



Price & Technical Capability Proposal

**Stealth Solutions, Inc.
Response
to
Department of the Air Force
Air Force Research Laboratory**

**RFQ ID: RFQ1691711
April 26, 2024**



Submitted By:
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SBA Certified 8(a) Program Participant
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1 Introduction

Stealth Solutions, Inc. (Stealth) is a Virginia-based 8a small business incorporated in 2014 with key team members involved with and certified at various levels of Salesforce for more than 12 years each. Additionally, Stealth is a consulting partner of Salesforce. As a Salesforce Consulting Partner, Stealth provides our clients the expertise to configure, customize, and develop customer-specific applications on the Salesforce Platform like Grants Management, Case Management, Contact Management, Learning Management, and others.

Stealth's Salesforce team encompasses a mindset to deliver maximum value to clients while transitioning to Salesforce and provides continued operational support excellence to realize the Salesforce value indefinitely. Stealth's Salesforce team was built by hiring the best talent in the market and mentoring the talent to deliver results the way Stealth has always delivered to our customers.

The four key areas of Stealth's Salesforce team deliverables are as follows:

- Stealth's Salesforce Consulting Services – One of the biggest IT challenges organizations to face today is: Should we move to the cloud? If so, two critical decisions must be made: 1) Which cloud to choose, and 2) Which business applications to move. Stealth Salesforce Consulting Services works with clients as their trusted IT Partners in identifying what applications are best suited to migration to Salesforce and lays out a migration and product roadmap for a Salesforce Transition. Stealth also works with clients on process enhancements, data migration strategies, and change management challenges as part of the transition.
- Stealth's Salesforce Implementation Services – As part of the Implementation Services, Stealth provides our clients with the expertise to implement Salesforce to deliver maximum value. We provide a team of Salesforce consultants who are certified and experienced in configuration, customization, integration, and data migration.
- Stealth's AppExchange Product Implementation – The enterprise marketplace available from Salesforce – AppExchange – provides more than 3,000 enterprise applications that can be used by many customers for various business needs and can eliminate a significant custom development effort. Even though AppExchange provides many great applications that can be quickly downloaded and installed, many applications need either configuration or customization to the core product. Stealth works with clients to provide the following AppExchange services:
 - Analyze Build vs. Buy;
 - Analyze, Demo, Trial, Evaluate, and Recommend best AppExchange products to meet client needs; and
 - Deploy, Configure, Customize, and Support the selected product.
- Stealth's Client Operations Management Program (COMP) – COMP is a monitoring, maintenance, enhancement service offered to clients with Salesforce systems already established. COMP is provided with an assortment of support options based upon each client's specific needs. Standard services involve essential O&M services,

including user management, release preparation, problem-solving, testing, documentation, and critical updates. Additional services entail system enhancements, impediments, defects, and business function change requests. COMP clients have a Subject Matter Expert on staff to support their needs to remain operable through system issues, expansion, and user growth; these include support for the Salesforce releases three times a year, third-party application add-ons, API interfaces, records management, and more.

Stealth's Salesforce team will utilize the capabilities across these four key areas to meet the needs of the Air Force Research Laboratory at Edwards, CA.

Stealth Solutions is on the MAS contract vehicle: 47QTCA22D0053

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2 Salesforce License Cost

Stealth is providing the annual Salesforce license costs as outlined in the RFQ pricing spreadsheet. These prices are via a reseller relationship with Carahsoft with applicable terms and conditions as listed after the pricing table.

