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Web Development

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## INDEX

## EXECUTIVE SUMMARY

Synoptek is pleased to submit our proposal in response to MARTA's Request for Proposal (RFP) for the replacement and enhancement of its website. We understand the importance of this project in meeting the needs of MARTA's customers and internal business units, and we are confident that our partnership will result in a successful outcome.  
  
Our unique value proposition lies in our expertise in website development and integration, coupled with our commitment to delivering high-quality solutions. With over 20 years of experience in the industry, Synoptek has a proven track record of delivering innovative and user-friendly websites that align with our clients' goals and objectives.  
  
In terms of the proposed partnership, we will work closely with MARTA throughout the entire project lifecycle, from planning and analysis to operations, maintenance, and support. Our approach is divided into four phases, each with specific objectives and deliverables.  
  
Phase 1: Planning and Analysis  
During this phase, we will identify opportunities for improvement by conducting a thorough analysis of MARTA's current website. Our team will develop an Opportunities Report that outlines the recommended approach for improving the website, incorporating best practices for web design, and detailing the goals and objectives of the new website. This report will serve as a roadmap for the project.  
  
Phase 2: Design, Development, Testing, & Rollout  
In this phase, we will develop a new website architecture and visual designs that reflect MARTA's desired "look and feel." We will also set up a content management system (CMS) that meets the requirements outlined in the technical scope. Our team will then begin developing the new website, including building custom pages and creating web page templates. Rigorous testing will be conducted to ensure the system meets all contract requirements and is free from defects. Finally, we will develop and submit a rollout plan to ensure a smooth transition for customers and staff.  
  
Phase 3: Major Integrations  
This phase focuses on integrating enterprise customer relationship management (eCRM) and automated fare collection 2.0 (AFC 2.0) systems. These integrations will enhance the functionality of the website and provide a seamless experience for MARTA's customers. Specific requirements for these integrations will be outlined in the technical scope.  
  
Phase 4: Operations, Maintenance, & Support  
Once the website is launched, we will provide ongoing operations and maintenance support. Our team will ensure the system remains fully operational and free from any issues. We will also provide support to MARTA's staff, ensuring they have the necessary resources and training to effectively manage the website.  
  
In terms of costs, we have provided a detailed breakdown in our proposal, including estimated costs for each phase of the project. We understand the importance of financial considerations and have taken steps to provide a competitive and cost-effective solution.  
  
Furthermore, we believe that this partnership will bring significant financial benefits to MARTA. By enhancing the website and integrating key systems, MARTA will be able to streamline operations, improve customer satisfaction, and increase revenue opportunities. Our team will work closely with MARTA to identify potential incentives and financial benefits that can be realized through this project.  
  
In summary, Synoptek is excited about the opportunity to partner with MARTA in replacing and enhancing its website. Our unique value proposition, comprehensive approach, and commitment to delivering high-quality solutions make us the ideal choice for this project. We are confident that our partnership will result in a successful outcome, providing MARTA with a modern, user-friendly website that meets the needs of its customers and internal business units.

## UNDERSTANDING OF BUSINESS OBJECTIVES

## Business Objectives for MARTA Website Replacement Project  
  
The business objectives for the MARTA website replacement project can be categorized into four phases: Planning and Analysis, Design, Development, Testing & Rollout, Major Integrations, and Operations, Maintenance & Support. These objectives aim to improve the itsmarta.com website, meet the needs of customers and internal business units, incorporate best practices for web design, and prepare for future integrations. Synoptek's innovative program features and capabilities ensure the achievement of these objectives and future-proofing of the website.  
  
### Phase 1: Planning and Analysis  
  
- \*\*Identify Opportunities for Improvement\*\*: Synoptek will develop an Opportunities Report that outlines the recommended approach for improving the itsmarta.com website. This report will consider the needs of customers and internal business units, incorporate best practices for web design, and detail the goals and objectives of the new website. Synoptek's expertise in website analysis and strategic planning will ensure the identification of key improvement areas and opportunities for innovation.  
  
### Phase 2: Design, Development, Testing, & Rollout  
  
- \*\*Design\*\*: Synoptek will develop a new website architecture and visual designs that reflect the desired "look and feel" of the system. The design will be aligned with MARTA's branding and user experience goals. By incorporating modern design principles and user-centric approaches, Synoptek will create an engaging and intuitive website interface.  
  
- \*\*Development\*\*: Synoptek will begin developing the new website by setting up a robust content management system (CMS). This CMS will meet the requirements outlined in the technical scope, providing flexibility and scalability for future updates. Synoptek's development team will build custom pages and create web page templates, ensuring a seamless user experience across the entire website.  
  
- \*\*Testing\*\*: Synoptek will conduct comprehensive testing to ensure that the new website meets all contract requirements. This includes functional testing, performance testing, and user acceptance testing. By identifying and resolving any defects or issues, Synoptek will deliver a fully operational and high-quality website.  
  
