The included Bidders Conference presentation and speakers notes are provided to the vendor community on an ‘as-is’ basis as a companion to the RFP materials and for reference purposes only.

All State requirements are contained in the RFP documents.

The State of Ohio thanks you for your attendance and participation!

The Conference will begin momentarily.

Please feel free to enter questions at any time during the presentation in the “Ask a Question” chat box on the right of the Skype Session.

This Presentation will be posted to the State Procurement Website at the Conclusion of this Session.

This procurement opportunity is located at:
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- Participation in this presentation is not mandatory to respond to the RFP, but this is an opportunity for vendors to learn more about the RFP and ask questions.
- Should you have questions, you may ask them at any time using the chat box on the right of your Skype session using either your name or anonymously.
- The presentation you are viewing today will be available at the conclusion of the live broadcast. The link used to join the meeting today can be used to access the recorded presentation. That link is also posted on the State Procurement website in the form of Amendment One and in response to numerous inquiries.
- Should you have questions that are not answered during this call, please utilize the Procurement Inquiry portion of the State procurement website to ask your questions.
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We have designed today’s session to provide you with a general overview of the RFP content and requirements. Given the anticipated audience of firms that may respond to this RFP, and our understanding of the firms that may be on this call, and considering responding, we are going to highlight several aspects of State RFPs that comprise complete responses. We hope this material is helpful to firms that are developing responses to this RFP and we have afforded a significant amount of time at the end of the presentation for firms to ask questions of the State. We will answer your questions to the extent we can. And as I indicated before if you have question that isn’t answered during this call, please utilize the Procurement Inquiry portion of the State procurement website to ask your questions.
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On this Teleconference:

Stu Davis
Ohio Department of Administrative Services, Office of Information Technology
Assistant Director & State CIO

Maria Johnson
Ohio Department of Administrative Services, Office of Information Technology
IT Acquisition Analyst

Steve Zielenski
Ohio Department of Administrative Services, Office of Information Technology
IT Strategy & Sourcing

Moderator

Eric Glenn
Ohio Department of Administrative Services, Office of Information Technology
Enterprise Procurement and Contracting

On this call we have Stu Davis, the Assistant Director of DAS and State CIO, Maria Johnson your procurement representative, and Steve Zielenski who works with OIT on a variety of strategic procurements for the State.
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Data Analytics: Opportunity Brief

The State believes that the leverage of existing and cultivation of data analytics expertise that includes a solid foundation of computer science and applications, modeling, statistics, analytics and math are essential to “unlock” insight into societal issues across our State.

The State needs the support and experience of the Data Analytics community to:
- analyze State data across our 120 Agencies, Boards and Commissions;
- develop meaningful insights; and
- communicate findings to both business and IT leaders in a way that can influence how the State approaches and solves social challenges.

Our next speaker is Stu Davis: Assistant Director and State CIO.

This is a Governor’s initiative and is of critical importance to the State. Ohio views analytic as one of our most pressing priorities in serving our citizens and businesses. Unlocking our data is the essential enabler of addressing challenges facing our state.

Since last spring, we have been discussing Ohio’s role in the development and use of next generation technology – technologies like analytics, robotics, autonomous vehicles, smart cities (like Columbus) to name a few.

We believe that many of the answers to our toughest problems lie in the data associated with our 1600 state applications. Societal problems such as Infant mortality, Opioids, Stepping up the Quality of Education, workforce, Waste Fraud and Abuse, and Cyber Security are all important.

As a workforce engine, the creation of a new generation of high paying jobs, located in Ohio is essential. We found over 100 innovative firms in Ohio alone that are developing and using Data Analytics technology. This pre-qualification effort is focused on garnering the finest data analytics capabilities within Ohio and across the country to address Ohio issues. It’s time to apply this talent to the challenges of our State.
Governments nationally are “data rich and information poor.” Across our State systems – we have a significant number of systems and applications that are aimed at delivering service to our citizens and businesses…

With more than 4 petabytes of data in these systems, it’s time to turn this data into information, and that information in to insights on how to solve the challenges facing our State.