eBuy Bulk line items for RFQ, RFQ1691711

ITEM/MFR PART NO	MANUFACTURER NAME	PRODUCT/SERVICE NAME	QTY	UNIT OF ISSUE	ADDRESS	QUOTE UNIT PRICE
	BASE YEAR	Service oriented Cloud-based CRM	20	EA	1	\$ 3,401.43
	BASE YEAR	Community Partner Logins	100	EA	1	\$ 113.38
	BASE YEAR	Unlimited CRM Analytics	5	EA	1	\$ 1,700.72
	BASE YEAR	Network Shield Security	1	EA	1	\$ 1.00
	BASE YEAR	GOV Srv Cloud Plus environment	1	EA	1	\$ 1.00
	OPTION YEAR 1	Service oriented Cloud-based CRM	20	EA	1	\$ 3,401.43
	OPTION YEAR 1	Community Partner Logins	100	EA	1	\$ 113.38
	OPTION YEAR 1	Unlimited CRM Analytics	5	EA	1	\$ 1,700.72
	OPTION YEAR 1	Network Shield Security	1	EA	1	\$ 1.00
	OPTION YEAR 1	GOV Srv Cloud Plus environment	1	EA	1	\$ 1.00
	OPTION YEAR 2	Service oriented Cloud-based CRM	20	EA	1	\$ 3,401.43
	OPTION YEAR 2	Community Partner Logins	100	EA	1	\$ 113.38
	OPTION YEAR 2	Unlimited CRM Analytics	5	EA	1	\$ 1,700.72
	OPTION YEAR 2	Network Shield Security	1	EA	1	\$ 1.00
	OPTION YEAR 2	GOV Srv Cloud Plus environment	1	EA	1	\$ 1.00

Term and Conditions:

Pricing good until June 25, 2024

Sales tax will be charged unless a tax exemption form or a resale certificate for the state in which the end user is located is provided.

Unless otherwise provided in the applicable Agreement, any increase in subscription pricing for the first renewal term will not exceed 9% over the then-current subscription pricing, provided that (a) Customer renews its entire then-current subscription volume under this Order Form combined with any associated add-on Order Forms, and (b) the first renewal term is the same

duration as the Order Term of this Order Form or one year (whichever is longer). Thereafter, any increase in subscription and support pricing will be in accordance with SFDC's pricing and policies in effect at the time of the renewal or as otherwise agreed to by the parties. Notwithstanding the foregoing, any consumption-based Services which are subject to a rate card as set forth in the product terms for the applicable Services and any support or resource-based Services are not subject to any price increase limitations.

Only Services on this Order Form that are identified by SKU in the Government Cloud Plus Products list available at <https://www.salesforce.com/company/legal/agreements/>, as updated from time to time, are Government Cloud Plus Products. All other Services are non-Government Cloud Plus products. The Government Cloud Available Products and Features Knowledge Article available at <https://help.salesforce.com/articleView?id=000321821&type=1&mode=1> ("Knowledge Article") identifies "Interoperable (but not authorized)" products and features which are compatible with Government Cloud Plus Products, in the manner as described in the Documentation. Customer has sole responsibility, prior to using new products or features with Government Cloud Plus Products, to determine if such products or features are within the Government Cloud Plus authorization boundary, as described in the Knowledge Article, and for maintaining the settings in its Salesforce Government Cloud Plus Org for the Org to remain compliant with the Government Cloud Plus authorizations. Salesforce provides customers with a Configuration User Guide available at <https://publicsector-compliance-us.my.salesforce.com/> to assist with the setup and configuration process. "Org" means a unique instance of the Services, i.e., a separate set of Customer Data and Customer-specific Service customizations held by SFDC in a logically separated database (i.e., a database segregated through password-controlled access). Customer acknowledges that the "Interoperable (but not authorized)" products and features, as well as any Non-SFDC Applications that interoperate with the Customer's Salesforce Government Cloud Plus Org, fall outside of the Government Cloud Plus authorization boundary. In light of the foregoing, Customer understands and agrees that its Customer Data will be shared with "Interoperable (but not yet authorized)" products and features and Non-SFDC Applications that interoperate with its Salesforce Government Cloud Plus Org.

Product Special Terms:

U.S. Department of Defense Impact Level 4 - Gov Cloud

The U.S. Department of Defense ("DoD") Impact Level 4 - Gov Cloud SKU is designed for provisioning specific features and functionality in a Customer's Org (where Customer is required to comply with Impact Level 4) and is separate from SFDC's DoD cloud computing compliance, including, without limitation, SFDC's Platform DoD Cloud Computing Impact Level 4 compliance

Government Cloud Plus

The Government Cloud Plus subscription: (i) provides an isolated infrastructure for hosting authorized Salesforce Services, with additional controls specifically for US government customers and US government contractors, as further described in the Trust and Compliance Documentation (available at <https://www.salesforce.com/company/legal/trust-and-compliance-documentation/>); and (ii) amends and supplements the Premier Success Plan (available at

<https://sfdc.co/bDsV6q>) for Services available on the Government Cloud Plus infrastructure as set forth below. The terms in the Premier Success Plan shall apply, except as otherwise set forth herein. For the purposes of this Product Special Term, "Qualified US Citizens" are individuals who: (1) are United States citizens; (2) are physically located within the United States while providing Premier Support Services; and (3) have completed a background check as a condition of their employment with Salesforce. Submitting a Case: Users can submit support cases as described in the Premier Success Plan. Cases submitted via the Help portal will automatically be routed to Qualified US Citizens. Cases submitted outside of the Help portal (e.g. via telephone or chat, when available) will not be responded to by Qualified US Citizens. These individuals will route cases to a team of Qualified US Citizens and will access the following information about Users in order to route the calls to Qualified US Citizens: first and last name, email address, username, phone number, and physical business address. All support is provided in English only. All personnel engaged outside of the Help portal, including those in customer success roles or providing customer success services (e.g. Expert Coaching, Expert Office Hours), will not be Qualified US Citizens and will only have access to Customer Data if Customer provides such personnel a User ID or otherwise enables the sharing of Customer Data with such personnel

Partner Community (Logins/month)

Subscriptions to Partner Community (Logins/month) may not be purchased for use by Customer employees or other personnel of Customer. Each Partner Community (Logins/month) subscription entitles the Permitted Users access to all such Communities within the same Org up to the number of log-ins per calendar month ordered (the "Permitted Number of Monthly Logins"). Customer shall assign each Permitted User a User profile or permission set that permits access to no more than 10 custom objects in each applicable community. Salesforce.com will provision 20 User subscriptions for each of the Permitted Number of Monthly Logins; subject, however, to the limitations on the aggregate number of User subscriptions per Org set forth in the Documentation ("Permitted Users"). Notwithstanding anything to the contrary in the applicable Documentation, each such Partner Community subscription allows for a maximum of 10 API Requests per 24-hour period for an Org. Customer understands that the above limitations are contractual in nature (i.e., they are not limited as a technical matter in the Service) and therefore agrees to strictly review its Users' use of such subscriptions and enforce the limits set forth herein. SFDC may review Customer's use of the subscriptions at any time through the Service. Unused logins are forfeited at the end of each anniversary of the Order Start Date hereunder or the Order End Date, whichever occurs first, and do not roll over to subsequent months. The beginning and end of each calendar month will conform with U.S. Pacific Time.

Salesforce Shield

In order to use the Data Detect features, Customer's system administrator must first install the managed package available at: <https://sfdc.co/install-datadetect>

Any increase in subscription and support pricing will be in accordance with SFDC's pricing and policies in effect at the time of the renewal or as otherwise agreed to by the parties

Licensee agrees that any order for Salesforce Services will be governed by the terms and conditions of the Carahsoft Salesforce Service Terms, copies of which are found at <https://carah.io/SFDC-TOU> and all Schedules and Documentation referenced by the Terms are

made a part hereof. The parties agree that any term or condition stated in a Customer purchase order or in any other Customer order documentation (excluding Quotes) is void. In the event of any conflict or inconsistency among the following documents, the order of precedence shall be: (1) the applicable Quotes (and their Contract Vehicle), (2) the TOU, and (3) the Documentation. Licensee acknowledges it has had the opportunity to review the Terms, prior to executing an order.

Customer will support Salesforce in securing Background Investigations (BIs) as required by the Department of Defense Securities Requirement Guidelines (DoD SRGs) and Clearances as required by the DoD.

Should the licensee or agency require that all Salesforce Government Cloud personnel hold an MBI, the following terms shall apply to the support: <http://www.carahsoft.com/SFDC-DOD-Terms-Service>

Product Terms Directory: <http://carah.io/Product-Terms-Directory>

Help & Training: <http://carah.io/Help>

Government Cloud Plus: <http://www.carahsoft.com/government-cloud-terms>

A list of currently available FedRAMP/IL4 Authorized Salesforce products can be found here: https://help.salesforce.com/articleView?id=000270080&language=en_US&type=1

3 Stealth Salesforce Labor Category Costs

Stealth Solutions as a Salesforce consulting partner and Carahsoft reseller, has the expertise and ability to provide the Air Force with any level of Salesforce implementation, integration, training, and support as may be required to implement this Salesforce application. Stealth services can also be procured from our MAS schedule and are available via the below labor category table:

Labor Category/Service Title	Unit	GSA MAS Price
Cloud Developer I	Hourly	\$92.85
Systems Analyst	Hourly	\$96.27
Application Developer III	Hourly	\$101.16
Cloud Business Process Expert	Hourly	\$104.57
Cloud Analyst II	Hourly	\$109.46
Cloud Developer II	Hourly	\$112.39
IT Subject Matter Expert	Hourly	\$117.28
Cloud System Administrator I	Hourly	\$121.19

Cloud Project Manager II	Hourly	\$142.69
Cloud Architect I	Hourly	\$154.42
IT Project Manager	Hourly	\$154.42

Pricing good for the first contract year, not to end after June 25, 2025.

4 Technical Capability

Although not specifically requested by the Air Force, Stealth would like to demonstrate how Salesforce and Stealth can address the needs as list in the CRM requirements document. Stealth Solutions proposes the implementation of the Customer Relationship Management (CRM) Application on the Salesforce platform. As known across the industry, Salesforce is a leading cloud-based customer relationship management (CRM) platform that revolutionizes CRM by streamlining business processes. With its customizable and scalable infrastructure, Salesforce empowers organizations to manage customer data, automate tasks, and gain actionable insights through powerful analytics tools. Its seamless integration with third-party applications and robust mobile accessibility ensures that users can access critical information anytime, anywhere, fostering collaboration and productivity. In May 2020 the Salesforce Government Cloud Plus achieved a provisional Authority to Operate (ATO) at the high impact level issued by the FedRAMP Joint Authorization Board (JAB). Below are some of the key features of Salesforce platform that we think would make it a great fit for CRM Implementation:

Multi-Tenant Architecture: Salesforce employs a multi-tenant architecture, where multiple organizations (tenants) share a single instance of the software application while maintaining isolation of their data and configurations. This architecture optimizes resource utilization and scalability, as hardware and infrastructure are shared among tenants, leading to cost efficiencies and seamless upgrades. Each organization's data is logically separated and secured through robust access controls, ensuring data privacy and compliance with regulatory requirements.

Salesforce Shield: Salesforce Shield is a comprehensive set of security and compliance features designed to enhance data protection, privacy, and governance within the Salesforce platform. It includes several components such as Platform Encryption, Event Monitoring, Field Audit Trail, and Data Archive, each addressing specific security and compliance requirements. Platform Encryption enables organizations to encrypt sensitive data at rest, ensuring confidentiality and compliance with regulatory standards. Event Monitoring provides real-time visibility into user activity, allowing organizations to monitor and analyze access to critical data and detect potential security threats. Field Audit Trail tracks changes to sensitive data fields, providing an audit trail for compliance purposes and enabling forensic investigations. Additionally, Data Archive facilitates long-term retention and retrieval of historical data, ensuring compliance with data retention policies. Together, Salesforce Shield offers organizations the tools they need to secure their data, maintain regulatory compliance, and build trust with their customers.

Integration Capabilities: Salesforce offers a robust and versatile platform for connecting with external systems such as DISA CAP, DoD EEMSG, etc., thereby enabling seamless integration and data exchange across the enterprise ecosystem. Through a variety of APIs including SOAP, REST, Bulk, and Streaming, we can access and manipulate Salesforce data programmatically, facilitating bi-directional communication with external applications and services.

No Code/Low Code Approach: Stealth and Salesforce adopts a low-code approach that empowers users, including business analysts and citizen developers, to create and customize applications with minimal or no traditional coding. Salesforce offers intuitive visual development tools such as the Lightning App Builder and Process Builder, which users can use to design and automate business processes, build custom user interfaces, and configure data models using point-and-click interfaces.

The table below provides links to the Salesforce products and additional information to address the CRM requirements table.

Cloud Platform - https://compliance.salesforce.com/en/fedramp-high
Mobile App – All applications built on Salesforce platform are automatically enabled to work on mobile applications. Additional information about mobile app can be found at https://www.salesforce.com/in/solutions/mobile/overview/
External Customer Account Login – Salesforce Provides a Customer Portal which can be accessed by external users. The portal can be configured to grant access to a limited set of data and functions. More information can be found at https://www.salesforce.com/in/products/experience-cloud/overview/
Access Controls – Salesforce provides Roles and Profiles that can be configured for each user to grant/remove access to data and business functions. More information about access controls can be found at https://help.salesforce.com/s/articleView?id=sf.external_identity_set_up_profiles.htm&type=5
API – Salesforce supports all standard APIs such as REST, SOAP, etc. Complete guide about the Salesforce APIs can be found at https://developer.salesforce.com/docs/apis
Data Governance – Salesforce emphasizes on a strong data governance strategy. The link provided gives us some additional insights on data governance. https://www.salesforce.com/ca/blog/what-is-data-governance-and-how-to-enhance-yours/
Reporting/Analytics - Salesforce provides a powerful drag and drop reports and dashboards builder which can be used to generate the required analytics. https://help.salesforce.com/s/articleView?id=sf.rd_reports_overview.htm&language=en_US&type=5
Accounts/Contacts - Salesforce provides a strong Account and Contact Management to keep track of all organizations and individuals that the customer would like to track. More information about Account and Contact management can be found at https://help.salesforce.com/s/articleView?id=sf.sales_core_manage_accounts_contacts.htm&language=en_US&type=5
Lead Management – The Lead management capability is available out of the box and is configured to capture all leads, qualify and convert as required. https://www.salesforce.com/products/guide/lead-gen/managing-leads/

Sales Forecasting - https://help.salesforce.com/s/articleView?id=sf.dato_visualize_widgets_advanced_forecasting.htm&type=5
Case Management - Service cloud is a dedicated product from Salesforce to manage all incidents. More information can be found at https://www.salesforce.com/in/products/service-cloud/
Marketing Automation - https://www.salesforce.com/eu/products/marketing-cloud/platform/
Social CRM - https://help.salesforce.com/s/articleView?id=sf.mc_ss_social_studio.htm&language=en_US&type=5
Enterprise Social Networking – Salesforce provides seamless integration with all standard social media sites. https://www.salesforce.com/in/products/chatter/overview/
Territory Management - https://help.salesforce.com/s/articleView?id=sf.tm2_intro.htm&language=en_US&type=5
Performance Mgmt - https://help.salesforce.com/s/articleView?id=release-notes.rn_sales_spm.htm&language=en_US&release=244&type=5
Customer Self-Service Portal – Salesforce enables self service portal for customers to be able to submit cases and get resolution from a managed knowledge base. More information can be found at: https://www.salesforce.com/in/products/customer-self-service/
App Marketplace – The marketplace from Salesforce has over 3000 enterprise apps for various applications. https://appexchange.salesforce.com/
Conferencing/IM - Salesforce Slack feature provides in depth capabilities for IM and conferencing and many more features for collaboration. Additional information can be found at https://www.salesforce.com/in/products/slack/
Partner Management - https://help.salesforce.com/s/articleView?id=sf.partner_portal_create.htm&language=en_US&type=5
Email Interoperability - https://help.salesforce.com/s/articleView?id=sf.emailadmin_send_email_from_salesforce_overview.htm&type=5
Custom Workflows - https://help.salesforce.com/s/articleView?id=sf.customize_wf.htm&language=en_US&type=5
Time Tracking – Many apps are available in the AppExchange to track time. One of the top applications can be found at: https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000E1egpUAB
Knowledge Base – The Salesforce knowledge base is configured to help agents serve clients seamlessly by suggesting articles as they are working on a case. https://help.salesforce.com/s/articleView?id=sf.knowledge_lightning_set_up.htm&language=en_US&type=5