- \*\*Rollout\*\*: Synoptek will develop and submit a rollout plan that ensures a smooth transition from the legacy website to the new system. This plan will prioritize minimal disruption to customers and staff, ensuring continuous access to all necessary functionality. Synoptek's expertise in project management and change management will facilitate a successful rollout.  
  
### Phase 3: Major Integrations  
  
- \*\*Enterprise Customer Relationship Management (eCRM)\*\* and \*\*Automated Fare Collection 2.0 (AFC 2.0)\*\*: Synoptek will integrate the new website with MARTA's enterprise customer relationship management system and the Automated Fare Collection 2.0 system. These integrations will enhance the system's functionality and provide seamless interactions for customers. Synoptek's experience in system integrations and API development will ensure a secure and efficient integration process.  
  
### Phase 4: Operations, Maintenance, & Support  
  
- Synoptek will provide ongoing operations and maintenance support for the new website. This includes regular updates, bug fixes, and security patches to ensure the website's optimal performance and security. Synoptek's dedicated support team will be available to address any issues or concerns promptly. By providing reliable and efficient support, Synoptek will ensure the long-term success of the website.  
  
Synoptek's innovative program features and capabilities, such as strategic planning, modern design principles, robust CMS development, comprehensive testing, seamless rollout planning, system integrations, and ongoing support, will enable MARTA to achieve its business objectives for the website replacement project. The website will meet the needs of customers and internal business units, incorporate best practices, and be future-proofed for potential integrations and advancements.

## KEY OPPORTUNITIES AND CHALLENGES

Opportunities:  
  
1. \*\*Improvement of Website Interface and Accessibility\*\*:  
 - Synoptek has the opportunity to showcase their expertise in web design and user experience by incorporating best practices from other transit and non-transit agencies. This includes enhancing the user interface and overall user experience to better meet the needs of customers and internal business units.  
  
2. \*\*Inclusion of Multilingual Support\*\*:  
 - Synoptek can leverage their language capabilities to create a Spanish version of the itsmarta.com website, making it more accessible to non-English speakers. This demonstrates their commitment to inclusivity and ensures that the website caters to the largest non-English speaking community in the region.  
  
3. \*\*Adoption of a New Content Management System (CMS)\*\*:  
 - Synoptek can propose the implementation of a new CMS that aligns with the technical scope outlined in the RFP. This presents an opportunity to showcase their expertise in CMS solutions and highlight how the proposed system can support the website's architecture and design needs effectively.  
  
4. \*\*Enhanced Risk Management and Business Continuity Planning\*\*:  
 - Synoptek can demonstrate their proficiency in risk management and business continuity planning by developing comprehensive plans for the itsmarta.com website. This includes identifying potential risks and outlining strategies to ensure the website's operational continuity in various scenarios.  
  
Challenges:  
  
1. \*\*Compliance with Timelines for Deliverables\*\*:  
 - Synoptek will need to carefully manage their resources and project timelines to ensure timely delivery of various reports and plans as specified in the RFP. This includes thorough testing and approval processes, which can be challenging given the complexity of the project.  
  
2. \*\*Ensuring ADA Compliance\*\*:  
 - Synoptek will need to ensure that the new website meets all accessibility standards outlined in the RFP, including submitting an ADA compliance document within the specified timeframe. This requires expertise in accessibility guidelines and the ability to implement them correctly.  
  
3. \*\*Balancing Technical Functionality with User Needs\*\*:  
 - Synoptek must strike a balance between incorporating technical advancements and meeting the actual needs of the website's users, both external customers and internal business units. This requires a deep understanding of user requirements and the ability to translate them into effective technical solutions.  
  
4. \*\*Coordination and Approval Processes\*\*:  
 - Synoptek will need to establish effective coordination mechanisms with MARTA to obtain timely approvals at each phase of the project. This includes ensuring that written approval is obtained before proceeding with subsequent project phases, which can impact overall project timelines.  
  
5. \*\*Multilingual Support Implementation\*\*:  
 - While offering the website in Spanish presents an opportunity, it also poses challenges in terms of maintaining accurate content, ensuring cultural appropriateness, and providing ongoing support for updates and changes in multiple languages. Synoptek will need to demonstrate their capabilities in managing multilingual content effectively.  
  
By addressing these opportunities and challenges, Synoptek can position themselves as a reliable partner for MARTA, showcasing their technical expertise, commitment to inclusivity, and ability to deliver a successful website enhancement project.

## SCOPE OF WORK

# Scope of Work  
  
## Phase 1: Planning and Analysis  
  
1. \*\*Identify Current State and Requirements\*\*  
 - Review and document the current itsmarta.com website's structure and content.  
 - Conduct stakeholder interviews to understand needs and expectations.  
 - Analyze website traffic and usage patterns.  
  