We believe that many of the answers - things that make better public policy, things that allow us to focus taxpayer dollars on making a difference, things that can save lives – reside within the data of our systems, the combinations of data across systems and the incorporation of externally available data sources.

We have the data, we have the policy folks – we need analytical expertise, tools and platforms to “unlock” this data to drive social good.
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**Bottom Line**

The use of State data assets to increase the well-being of Ohioans, their health, their property, security, livelihood and prosperity is essential.

lenmiş. Our goal is to make Ohio a better place to live, work, start and run a business. We believe we can leverage analytics to unlock our data to solve or...prevent societal problems and we would like your assistance if doing just that.
The included Bidders Conference presentation and speakers notes are provided to the vendor community on an ‘as-is’ basis as a companion to the RFP materials and for reference purposes only.

All State requirements are contained in the RFP documents.

Our next speaker is Steve Zielenski.

While developing this RFP, we realized that vendors may not understand or be familiar with the exact organization of the State, especially in consideration of the fact that we have more than 120 Agencies, Boards and Commissions.

Each one has his unique remits, goals missions across the State. Therefore, we have aligned of all these agencies into 14 fundamental grouping that we believe, from a terminology perspective are friendly to the industry, and established in Data Analytics community.

Each of the slices may represent multiple agencies, and multiple agencies may have needs that involve multiple slices. It’s quite possible that our use cases may exists in multiple of these domains given a business problem.

To use two examples, from this wheel a product that includes waste fraud and abuse and risk management is one that will be looking at potentially insurance claims and how out how best to prevent this from happening in the future

Another use case such as one including education and workforce may be an exploration into our best to align of our university system, professional development and trade schools to create skilled workers for jobs in the future.

So in summary these groupings are meant to assist the industry in aligning (in a general sense) your experience, skills and teams to general categories that represent State problem sets.
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The state has a wealth of data as well as systems, process and policy experts. The goal of this RFP is to utilize these assets – people, knowledge and data to unlock insights, actions and meaningful outcomes.

We need help with is, how best to analyze this data of which includes sourcing it, organizing it, performing analytical functions, making sense of the results and formulating approaches to effecting change.

That’s where you (via this RFP come in).

We are looking to obtain analytical platforms – high performance computing platforms that can accept huge data sets, employ advanced statistical methods to spot correlations, trends and outliers and work with the State to interpret "what does this mean?"

Data analytics expertise in domains, with leading tools, with numerical cookbooks, with access to non-State data sources and with the skills, experience and capabilities to collaborate with the State are what’s requested in this RFP.
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- So, these 2 fundamental needs evolved into the development of the two primary Supplements of this RFP. Supplement 1 is for a Public Platform. The requirements of the supplement should be pretty straightforward – high CPU, memory and storage configurations that are SAFE AND SECURE – hence the FEDRAMP requirements.
- The state is contemplating a variety of Exploratory Projects, some of which will undoubtedly occur within different domains at the same time. Some of these projects may contain sensitive information handling requirements. Having the ability to perform lots of large projects – in parallel is essential.
- That’s where the public cloud analytics platform comes in. We also realize that some DA firms may have experience using one Public Platform or another in doing their work. We are trying to get a large spectrum of Public Analytics platforms for Experts to work where their tools are supported and they are comfortable performing projects.
- It is quite likely the case that some of the State’s data would be inappropriate to put on a public platform, so in parallel the State is developing an analytics platform internally to both protect the privacy and security of some of our datasets while leveraging public platforms to handle data that does not contain such privacy requirements. Additionally, firms may have their own access to data that the State doesn’t, whether it be in the private or public domain. Using State, Public and Hybrid platforms as most appropriate allows these platforms to SUPPORT the work, as opposed to “get in the way of it”.
- On the Expert firms side, these are the companies that bring industry expertise, innovative methods and tools, similar experiences and “storytelling” expertise to help the State interpret the data, test hypotheses, design interventions and measure results. The state is open to really any toolset to complete the value equation and do good for the public.
- Supplement 3 are the rules of the road, this is a standard supplement in all state procurements that contain our standards as far as privacy, security, data handling and some elements of our architecture which may be of interest to bidders. If you are responding to Supplement 1, you need to include an affirmation of Supplement 3. If you are responding to Supplement 2, you need to include an affirmation of Supplement 3.
- Offerors may respond to any combination of either Supplement 1 OR 2 or both. More on that later in the presentation.
Traditionally, the State issues RFPs that result in the qualification of vendors and contracting them for a defined statement of work with work requirements, timing, pricing, deliverables and so forth.

