

# **NDPERS**

**Web Development & Social Media Deployment**

**Nick Salas  
Nickspages.com, Inc.  
3801 PGA Blvd #602  
Palm Beach Gardens, FL 33410  
E | [nick@nickspages.com](mailto:nick@nickspages.com)  
P | 1.877.714.4440  
C | 1.561.676.4988**



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Palm Beach Gardens, FL 33410  
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C | 1.561.676.4988  
E | nick@nickspages.com  
Fed Emp ID # 27-0704877

December 31, 2014

Dear NDPERS,

### **Information Requests**

#### **A. Technical Understanding, Timelines and Report.**

- a. Provide your understanding of the required work effort.

Response: Nickspages.com, Inc. (hereinafter referred to as "NP"), has received and reviewed the RFP in discussion for modernized and innovative web design and brand enhancement services, combining both an aesthetically appealing architecture with functionality in order to provide the best possible delivery and design solution. The approach will utilize Drupal as a content management system and will support an easy to use navigational framework that will encourage engagement by all audiences and promote a compelling, positive user experience. Implementing social media tie-ins will be an important focus point as NP understands that NDPERS would like a greater social media presence. The site will additionally be responsive, scaling properly with all browsers and devices, will include all additional features and functions as requested in the RFP and NP will provide all necessary staff training for administrators. We are confident that our unique design concepts, and custom, responsive, drupal theme would perfectly suit all of NDPERS desired aspects. Nickspages.com, Inc. acknowledges the terms set forth in the described RFP and is fully capable of meeting

all requirements and specifications with quality assurance. NP can comprehensively advise and establish the necessary strategic considerations and provide a high quality product to meet all of NDPERS needs and facilitate long-term support.

- b. Discuss your understanding of the project timelines.

Response: NP acknowledges all of the project timelines and guarantees that all work will be completed with quality assurance by the listed deadlines. We understand that the initial award of contract will be in May 2015, with work scheduled to begin after July 1, 2015 with an estimated 8 month development timeline as stated in the RFP.

- c. Provide a copy of similar work effort your firm has recently completed.

Response: Previous Work Samples

**Project Title:** Responsive Healthcare Projects

**Client Name:** James Weber

**Client Contact:** 115 Old Short Hills Rd

#535 West Orange, NJ 07052

james@ashoestringproduction.com

P | 973.251.2094

**Staff Lead:** Nick Salas - President & Programmer Nickspages.com, Inc.

**Timeline:** 2013 - present

**Number of Hours:** 682+

**Fee:** \$20,000 +additional ongoing hourly fees for update / maintenance

**Project Description:** Development of 7 different health care professional WordPress Projects

**Project Approach:** Programming, configuration and development of responsive open source content management / WordPress

**Project Outcome:** Successfully created and implemented 7 custom WordPress design

**Project Link:** [www.sjfert.com](http://www.sjfert.com)

**Project Title:** MPN Realty Inc. Custom Corporate Responsive Apps

**Client Name:** Leigh Rubin

**Client Contact:** 239 Bainbridge Street  
Philadelphia, PA 19147  
leigh@rubincreative.com  
P | 267.319.1683

**Staff Lead:** Nick Salas - President & Programmer Nickspages.com, Inc.

**Timeline:** 2013 - Present

**Number of Hrs:** 335+

**Fee:** \$10,000 +additional hourly fees for update /maintenance

**Project Description:** Custom responsive commercial real estate app

**Project Approach:** Programming, configuration, and development of MTS Software Solutions and MPN Realty, Inc's corporate responsive apps utilizing a custom responsive Drupal theme.

**Project Outcome:** Successfully created and implemented custom drupal web design with over 10 users

**Project Link:** [www.mpnrealty.com](http://www.mpnrealty.com)

**Project Title:** Custom Responsive Drupal Theme

**Client Name:** Paul Brown

**Client Contact:** 132 W Plant St Ste 210  
Winter Garden, FL 34787  
paul@pbbrown.com  
P | 480.586.0954

**Staff Lead:** Nick Salas - President & Programmer Nickspages.com, Inc.

**Timeline:** 2013 - Present

**Number of Hrs:** 266+

**Fee:** \$8,000+

**Project Description:** Custom responsive Drupal solution to emulate existing branding.

**Project Link:** [www.pbbrown.com](http://www.pbbrown.com), new site coming 2015

**Project Title:** Custom Drupal Theme

**Client Name:** Paul Creighton

**Client Contact:** 5116 South Orange Ave  
Orlando, FL 32809  
Paul@tskorman.com  
P | 407.895.3000

**Staff Lead:** Nick Salas - President & Programmer Nickspages.com, Inc.

**Timeline:** 2013-Present

**Number of Hrs:** 65+

**Fee:** \$2,000

**Project Description:** Creation of custom responsive Drupal call to action landing page with matching eBlast.

**Project Link:** <http://landing.skorman.net>, just updated after Drupageddon

**Project Title:** Responsive Web Refurbishment

**Client Name:** Robert Stunkel

**Client Contact:** [bobstunkel@gmail.com](mailto:bobstunkel@gmail.com)

P | 561.715.7102

**Staff Lead:** Nick Salas - President & Programmer Nickspages.com, Inc.

**Timeline:** Winter 2014

**Number of Hrs:** 20+

**Project Description:** Responsification of existing 4 year old site.

Two independent websites developed for client: Commercial and Residential Real Estate, Securities etc.