2. \*\*Assessment and Recommendations\*\*  
 - Assess the current website against best practices and industry standards.  
 - Identify opportunities for improvement and make recommendations for the new website.  
  
3. \*\*Opportunities Report\*\*  
 - Develop and submit a report outlining the recommended approach for improving the itsmarta.com website.  
 - Incorporate best practices for web design from other transit and non-transit agencies.  
 - Include a project summary with goals/objectives and how the system will accomplish those goals.  
  
## Phase 2: Design, Development, Testing, & Rollout  
  
1. \*\*Design\*\*  
 - Develop a new website architecture diagram.  
 - Create visual designs and wireframe mockups.  
 - Deliver a content management system (CMS) overview.  
  
2. \*\*Development\*\*  
 - Stand up an instance of the CMS.  
 - Build custom pages and web page templates.  
 - Staff responsible for moving content to the new system.  
  
3. \*\*Testing\*\*  
 - Confirm the system meets contract requirements, is operational, free from defects, and ready for production rollout.  
  
4. \*\*Rollout\*\*  
 - Develop and submit a rollout plan.  
 - Ensure thoughtful and deliberate rollout to maintain access to necessary functionality.  
  
## Phase 3: Major Integrations  
  
- \*\*Enterprise Customer Relationship Management (eCRM)\*\*  
- \*\*Automated Fare Collection 2.0 (AFC 2.0)\*\*  
 - Integrate these systems to enhance functionality, following the requirements outlined in the technical scope.  
  
## Phase 4: Operations, Maintenance, & Support  
  
- Provide ongoing operations and maintenance of the system, with specific requirements for operations support outlined in the technical scope.  
  
## General Requirements Across Phases  
  
- The system shall allow customers to select their preferred language, with multiple options available.  
- The project will include a stage-gate review process, requiring MARTA's written approval before proceeding to subsequent phases.  
- Development, testing, and rollout phases will involve detailed planning, including resource loading, project stages, major tasks, and anticipated durations.  
- An accompanying narrative will describe key assumptions, dependencies, opportunities to accelerate the schedule, major risks, and the overall strategy of the contractor.  
- The baseline schedule must be reviewed and approved by MARTA to become the approved project schedule, and the contractor shall manage the project according to this schedule.

## DELIVERABLES

## Technical Deliverables for MARTA Website Redesign Project  
  
The following deliverables are derived from the provided text and are part of Synoptek's response to the RFP for the MARTA website redesign project. These deliverables are structured to ensure a comprehensive approach to the redesign and implementation of the new MARTA website, covering planning, design, development, testing, rollout, and ongoing support.  
  
### Phase 1: Planning and Requirements Gathering  
  
#### Task 1: Assess Current Website  
- \*\*Existing Conditions Report \*\*: This document will provide a detailed analysis of the current MARTA website. It will include sections/pages on the current website, primary owners, a summary of all MARTA published web links to be maintained, and detailed web analytics for current website traffic. The report will serve as a baseline for understanding the existing website and identifying areas for improvement.  
  
- \*\*Legacy Website Architecture Diagram \*\*: This diagram will visually represent the hierarchical structure of the website pages on the current MARTA website. It will provide a clear understanding of the website's organization and navigation.  
  
#### Task 2: Determine Internal & External Website Needs  
- \*\*Website Needs Summary Report \*\*: This report will outline the needs and requirements of both external customers and internal MARTA business units. It will identify the key functionalities, features, and content that the new website should incorporate to meet the needs of all stakeholders.  
  
#### Task 3: Identify Opportunities for Improvement  
- \*\*Opportunities Report \*\*: This report will outline the recommended approach for improving the itsmarta.com website. It will include recommendations for accommodating the needs of customers and internal business units, best practices for web design, a project summary, and target audiences. The report will serve as a roadmap for the website redesign project.  
  
### Phase 2: Design, Development, Testing, & Rollout  
  
#### Task 1: Design  
- \*\*Website Architecture Diagram \*\*: This diagram will describe the hierarchical site map for the new MARTA website. It will provide a visual representation of the website's structure and navigation.  
  
- \*\*Visual Designs and Wireframe Mockups\*\*: Synoptek will create visual designs and wireframe mockups to demonstrate the "look and feel" of the new website. These designs will showcase the proposed user interface, layout, and branding elements.  
  
- \*\*Content Management System Overview \*\*: This document will provide a summary of the chosen Content Management System (CMS) solution's functionality. It will outline how the CMS will be used to manage and update website content efficiently.  
  
#### Task 2: Development  
- Synoptek will develop the new MARTA website, including setting up the CMS instance, creating custom pages, and designing web page templates. The development process will ensure that the website meets all the requirements outlined in the RFP.  
  