This RFP is designed to break this process into two pieces: 1 the qualification and contracting of firms – creation of “pools of expertise” and 2 work solicitations in the form of Exploratory Projects.

This allows the State to get firms under contract and then compete the work to a qualified “pool” in one or more category in the context of an Agency need, a collection of agencies or related projects that may include a multitude of slices of the wheel that represent different facets of a state problem.

A common question we are receiving during the inquiry process to date is how will work be specified – both supplements and the base RFP have more details on this but in general, the State uses a variety of work solicitation methods to specify and compete work.

This work could be done as fixed price work, time and materials, deliverable or milestone based, outcome based or other methods that are applicable to the work in question. Some firms have asked to do limited scope “proof of concepts” for small or no money, that is possible as well.

Regardless, for each Exploratory Project, the State will competitively solicit work based on state datasets and expertise, the OUTCOMES or UNDERSTANDINGS we seek, the timing of the project, anticipated additional work or analysis and (via these prequalified and contracted pools) ask for proposals.

The best value to the State will be utilized as per custom – a balance of great approaches, teams and proposals and pricing to evaluate and award the work.

Since the hard part – qualification and contracting is done in the first phase of this procurement – the one we are in now, the work solicitations should be very straightforward with the best firm and proposal winning work.

Given the 120 agencies we have and the broad spectrum of work, we anticipate a lot of opportunities for you all to compete.
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Supplement 1, Supplement 2, and Supplement 3

- Be clear, complete and concise
- No proprietary or confidential information should be included! All proposals submitted become open to public request after contract award
- Assumptions - No assumptions should be made regarding negotiations, terms and conditions, or requirements.

Proposal responses (Attachment 7 Forms)

- Offeror Profile Summary Forms are used to validate the mandatory requirements of this RFP
- Provide valid information for each Project referenced
- Include the Client Reference Contact
- Respond clearly to the qualifications and experience requested for each requirement

