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Quotation Date	Quotation No.	Contact Person	Contact No.
04 July 2017	Q/WAD/04072016/1299/1	Ms. Lekshmi Krishna	04-2973236

Effort & Timeline for Application Development

No	Development	Effort in Man-days
1	Development of a web based application (Report Linker Requirement 2 for Middle East) as per the specifications mentioned in this quotation	43

Note:

- 1) The above effort has been derived or concluded from the information transferred during an initial requirement analysis meeting and tele-conversation. The above effort and time may change after the detailed system study and the complexity of the modules.
- 2) The above estimate does not include hosting and deployment charges

Time line:

1. Thirty-Nine (39) UAE Working days from the approval of the Prototype/Wireframe

Effort Break up for Server set up & configuration, Deployment and Data upload

No	Server Set up, Deployment and Data Upload	Indicative Man-hours
A	Server set up and configuration with specification as below 1. LAMP (Server, Apache, NoSql-Mongo DB, PHP 5.6) 2. Memcache 3. Ram : 8 GB or greater 4. Type : c4.large/ c4.large 5. Core : 4 6. HDD : 125 GB 7. Root credentials 8. FTP 9. PHPMysqladmin	12
B	Deployment	8
C	Data Upload (Depending on the File size)	24

Note:

1. The rate per man-hour is based on the support mode confirmed by the client which is direct interaction by the client (RMG) with the Verbat Server Team in India.
2. In the event the client is contracting Verbat only for item numbers B and C, client needs to provide the server with specifications as recommended by Verbat under item number A
3. The above effort includes one-time efforts i.e. Single server set up & configuration, single deployment and one time data upload
4. Minimum payable hours: 8 man-hours.
5. Please note that the above estimated hours is only an indication based on our initial analysis. However it can vary based on the data size and the application complexity. On completion of the above listed task, the exact hours utilized for sever configuration, deployment and data upload along with the total amount to be paid will be communicated to the client.

THE SOLUTION

After the initial analysis of the requirements provided by Renee Media Group (RMG) FZ LLC, (hereafter referred as Client), Verbanet Technologies LLC (hereafter referred as Verbat) proposes to create a web based application (Report Linker Requirement 2 for Middle East). The application would be similar to report linker Application (Developed earlier by Verbat for client) having similar infrastructure and outputs. Below is the solution we propose for your request.

In the below description, RMG Admin refers to the client and Customer refers to the clients of RMG.

RMG Admin Module

- There would be only one admin user in the application which would be hard coded in the system.
- The admin user would be responsible for managing the application.
- User Management
 - The admin user can add/edit/delete the following client details:
 - Channel
 - Name
 - Team
 - Designation
 - Email ID
 - Role (Roles -Admin SPOC /SPOC User will be hardcoded in the system)
 - User Activation:
 - Once the user details are saved, user id and password will be generated by the system.
 - The user id will be client's email id.
 - User Monitoring:
 - The admin should be able to see the following details:
 - Last logged in time
 - Time spent on the software
 - Total time spent on the software (by time period)
 - Download history
 - Download of the user list in excel
 - Email alerts
 - Email will be send as alerts for the following
 - User Initiation (As per the details provided in User Activation session)

- ✦ Forgot login password (A 'Forgot Login Password' button will be provided and RMG Admin can click on that to send login details to the user. Draft content will be provided by RMG)

Customer Module

- Login
 - Customer can login to the system using this module. Customer can be SPOC Admin and SPOC users
 - Customer can login via the login page using the credentials shared by the RMG Admin via email.
 - Customer have option to change password and the corresponding changes will be reflected in the RMG Admin module
 - Once logged in, the system will redirect the customer to the Home page/Dashboard
- Data Upload and Data Storage Module
 - Customers, designated as SPOC Admin for a particular channel, can upload files on weekly and monthly basis using this module.
 - There will be multiple files and the data uploaded via the following mode will be captured into the database:
 - File Format: CSV and Excel (xlsx)
 - Upload Mode: FTP Recommended (predefined folder suggested by Verbat), File upload via the application
 - The SPOC Admin can view the data that has been uploaded and perform the following tasks:
 - Data Repository for downloading Raw Data – filters required to see the following data
 - Category
 - Advertiser
 - Brand
 - Sub brand
 - Time period
 - Admin can then download the selected data (in excel) or delete it and upload fresh data
 - In case admin is uploading duplicate data, there should be an alert that come up and he should not be able to do it
 - In case admin is uploading data in the wrong format there should be an alert that comes up saying “You are uploading in the wrong format”
 - In case there is a new channel which is not a part of the channel master then there should be a popup, and ask the user to assign the genre for that

channel: This can be done during upload, or after upload is over. But after upload is over user should not be asked to upload the data all over again post the master file correction.

Note: All the upload files will need their own nomenclature

- Master files can be edited. Rates will be applied annually.

- User Management

- Customers, designated as SPOC Admin for a particular channel can perform following tasks

- Roles and privileges setup
 - Users can have different rights / levels of access to the system
- Email Alert System for
 - Creation, Deletion and Modification of User Details
 - One login can be used only by one person at any given point in time
 - Only 10 users are allowed. 11th user details will not be created and a message will pop-up saying max number of users has been reached.