#### Task 3: Testing  
- Synoptek will conduct thorough testing to confirm that the new website meets all contract requirements, is fully operational, free from defects, and ready for production rollout. This testing will include functional testing, usability testing, performance testing, and security testing.  
  
#### Task 4: Rollout  
- \*\*Rollout Plan \*\*: Synoptek will create a detailed rollout plan that describes the training and transition process for the new MARTA website. The plan will outline the steps to be taken to ensure a smooth transition from the old website to the new one. It will include training materials, user guides, and a timeline for the rollout.  
  
### Phase 3: Major Integrations  
- Synoptek will integrate the new MARTA website with enhanced system functionality, as detailed in Section 8 of the RFP. This will include integrations with the Enterprise Customer Relationship Management (ECRM) system and the Automated Fare Collection 2.0 (AFC 2.0) system.  
  
### Phase 4: Operations, Maintenance, & Support  
- Synoptek will provide ongoing operations and maintenance support for the new MARTA website. This will include regular updates, bug fixes, security patches, and performance monitoring. Specific requirements for operations and maintenance will be outlined in Section 10.7 of the RFP.  
  
### Additional Documentation and Review Requirements  
- \*\*Design Review Summary \*\*: Synoptek will provide a design review summary for each stage of the design process. This summary will include decisions made, changes implemented, and any issues categorized for management and resolution. The design review summary will ensure transparency and accountability throughout the project.  
  
- All project documentation will be developed, stored, and maintained according to a process reviewed and approved by MARTA. Synoptek will ensure that all documentation is subject to MARTA's review and approval, meeting their specific requirements and standards.  
  
Note: The deliverables mentioned above are based on the provided text and are subject to further discussion and agreement between Synoptek and MARTA.

## THE SYNOPTEK APPROACH

# Envision: Planning and Objectives Setting  
  
In the Envision phase, Synoptek will focus on understanding MARTA's requirements and setting clear objectives for the project. This phase includes the following steps:  
  
1. \*\*Assess Current Website\*\*: Synoptek will conduct a thorough assessment of MARTA's current website. This assessment will include an Existing Conditions Report, which will provide detailed information about the current website's sections/pages, primary owners, web links, and web analytics. Additionally, a Legacy Website Architecture Diagram will be created to visualize the hierarchical structure of the website pages.  
  
2. \*\*Determine Internal & External Website Needs\*\*: Synoptek will work closely with MARTA to identify the needs and requirements of both external customers and internal business units. This will be documented in a Website Needs Summary Report, which will serve as a foundation for the project.  
  
3. \*\*Identify Opportunities for Improvement\*\*: Synoptek will analyze the current website and identify opportunities for improvement. This will be documented in an Opportunities Report, which will outline the recommended approach for enhancing the itsmarta.com website. The report will include recommendations for accommodating customer and business unit needs, best practices for web design, a project summary, and target audiences.  
  
# Transform: Implementation Processes and Methodologies  
  
In the Transform phase, Synoptek will implement the planned changes and develop the new MARTA website. This phase includes the following steps:  
  
1. \*\*Design\*\*: Synoptek will create a Website Architecture Diagram that describes the hierarchical site map for the new website. Visual Designs and Wireframe Mockups will be developed to demonstrate the "look and feel" of the system. Additionally, a Content Management System (CMS) Overview document will provide a summary of the CMS solution's functionality.  
  
2. \*\*Development\*\*: Synoptek will develop the new website, including setting up the CMS instance, creating custom pages, and designing web page templates. This development process will ensure that the new website meets MARTA's requirements and aligns with the design specifications.  
  
3. \*\*Testing\*\*: Synoptek will conduct thorough testing to ensure that the new website meets all contract requirements, is fully operational, free from defects, and ready for production rollout. This testing phase will include functional testing, performance testing, and user acceptance testing.  
  
4. \*\*Rollout\*\*: Synoptek will create a Rollout Plan that outlines the training and transition process for the new system. This plan will ensure a smooth and efficient rollout of the new MARTA website, minimizing any disruption to users.  
  
# Evolve: Continuous Improvement and Future Enhancements  
  
In the Evolve phase, Synoptek will focus on the continuous improvement and future enhancements of the services provided. This phase includes the following steps:  
  
1. \*\*Major Integrations\*\*: Synoptek will integrate the new website with other systems to enhance its functionality. This includes integrating with Enterprise Customer Relationship Management (ECRM) and Automated Fare Collection 2.0 (AFC 2.0) systems, as detailed in Section 8 of the RFP.  
  
2. \*\*Operations, Maintenance, & Support\*\*: Synoptek will provide ongoing operations, maintenance, and support for the new website. This includes regular monitoring, performance optimization, bug fixes, and security updates. Specific requirements for operations and maintenance will be outlined in Section 10.7 of the RFP.  
  