- Our next speaker is Maria Johnson.
- I’d like to remind meeting participants that you should visit the State Procurement Website often over the next few weeks. The online inquiry period will remain open until Friday, February 3rd. You can view questions and answers that are updated as received; any changes that may made to the document; and possible updates to submission deadlines. The State Procurement Website is the only method used for announcements, alerts, RFP amendments and responses to inquiries. So please visit it regularly.
- I’m going to spend some time going through and providing an overview of a few of the general RFP process and procedures. Everything I going to talk about can be found in the RFP.
- I’ll start off by stressing that it is important to pay close attention to all of the materials requested in the RFP and I do encourage you to read the entire RFP – the base document, and all of the attached supplements.
- When preparing your proposal response please be clear, be concise, and be complete. Missing or unclear information will affect the evaluation and scoring.
- Do not include any type of proprietary, trade secret or confidential information in your proposal – all proposal information submitted to the State becomes open to public request after contracts are awarded. If,
- Don’t assume the State will negotiate terms and conditions. Don’t assume the State is familiar with any experience your organization has or any work your organization has done. Include what you want us to know in your proposal submission.
- In regard to your proposal response, we will spend some time going over the mandatory and the scored the evaluation criteria by which all proposals received will be rated, including Attachment 7 which we will use to validate the mandatory requirements of the RFP.
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<table>
<thead>
<tr>
<th>RFP Element</th>
<th>Items of Particular Focus</th>
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<tbody>
<tr>
<td>&quot;Base RFP&quot;</td>
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<tr>
<td></td>
<td>Cover/Part 1: Key Dates (including due date), Summary of Procurement</td>
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<td></td>
<td>Part 3: How to Respond and How to Ask Questions (Inquiry)</td>
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<td>Part 5: How Contracts will be Issued</td>
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<tr>
<td>Attachment 1</td>
<td>Mandatory Requirements for each of Supplements 1 and 2</td>
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<tr>
<td></td>
<td>Specific Evaluation Criteria and Weighting for each of Supplements 1 and 2</td>
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<tr>
<td>Attachment 3</td>
<td>Proposal Format (example on pages 14-15 of this presentation)</td>
</tr>
<tr>
<td></td>
<td>All 16 Items in List on pages Base RFP p22-23 must be included in response</td>
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<tr>
<td>Attachment 4</td>
<td>State Terms and Conditions</td>
</tr>
<tr>
<td>Attachment 5</td>
<td>Sample Contract</td>
</tr>
<tr>
<td>Attachment 7</td>
<td>Offeror Profile Form (Demonstrate Compliance with Mandatory Requirements of the RFP)</td>
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<tr>
<td>Standard Affirmation</td>
<td>Executive Order 2011-12K – prohibition on offshoring</td>
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<tr>
<td>Supplement 1</td>
<td>Analytics Platform Requirements</td>
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<tr>
<td>Supplement 2</td>
<td>Analytics Expert Requirements</td>
</tr>
<tr>
<td>Supplement 3</td>
<td>State Security, Privacy and Data Handling Requirements</td>
</tr>
</tbody>
</table>

✦ A State RFP has many parts, all of which should be read and understood by your firm.
✦ For those of you new to State RFPs – or those that need a reminder, some of these parts are more important that others.
✦ The base RFP contains instructions on how, where and when to respond and how to ask questions.
✦ Attachment 1, combined with Attachment 7 is critical. These contain our mandatory requirements. When firms don’t address the mandatories, we generally can’t go on with the review of your response. Read them carefully and make sure you answer every aspect of these requirements as part of your proposal.
✦ Based on the mandatory requirements in Attachment 1, You will “show how you comply” by completing Attachment 7.
✦ State Evaluators will use attachment 7 to confirm your compliance and check references. If you have multiple client or projects experiences you wish to use, please use multiple attachment 7 forms. You can add pages if you need to.
✦ Vendors commonly back themselves up by providing multiple projects, by using multiple Attachment 7s. This would be helpful to the vendor, in the event that the State can’t confirm or verify one of the projects submitted.
✦ Attachment 4 contains the State of Ohio terms and conditions you are agreeing to. These terms and conditions will prevail over all work solicitations and projects you perform for the State.
✦ Supplements 1 through 3 are where the State’s requirements are, and where you will write the body of your response to this RFP. We will go over more on that later.
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1. Let’s focus on the mandatories, these are copied from the RFP word for word.
2. We’ve highlighted the most important part of each requirement in this slide – DON’T MISS THESE KEY ASPECTS OF THE REQUIREMENTS!
3. Make sure your response using attachment 7 CLEARLY SHOWS THAT YOU COMPLY WITH THE REQUIREMENTS of the Supplement(s) you are responding to.
4. Within your attachment 7, make sure your project summary aligns to the categories – those slices of the wheel – that you seek to be qualified in.
5. Also, make sure your skill expertise uses at least one of, and preferably multiple ANALYTICS TECHNIQUES in the bulleted list.
6. For Supplement 1 Offerors, make sure you can meet and clearly explain the "possess and maintain" and FEDRAMP standards listed.
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**Offeror Advice:**

- Failure of an offeror to meet a Mandatory Requirement may result in your proposal not being evaluated.