- Dashboard

- Customers, designated as SPOC User for a particular channel can perform following tasks

- Email share, download by graph and full page. In the download, the filter selection details along with the title of the graph will also come.
- All the tables will have both pdf/jpg downloads as well as csv
- Dynamic Filters for the page and individual graph filters
- Data Upload Status
 - There should be one tab on the top right side which says "Data Available From ___ till ___"
 - This feature should be available for all the sources of data
- There will be an admin dashboard tab on the top right side, which when clicked will open into tabs: data upload, view data, and user management (like what is done for Mediascan)

- Logout

- Customers will be able to logout from the system using this module

THE PROJECT SCOPE

- Design Prototype/Wireframe
- Developing the application in PHP 5.6 and Codeigniter3 with NoSql database
- Testing & Bug Fixing
- Code Release to the client
- One batch of data upload as part of UAT Acceptance (Refer “Acceptance Criteria” clause)

OUT OF SCOPE

- Content /image procurement or uploading or editing
- Manual data entry/Migration of the existing data
- Development of the application in any other language other than English
- Deployment and Hosting

Technical Configuration & Server Specifications

Recommended Hosting Requirement

Web servers should feature a combination of the following software

- Operating System: Linux / CentOS
- Apache
- NoSql
- PHP - Codeigniter 3
- SMTP details for sending mail
- Memcache, GZip
- FTP
- Disk Space – 120 GB
- Monthly Bandwidth 200 GB

The specification mentioned above is the minimum specification required with features as mentioned.

ASSUMPTIONS

The project solution and technology is created from the initial understanding of the requirement shared with Verbat through mail, telephone and in the meetings. The proposed solution is based on the following assumptions;

Objective:

- The requirement is to develop a web based application based on the features mentioned in ' The Solution'

Design:

- Client to provide Verbat with the branding guidelines
- The proposed application will be developed in English language only
- Verbat is free to use custom made template for design

Development:

- The system assumes that the server where the application would be hosted will have internet connectivity.
- The server for UAT will be ready with the specification mentioned before the UAT release date

Acceptance Criteria

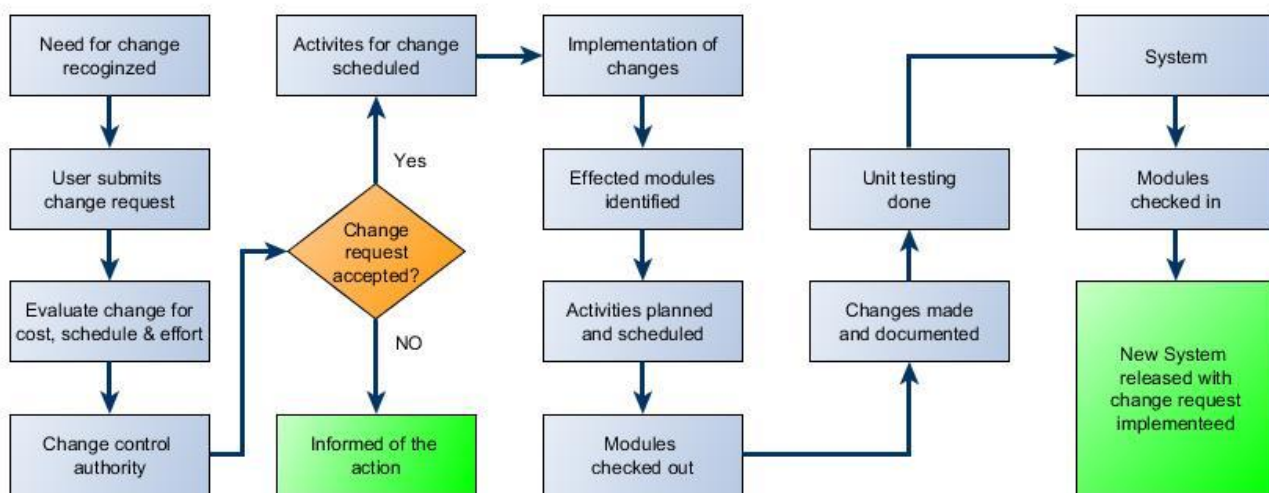
Client shall test the application for the acceptance of the project. The UAT and UAT sign-off should happen within Seven (07) days from the date of completion of the project from Verbat's side and it's release to the client (UAT). Upon acceptance, client will provide a written statement of acceptance. In case the user acceptance testing is not completed by client within the specified time period, the product will be deemed as accepted. UAT will be limited to files with relatively smaller size and the sole purpose of UAT will be to confirm the functionality readiness.

Change Management

Any addition which comes out of the project scope, upon and after the launch of the application will be considered as change management. Verbat recommends the following change management procedure for the same.

