granicus.

Proposal presented to Tom Heikkinen, General Manager

Madison Water Utility

119 E Olin Ave
Madison, WI 53713

9/2/2009

Madison Water Utility   9/2/2009
Tom Heikkinen, General Manager   Via email

Dear Tom,

Thank you for considering Granicus. It's been a pleasure to learn about the unique needs of Madison Water Utility. We look forward to establishing a rewarding, long-term relationship with you.

We've prepared a proposal containing Granicus products and services tailored to your organizational and fiscal requirements.

By selecting Granicus, your organization will experience what our extensive government client base already has: that we're a trusted partner. And we're the only company with the experiences and capabilities to integrate webcasting and public meeting management technologies into your existing legislative processes, software, and technical infrastructure.

With your Granicus webcasting solution, you'll be able improve public access in the most cost effective and efficient manner.

Granicus MediaManager™ helps you easily set up an online repository of government webcasts and documents – all cross-linked, keyword-searchable, and conveniently accessible on-demand. By using Granicus, you'll also minimize the impact webcasting has on staff time. Any employee can index in realtime and take advantage of automated web publishing. MediaManager is a web-based application – so all your digital media and documents are managed and securely stored at the Granicus MediaCenter™. As a result, staff from different departments and locations in your organization can easily control their own content, while sharing hardware, software, storage, and bandwidth resources from a single system. These benefits provide you with a low cost of ownership.

At Granicus, our service-driven model ensures your critical applications are installed quickly and run effectively with 24/7 tech support and proactive monitoring. You'll also receive unlimited web-based training and a dedicated account manager who will know your solution inside and out. Our aim is to help you achieve your goals most effectively.

We look forward to working with you.

Most Sincerely,
Sherman Jacobson
Software Sales Executive
Granicus, Inc.

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Proposed Solution Pricing Summary

For more detailed pricing information, please refer to the Cost Detail section on the next page.

Up-Front Cost

Item		Cost
SM	Software Modules Subtotal	$1,650.00
PS	Professional Services Subtotal	$2,347.50
HC	Hardware Components Subtotal*	$2,946.31
	Total Up-Front Cost†	**$6,943.81**

Recurring Cost

Item		Cost
MMS	**Monthly Managed Services**	**$592.11**

This Proposal was generated by **Sherman Jacobson** of **Granicus, Inc.** on **9/2/2009** and it expires on **3/2/2010**.

*Price and hardware model are subject to change after 90 days without prior notice.

†Additional sales tax may apply depending on your organization's tax status and the tax laws unique to your state, county and/or municipality.

Up-Front Cost Detail

SM Software Modules

Item		Cost
MediaManager		$1,500.00
OutCast Encoder Software (1 License)		$150.00
Sales Tax†	0.00 %	$0.00
Software Subtotal		$1,650.00

PS Professional Services

Item		Cost
Software Installation and Configuration		$247.50
(1) - Standard View Page		$200.00
(1) - Full Player		$200.00
MediaManager Phase 1 Web Training (1 Series)		$1,700.00
Sales Tax†	0.00 %	$0.00
Professional Services Subtotal		$2,347.50

HC Hardware Components*

Item	Cost
(1) - Outcast Encoder Server (AV rack mount with RAID)	$2,346.31

NOTE: The pricing in the following preliminary proposal is SUBJECT-TO-CHANGE. While this preliminary proposal will provide you with our best possible estimate of what your solution will look like, it is not considered complete until a network assessment has been completed. Our goal here at Granicus is to make sure that every new client has a successful deployment and to make sure that our products exceed your expectations. We believe that spending the time to accurately conduct an assessment of your network and documents will help us meet our goals and will ensure that you have the best experience possible.

HC Hardware Components*

Item		Cost
(1) - Osprey 230 Video Capture Card		$450.00
Shipping		$150.00
Sales Tax†	0.00 %	$0.00
Hardware Subtotal		$2,946.31

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PRELIMINARY PRICING: SUBJECT TO CHANGE

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Recurring Cost Overview

MMS Monthly Managed Services

Monthly Managed Service Charge‡	$592.11

‡The invoice for the first month's Managed Service fee will be sent upon the completion of your initial training or the start of your use of your Granicus solution, whichever comes first. Use of the Granicus solution is defined as any public streaming, document posting, podcasting, or internal streaming that is not for system testing or validation purposes. The first month's Managed Service Fees will be prorated. All invoices are due net 30. If you would prefer to schedule your Managed Service Fees on a quarterly, bi-annual, or annual basis, please contact your sales representative.

Managed Service Overview

Your Monthly Managed Service fee pays for ongoing support and maintainence of your Granicus solution. Below is an overview of the services included.