  - A form for any of the 14 categories the Offeror seeks to be qualified in is required.
  - Responses must clearly address the requirement and use the forms provided as Attachment 7.
  - Provide an Attachment 7 for each of the 14 categories for each client or project you wish to have considered by the State – additional pages are fine.
  - Use definitive and unambiguous language in responding with active verbs wherever possible (e.g., “successfully performed” vs. “assisted with” or “participated in”).
  - Establish a linkage to any/all of the “Data Analytics” defining terms.

Don’t assume any knowledge or familiarity with your firm, reputation, use of internet resources by the State to assess your response – include everything required to demonstrate compliance to assist State evaluators in your Attachment 7 response.

 USHORT the included Bidders Conference presentation and speakers notes are provided to the vendor community on an ‘as-is’ basis as a companion to the RFP materials and for reference purposes only.

**Offeror Advice:**

- As a recap. The mandatorials are serious business and Attachment 7 is where you respond to them.
- Use additional forms – one for each project or client you wish to share. And yes, you may add extra pages if you need to.
- Make sure the references you provide are verifiable by the State.
- We really want to read your proposals and Attachment 7 is essential for a complete proposal response!
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State Terminology 101:

The State uses the terms “Technical Proposal” and “Proposed Solution” to identify a “Proposal” to this RFP, the requirements of the State are contained in Supplements 1, 2 and 3.

Supplements contain the State’s Requirements – this is where “Proposals” are made in long form (e.g., narrative, graphical etc.)

Offerors are firms proposing work (pre-contract)

Contractor are firms performing work (post-contract)

I want to do a quick overview of some of the terminology we use, before we move on to writing your proposal to either Supplement 1 or 2 or both if you choose.

The technical Proposal is your proposal response to the State.

Supplements are where the States detailed requirements live and where you will write your narrative response, where you will highlight the capabilities of your firm, where you will show your experience, and where you will provide resumes.

In short, you are showing the State how experienced your firm is and how you are special.

Offeror is the term we use for firms PROPOSING to an RFPs

Contractor is the term we use for firms PERFORMING work.

We will talk more about Supplements and the Inline Response format later in this presentation
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<table>
<thead>
<tr>
<th>How State Contracts are Assembled:</th>
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<tbody>
<tr>
<td>Signature Page, plus all elements of the Technical Proposal (inclusive of State Requirements and Offeror Response)</td>
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- This slide takes a look at how the offeror Proposal and how the State contracts are assembled
- The final Contract contains all of the elements of the RFP and Your Proposal Response as an integrated document
- Your proposal response MUST CONTAIN all of the elements outlined and requested in attachment 3.
- That includes all of the State forms
- All of your attachment 7 project references detailing compliance with the mandatories
- Acceptance of the State’s terms and conditions
- Completion of other required forms
- Information showing insurance coverage
- YOUR Proposals to Supplements 1 and/or 2
- Your acceptance of Supplement 3
- Once signed by both the offeror and the State, altogether, this is a State contract.
- Use Attachment 3 as your punch list to know what you need to pull together and when you are complete. This is the list that comprises a complete proposal response.
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Attachment 4: State Terms and Conditions & Other thoughts

State Terms and Conditions will prevail over all Exploratory Project and Platform Contracts

Attachment 4: Terms and Conditions

- The State does not negotiate Terms and Conditions via the Inquiry Process
- State Terms and Conditions for this Procurement have been simplified and streamlined; all offerors are encouraged to review these Terms and Conditions carefully.
- Exploratory Projects may include additional Terms and Conditions pertinent to the work required by the State if required.
- Contracting priority will be given to those firms that do not take exception to State Terms and Conditions.

Supplement 3: State Security, Privacy, Architecture and Data Handling

Contains State Data Handling, Security and Privacy requirements that are required by Offerors to either or both of Supplements 1 and 2.