**Project Link:** [www.cip1031.com](http://www.cip1031.com)

- d. The successful vendor will be required to meet or exceed State of North Dakota Enterprise Architecture Standards. Please confirm these standards can be met or exceeded.

Response: All standards can be met.

**B. Firm, Qualifications and Staffing:**

- a. The firms name, home office address, address of the office providing the service under the contract and telephone number.

Response:

Nickspages.com, Inc.

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Palm Beach Gardens, FL 33410

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C | 1.561.676.4988

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- b. Detail your organization's approach to conducting projects as proposed herein. Also provide a timeline for the work efforts in Section II.

Response: Nickspages.com, Inc. has a general methodology and approach to completing all projects including our approach to conducting this particular proposal. We consider communication and organization to be key factors and we have demonstrated competence and success in adhering to all scheduling, deadline, and budget requirements of past projects, rigorous quality control to provide the best possible web products, and the availability and flexibility to accommodate all of the clients needs and desires.

### Sample Timeline

#### **Phase I Web Design**

- 1.1 Consultation with NDPERS to discuss project details.
- 1.2 Consultant will utilize project management tool to manage scope, time-lines and costs.
- 1.3 Consultant shall devise site themes; including color schemes, graphic elements, and navigational tools to maintain consistency and unity in look and feel throughout website(s) and enhance overall brand.
- 1.4 Consultant shall obtain any necessary photographic and informational material from sources.
- 1.5 Consultant shall review site inventory and development opportunities.
- 1.6 Consultant shall obtain design/template approval.
- 1.7 Consultant will immediately begin updating and migrating necessary information.
- 1.8 Consultant will integrate all noted requirements and additional features / functions.
- 1.9 Consultant will comply with all additional requirements.

## **Phase II CMS**

- 2.1 Consultant shall provide a comprehensive CMS solution.
- 2.2 Consultant shall utilize Drupal 7.34+ CMS to meet all adaptability, efficiency, editing and management product requirements.
- 2.3 Consultant shall incorporate all necessary information within the CMS and build site.
- 2.4 Consultant shall incorporate all functions and features desired by client.
- 2.5 Consultant shall make site responsive to all media platforms and devices.
- 2.6 Consultant shall perform search engine optimization and prepare for fully searchable content.
- 2.7 Consultant shall archive outdated data.

## **Phase III Social Channels**

- 3.1 Consultant shall establish desired social channels and develop social media plan.
- 3.2 Consultant shall provide and assist in developing all social media outlets and connect with main site.

## **Phase IV Ongoing Maintenance and Update Plan**

- 4.1 Consultant shall develop plan for ongoing maintenance and technical support.
- 4.2 Consultant shall develop plan for emergency recovery services.
- 4.3 Consultant will refresh the design elements, update the technology and engineering of site, perform search engine optimization, content management and additional elements associate with website on an as need basis.
- 4.4 Consultant will maintain open availability and technical support in order to immediately address any technical concerns.
- 4.5 Consultant shall update Drupal core once a year unless a recent attack makes it necessary to update immediately.

## Phase V Training

5.1 Consultant shall provide all necessary staff training.

c. General description of the firm, including the size, number of employees, primary business (consulting, web design etc.), other business or services, type of organization (franchise, corporation, partnership, etc.) and other descriptive material.

Response:

Nickspages.com, Inc. (S-Corp) is a responsive template manufacturer specializing in Drupal. We have the resources, vision, and experience to design and implement any responsive solution for any organization with integrity and style. We offer an effective solution to developing sites that are both attractive and functional, in order to achieve your desired products. Our company holds extensive coding experience working with HTML5, CSS3, PHP, jQuery, Drupal & WordPress content management systems, and implementation of audio/visual materials including screencasts which can be found at (<https://themecourt.com/howto>). Nick Salas of Nickspages.com, Inc. has over 12 years of experience designing and developing responsive web content across several open source management platforms. Nickspages.com, has recently celebrated its 5th year in business and has devised over 50 creative and professional web services for both the private and commercial industries. Nick has experience working across multiple jurisdictions and with a variety of clientele including, doctors, lawyers, commercial and residential realtors as well as in association with the Georgia Emergency Management Agency (GEMA) for MBF Industries, Inc. Currently Nickspages.com, Inc. has three employees, Master Web Designer and President Nick Salas, Governmental Contract Procurement Manager Jenna Smith, and



Private Sector Director of Sales Laura Tripp. NP is a leader in the Palm Beach, Florida area for web design services and has demonstrated competence and success in adhering to all scheduling, deadline, and budget requirements of past projects, rigorous quality control to provide the best possible web products, and the availability and flexibility to accommodate all of the clients needs and desires. We have maintained an unparalleled level of professionalism and positive customer feedback and our business is continuing to rapidly expand globally, with over fifty clients in the USA, Canada and Jamaica.