- Any change which comes out of the project scope, which was discussed, documented and mutually approved by both the parties in the requirement stage, will be carried out only through raising a change request.
- Change request will be studied and an impact analysis on the existing work flow will be performed.
- On finalizing the impact, effort estimation for the change will be calculated and raised as additional requirement.
- Verbat will initiate the change request only after getting a formal approval from the client for the additional changes raised.
- Any change from the scope will be charged per man day effort and approval from the clients will be availed before commencing on any change management.

Note: The rate per man-day is based on the mode confirmed by the client which is direct interaction by the client (RMG) with the Verbat Development Team/Centre in India.



General Terms and Conditions

- The scope of the project is limited to the design and development of Dashboard Application with details as understood and mentioned in this document. Any changes or additions will have to go through change management
- During the requirement gathering phase, authorized personnel from the client's side is expected to be available for discussion and finalizing the HLD (High Level Design), before development commences
- Client will provide all the necessary contents, both text and image, before starting the project in the format suggested by Verbat
- All the project activities will be carried out from our off- shore development center in India
- All Source code and other project artifacts would adhere to the Verbat document templates and internal coding standards
- 3rd party components may be used to develop this application.
- Client should provide the relevant information, data and hosting environment well in time for the execution of a related activity. Non- availability of this information or data may lead to an interruption of work which may result in a delay in delivery as well as additional efforts to the client
- Client should provide the required server space according to the technical specifications as suggested by Verbat for the proposed application
- Payments due from client to Verbat should not be held back due to the non-availability of server
- Since the application will be hosted on the client server, Verbat cannot be held responsible for any performance issues arising due to server malfunctions
- Application will function best with Chrome and the most recent version of Mozilla Firefox 16+ and Internet Explorer version 10+
- Client will be provided with 2 hours of training through video conference. Every additional training request will be charged.

Source Code & Intellectual Property Rights

Upon completion of the Project and 100% completion of the payment, client will have access to the source code except for propriety codes, developer tools and third party application / modules like Microsoft Dynamics Products, Share Point LMS etc.

The solution offered will be the intellectual property of the client and will be made available to the client on an “unlimited license” basis.

Modifications by third party/person: No person or organization, other than Verbat or any person authorized by Verbat in writing, has any permission to modify/change the software Solution to be eligible to get continued support from Verbat as per the support terms defined under this document.

Liabilities/Damages: Verbat accepts no liability or damages of any kind arising out of use or non-use of the software delivered. The responsibility of testing of software lies with Client.

Payment Terms

Development

The payment schedule will be as follows:

- 30% of total project value to be paid as advance along with the Purchase Order
- 30% of total project value to be paid on confirmation of the prototype
- 40% of the total project value to be paid on completion of development and UAT but before hosting on client server

Server setup & configuration, Deployment and Data upload

The payment schedule will be as follows:

- 50% to be paid as advance along with the Purchase Order
- 50% to be paid on completion of tasks

Note: Payment should be made within 7 days from the date of the invoice

Mode of Payment



By Cheque / DD to Verbanet Technologies LLC

OR

Wire transfer to our bank account

Bank Name:	Emirates NBD
Account Name:	Verbanet Technologies LLC
Account Number:	1011492858201
IBAN Number:	AE61 0260 0010 1149 2858 201
Swift Code:	EBILAEAD
Bank Address:	Mamzar Branch, Dubai

Note: Bank charges incurred during wire transfer to be borne by the client. Any local taxes applicable to be borne by the client

Maintenance & Support

Maintenance contracts by default are supported as per the basic SLA terms.

AMC with Basic SLA is charged at 20 % of the total project value. Additional Effort/change management request will be added towards Total Value of the Project to determine the AMC value.

Maintenance support is limited to providing application support for ensuring the consistency of the look-and-feel, bug fixes and user issues i.e. maintenance and support of the existing features of the application. Support does not in any way cover providing technical or other support to the end users. The maintenance agreement does not include functionality changes or feature additions which are handled as change requests which will be charged per person day.

Note: The rate per man-day is based on the mode confirmed by the client which is direct interaction by the client (RMG) with the Verbat Development Team/Centre in India.

AMC charges will cover Off-Site Support and Debugging. Support includes E-mail, Telephone and Chat unless explicitly specified.

Gap in AMC - In case if the client does not opt an AMC for a year and want to renew it after that period, 50% of the AMC amount for the year for which AMC is not taken will also be payable if the client wishes to renew the AMC contract.

Note: Please note that the AMC support shall start only after all the necessary sign-offs (AMC Document) to this effect have been given. AMC does not include server related support and maintenance.

It is not mandatory that the client should opt for an AMC. The client will still be supported on an ad-hoc basis on an agreed man-day rate.

AMC Payment Terms: 100% to be paid as advance.

Service Level Agreement

Key	Max Response Time	Max Resolution Time	Target
Basic	1 working day	3 working days	Request / incident / problem tickets.
Advanced	5 Business Hours	12 Business Hours	Request / incident / problem tickets.
Priority	3 Business Hours	5 Business Hours	Request / incident / problem tickets.

Note:-

- *We provide Basic SLA as standard with AMC while Advanced and Priority SLAs attract additional charges.*
- *Time zone applicable as per India time zones (3:30 AM GMT to 12:30 PM GMT- Monday to Friday).*