A simple affirmational Statement is an acceptable response to Supplement 3 (e.g., “XYZ Corporation has read, understands and will comply with the requirements of Supplement 3 as applicable to the work we will perform for the State.”)

- Attachment 4 are the State’s Terms and Conditions for this work
- All vendors both established and new are required to review these carefully.
- As these T&Cs are different than those common in existing contracts and State term schedules, read them carefully.
- Offerors may not use different T&Cs that exist in other contracts to do work under this contract.
- The State doesn’t negotiate T&C during the Inquiry process – should you need to take exceptions to any, please include them within your response.
- We generally discourage taking exception to State’s T&Cs.
- In response to Attachment 4 and to Supplement 3, simple affirmational Statements are an Acceptable response, similar to the one in the PowerPoint. Don’t feel it necessary to develop lengthy narrative responses to either of these requirements.
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Our next speaker is Steve Zielenski.

The state thinks it may be helpful to illustrate what an inline response looks like.

If you remember from the “contract construction” discussion earlier, the State assembles contracts with a 1 page signature page and then the Offerors proposal inclusive of all forms and State requirements.

An inline response allows a SINGLE DOCUMENT to be used for this – our requirements and your response to each of the Supplements you are responding to.

If you look at the example, State requirements are in black text and offeror responses are in a contrasting color – in this case BLUE.

Offerors may use any colors, fonts and graphics they choose, as long as the States requirements are not altered and are discernable from the Offeror’s proposal.

Offerors may utilize their own Microsoft Word Templates for this that include branding, styles etc as long as the States requirements are not altered in any way.

As a point of reference, these Supplements use Microsoft word templates that are marked RFP_ as a prefix that contain common State formats and conventions.

This is an example from a recent proposal with the names and details redacted.
Offerors may include graphics, project plans, tables, resumes, logos etc as they see fit, and this example builds on the prior example to illustrate how this is commonly done.

Offerors commonly utilize their specific brands, fonts and colors to differentiate themselves, but this is not a requirement of the State.

We use this method to align STATE REQUIREMENTS and OFFEROR responses to create a single, unambiguous contracting document that is easy to follow, easy to evaluate, maintains traceability to requirements and shows how the State and Offeror will work together to do projects.

The Structure of both of Supplements 1 and 2 are very similar in that Section1 contains informational and business background information

Sections 2 and 3 are where Offerors are expected to spend the most time in their responses and contain the body of State requirements for this RFP.
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Keeping your proposal focused, clear and concise is well advised.

It's important to showcase the merits, skills and capabilities of your firm.

It's more important to make sure you address all requirements. Show HOW you will do the work. Show HOW you have done projects in the past. Show HOW great your team and skills are.

We are trying to keep your responses as brief as possible, we realize that responding to RFPs is not an easy task and have tried to keep our requests to an absolute minimum.

We expect lots and lots of responses given the distribution of the RFP, the 14 categories of the wheel and the importance of this initiative to the State.

If you look at the evaluation criteria in the BASE RFP, which is how we will evaluate – spend your time and energy in responding to this RFP with that as a guide.
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- Welcome and Introductions
- State RFP Responses: General Processes and Protocols
- Spotlight on Specific RFP Elements
- Open Inquiries: Questions & Answers
- Wrap-Up

Thank you to all of the State presenters and staff involved in this procurement

We now move on to the Question and Answer Segment of this Teleconference.

If you haven’t already, please use the Skype chat box to submit your questions to the State

Questions that we do not answer during this call may be submitted via the State Procurement Website

Please enter your questions using the ‘Chat” function in the Skype Session now.

Questions not answered may be resubmitted using the State Procurement Inquiry Process included in Part 3 of the RFP.
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**Agenda**

- Welcome and Introductions
- State RFP Responses: General Processes and Protocols
- Spotlight on Specific RFP Elements
- Open Inquiries: Questions & Answers

**Wrap-Up**

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The State of Ohio thanks you for your participation in this procurement opportunity.

The State looks forward to receiving and reviewing your responses!

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