3. \*\*Additional Documentation and Review Requirements\*\*: Synoptek will ensure that all project documentation is developed, stored, and maintained according to a process reviewed and approved by MARTA. This includes the creation of a Design Review Summary document for each design review stage, which will capture decisions, changes, and issues for management and resolution. All documentation will be subject to MARTA's review and approval.  
  
By following this comprehensive approach, Synoptek aims to successfully redesign and implement the new MARTA website, meeting the objectives set in the Envision phase and providing ongoing support and enhancements in the Evolve phase.

## TRANSITION PLAN

# Transition Plan for MARTA Website Redesign  
  
## Introduction  
This transition plan outlines the approach and activities for the redesign of the itsmarta.com website. Synoptek is responding to MARTA's Request for Proposal (RFP) and will provide a comprehensive plan to ensure a successful transition. The plan is divided into four phases: Planning and Analysis, Design, Development, Testing & Rollout, Major Integrations, and Operations, Maintenance & Support. Each phase will have specific tasks and milestones critical to the success of the transition.  
  
## Transition Approach  
The transition approach will be structured and systematic, ensuring that all aspects of the website redesign are addressed. Synoptek will follow industry best practices and leverage its expertise in web design and development to deliver a high-quality website that meets MARTA's requirements. The approach will involve close collaboration with MARTA stakeholders, adherence to project management principles, and a focus on delivering a user-centric website.  
  
## Phase 1: Planning and Analysis  
In this phase, Synoptek will conduct a thorough analysis of the current itsmarta.com website and gather requirements from stakeholders. The key activities include:  
  
1. \*\*Identify Current State and Requirements\*\*: Synoptek will review and document the website's structure and content. Stakeholder interviews will be conducted to understand their needs and expectations. Website traffic and usage patterns will be analyzed to gain insights into user behavior.  
  
2. \*\*Assessment and Recommendations\*\*: Synoptek will assess the current website against best practices and industry standards. Opportunities for improvement will be identified, and recommendations for the new website will be made.  
  
3. \*\*Opportunities Report\*\*: Synoptek will develop and submit a report outlining the recommended approach for improving the itsmarta.com website. The report will incorporate best practices from other transit and non-transit agencies. It will also include a project summary with goals/objectives and how the system will accomplish those goals.  
  
## Phase 2: Design, Development, Testing, & Rollout  
This phase focuses on the actual design, development, testing, and rollout of the new website. The key activities include:  
  
1. \*\*Design\*\*: Synoptek will develop a new website architecture diagram, ensuring a logical and user-friendly structure. Visual designs and wireframe mockups will be created to provide a visual representation of the new website. A content management system (CMS) overview will be delivered to outline the CMS's capabilities.  
  
2. \*\*Development\*\*: Synoptek will stand up an instance of the CMS and build custom pages and web page templates based on the approved designs. A dedicated team will be responsible for moving content from the old system to the new CMS.  
  
3. \*\*Testing\*\*: Synoptek will conduct thorough testing to ensure that the new website meets contract requirements, is operational, free from defects, and ready for production rollout. This will include functional testing, usability testing, and performance testing.  
  
4. \*\*Rollout\*\*: Synoptek will develop and submit a rollout plan that outlines the steps and timeline for launching the new website. The rollout will be thoughtful and deliberate to ensure a smooth transition and maintain access to necessary functionality throughout the process.  
  
## Phase 3: Major Integrations  
This phase focuses on integrating the new website with enterprise customer relationship management (eCRM) and automated fare collection 2.0 (AFC 2.0) systems. The requirements for these integrations will be outlined in the technical scope. Synoptek will work closely with MARTA's IT team to ensure seamless integration and enhanced system functionality.  
  
## Phase 4: Operations, Maintenance, & Support  
This phase involves ongoing operations, maintenance, and support of the new website. Synoptek will provide the necessary resources and expertise to ensure the website remains operational and up-to-date. Specific requirements for operations support will be outlined in the technical scope.  
  
## General Requirements Across Phases  
Throughout the transition process, Synoptek will adhere to the following general requirements:  
  
- The website shall allow customers to select their preferred language, with multiple options available.  
- The project will include a stage-gate review process, requiring MARTA's written approval before proceeding to subsequent phases.  
- Detailed planning will be conducted for development, testing, and rollout phases, including resource loading, project stages, major tasks, and anticipated durations.  
- An accompanying narrative will describe key assumptions, dependencies, opportunities to accelerate the schedule, major risks, and the overall strategy of the contractor.  
- The baseline schedule will be reviewed and approved by MARTA to become the approved project schedule, and Synoptek will manage the project according to this schedule.  
  
By following this transition plan, Synoptek aims to deliver a redesigned itsmarta.com website that meets MARTA's requirements, enhances user experience, and provides a solid foundation for future growth and innovation.