**d.** Provide summary information regarding the professional and experience qualifications of consultants who shall perform work under the contract. Also for each staff member assigned to the project indicate who they have done project work for and a reference.

Response: Please see above description of firm qualifications as well as prior work examples listed under A. Technical Understanding part c.

**e.** Description of the computer equipment and a statement as to the ownership and location of this equipment to be utilized in the performance of the contract.

Response: Nickspages.com, Inc. has sole ownership over all necessary equipment that will be utilized in the performance of the contract. Our equipment is based out of Palm Beach, Florida. However we have the means to travel via laptops, hard drives etc. when necessary. Our plant property and equipment consists of a Windows Laptop, Widescreen, iPad, iPhone4, Samsung Galaxy S3, LG G2 Android and Galaxy 3 Mini.

**f.** Statement of the availability and location of staff and other required resources for performing all services and providing deliverables within indicated time frames. Statement as to whether or not the services outlined in these specifications can be performed using only your present staff.

Response: NP is currently based out of Palm Beach Gardens, Florida. We have the staff and equipment to develop all deliverables within indicated time frames via a distance. We are open to traveling if necessary and are also available via audio / visual conference calls via skype etc. All services outlined in the RFP can be performed using our present staff.

**g.** Identify the specific and unique qualifications of your firm with regard to providing the requested work.

Response: Nickspages.com, Inc. specializes in custom drupal themes and responsive site design. We can comprehensively advise and establish the necessary strategic considerations and provide a high quality product to meet all of NDPERS needs and facilitate long-term support.

**h.** Identify the offices from which services to the Fund will be provided.

Response: All services will be provided out of our Palm Beach, Florida office.

**i.** Include a copy of a previous experience doing projects as proposed herein, including social media policy and user guidelines.

Response: Please see to section A. part c. for a listing of current and completed projects utilizing custom, responsive drupal themes, and social media aspects.

**j.** Discuss your work experience with public sector clients.

Response: Nickspages.com, Inc has experience working in association with the Georgia Emergency Management Agency (GEMA) for MBF Industries, Inc. We have a multitude of experience working with private clients such as health care professionals, lawyers, realtors etc. and are currently seeking business partnerships with governmental agencies and large corporations to expand our clientele.

**k.** Provide a listing of state public sector clients of similar nature and size for whom your organization provides similar services. References should identify the appropriate contact person(s), addresses and telephone numbers.

Response: Nickspages.com, Inc has experience working in association with the Georgia Emergency Management Agency (GEMA) for MBF Industries, Inc. We have a multitude of experience working with private clients and are currently seeking business partnerships with governmental agencies and large corporations to expand our clientele.

**l.** Identify and provide a resume for each person that will be assigned to the project and the estimated number of hours they will work on the project.

Response: Nick Salas of Nickspages.com, Inc. has over 12 years of experience designing and developing various responsive web content across open source management

platforms. He holds his MBA and BA of Finance from the University of Central Florida, Orlando, FL. Nick has extensive coding experience working with HTML5, CSS3, PHP, jQuery, Drupal & WordPress content management systems, and the implementation of audio/visual materials including webinars (<https://themecourt.com/howto>). Nick has experience working across multiple jurisdictions and with a variety of clientele including, doctors, lawyers, commercial and residential realtors as well as in association with the Georgia Emergency Management Agency (GEMA) for MBF Industries. Nickspages.com, has recently celebrated its 5th year in business and has devised over 50 creative and professional web services for both the private and commercial industries. NP is a leader in the Palm Beach, Florida area for web design services and has demonstrated competence and success in adhering to all scheduling, deadline, and budget requirements of past projects, rigorous quality control to provide the best possible web products, and the availability and flexibility to accommodate all of the clients needs and desires. We have maintained an unparalleled level of professionalism and positive customer feedback and our business is continuing to rapidly expand globally, with over fifty clients in the USA, Canada and Jamaica. Nickspages.com, Inc. shall charge a flat rate for cost or project. This in turn will save NDPERS money and allow flexibility for the amount of hours needed to complete the project while adhering to all scheduling timelines.

**m.** Identify any subcontractors to be used.

Response: NP does not plan on subcontracting or outsourcing any work regarding this RFP, we are fully capable with our own staffing, materials, equipment etc to provide you with the best possible web design solution and services.

**C. Other Information:** In this section you may supply any other information about your firm, approach to the work effort, staff, etc., that you feel appropriate.