubaki 1 year
Finkl Steel 2 years	W.W. Grainger 12 years
General Electric (GE)	WIN (Wireless Information Networks) 1 year
Automation & Controls 6 years	Wonderlic 2 years
Digital 2 years	Zekelman Industries 6 years
Grenzebach Glier and Associates 5 years	
Grundfos 2 years	

Thank you for considering us!



The Mx Group

TheMxGroup.com

7020 High Grove Blvd. | Burr Ridge, IL 60527