

## APPENDIX I - Pricing

### Pricing Schedule

The Proposer must enter detailed costs for all components necessary to meet the RFP requirements. Provide a detailed breakdown of the costs associated with the telecom audit. Describe if you charge a percentage of cost savings or cost per service. Edit the table below to fit your cost model. If you have more than one pricing option provide all options edit the table below and provide all options.

Item	Cost of Services
<b>Initial Assessment</b>	
• Description	Conduct a kickoff meeting with County stakeholders to define project goals, gather initial data and establish a roadmap for the audit.
• Cost	Included in the overall audit engagement.
<b>Data Collection and Analysis</b>	
• Description	Gather invoices, contracts and service records, then perform a detailed analysis to identify billing errors, cost-saving opportunities and optimization strategies.
• Cost	Included in the overall audit engagement.
<b>Report Preparation and Presentation</b>	
• Description	Develop a comprehensive findings and recommendations report, reviewed in stakeholder meetings to approve or deny recommendations.
• Cost	Included in the audit engagement; no additional charge.
<b>Other Services (optional)</b>	
• Description	Additional services such as Telecom Expense Management (TEM), ongoing contract negotiations or Managed Telecom Solutions (MTS).
• Cost	Priced separately based on service type and level of engagement.
<b>Total Cost</b>	<b>\$ 139,525</b>

### Alternative Pricing Option

Digital Direction would also offer an alternative contingency-based fee structure, ensuring the County only pays based on actual realized cost savings. Instead of a fixed total cost, our fee would be 22% of 12 months of future savings, plus 22% of any credits we secure from carriers. This structure ensures a risk-free engagement, where costs are directly tied to measurable financial benefits for the County.


## Example Fee Calculation:

- Before Optimization: Circuit cost = \$900/month
- After Negotiation: New circuit cost = \$600/month
- Monthly Savings: \$300
- Annual Savings:  $\$300 \times 12 \text{ months} = \$3,600$
- Contingency Fee (22% of Annual Savings):  $\$3,600 \times 22\% = \$792$

In this example, the County realizes \$3,600 in annual savings and Digital Direction's fee would be \$792, ensuring a performance-based, cost-effective engagement.

Indicate your invoice payment terms (e.g. N30; 2% 10, N30, etc.) **CDW's standard payment terms are 0% Net 30 Days**

F.O.B. terms: All pricing is F.O.B. Destination, Freight Prepaid for all items that require physical delivery.

Submitted By: 

Proposer/Company Name: Justin Schwier – Manager, Proposals/CDW Government LLC

# SERVICES PROPOSAL

## PROJECT FUNDAMENTALS

<b>Project Name:</b>	Digital Direction	<b>Requested By (Sales):</b> Click here to enter AM/ATAE name. Click here to enter phone number. Click here to enter e-mail address.
<b>Customer Name:</b>	Sacramento County	
<b>Provider Name:</b>	Digital Direction	
<b>CDW Affiliate:</b>	CDW Government LLC	<b>Submitted By (SA/ISA):</b> Wil Shepard 312-267-4492 wshepard@digital-direction.com
<b>Effective Date:</b>	February 7, 2025	
<b>Version:</b>	1	

## CUSTOMER-DESIGNATED LOCATIONS

Location(s)	Service(s)		
Corporate Office 700 H Street Suite 2450 Sacramento, CA 95814	<input checked="" type="checkbox"/> Assessment	<input type="checkbox"/> Knowledge Transfer	<input type="checkbox"/> Staff Augmentation
	<input type="checkbox"/> Configuration	<input type="checkbox"/> Project Management	<input type="checkbox"/> Support
	<input type="checkbox"/> Design	<input type="checkbox"/> Reconfiguration	<input type="checkbox"/> Training
	<input checked="" type="checkbox"/> Implementation	<input type="checkbox"/> Reinstallation	<input type="checkbox"/> Custom Work

# PROJECT SCOPE

Customer who shall be referred to as Customer and Provider who shall be referred to as the “Telecom Auditor”, have entered into this agreement for Telecommunications Audit & Optimization. The term length for this Scope of Work shall be 18 months from the later date of the signatures as evidenced below.

## 1. SERVICES – Digital Direction shall provide the following services (collectively, the “Services”) during the Term:

### A. Cost Savings Recommendations

Telecom Auditor will review and analyze Customer’s current telecommunication services invoices and contracts to make cost saving recommendations. Examples of these recommendations include:

- re-contracting off contract or soon to expire services;
- disconnection of unnecessary services; and/or
- displacement of high-priced services with a lower cost alternative.

When Customer accepts these recommendations, Telecom Auditor shall take the necessary steps to ensure the cost savings are realized on bills received from Customer’s telecommunications providers.

### B. Invoice Audit for Credits or Refunds

Telecom Auditor will review and analyze Customer’s current telecommunication services bills, carrier service records, and telecommunications-related contracts for purposes of identifying credits or refunds that may be due to Customer.

### C. Findings

Telecom Auditor will prepare and deliver to Customer a detailed written report documenting Telecom Auditor’s findings and recommendations resulting from the Services (the “Findings and Recommendations Report”). All information contained in the Findings and Recommendations Report is proprietary to Telecom Auditor. The Findings and Recommendations Report shall be submitted on multiple occasions throughout the Term.

If while performing the Services, Telecom Auditor uncovers telecom carrier orders requested by Customer greater than 4 months prior to the Effective Date, the items will be presented in the Findings and Recommendations Report and eligible for fees.

Example: If Customer placed order with a carrier to disconnect a telecom service 7 months before the Effective Date, and Telecom Auditor uncovers a Customer and/or carrier error with the request, Telecom Auditor will present in the Findings and Recommendations Report and are eligible for fees.

### D. Implementation

Telecom Auditor will implement any or all the agreed upon recommendations on behalf of Customer only after written authorization is given by Customer. Customer’s timely review and decision on any Findings and Recommendations Report is necessary to maximize the potential savings.

Customer, in its sole discretion, may choose to implement any or all the recommendations presented by Telecom Auditor after receipt of the Findings and Recommendations Report, however those implemented will be eligible for fees.

## 2. CUSTOMER OBLIGATIONS; RESTRICTIONS -- Within fifteen (15) calendar days after the date of the initial kick-off call between Customer and Telecom Auditor, Customer shall

- A. Provide to Telecom Auditor signed LOA’s (Letter of Agency), one-months’ worth of all in scope carrier invoice copies, carrier contract copies, and carrier portal access and

B. Provide an Open Projects list in the form supplied by Telecom Auditor at the initial project kick-off call (the “Open Projects Worksheet”) and identify any and all projects currently being worked by Customer that would be duplicative of the Services being performed in this Agreement as of the Agreement Effective Date (collectively “Open Projects”). Open Projects shall include the following:

- Any open telecom Billing Tickets with a service provider
- Any telecom service Moves
- Any telecom service Installations (Adds)
- Any telecom service Disconnects

Customer shall be responsible for providing written authorization of acceptance or denial of each Findings and Recommendations Report within thirty (30) calendar days from when the report was provided to Customer.

Customer agrees that it will not, during the term of this Agreement negotiate directly with any telecommunications provider, unless Telecom Auditor has confirmed with Customer in writing it will not impact any open claims or pricing exercises with the applicable telecommunications provider.

Services not specified in this SOW are considered out of scope and will be addressed with a separate SOW or Change Order.

## ITEM(S) PROVIDED TO CUSTOMER

Table 1 – Item(s) Provided to Customer

Item	Description	Format
Findings & Recommendations Report	Overview and description of all audit findings and recommended action items moving forward	PDF
Baseline Telecom Inventory	Detailed listing of all telecom services at all locations within the scope of this project	Excel

## PROJECT SCHEDULING

Customer and Seller, who will jointly manage this project, will together develop timelines for an anticipated schedule (“**Anticipated Schedule**”) based on Seller’s project management methodology. Any dates, deadlines, timelines or schedules contained in the Anticipated Schedule, in this SOW or otherwise, are estimates only, and the Parties will not rely on them for purposes other than initial planning.

## TOTAL FEES

The total fees due and payable under this SOW (“**Total Fees**”) include both fees for Seller’s performance of work (“**Services Fees**”) and any other related costs and fees specified in the Expenses section (“**Expenses**”). Unless otherwise specified, taxes will be invoiced but are not included in any numbers or calculations provided herein.

Seller will invoice for the Total Fees.

## SERVICES FEES

Services Fees hereunder are FIXED FEES, meaning that the amount invoiced for the Services will be \$139,525.

The invoiced amount of Services Fees will equal the amount of fees applicable to each completed project milestone, as specified in Table 2.

Table 2 – Services Fees

Project Milestones	Percentage	Fees
Upon SOW Signature	50%	\$59,298.13

<b>Project Milestones</b>	<b>Percentage</b>	<b>Fees</b>
Upon project completion	50%	\$59,298.13
<b>Totals</b>	<b>100%</b>	<b>\$118,596.25</b>

## **EXPENSES**

Neither travel time nor direct expenses will be billed for this project.

The parties agree that there will be no travel required for this project.

## NOT FOR SIGNATURE

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