• Agenda Parser Support & Maintenance (1 Parser)

• Bandwidth & Storage

• MediaManager Support & Maintenance

• OutCast Encoder Support & Maintenance

• Web Integration Support & Maintenance

• eComment Citizen Interaction

• Continuous Product Upgrades

• Unlimited Access to Online Training for Certified Granicus Users

• Proactive Relationship & Success Management

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Your Granicus Product & Service Overview

Granicus MediaManager™ Software

Granicus MediaManager™ consists of a set of web-based software tools designed to efficiently organize and manage your public meeting and non-meeting content. These tools put the control of web publishing, public meeting workflow and system reporting into the hands of non-technical users.

Public Site

Our solution includes several pages for your Internet users to access on-demand media and live broadcasts. Users will use these pre-built pages to search out specific footage, and jump to specific events within your audio/video archive. The Granicus solution also allows for a key word search based on all of the index points associated with the complete library of video archives related to the City. This functionality substantially increases the convenience of access to and use of meeting archives. Around these core pages you can instantly control user access using a registration and log in system. All public web pages are seamlessly integrated into your current website, so that the look and feel of your site remains consistent.

Protected Administration Site

As a client of Granicus, you will have access to a web based administrative site that will allow you to create and manage archives, schedule and index live events, link documents and minutes of meeting to the video, view real time usage reporting, and configure content distribution. You will also have access to a series of video editing tools that can be used to enhance your on-demand content once it has been broadcasted or encoded.

- **Media Acquisition tools** give you the ability to add audio and video content to your content library from a variety of sources. Utilizing the Granicus Outcast™ encoder, live events can be simultaneously broadcast and archived to the library easily and directly through the live event manager. During a broadcast you can add times stamped data, such as agenda item indices or slides, allowing you to create rich multimedia presentations. You are also given a simple media import tool that can be used to import any pre-encoded content from your desktop into your archive listing. Finally, the Granicus Outcast™ encoder, which is included with MediaManager™–Basic, can be used to encode your analog video by replacing the live signal with that of a standard video playback device such as a standard VCR or DVD player. In this scenario, the same capture tools for managing a live broadcast can be used to make your valued offline content available online. Granicus also offers in house from encoding from VHS or DVD as part of our professional services.

- **Automatic Live Event Scheduler and Archive Publishing** — Live events, such as City Supervisors meetings, can be easily scheduled to be both broadcast live and archive through the Granicus Live Event Manager. By utilizing this tool, the City will not require staff time or technical assistance to start, stop or archive their live events. Archives are automatically transferred from the Granicus OutCast™ encoder to the Granicus MediaCenter™ and automatically published the web site of City. These features substantially decrease the need for staff time to manage content creation and publishing to the web site of City.

- **Media Clip Administration** provides clients the tools to create, edit, delete, index, trim and merge digital video clips. Once the media is in the archive library you can utilize indexing tools that allow you to set multiple "Jump To" points into the video, providing your end user the ability to easily navigate your streaming content. Various other editing and organizational tools allow you to modify your archives and add to the searchable Meta data associated with each archive.

- **Meeting Agenda Parser** allows the City to index its video archives based on agenda item titles, by automatically pulling the agenda item titles and descriptions from the agenda of the City and loading them into the Granicus MediaManager™. These agenda item titles are than loaded into the live event manager, which allows you to index your video in real time by simply clicking on an agenda item title and pressing enter when the council or board begins discussing that issue. Other solutions, if they offer indexing, force you to manually retype and load the text for each agenda item. The Agenda Parser feature assures quality indexing and substantially decreases the staff time need to create indices.

- **Searchable Indexes —** Audio and Video archives, which are viewable over the Internet, can be easily indexed with multiple jump points through the Granicus MediaManager™ software. These indexes allow users to jump directly to the specific point in the audio/video archive of the City. The Granicus solution also allows for a key word search based on all of the index points associated with the complete library of video archives of the City. For example a key word search on "Water" will return to the user a direct link to all of the audio/video archives, which discuss water usage in the City. This functionality substantially increases the convenience of access to meeting archives.

- **Searchable Closed Captioning —** The Granicus solution supports the use of closed captioning, and the association of the captioning with the streaming media. Captions are viewable during live and archived streaming for full ADA compliance. For archived meetings the captions can also be searched by key words allowing the user to jump to the appropriate point in the video archive. In addition captions can also be used to create a transcript for a particular agenda item through the Granicus MediaManager™ Software.

- **Document Management** enables documents to be manually loaded and linked to video archives and directly associated to the appropriate agenda items, resulting in a searchable archive that includes both the audio/video record of your meeting and the staff reports or other documents that were used during the meeting. Cross-linking documents and audio/video archives provide the most comprehensive records archive system available. To improve the efficiency of integrating and linking your meeting documents with your meeting audio / video see the Document management Integration option included with MinutesMaker™.

- **CD Download with Indexing —** Audio/Video Archives can be quickly downloaded and burned to CD by any administrator of the Granicus solution. The CD download also includes the agenda item indexing information so users of the CD can still jump directly to the agenda items they are interested in. This tool conveniently provides offline copies of your meetings for those citizens without Internet access.

- **Media Delivery subsystems**, such as the Granicus StreamReplicator™ and MediaVault™, maximize your existing infrastructure investment by allowing you to deliver content using local storage and bandwidth when appropriate. These systems function transparently as part of the Granicus solution, and complement the robust delivery architecture at the Granicus MediaCenter™. No special training is required to operate these devices as they function autonomously and are controlled by Granicus MediaManager™ software.

- **Summary Reports** provide you with detailed usage reports concerning: streaming requests, average user bandwidth, outbound bandwidth, content popularity, and media storage usage.

- **Complete Template Language —** The Granicus MediaManager™ software uses a tag-based template language to display all published content. This allows you to finely control the look and feel of your video and video-related pages, and does not restrict your layout like a header/footer based publishing system would. These templates can be easily managed through our HTML editor by your webmaster.

- **Views System —** The views system is the counterpart to the template language. The Granicus MediaManager™ software allows you to publish video archives and a list of upcoming live broadcast to the web by creating views. To create a view you simply select the appropriate template and specific content you would like to have published. For example, a City may want to publish all of its City Council archives and the upcoming live broadcast of the City Council meeting on one webpage. To do this simply select the City Council archive folder and City Council event and then select the appropriate template. This will generate an HTML webpage with the appropriate look and feel and content. Link this page into your existing website and your ready to go.

Granicus eComment

Take public comment beyond the confines of the meeting chamber

What is eComment?

This online feature enables constituents to select an upcoming agenda item, indicate position and submit written comment. Seamless integration into Granicus MediaManager provides the benefits of community outreach without expanding your current workload.

Community Participation with an Automated Workflow

- **Join the Online Communication Culture**
  Online communication is no longer the future; it is a central component of your constituency's daily life. Finding the appropriate way to connect with this shifting culture can be challenging. Solutions borrowed from the consumer market are often too cumbersome and time-consuming for the public meeting process. eComment meets this challenge by working within the current government process, instead of circumventing it.

- **Inclusive and Productive Participation**
  eComment is an interactive tool that stimulates participation from constituents who are unlikely, or unable, to attend a meeting in person. Many of our most valued constituents are also our busiest. By removing barriers of entry, eComment provides individuals with limited time an opportunity for effective participation.

- **Quickly Gauge Public Opinion**
  Controversial agenda items often generate an unwieldy amount of commentary, making it difficult for an elected official to quickly assess public opinion and key points. eComment provides easy review of the public's position (support, oppose, neutral) and comments.

- **Automate Your Workflow**
  Constituents may skip the traditional step of meeting attendance by accessing the eComment feature directly from your website before the meeting. As eComments are entered by the public, they automatically appear in MediaManager. The Insert eComments in Minutes button adds comments to your minutes without typing a single word.

- **Go Green**
  eComment reduces fuel emissions, traffic congestion, parking and other environmental side effects associated with travel to public meetings.

- **Quick Deployment**
  Seamless MediaManager integration translates into an almost instant deployment for existing Granicus customers.

Granicus Managed Services

Granicus has crafted the Managed Services program to compliment each individual solution and ensure its success, regardless of your network environment or technical expertise. Implementing this program provides each client expert attention and support. The Granicus Managed Services program is based on four comprehensive components: storage and distribution management, proactive systems management, continuous software upgrades and unlimited customer advocacy.

Storage and Distribution Management:

Most organizations are drawn toward the public accessibility that streaming offers; however, Granicus recognizes that many organizations are not in a position to make the costly labor and network infrastructure changes necessary to provide this service. Granicus resolves network concerns by hosting your data and software at the Granicus MediaCenter.

- **Extensive Archive Library.** Your solution includes customized retention schedules for each of your meeting bodies. Your solution also includes 200 hours of storage for non-meeting related content. Regardless of the number of times each meeting body convenes, or how long they convene for, your twelve months of meeting–related storage is guaranteed. The 200 hours dedicated to non–meeting content generally accommodates a large number of internal trainings, emergency preparedness and public service announcements. Options to extend your archive library beyond the standard package are also available

- **Unlimited Bandwidth.** