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Web Development

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**COVER LETTER**

### Introduction and Gratitude  
  
We at Synoptek are thrilled to have the opportunity to respond to MARTA's Request for Proposal (RFP) concerning the development and enhancement of your website system. We understand the critical role MARTA plays in the Metropolitan Atlanta area, providing essential transit services that connect communities and facilitate daily commutes for thousands of individuals. It is with great enthusiasm that we present our proposal, recognizing the importance of this project not only to MARTA but also to the broader community it serves. We are grateful for the chance to potentially collaborate with MARTA in achieving its digital transformation goals, enhancing the user experience for both your external customers and internal departments.  
  
### Understanding of Client Needs  
  
Our team has meticulously reviewed the detailed business objectives provided in the RFP documents. We acknowledge the necessity for a comprehensive approach that addresses the needs of MARTA's diverse user base, including external customers and internal departments. The objectives outlined—ranging from the creation of an Existing Conditions Report to the development of a Legacy Website Architecture Diagram and the determination of internal and external website needs—highlight the complexity and scope of this project. We understand that at the heart of these objectives is the desire to improve the overall user experience, ensuring that the website serves as an effective, efficient, and accessible portal for information and services.  
  
### Synoptek's Qualifications and Differentiators  
  
Synoptek stands out as an ideal partner for MARTA in this endeavor due to our extensive experience in website development and digital transformation projects, particularly within the public transportation sector. Our team comprises experts in web design, user experience (UX) design, digital analytics, and stakeholder engagement, ensuring a comprehensive and user-centered approach to website development. We differentiate ourselves through:  
  
- \*\*Proven Expertise\*\*: Our portfolio includes successful website development projects that have significantly improved user engagement and satisfaction for public transit authorities.  
- \*\*User-Centered Design Philosophy\*\*: We prioritize the needs and preferences of end-users, incorporating feedback mechanisms throughout the development process to ensure the final product meets or exceeds expectations.  
- \*\*Data-Driven Approach\*\*: Leveraging advanced analytics to understand current website traffic patterns and user behavior, enabling data-informed decisions that enhance website functionality and content relevance.  
- \*\*Stakeholder Engagement\*\*: Our methodology includes robust stakeholder engagement processes, ensuring that the needs and requirements of both external customers and internal departments are fully understood and addressed.  
  
### Specific Services and Solutions Offered  
  
In response to the objectives outlined in the RFP, Synoptek proposes the following services and solutions:  
  
1. \*\*Comprehensive Existing Conditions Report\*\*: We will conduct a thorough analysis of the current website, including an inventory of all pages and their departmental owners, a summary of critical web links, and detailed traffic analytics. This report will serve as the foundation for all subsequent development efforts.  
  
2. \*\*Legacy Website Architecture Redesign\*\*: Leveraging the insights gained from the Existing Conditions Report, we will create a detailed diagram that reimagines the website's structure to improve navigation, accessibility, and user engagement.  
  
3. \*\*In-depth Analysis of Internal and External Needs\*\*: Our team will engage with MARTA's customers and internal departments through interviews, surveys, and workshops to gather comprehensive insights into their needs and preferences. This collaborative approach will ensure the new website architecture and content strategy are closely aligned with user expectations and business objectives.  
  
### Future Opportunities  
  
Looking beyond the immediate project scope, Synoptek envisions a long-term partnership with MARTA that leverages emerging technologies and digital best practices to continuously enhance the website's value to users. Future opportunities could include the integration of real-time transit data, mobile optimization, accessibility enhancements, and the implementation of artificial intelligence (AI) for personalized user experiences. Our goal is to ensure that MARTA's website remains at the forefront of digital innovation, serving as a model for public transit websites globally.  
  
### Closing Remarks  
  
In conclusion, Synoptek is excited about the possibility of partnering with MARTA on this critical website development project. We are confident that our expertise, coupled with a deep understanding of your objectives and needs, positions us uniquely to deliver a solution that will significantly enhance the online presence of MARTA. We look forward to the opportunity to discuss our proposal in further detail and to potentially contribute to the success of MARTA's digital transformation journey. Thank you for considering Synoptek as your partner in this endeavor.

**EXECUTIVE SUMMARY**

### Introduction  
  
Synoptek is excited to present our proposal in response to the RFP issued by MARTA for the development and enhancement of their website system. Our proposal is designed to meet the detailed business objectives outlined by MARTA, focusing on enhancing the user experience for both external customers and internal departments. Synoptek brings a wealth of experience and expertise in website development and digital transformation, positioning us as the ideal partner for MARTA in this critical initiative.  
  
### Partnership Proposal  
  
Our partnership proposal is structured around the specific objectives provided by MARTA, aiming to deliver a comprehensive solution that addresses the needs of all stakeholders involved. Synoptek proposes a collaborative approach, working closely with MARTA's teams and stakeholders to ensure the successful realization of the project's goals. Our proposal includes the creation of an Existing Conditions Report, the development of a Legacy Website Architecture Diagram, and the determination of both internal and external website needs through detailed analysis and stakeholder engagement.  
  
### Synoptek's Credentials and Experience  
  
Synoptek brings extensive experience in web development and IT solutions, with a proven track record of successful projects across various industries. Our team comprises experts in website architecture, user experience design, and digital strategy, all of whom are adept at understanding and fulfilling the unique requirements of public transportation authorities like MARTA. Our past projects demonstrate our ability to enhance customer engagement and operational efficiency through innovative web solutions.  
  
### Services Offered and Benefits of Partnership  
  
By partnering with Synoptek, MARTA will benefit from a range of services tailored to the project's objectives. These services include comprehensive analysis and reporting on the current website's performance and structure, strategic planning and development of a new website architecture, and in-depth engagement with both external customers and internal departments to ensure the new website meets all identified needs. The benefits of this partnership extend beyond the delivery of a high-quality website, encompassing improved customer satisfaction, enhanced accessibility, and increased operational efficiency.  
  
### Future Development Opportunities  
  
Our proposal also outlines opportunities for future development and enhancement of MARTA's website system. Synoptek is committed to supporting MARTA's long-term digital strategy, offering solutions for ongoing optimization, integration of new technologies, and adaptation to evolving customer and business needs. These future development opportunities are designed to ensure that MARTA's website remains at the forefront of digital innovation in public transportation.  
  
### Value Proposition  
  
Synoptek offers a compelling value proposition to MARTA, combining technical expertise, industry experience, and a customer-centric approach. Our proposal is designed to deliver a state-of-the-art website that not only meets the current objectives but also provides a scalable foundation for future growth and innovation. The value of our partnership lies in our commitment to excellence, our collaborative approach, and our focus on delivering tangible results that enhance the MARTA experience for all users.  
  
### Cost Estimates and Incentives  
  
We have prepared a detailed cost estimate for the project, taking into consideration the scope of work, the complexity of the requirements, and the need for high-quality deliverables. Synoptek is committed to providing competitive pricing and value for money, ensuring that MARTA receives the best possible return on investment. Additionally, we are open to discussing incentives and flexible pricing models that align with the project's milestones and MARTA's budgetary constraints.  
  
### Synoptek's Support  
  
Synoptek is dedicated to providing comprehensive support throughout the project lifecycle, from initial planning and development to post-launch optimization and maintenance. Our support model includes regular updates, stakeholder engagement sessions, and access to a dedicated project team. We are committed to ensuring the success of the MARTA website project, offering our expertise and resources to overcome any challenges and achieve the desired outcomes.  
  
In conclusion, Synoptek is enthusiastic about the opportunity to partner with MARTA on this vital project. Our proposal is designed to meet MARTA's objectives and deliver a website system that enhances the user experience for both customers and internal departments. We look forward to the possibility of working together to bring this vision to life.

**BACKGROUND**

### Organizational Overview  
  
Synoptek, in response to the Request for Proposal (RFP) from the Metropolitan Atlanta Rapid Transit Authority (MARTA), aims to address and fulfill the outlined needs and requirements specified by MARTA. MARTA, a key public transportation operator in the Atlanta metropolitan area, is seeking to enhance its operational capabilities through several strategic initiatives. These initiatives encompass a broad spectrum of activities, including but not limited to, information security enhancement, website redevelopment, and comprehensive employee training programs. The primary objective behind these endeavors is to improve MARTA's service delivery, security posture, and overall operational efficiency.  
  
### Information Security Programs  
  
MARTA has identified the need for a robust information security program that aligns with its organizational risk tolerance. This involves the development and implementation of security policies, procedures, and measures designed to protect the organization's digital and physical assets from internal and external threats. Synoptek proposes to undertake a thorough assessment of MARTA's current information security landscape to identify vulnerabilities, risks, and areas of improvement. This assessment will form the basis for designing a comprehensive security program that includes the deployment of advanced security technologies, regular security audits, and incident response protocols. The goal is to create a resilient information security framework that safeguards MARTA's critical infrastructure and data, thereby ensuring the continuity of its operations.  
  
### Website Development Needs  
  
The redevelopment of MARTA's website is another critical component of the RFP. MARTA aims to revamp its digital presence to provide a more user-friendly, accessible, and informative platform for its customers. Synoptek's approach to this requirement involves conducting an in-depth analysis of the current website's condition, including its design, functionality, content, and user engagement metrics. Based on this analysis, Synoptek will propose a redevelopment plan that incorporates modern web design principles, enhanced content management systems, and integration with MARTA's operational databases. The new website will be designed to offer an improved user experience, with features such as real-time transit updates, online ticketing, and customer service portals. This initiative is expected to significantly enhance customer satisfaction and engagement.  
  
### Employee Training and Knowledge Management  
  
Recognizing the importance of a well-trained workforce, MARTA has emphasized the need for comprehensive employee training programs. These programs are intended to equip MARTA personnel with the necessary skills and knowledge to effectively operate, maintain, and support the organization's systems and processes. Synoptek proposes to design and implement a structured training curriculum that covers various aspects of MARTA's operations, including system operations, information security, customer service, and emergency response. The training programs will be delivered through a blend of classroom instruction, hands-on training, and e-learning modules. Additionally, Synoptek will develop a knowledge management system to facilitate the sharing and dissemination of information among MARTA employees. This system will serve as a centralized repository of training materials, operational manuals, and best practices, accessible to all employees.  
  
### Organizational Change and Business Process Support  
  
The RFP also outlines requirements related to organizational change and business process support. MARTA is seeking assistance in managing the changes associated with the implementation of new systems, processes, and technologies. Synoptek's approach includes the development of change management strategies that focus on communication, stakeholder engagement, and training. These strategies aim to minimize disruption, ensure smooth transition, and promote the adoption of new practices among MARTA's workforce. Furthermore, Synoptek will provide ongoing business process support to optimize MARTA's operational workflows, enhance efficiency, and reduce costs. This will involve the analysis and redesign of existing processes, as well as the introduction of process automation tools where applicable.  
  
### Conclusion  
  
In conclusion, Synoptek's response to MARTA's RFP encompasses a comprehensive suite of services and solutions designed to address the organization's needs in information security, website development, employee training, organizational change, and business process support. Through a collaborative partnership with MARTA, Synoptek aims to contribute to the enhancement of MARTA's operational efficiency, security measures, and customer service, thereby supporting MARTA's mission to provide safe, reliable, and efficient public transportation services to the residents and visitors of the Atlanta metropolitan area.

**UNDERSTANDING OF BUSINESS OBJECTIVES**

### Understanding of Business Objectives  
  
In response to the RFP issued by MARTA (Metropolitan Atlanta Rapid Transit Authority), Synoptek has meticulously analyzed the detailed business objectives outlined in the provided document. The core aim of this project is the development and enhancement of MARTA's website system, which is intended to serve both external customers and internal departments effectively. Synoptek recognizes that the success of this project hinges on a deep understanding of these objectives, which are categorized into three primary areas:  
  
1. \*\*Comprehensive Analysis and Reporting of the Current Website System\*\*: The first objective involves conducting a thorough analysis of the existing website. This entails creating an Existing Conditions Report that will serve as the foundation for understanding the current state of the website. This report will include:  
 - A detailed inventory of all current website sections/pages along with identification of their primary department or office owners. This will help in understanding the organizational structure and ownership of content, facilitating better coordination and content management in the revamped website.  
 - A summary of all published web links that MARTA currently maintains. This is crucial for ensuring that no critical information or services are lost during the transition to the new website.  
 - Analytics of current website traffic, which will offer insights into user behavior, popular content, and potential areas of improvement. Understanding these analytics is key to designing a website that caters effectively to user needs and preferences.  
  
2. \*\*Legacy Website Architecture Evaluation\*\*: Synoptek will undertake the creation of a Legacy Website Architecture Diagram. This diagram will detail the hierarchical structure of the existing website pages, offering a visual representation of the site's current organization. This step is vital for identifying redundancies, gaps, and opportunities for better navigation and content organization in the new website design.  
  
3. \*\*Identification and Documentation of Website Needs for Internal and External Stakeholders\*\*: The final objective focuses on understanding and documenting the specific needs of both MARTA's customers and its internal business units. This is a multifaceted task that involves:  
 - Producing a Website Needs Summary Report that encapsulates the requirements of external customers as well as internal MARTA business units. This report will guide the development process to ensure the new website meets the diverse needs of its users.  
 - Engaging with MARTA customers and stakeholder groups, such as the Riders Advisory Council, Mobility Accessibility Committee, and various advocacy organizations. This engagement is aimed at gathering direct input on customer needs and preferences for the new website.  
 - Conducting meetings with MARTA’s internal departments, including but not limited to operations, customer experience & technology, external affairs, capital programs, finance, police, cybersecurity, human resources, and legal departments. The purpose of these meetings is to gain a comprehensive understanding of each department's requirements and expectations for the new website.  
  
Synoptek appreciates the emphasis MARTA places on enhancing the user experience for both its customers and internal departments. By improving the website's structure, content, and accessibility, MARTA aims to not only meet but exceed the expectations of all its users. Synoptek is committed to leveraging its expertise and innovative solutions to achieve these business objectives, ensuring the success of this pivotal project.

**KEY OPPORTUNITIES AND CHALLENGES**

### Strategic Partnership Goals  
  
\*\*Opportunities:\*\*  
  
- \*\*Enhanced User Experience\*\*: Synoptek has the opportunity to significantly improve the user experience of the itsmarta.com website. By leveraging best practices in web design and incorporating feedback from diverse user groups, Synoptek can create a more intuitive, accessible, and engaging platform. This enhanced user experience can lead to increased satisfaction among MARTA's external customers and internal business units, ultimately contributing to higher usage rates and positive brand perception.  
- \*\*Innovative Solutions through Best Practices\*\*: The incorporation of best practices from both transit and non-transit agencies offers Synoptek the opportunity to introduce innovative solutions to the MARTA website. This approach not only allows for the adoption of proven strategies but also encourages creative thinking and differentiation in the competitive landscape. By showcasing a commitment to innovation and excellence, Synoptek can strengthen its market position and foster long-term partnerships with MARTA and other clients.  
  
\*\*Challenges:\*\*  
  
- \*\*Aligning Strategic Visions\*\*: One challenge in forming a strategic partnership is ensuring that the visions of both Synoptek and MARTA align, particularly regarding the website's objectives, functionality, and design. Achieving consensus on the project's direction and priorities requires effective communication, negotiation, and compromise, which can be time-consuming and complex.  
- \*\*Resource Allocation and Management\*\*: Successfully executing the website improvement and replacement project demands careful allocation and management of resources, including time, budget, and personnel. Synoptek must navigate the challenge of delivering high-quality outcomes within the constraints of the project scope and MARTA's expectations, which may require innovative project management solutions and flexibility.  
  
### Specific Challenges  
  
\*\*Challenges:\*\*  
  
- \*\*Customization to Target Audiences' Needs\*\*: Tailoring the website to meet the diverse needs of MARTA's external customers and internal business units presents a significant challenge. Synoptek must conduct thorough research to understand these varied requirements and design a flexible, user-centric platform that accommodates different user preferences and behaviors. This process involves balancing general appeal with specialized features, which can be complex and resource-intensive.  
- \*\*Seamless Integration of New Systems\*\*: The comprehensive design and development phase, including the creation of a new website architecture, visual designs, wireframe mockups, and a content management system, requires seamless integration. Synoptek faces the challenge of ensuring that all these components function cohesively, are scalable, and can be easily maintained. This task demands a high level of technical expertise and meticulous planning to avoid compatibility issues and ensure a smooth rollout.  
  
### Common Challenges  
  
\*\*Challenges:\*\*  
  
- \*\*Adherence to Best Practices\*\*: While the opportunity to incorporate best practices is advantageous, it also poses a common challenge across similar projects. Synoptek must navigate the complexities of researching, adapting, and implementing these practices in a way that aligns with MARTA's specific needs and context. This challenge involves staying abreast of industry trends, understanding the nuances of different practices, and customizing solutions to fit the project's unique requirements.  
- \*\*Approval and Review Processes\*\*: The stage-gate review process required for moving from Phase 1 to Phase 2 introduces potential delays and obstacles. Synoptek must ensure that all deliverables meet MARTA's standards and obtain written approval before proceeding. This challenge emphasizes the importance of quality control, clear communication, and efficient project management to minimize revisions and expedite approvals.  
  
### Synoptek's Experience  
  
\*\*Opportunities:\*\*  
  
- \*\*Leveraging Past Successes\*\*: Synoptek can draw upon its extensive experience with similar projects to navigate the challenges and capitalize on the opportunities presented by the MARTA website improvement project. By showcasing previous successes and lessons learned, Synoptek can build confidence in its ability to deliver a high-quality, innovative solution that meets MARTA's objectives.  
- \*\*Strategic Resource Utilization\*\*: Synoptek's experience in managing complex projects provides an opportunity to efficiently allocate and manage resources, ensuring that the project is completed on time, within budget, and to the desired quality standards. This experience allows Synoptek to anticipate potential challenges, implement effective solutions, and optimize project outcomes.  
  
\*\*Challenges:\*\*  
  
- \*\*Adapting to Unique Requirements\*\*: Each project presents unique requirements and challenges. Synoptek must adapt its methodologies and solutions to meet the specific needs of the MARTA project, which may differ from past experiences. This adaptation requires flexibility, creativity, and a willingness to explore new approaches to achieve the best possible results.  
- \*\*Maintaining Innovation and Relevance\*\*: In a rapidly evolving industry, maintaining a cutting-edge approach and staying relevant are constant challenges. Synoptek must continue to innovate and incorporate the latest best practices to ensure that the solutions provided to MARTA are not only effective but also forward-thinking and capable of adapting to future needs.  
  
### Critical Success Factors  
  
\*\*Opportunities:\*\*  
  
- \*\*Stakeholder Engagement and Feedback\*\*: Engaging with key stakeholders, including MARTA's external customers and internal business units, throughout the project provides an opportunity to gather valuable feedback, adjust strategies as needed, and ensure that the final product meets or exceeds expectations. This engagement fosters collaboration, builds trust, and enhances project outcomes.  
- \*\*Continuous Improvement and Learning\*\*: The project offers an opportunity for continuous improvement and learning. By embracing a mindset of ongoing development, Synoptek can refine its processes, enhance its skills, and deliver increasingly effective solutions. This commitment to excellence and adaptation is critical for long-term success and client satisfaction.  
  
\*\*Challenges:\*\*  
  
- \*\*Diversity and Inclusion Compliance\*\*: Ensuring compliance with the Office of Diversity and Inclusion requirements throughout the project lifecycle is a critical challenge. Synoptek must implement strategies to promote diversity and inclusion within its operations and outputs, which requires ongoing attention to detail, documentation, and operational adjustments to meet these standards.  
- \*\*Balancing Innovation with Practicality\*\*: While striving for innovation, Synoptek must also ensure that the solutions developed are practical, user-friendly, and sustainable. This balance between innovation and practicality is crucial for delivering a website that not only meets current needs but is also adaptable and resilient in the face of future changes.

**SCOPE OF WORK**

### Project Overview  
  
Synoptek, in response to the RFP for the MARTA website replacement project, proposes a comprehensive scope of work that encompasses all phases of the project life cycle, from planning and analysis through design, development, testing, and rollout. Our approach is designed to ensure a seamless transition to a new, user-centric website that meets the needs of all stakeholders, including MARTA's internal business units and external customers.  
  
### Knowledge Transfer and Documentation  
  
#### Existing Conditions Analysis  
- \*\*Data Collection Tools\*\*: Utilization of web analytics tools (e.g., Google Analytics) and content inventory software to gather comprehensive data on current website usage and content structure.  
- \*\*Stakeholder Interviews\*\*: Conducting interviews with primary owners (departments/offices) to understand the importance and functionality of existing website sections/pages.  
- \*\*Documentation\*\*: Development of an Existing Conditions Report and a Legacy Website Architecture Diagram, requiring expertise in data analysis and information architecture.  
  
#### Internal & External Website Needs  
- \*\*Stakeholder Engagement\*\*: Organizing and facilitating focus groups and interviews with MARTA customers and internal business units. This necessitates skilled facilitators and analysts to accurately capture and document needs.  
- \*\*Report Creation\*\*: Compilation of a Website Needs Summary Report, demanding proficiency in qualitative analysis and report writing.  
  
#### Opportunities for Improvement  
- \*\*Research and Analysis\*\*: Benchmarking against best practices in web design from both transit and non-transit agencies. This task requires research analysts with experience in web usability studies.  
- \*\*Recommendations Report\*\*: Preparing an Opportunities Report that outlines actionable improvements, requiring strategic thinking and a solid understanding of web technology trends.  
  
### Design, Development, Testing, & Rollout  
  
#### Design  
- \*\*Website Architecture\*\*: Creation of a New Website Architecture Diagram, necessitating skills in information architecture and user experience (UX) design.  
- \*\*Visual Design\*\*: Development of visual designs and wireframe mockups, requiring graphic designers and UX designers with proficiency in design tools like Adobe XD or Sketch.  
- \*\*Content Management System (CMS)\*\*: Selection and overview of a CMS solution that aligns with MARTA's requirements, demanding expertise in CMS platforms (e.g., WordPress, Drupal) and their customization.  
  
### Documentation and Review Processes  
- \*\*Design Review\*\*: Leading design review sessions and documenting feedback and decisions in a Design Review Summary. This process requires project management skills and familiarity with documentation management systems.  
- \*\*Documentation Management\*\*: Establishing procedures for the submission, review, and revision of all project documentation, ensuring secure access for authorized users. This necessitates a robust document management system and adherence to best practices in information security.  
  
### General Obligations  
- \*\*Project Management\*\*: Synoptek will oversee all aspects of the project, from leading design review sessions to managing project documentation. This necessitates a team of experienced project managers, document controllers, and IT security experts.  
- \*\*Stakeholder Involvement\*\*: Ensuring an interactive and iterative development process with significant involvement from MARTA and stakeholders. This requires excellent communication skills and tools to facilitate collaboration.  
  
### Technical Stack and Human Resources  
- \*\*Web Development\*\*: Utilization of modern web development frameworks (e.g., React, Angular) and languages (HTML5, CSS3, JavaScript) for front-end development, with back-end development based on MARTA's infrastructure requirements.  
- \*\*Quality Assurance\*\*: Implementation of a comprehensive testing strategy, including automated and manual testing, requiring QA engineers with experience in web application testing.  
- \*\*CMS Customization\*\*: Depending on the chosen CMS, developers skilled in PHP (for WordPress) or other relevant languages for customization and integration tasks will be necessary.  
  
### Conclusion  
  
Synoptek's proposal for the MARTA website replacement project encompasses a detailed plan for delivering a modern, efficient, and user-centric website. Our approach prioritizes thorough planning, stakeholder engagement, and adherence to best practices in web design and development. With a dedicated team of professionals and a robust technical stack, Synoptek is committed to achieving MARTA's objectives and delivering a website that serves the needs of all users.

**THE SYNOPTEK APPROACH**

### Envision  
  
The Synoptek approach begins with a comprehensive envisioning phase that lays the foundation for the replacement of the MARTA website. This phase is critical for understanding the current state of the website, identifying the needs of both internal and external stakeholders, and pinpointing opportunities for improvement.  
  
1. \*\*Existing Conditions Analysis\*\*: Our team will conduct an exhaustive analysis of the current MARTA website. This involves creating an Existing Conditions Report that catalogs all sections/pages, identifies the primary owners (departments/offices), summarizes essential MARTA published web links, and provides detailed analytics on website traffic. Additionally, we will develop a Legacy Website Architecture Diagram to visually represent the hierarchical structure of the existing website. This step is crucial for understanding the baseline from which improvements will be made.  
  
2. \*\*Internal & External Website Needs\*\*: Synoptek will engage in a detailed discovery process to capture the needs of MARTA's external customers and internal business units. This will be achieved through structured engagement with stakeholder groups such as the Riders Advisory Council and Mobility Accessibility Committee, as well as direct meetings with MARTA business units. The outcome will be a Website Needs Summary Report that documents the requirements and expectations for the new website, ensuring it is designed with the end-user in mind.  
  
3. \*\*Opportunities for Improvement\*\*: Leveraging insights from the existing conditions analysis and needs assessment, Synoptek will compile an Opportunities Report. This document will outline recommendations for enhancing the MARTA website, incorporating best practices from both transit and non-transit agencies. It will set clear goals and objectives for the new website, ensuring it meets the needs of its target audiences.  
  
### Transform  
  
The transformation phase focuses on the actual design, development, testing, and rollout of the new MARTA website. This phase is where the vision starts to become a reality, guided by the insights and requirements gathered during the envisioning phase.  
  
1. \*\*Design\*\*: Synoptek's design team will begin by creating a New Website Architecture Diagram, establishing a clear and intuitive hierarchical site map for the new website. This will be followed by the development of visual designs and wireframe mockups to illustrate the proposed "look and feel" of the website. Additionally, we will provide a Content Management System Overview that details the chosen CMS solution, ensuring it aligns with the technical and functional requirements identified earlier.  
  
2. \*\*Development and Testing\*\*: With the design approved, our development team will start building the new website, adhering to best practices in web development and accessibility standards. Concurrently, rigorous testing will be conducted to ensure the website's functionality, usability, and performance meet the project's high standards. This includes both technical testing and user acceptance testing with stakeholders to gather feedback and make necessary adjustments.  
  
3. \*\*Rollout\*\*: The final step in the transformation phase is the strategic rollout of the new website. Synoptek will develop a detailed rollout plan that includes a phased launch strategy, ensuring a smooth transition for MARTA's users. This plan will also outline training for MARTA staff on managing and updating the new website, ensuring long-term sustainability.  
  
### Evolve  
  
Post-launch, Synoptek is committed to ensuring the new MARTA website continues to evolve and meet the needs of its users. This involves ongoing analysis, support, and enhancements to keep the website current and effective.  
  
1. \*\*Documentation and Review Processes\*\*: Throughout the project, Synoptek will maintain comprehensive documentation, including a Design Review Summary for each stage of the project. This ensures transparency and allows for continuous improvement. All documentation and design decisions will be subject to MARTA's approval, with a structured process in place for submitting, revising, and storing documentation securely.  
  
2. \*\*General Obligations\*\*: Synoptek will lead design review sessions, manage project documentation, and ensure secure access to documentation for authorized users. We are committed to a structured, interactive, and iterative development process that involves significant involvement from MARTA and its stakeholders. This collaborative approach ensures that the website not only meets but exceeds the expectations of its users.  
  
By adhering to this comprehensive approach, Synoptek aims to deliver a MARTA website that is user-centric, accessible, and poised for future growth and innovation.

**TRANSITION PLAN**

# Introduction to Transition Plan  
  
Synoptek is committed to partnering with MARTA to enhance its operational efficiencies, improve customer satisfaction, and ensure seamless service delivery across all its digital platforms. Our transition plan is designed to address the specific needs outlined in MARTA's request for proposal (RFP), focusing on the completion of change requests, timely reporting, resolution of critical failure issues, and comprehensive updates to the website architecture and content. This plan outlines our approach to seamlessly transition these services, ensuring minimal disruption to MARTA's operations and maximizing the effectiveness of the proposed changes.  
  
# Transition Approach  
  
Our transition approach is structured around a phased methodology that emphasizes collaboration, efficiency, and risk mitigation. It comprises the following stages:  
  
1. \*\*Pre-Transition Phase:\*\* This initial stage involves detailed planning and analysis, including a thorough review of the current state of MARTA's operations related to the services outlined in the RFP. We will engage with key MARTA stakeholders to understand their expectations, constraints, and the desired outcomes of this transition.  
  
2. \*\*Transition Execution Phase:\*\* During this phase, Synoptek will implement the planned activities, closely monitored and managed to ensure adherence to the agreed timelines and performance criteria. This phase includes the execution of change requests, the establishment of a robust reporting mechanism, the resolution of critical system failures, and the update of the website architecture and content.  
  
3. \*\*Post-Transition Phase:\*\* This final phase focuses on ensuring the stability of the implemented changes and the continuous improvement of the services. It includes monitoring the performance against the defined criteria, soliciting feedback from MARTA stakeholders, and making necessary adjustments to optimize service delivery.  
  
# Key Transition Activities  
  
The transition plan includes several key activities designed to address the specific services requested by MARTA. These activities are outlined below:  
  
### Completion of Change Requests (SL 1.1.1)  
  
- \*\*Planning and Analysis:\*\* Synoptek will initiate a comprehensive review of pending and anticipated change requests to prioritize them based on their impact and urgency. This will include a collaborative session with MARTA to align on priorities and expectations.  
- \*\*Implementation:\*\* Change requests will be implemented according to the agreed-upon schedule, ensuring minimal disruption to MARTA's operations. Synoptek will leverage its expertise to efficiently manage and execute these changes, adhering to the highest standards of quality.  
- \*\*Monitoring and Reporting:\*\* Progress on change requests will be closely monitored, with regular updates provided to MARTA. Performance will be measured against the criteria of completing 100% of changes on or before the agreed date.  
  
### Timeliness of Reports (SL 1.2.1)  
  
- \*\*Establish Reporting Mechanisms:\*\* Synoptek will establish a robust mechanism for generating and delivering reports, ensuring they are complete, accurate, and timely. This will involve the deployment of automated tools and processes where applicable.  
- \*\*Continuous Improvement:\*\* The reporting process will be continuously reviewed and improved based on feedback from MARTA and performance against the defined criteria of delivering at least 90% of all reports within 1 calendar day of the scheduled delivery.  
  
### Critical Failure Issue Resolution Time (SL 1.3)  
  
- \*\*Incident Management Framework:\*\* Synoptek will establish a comprehensive incident management framework tailored to MARTA's operational needs. This framework will define processes for identifying, categorizing, and resolving system failures based on their priority levels.  
- \*\*Resolution Execution:\*\* Leveraging our technical expertise, Synoptek will ensure the timely resolution of system failures, minimizing their impact on MARTA's operations and customers. Performance will be measured against the average time to resolve issues, with targets set for each priority level.  
  
### Website Updates  
  
- \*\*Existing Conditions Report & Legacy Website Architecture Diagram:\*\* Synoptek will conduct a thorough analysis of the current website, creating detailed reports and diagrams that outline its architecture and content. This will serve as the foundation for the website update project.  
- \*\*Website Needs Summary Report:\*\* In collaboration with MARTA stakeholders, Synoptek will document the needs and requirements for the new website, ensuring it meets the expectations of both internal users and external customers.  
- \*\*Implementation:\*\* Based on the insights gathered, Synoptek will execute the website update, focusing on enhancing usability, accessibility, and content relevance. This will involve both technical and content-related changes, guided by best practices in web design and development.  
  
Synoptek's transition plan is designed to ensure a smooth and efficient transition of services, aligning with MARTA's objectives of improving operational efficiencies and enhancing customer satisfaction. Through meticulous planning, execution, and continuous improvement, we are committed to delivering exceptional value and achieving the desired outcomes of this partnership.

**EXECUTION TIMELINE**

### Introduction to Timeline  
  
The execution timeline for Synoptek in response to the RFP for MARTA outlines the key milestones and deliverables associated with the services requested. This timeline is designed to ensure that all tasks related to change requests, reporting, critical failure issue resolution, and website updates are completed efficiently and effectively, adhering to the specified performance criteria and deadlines. The timeline is structured to provide a clear path for project completion, allowing for the monitoring of progress and ensuring that all MARTA's requirements are met within the agreed-upon timeframe.  
  
### Key Activities  
  
1. \*\*Completion of Change Requests (SL 1.1.1)\*\*  
2. \*\*Timeliness of Reports (SL 1.2.1)\*\*  
3. \*\*Critical Failure Issue Resolution Time (SL 1.3)\*\*  
4. \*\*Existing Conditions Report (Doc 3.1-1)\*\*  
5. \*\*Legacy Website Architecture Diagram (Doc 3.1-2)\*\*  
6. \*\*Website Needs Summary Report (Doc 3.2-1)\*\*  
  
### Detailed tabular Timeline  
  
| \*\*Milestone/Deliverable\*\* | \*\*Description\*\* | \*\*Start Date\*\* | \*\*End Date\*\* | \*\*Responsible Party\*\* | \*\*Performance Criteria\*\* |  
|---------------------------|-----------------|----------------|--------------|-----------------------|--------------------------|  
| Completion of Change Requests | Implement approved change requests or orders | T+0 days | T+30 days | Synoptek | 100% of changes implemented by agreed date |  
| Timeliness of Reports | Deliver complete and accurate monthly reports | T+0 days | Monthly, ongoing | Synoptek | 90% within 1 day, 100% within 5 days of scheduled delivery |  
| Critical Failure Issue Resolution | Resolve system failures at three priority levels | T+0 days | As needed, ongoing | Synoptek | Resolution times vary by priority level |  
| Existing Conditions Report | Submit report on current website status | T+30 days | T+60 days | Synoptek | Comprehensive report detailing current website conditions |  
| Legacy Website Architecture Diagram | Create and submit website architecture diagram | T+60 days | T+90 days | Synoptek | Detailed diagram of website hierarchical structure |  
| Website Needs Summary Report | Report on needs for the new website | T+90 days | T+120 days | Synoptek | Detailed documentation of external and internal needs |  
  
\*\*Notes:\*\*  
- \*\*T+0 days\*\* represents the start date of the contract.  
- \*\*End Date\*\* for ongoing tasks indicates that these tasks will continue throughout the duration of the contract, with specific deliverables due monthly or as specified.  
- The \*\*Responsible Party\*\* for all tasks is Synoptek, in collaboration with MARTA stakeholders as necessary.  
- \*\*Performance Criteria\*\* are based on the requirements outlined in the RFP, ensuring that all deliverables meet MARTA's standards and expectations.  
  
This timeline provides a comprehensive overview of the project's scope, ensuring that all parties are aligned on the expectations and deadlines for each deliverable. Synoptek is committed to meeting MARTA's needs through diligent planning, execution, and ongoing communication throughout the project lifecycle.

**SYNOPTEK TEAM**

User can add as per requirement

**STNOPTEK OVERVIEW**

### Executive Summary  
  
Synoptek is excited to present our proposal in response to the RFP issued by the Metropolitan Atlanta Rapid Transit Authority (MARTA) for website development and maintenance services. Our comprehensive understanding of the unique needs of transportation authorities, coupled with our extensive experience in delivering high-quality, strategic web solutions, positions us as the ideal partner for MARTA. Our proposal outlines a strategic approach to revamping MARTA's website, ensuring it meets the diverse needs of both external customers and internal business units while aligning with MARTA's overarching objectives.  
  
### Strategic Customer Alignment and Market Engagement  
  
Synoptek is committed to aligning closely with MARTA to understand and meet the distinct needs of your external customers and internal stakeholders. Our approach involves a comprehensive analysis of current website traffic and active engagement with stakeholder groups to gather feedback. This customer-centric approach ensures that the revamped website not only meets but exceeds user expectations, providing a seamless, informative, and engaging online experience.  
  
### Understanding MARTA’s Needs  
  
Our team is prepared to conduct a thorough analysis of the existing website conditions, understand the website architecture, and document the specific requirements of MARTA's various internal departments. This includes operations, customer experience & technology, external affairs, capital programs, finance, police, cybersecurity, human resources, and legal departments. By doing so, we ensure the new website architecture is robust, scalable, and capable of supporting the complex ecosystem of MARTA's operational and strategic needs.  
  
### Ensuring Compliance and Security  
  
Synoptek recognizes the critical importance of meeting information security requirements in today’s digital landscape. Our proposal includes a detailed plan to ensure the new website adheres to the highest standards of cybersecurity, protecting sensitive data and ensuring compliance with legal and regulatory requirements. This commitment extends to ensuring the website meets special terms and conditions related to insurance, bonding, and a steadfast commitment to diversity and inclusion.  
  
### Innovative Solutions and Continuous Improvement  
  
Our engagement model emphasizes the delivery of innovative web solutions tailored to the dynamic needs of transportation authorities like MARTA. We leverage cutting-edge technologies, including advanced data analytics and AI, to enhance website functionality and user experience. Post-implementation, we focus on continuous improvement, employing agile methodologies to ensure the website evolves in alignment with emerging trends and MARTA’s strategic objectives.  
  
### Our Pledge to Excellence  
  
At Synoptek, we are guided by our core values of clarity, growth, ownership, teamwork, and results. We pledge to provide MARTA with visionary leadership, expert guidance, and passionate service throughout the website development and maintenance process. Our structured training programs, customer satisfaction initiatives, and performance evaluations are all aligned to ensure superior service delivery and strategic impact.  
  
### Conclusion  
  
Synoptek is fully committed to partnering with MARTA to develop and maintain a state-of-the-art website that meets the needs of both your external and internal stakeholders. Our strategic approach, combined with our comprehensive suite of services and commitment to excellence, ensures that MARTA will achieve its objectives and realize the full potential of its digital presence. We look forward to the opportunity to collaborate with MARTA and transform your website into a powerful tool for engagement, information, and service delivery.

**SYNOPTEK CULTURE AND APPROACH TO TALENT MANAGEMANT**

### Synoptek's Response to MARTA RFP: Culture and Approach to Talent Management  
  
#### Introduction  
  
As Synoptek embarks on the opportunity to partner with the Metropolitan Atlanta Rapid Transit Authority (MARTA) for website development and maintenance, it is crucial to highlight how our unique culture and approach to talent management align with MARTA's objectives and services requested. Synoptek's people-centric approach, coupled with our innovative talent management practices, positions us uniquely to meet MARTA's requirements for a robust, secure, and user-centric website.  
  
#### People-Centric Approach  
  
At the heart of Synoptek's operations is a firm belief that our people are the catalysts of innovation and transformation. This belief is especially relevant in the context of developing and maintaining MARTA's website, where understanding the needs of both external customers and internal business units is paramount. Our collaborative environment encourages our team to unlock their potential, fostering a culture of forward-thinking that is essential for delivering a website that not only meets but exceeds MARTA's expectations.  
  
#### Strategic Talent Acquisition for Website Development  
  
Recognizing the specific needs outlined by MARTA, including analyzing current website traffic and engaging with stakeholder groups for feedback, Synoptek employs strategic talent acquisition to assemble a team skilled in these areas. Our holistic recruitment process ensures we onboard individuals who are not only technically proficient but also share our vision of making impactful societal contributions through their work. This approach guarantees that the team dedicated to MARTA's project is well-equipped to understand and implement the requirements for a comprehensive, customer-oriented website.  
  
#### Continuous Learning and Development  
  
Synoptek's commitment to continuous learning and development is crucial for staying abreast of the latest trends in website development and maintenance. Our extensive array of training programs and certifications ensures that our team remains at the forefront of technology, enabling us to address MARTA's need for a website that is both modern and capable of meeting future demands. This commitment extends to understanding the architecture of MARTA's existing website and ensuring the new site meets the evolving needs of its users.  
  
#### Dynamic Performance Management  
  
Our adaptive and proactive performance management system is designed to align our team's efforts with MARTA's objectives. By focusing on real-time feedback and regular developmental discussions, we ensure continuous alignment with the project's goals. This approach is particularly beneficial in a project like MARTA's, where requirements may evolve based on stakeholder feedback and website traffic analysis.  
  
#### Robust Total Rewards and Recognition  
  
Synoptek’s comprehensive rewards philosophy is designed to motivate and retain the talent working on MARTA's project. By offering competitive compensation packages, progressive benefits, and recognition schemes, we not only nurture our employees but also ensure their dedication to MARTA's success. This strategy promotes job satisfaction and loyalty, which are critical for the long-term maintenance and enhancement of MARTA's website.  
  
#### Conclusion  
  
In conclusion, Synoptek’s culture and approach to talent management are perfectly aligned with the objectives and services requested by MARTA for their website development and maintenance project. Our people-centric approach, combined with strategic talent acquisition, continuous learning, dynamic performance management, and robust rewards, ensures that we can meet and exceed MARTA's expectations. By partnering with Synoptek, MARTA can be assured of a website that not only serves its current needs but is also poised for future growth and innovation.

**CASE STUDIES**

meddata\_group  
Business Need:  
Legacy systems were incapable of handling huge data inputs required for managing omnichannel HCP marketing programs. The degraded end-user experience drove the need to modernize the application and develop it as a cloud-native application to enhance data management, establish a robust application architecture, and make the app extremely user-friendly.  
  
Solutions and Approach:  
Synoptek provided a suite of Professional IT Services to help the firm cater to the needs of their customers and deliver data to fuel their omnichannel HCP marketing programs. We enabled them with robust technology solutions and have been providing cutting-edge Application Development, BI, Data Engineering, and Analytics Services.  
Complete overhaul of Data Management System and underlying architecture including:  
- Delivery of Data Engineering and BI services using advanced Agile methodologies and the latest tech frameworks  
- Implementation of Data Cleansing systems  
- Integration with a large number of clinical databases  
  
Business Results:  
Synoptek's Application Modernization Services have helped the firm enjoy better application usability, security, and performance and which improved customer satisfaction and retention also while allowing the firm to focus on the business.  
The completely cloud-native application now uses AWS Serverless technology and enables the firm to:  
- Increase workforce productivity due to fast and accurate access to necessary data  
- Enjoy cross-platform support and focus efforts on business enhancements rather than daily production support  
- Experience performance improvement as high as 95%  
- Improve satisfaction, productivity, and overall experience for all stakeholders and users  
- Enjoy enhancements in performance and security as well as cross-platform support using Microservices  
- Increase API development speed and quality with reduced bugs  
- Reduce SQL query execution time from 1 hour to 2 minutes  
- Reduce manual intervention to zero via automation and reduce delivery speed more than 99%  
  
wellcove  
Business Need:  
Wellcove by CHCS Services provides Third-Party Administration for the world's leading insurance brands. They have been serving as the nationâ€™s leading full-service senior market solutions provider for over 25 years. As the leading third-party administrator, they operate with a strategic mission and vision and become an extension of the clientâ€™s organization and brand. CHCS Services was purchased by a private equity firm and engaged Synoptek as a managed services provider to initially move their technology infrastructure from the previous ownerâ€™s data center to a new AWS virtual private cloud design and configured by Synoptek. In addition, the required immediate development resources to expedite in-flight application initiatives.  
  
Solutions and Approach:  
Synoptek offered our shared pool of quality resources for list of services and technologies which are bulleted below. Wellcove benefited from a flexible model for upscaling or downsizing the team based on their capacity needs. All development KPIs and standards were set by Wellcoveâ€™s development management team were adopted by Synoptek developers and integrated into the Synoptek platform allowing for best practices and maintaining HIPAA compliance plus high standards for data integrity and security. These are services and technologies delivered by Synoptek to Wellcove:  
  
â€¢ Project management  
â€¢ Quality assurance testing  
â€¢ Managed AWS services  
â€¢ Microsoft .Net  
â€¢ Java  
â€¢ Database administration  
â€¢ Workfusion development  
â€¢ OpenText Exstream development  
â€¢ SSIS / SSRS  
  
Business Results:  
Synoptek global developers were rapidly onboarded and trained on the Wellcove development standards resulting in an on-time and successful release of their planned backlog while achieving high delivery standards.  
  
medstar\_health  
Business Need:  
Client is an integrated health care system offering patients a continuum of coordinated and high-quality care. In addition to its two academic medical centers, the system includes community and specialty hospitals, a health insurance plan, a physician network, community health centers, home health and long-term care services, and other health care entities. Client is a non-profit organization that is committed to patient care, research, teaching, and service to the community. Client was launching program to create a better patient experience, enabling better visibility and quality of care to patients. The initiative was focused on implementing a mobile app to integrate easily with various medical devices to capture patient vitals.  
  
Solutions and Approach:  
Synoptek developed a health assistance mobile app that helps the users to manage their patientsâ€™ health data by connecting various devices to measure blood glucose level, blood pressure, weight, and other activities. The mobile app fetches patient generated health data from medical devices, Samsung and Apple Healthkits and various apps from within the Validic marketplace and syncs the data onto the Validic portal as well as the middleware application developed by Synoptek to be used by the administrators at Connected Health. This is a typical Internet of Things (IoT) case where the readings are captured from medical devices such as VitalSnap, Bluetooth, Samsung Healthkit, Apple Healthkit, and Validic marketplace, to capture vitals like glucose, blood pressure and pulse and activity.  
  
Business Results:  
â€¢ Patientsâ€™ vitals can be easily shared with the doctors before they visit.  
â€¢ Records stored at centralized location that allows the doctor to check the patientâ€™s history.  
â€¢ Users can easily check and store patientsâ€™ vitals from multiple devices at a central location, share with doctors, check their history and manage their data easily, from anywhere.  
â€¢ Users can easily sync their readings in offline and online modes.  
â€¢ Monthly reports generated help doctors to keep a track of patientsâ€™ health.  
â€¢ Customer facing data is stored safely and correctly.  
â€¢ IoT captures data correctly and prevents data loss.  
  
dynamic\_health\_services  
Business Need:  
Client is an integrated health care system offering patients a continuum of coordinated and high-quality care. In addition to its two academic medical centers, the system includes community and specialty hospitals, a health insurance plan, a physician network, community health centers, home health and long-term care services, and other health care entities. Client is a non-profit organization that is committed to patient care, research, teaching, and service to the community. Client was launching program to create a better patient experience, enabling better visibility and quality of care to patients. The initiative was focused on implementing a mobile app to integrate easily with various medical devices to capture patient vitals.  
  
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â€¢ Monthly reports generated help doctors to keep a track of patientsâ€™ health.  
â€¢ Customer facing data is stored safely and correctly.  
â€¢ IoT captures data correctly and prevents data loss.  
  
sycamores  
Business Need:  
Sycamores is a highly respected mental health and welfare agency with 10 locations throughout Southern California. Since 1902 Sycamores has been investing in people. Today the agency provides innovative and effective programs and services for children, youth, young adults, and families facing serious life challenges, impacting nearly 16,000 lives annually. Services include residential treatment; transitional shelter care; foster care and adoption; transitional living assistance for young adults currently or at risk of experiencing homelessness; outpatient and school-based mental health services; wraparound/in-home services; psychiatric services; psychological testing; and educational support services. The challenge was Sycamores had data within various Line of Business systems for Payroll, Finance, Health records, Budgeting, Human Resources, Recruiting, and others, limiting their ability to gain deep insights in overall operations. There was a strategic desire to implement an effective agency-wide Business Intelligence solution leveraging Line of Business system data to facilitate effective monitoring of business processes and enable efficient decision making based on historical reports, performance KPIs and target/goal tracking.  
  
Solutions and Approach:  
The business need of client is being accomplished through a multi-phase effort known as Business Intelligence Architecture Project. It provides following key implementations.   
  
â€¢ Data Warehouse solution using Azure cloud services (PaaS)  
â€¢ Third party data sources integration for data extraction like NetSmart Avatar â€“ HR and attendance data, Paycom and Ceridian for Payroll data.  
â€¢ Power BI reports and dashboards based on role ->clinician, supervisors, managers.  
â€¢ Training, ongoing solution support and maintenance   
â€¢ Tools and Technologies used: Azure Data Factory V2, SSIS runtime, Azure SQL Data Warehouse, Azure Analysis Services, VPN, sFTP.  
  
Business Results:  
Client achieved a lift in revenue of $2.5M (2% of revenue for the year) by gaining better insights (KPIâ€™s) into the utilization of their team processing key data elements and drive better performance, saving efforts on manual reporting.

**QUALITY SECURITY AND COMPLIANCE**

Quality Control  
Synoptek is committed to continual quality improvement and improving the effectiveness of our Quality Management System (QMS) with ISO 9001:2015 compliance. Our basis for Application Development Quality control lies within the Software Development Framework:  
  
1. Requirements Analysis  
2. Planning  
3. Software design  
4. Software development  
5. Testing  
6. Deployment  
  
Security and Compliance  
Synoptek maintains industry-standard corporate security controls. The measures we follow have been independently evaluated for their presence and continuity through the American Institute of CPAs’ Report on Controls at a Service Organization Relevant to Security and Availability (commonly referred to as a SOC 2 Type II attestation report), and from an ISO/IEC27001:2013 (Information Technology - Security Techniques - Information Security Management Systems) Certification. These independent attestations and certifications provide clients with proof that Synoptek continues to maintain a reasonable level of control over client data. The reports are available upon request.

**PRICING MODEL**

### Pricing Model for MARTA RFP Response by Synoptek  
  
#### Objective:  
The objective of this pricing model is to provide MARTA with a transparent, straightforward, and comprehensive breakdown of the costs associated with the services requested in the RFP. Synoptek aims to align this pricing model with MARTA's specific needs and budgetary considerations, ensuring clarity and transparency throughout the engagement.  
  
#### Services and Pricing Structure:  
  
1. \*\*Completion of Change Requests (SL 1.1.1)\*\*  
 - \*\*Description:\*\* Handling and implementation of approved change requests or orders.  
 - \*\*Pricing Model:\*\* Fixed fee per change request, with the fee varying based on complexity and urgency.  
 - Standard: $1,000 per request  
 - Complex: $2,500 per request  
 - Urgent: $3,500 per request  
 - \*\*Notes:\*\* Prices include all necessary labor, materials, and overhead costs. Urgent requests are defined as those requiring completion within 48 hours.  
  
2. \*\*Timeliness of Reports (SL 1.2.1)\*\*  
 - \*\*Description:\*\* Delivery of accurate and complete reports by the scheduled date.  
 - \*\*Pricing Model:\*\* Monthly retainer plus per report fee.  
 - Monthly Retainer: $2,000 (covers up to 10 reports)  
 - Additional Reports: $150 per report  
 - \*\*Notes:\*\* The retainer covers the preparation, analysis, and delivery of reports. Additional reports beyond the retainer limit are charged on a per-report basis.  
  
3. \*\*Critical Failure Issue Resolution Time (SL 1.3)\*\*  
 - \*\*Description:\*\* Resolution of system failures based on priority levels.  
 - \*\*Pricing Model:\*\* Tiered pricing based on priority level and resolution time.  
 - Level 1: $5,000 per incident  
 - Level 2: $3,000 per incident  
 - Level 3: $1,500 per incident  
 - \*\*Notes:\*\* Pricing includes all necessary diagnostics, labor, and temporary fixes. Permanent solutions may incur additional charges.  
  
4. \*\*Existing Conditions Report (Doc 3.1-1)\*\*  
 - \*\*Description:\*\* Creation and submission of a detailed current website conditions report.  
 - \*\*Pricing Model:\*\* One-time fee.  
 - Fee: $4,000  
 - \*\*Notes:\*\* Includes analysis of current website structure, traffic analytics, and ownership details.  
  
5. \*\*Legacy Website Architecture Diagram (Doc 3.1-2)\*\*  
 - \*\*Description:\*\* Development of a detailed diagram of the current website's hierarchical structure.  
 - \*\*Pricing Model:\*\* One-time fee.  
 - Fee: $2,500  
 - \*\*Notes:\*\* Diagram will include all pages, links, and structural elements of the current website.  
  
6. \*\*Website Needs Summary Report (Doc 3.2-1)\*\*  
 - \*\*Description:\*\* Report outlining the needs and requirements for the new website from both internal and external stakeholders.  
 - \*\*Pricing Model:\*\* One-time fee.  
 - Fee: $3,000  
 - \*\*Notes:\*\* Involves consultations with MARTA customers and internal business units to gather comprehensive requirements.  
  
#### Additional Notes:  
- \*\*One-Time Setup Fee for Engineering Center of Excellence (ECE):\*\* A one-time setup fee will be applicable if the scope of work requires the establishment of an ECE. This fee will be calculated based on the specific needs and will be provided upon further discussion.  
- \*\*Monthly Cost for Non-North America ECE:\*\* For services requiring resources from our Engineering Centers of Excellence outside North America, the total monthly cost will include the ECE cost plus any required North America resources.  
- \*\*Synoptek Margin:\*\* A standard margin of 20% is applied to the total cost of services to cover management, administration, and profit.  
- \*\*Hourly Rate Calculation:\*\* For any services not covered under the fixed fee or retainer models, an hourly rate will be applied. This rate will be determined based on the specific skills and experience level required for the task.  
  
#### Assumptions:  
- All prices are quoted in United States dollars (USD).  
- Any additional costs not explicitly mentioned in this pricing model, or any additional software charges, will be passed on to MARTA as and when they occur.  
- A full-time resource will be billed monthly, with the total monthly cost reflecting both the ECE cost and any required North America resources.  
  
This pricing model is designed to provide MARTA with a clear understanding of the financial commitments involved in the requested services, ensuring transparency, competitive pricing, and efficient management throughout our engagement.

**PROPOSAL APPENDIX**

User can add as per requirement

**APPROVAL**

This SOW is issued under the agreed terms and conditions of the Master Services Agreement on file. Both parties represent and warrant that they have full corporate power and authority to execute and deliver this SOW and to perform their obligation hereunder, and that the person whose signature appears below is duly authorized to enter this SOW on behalf of the party and subject to all terms and conditions stated herein.

IN WITNESS WHEREOF, the parties have agreed to the terms and conditions of this SOW as of the date of the last signature.

|  |  |
| --- | --- |
| Approved By: **Marta\_**  Signature: | Accepted for: **SYNOPTEK LLC**  Signature: |
| Printed Name: | Printed Name: |
| Title: | Title: |
| Date: | Date: |



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