## EXECUTION TIMELINE

# Technical Timeline Plan for MARTA Website Redesign Project  
  
## Introduction to Timeline  
  
This technical timeline plan outlines the key phases, milestones, and responsible parties for the MARTA website redesign project. The project aims to improve the itsmarta.com website by conducting planning and analysis, design and development, major integrations, and ongoing operations and maintenance. The timeline is divided into four phases, each with specific deliverables and timelines.  
  
## Detailed Timeline  
  
| Phase | Start Date | End Date | Key Deliverables | Responsible Parties |  
|-------|------------|----------|-----------------|---------------------|  
| Phase 1: Planning and Analysis | | | | |  
| 1. Identify Current State and Requirements | | | Review and documentation of current website structure and content | Project Team |  
| | | | Stakeholder interview findings report | Project Team |  
| | | | Website traffic and usage analysis report | Project Team |  
| 2. Assessment and Recommendations | | | Assessment report comparing current website against best practices and industry standards | Project Team |  
| | | | Recommendations for website improvement | Project Team |  
| 3. Opportunities Report | | | Report outlining recommended approach for improving the website | Project Team |  
| | | | Project summary with goals/objectives and system approach | Project Team |  
| Phase 2: Design, Development, Testing, & Rollout | | | | |  
| 1. Design | | | New website architecture diagram | Design Team |  
| | | | Visual designs and wireframe mockups | Design Team |  
| | | | Content management system (CMS) overview | Development Team |  
| 2. Development | | | Instance of CMS set up | Development Team |  
| | | | Custom pages and web page templates built | Development Team |  
| | | | Content migration to new system | Development Team |  
| 3. Testing | | | System confirmation against contract requirements | Testing Team |  
| | | | Operational and defect-free system | Testing Team |  
| | | | System ready for production rollout | Testing Team |  
| 4. Rollout | | | Rollout plan developed and submitted | Project Manager |  
| | | | Deliberate rollout to maintain necessary functionality | Project Manager |  
| Phase 3: Major Integrations | | | | |  
| - Enterprise Customer Relationship Management (eCRM) | | | Integration plan and implementation | Integration Team |  
| - Automated Fare Collection 2.0 (AFC 2.0) | | | Integration plan and implementation | Integration Team |  
| Phase 4: Operations, Maintenance, & Support | | | | |  
| - Ongoing operations and maintenance of the system | | | Operations support as per technical scope | Operations Team |  
| General Requirements Across Phases | | | | |  
| - Multilingual support for customers | | | System allowing customers to select preferred language | Development Team |  
| - Stage-gate review process | | | Written approval from MARTA before proceeding to subsequent phases | Project Manager |  
| - Detailed planning for development, testing, and rollout | | | Resource loading, project stages, major tasks, and durations | Project Manager |  
| - Accompanying narrative with key assumptions, risks, and strategy | | | Narrative describing project details | Project Manager |  
| - Baseline schedule review and approval by MARTA | | | Approved project schedule | Project Manager |  
| - Project management according to approved schedule | | | Project management adherence | Project Manager |  
  
Note: The start and end dates for each phase and milestone will be determined based on the project kickoff date and agreed-upon timelines with MARTA.

## SYNOPTEK TEAM

User can add as per requirement

## STNOPTEK OVERVIEW

\*\*Strategic Customer Alignment and Market Engagement\*\*  
  
Our company is dedicated to closely aligning with clients to ensure their business objectives are not only met but exceeded. We employ a comprehensive suite of services—spanning transformative engineering, innovative cloud solutions, targeted development, and proactive managed services. Our approach involves leveraging cutting-edge technology and deep industry expertise to deliver expedited business results. Additionally, our operations are underscored by rigorous process optimization and robust cybersecurity measures, ensuring both scalability and security in a comprehensive manner. Our global partnerships empower organizations to adeptly navigate fluctuating market conditions and technological advancements, thus solidifying their industry standing and achieving sustainable growth.  
  
\*\*Origins and Evolution\*\*  
  
Our inception was motivated by the urgent market requirement for a sophisticated firm capable of supporting the dynamic needs of rapidly growing mid-sized enterprises. These organizations typically grapple with challenges related to scaling operations, establishing mature operational processes, and assembling a globally competent team. Recognizing these needs, our founders—veterans of global consulting and fast-paced tech environments—crafted a specialized business model to serve these entities effectively. This model is designed to facilitate these organizations in managing the evolving technological ecosystem and developing robust, cloud-based solutions tailored to their specific business imperatives.  
  
\*\*Detailed Characteristics and Strategic Business Model Adaptations for Mid-Sized Enterprises\*\*  
  
\*\*Agility in Execution:\*\* Our engagement model emphasizes swift, agile project execution with smaller, more frequent deliverables. This approach minimizes initial discovery phases and fosters an integrated, long-term relationship with our clients. It transforms our role to that of an ongoing strategic partner, seamlessly extending our clients' teams and ensuring consistent, predictable revenue streams.  
  
\*\*Rapid Deployment and Learning:\*\* We prioritize rapid engagement and value addition, crucial in environments where time for extensive analysis is limited. Our strategy involves initial intensive collaboration to establish a solid groundwork, followed by agile and responsive ongoing interactions. This setup allows us to swiftly adapt to client needs and market changes, thereby maximizing impact and efficiency.  
  
\*\*Team Integration and Strategic Focus:\*\* Given the rapid scaling challenges our clients face, our model supports extending their capabilities with our high-caliber teams. This enables their internal resources to concentrate on core, strategic initiatives while we handle the technological lifecycle—envisioning, transforming, and evolving—alongside them.  
  
\*\*Process Maturity and Capability Enhancement:\*\* We leverage our well-established processes and advanced systems to help clients rapidly develop their operational capabilities. Our interventions are designed to enhance client processes, scale their operations efficiently, and integrate advanced technological tools, thereby accelerating their growth trajectory and market responsiveness.  
  
\*\*Comprehensive Industry Engagement and Technological Transformation\*\*  
  
We commit to deeply understanding our clients' industries, focusing on sectors experiencing significant technological shifts such as healthcare, financial services, and manufacturing. Our teams are equipped with specialized industry knowledge that enables us to anticipate needs and tailor solutions that are both strategic and pragmatic. This industry-specific focus ensures quicker integration of solutions, better risk management, and enhanced value delivery, making tangible impacts on our clients' operational and financial goals.  
  
\*\*Expansive and Integrative Capability Portfolio\*\*  
  
Our capabilities encompass a broad spectrum of critical business and technological areas including strategic consulting, advanced software engineering, data analytics, AI, cloud solutions, and cybersecurity. This multidisciplinary approach ensures that we can offer a holistic service experience, addressing all client needs under a single partnership umbrella. Our global delivery models, agile methodologies, and robust project governance ensure that we not only meet but exceed client expectations with every project.  
  
\*\*Innovative Engagement and Continuous Improvement Model\*\*  
  
Our engagement process is structured around a proactive envision-transform-evolve cycle. Initially, we work closely with clients to outline and understand their strategic goals, moving on to implement transformative solutions crafted to these specifications. Post-implementation, we shift our focus to ongoing evolution and optimization of these solutions, underpinned by managed services designed to ensure continuous improvement and alignment with emerging business and technological trends.  
  
\*\*Our Pledge to Excellence and Strategic Impact\*\*  
  
Our organizational culture is built around a set of core values—clarity, growth, ownership, teamwork, and results—that guide our interactions and service delivery. We are committed to providing visionary leadership, expert guidance, and passionate service to help organizations navigate their strategic journeys effectively. Our structured training programs, customer satisfaction initiatives, and performance evaluations are all aligned to uphold these values and ensure superior service delivery.  
  
\*\*Benchmarking Success and Realizing Potential\*\*  
  
Through our strategic studies and partnerships, such as the Pinnacle Performer Benchmark Study, we quantify the impact of our services on client businesses. These insights not only showcase the direct benefits of our engagements but also guide clients in refining their strategies and technology investments to optimize performance and achieve higher business outcomes. This ongoing benchmarking and feedback mechanism ensures that our partnerships are always forward-looking and aligned with achieving the highest standards of business excellence.

## SYNOPTEK CULTURE AND APPROACH TO TALENT MANAGEMANT

\*\*What Distinguishes Synoptek? Our People-Centric Approach\*\*  
  
At Synoptek, we believe that our people are not just employees, they are the catalysts of innovation and transformation within the industry. We don’t just offer jobs; we provide pathways to personal and professional development. By fostering a collaborative environment, we unlock the potential of our workforce, encouraging a culture of forward-thinking and continual growth.  
  
We are steadfast in creating a workplace that not only values but celebrates diversity and individuality. Across all global locations, our teams are united by a shared vision to redefine industry standards and positively impact client businesses through technological and strategic excellence.  
  
\*\*The Core Identity of Synoptek\*\*  
  
Synoptek’s ethos, our "DNA," permeates every facet of our organization—from client interactions to strategic talent development. This DNA forms the backbone of our company, influencing how we build our teams and nurture their growth.   
  
Our workforce of over 1,100 professionals across various continents is a testament to our commitment to diversity and inclusion. We strive to create an environment where everyone feels valued, integrating a wide array of cultural backgrounds and professional experiences into our daily operations. This diversity is not just celebrated but seen as a key driver of creativity and innovation, empowering our teams to deliver exceptional results to our clients.  
  
In our quest to maintain a connected and inclusive culture, we engage in numerous initiatives aimed at employee well-being and satisfaction. These range from team-building activities and social events to comprehensive wellness programs, all designed to enhance engagement and foster a sense of belonging.  
  
\*\*Synoptek’s Societal Contributions\*\*  
  
Our commitment to societal improvement is manifest in our proactive community engagement. "Synoptek Gives" allows our employees to dedicate time to meaningful causes, enhancing the social fabric of the communities we serve. This initiative supports a wide range of activities, from educational programs to healthcare support, reflecting our commitment to giving back.  
  
The "ServiceNow for Good" program illustrates our innovative approach to corporate philanthropy, channeling a percentage of our revenues to support pediatric oncology services at over 170 Children’s Miracle Network hospitals. This initiative not only impacts the healthcare sector but also strengthens community ties and reinforces our commitment to vulnerable populations.  
  
Furthermore, our global partnerships with various non-profit organizations underscore our dedication to a broad spectrum of causes, enabling our teams to contribute locally and internationally through both fundraising efforts and hands-on volunteer work.  
  
\*\*Synoptek’s Revolutionary People Practices\*\*  
  
\*\*Strategic Talent Acquisition\*\*  
  
Our approach to talent acquisition is holistic and strategic, aimed at identifying individuals who are not just skilled but who are also visionary and team-oriented. Our comprehensive recruitment process includes advanced sourcing techniques, multi-faceted interviews, and rigorous assessments, ensuring that we onboard individuals who are the best fit for our dynamic and inclusive culture.  
  
\*\*Advanced Talent Sourcing Techniques\*\*  
  
Our global Talent Acquisition team leverages their deep market understanding and extensive networks to attract top-tier talent. By combining traditional methods with innovative approaches like social media recruiting and virtual job fairs, we ensure a diverse pool of candidates. This strategic sourcing is supported by our strong employer brand, particularly prominent in key tech hubs across North America and Asia.  
  
\*\*Enhanced Candidate Evaluation and Onboarding\*\*  
  
We employ a robust selection process that meticulously assesses a candidate’s technical competencies and alignment with our core values. Once selected, our onboarding program is designed to integrate new hires into our culture seamlessly, equipped with comprehensive training sessions from day one to ensure they are well-prepared to contribute to our goals.  
  
\*\*Continuous Learning and Development\*\*  
  
At Synoptek, we invest in our employees’ growth through continuous education and professional development opportunities. This commitment is reflected in our extensive array of training programs and certifications, tailored to empower employees to advance in their careers within a technology-driven marketplace.  
  
\*\*Dynamic Performance Management\*\*  
  
Our performance management system is crafted to be adaptive and proactive, focusing on real-time feedback and regular developmental discussions. This approach ensures that our team members are continuously aligned with the evolving needs of our business and our clients, fostering an environment of constant growth and achievement.  
  
\*\*Robust Total Rewards and Recognition\*\*  
  
Synoptek’s rewards philosophy is comprehensive, designed to nurture the whole employee. From competitive compensation packages to progressive benefits and recognition schemes, our strategy is all-encompassing, aiming to motivate and retain top talent while promoting job satisfaction and loyalty.  
  
In conclusion, Synoptek distinguishes itself through a relentless focus on people, innovative community impact strategies, and a commitment to excellence that permeates every aspect of our operations.

## 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€¢ 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

User can add as per requirement

## ASSUMPTIONS AND CLIENT RESPONSIBILITIES

1. This proposal is based on the RFP documentation shared between parties to date. Additional information or needs may require changes to this proposal.   
2. Travel is billed only when and if necessary. Synoptek will obtain client approval prior to billing such travel expenses.  
3. Synoptek will require administrative access permissions on all supported equipment, applications, and systems.  
4. The Transition Plan (for onboarding) is based on documented knowledge of the existing IT environment, processes, and organization. This plan will be validated and adjusted as necessary during the alignment and mobilization phases as outlined in the Synoptek methodology section.   
5. Synoptek and the client may identify additional Projects or Services at any phase. Projects or Services will be formally discussed, and these Projects and Services will be scoped, priced, and proposed separately.   
6. Synoptek will submit a Change Order to the client if material changes to the defined scope are identified. Synoptek will provide an update and align and document the reason(s) for any deviation from the anticipated timelines, services, or pricing.  
7. The client shall ensure that all its equipment and security processes and implementations are in good working order and conform to all applicable industry practice, standards, or requirements. Synoptek assumes that the client has the necessary third-party support contracts in place for all critical hardware, software, and services. The client will maintain all current or new third-party support contracts for its hardware and application support unless mutually agreed upon by both parties to cancel.  
8. The client is responsible for regulatory compliance or industry specific obligations. Synoptek can provide guidance where applicable.  
9. All Synoptek services include Synoptek designated tools and licenses included in the Services pricing. If the client has other third-party software or hardware managed by Synoptek, the client is responsible for licensing, circuit and telco costs, hardware/software support unless it is explicitly included in the Synoptek proposed pricing.

## 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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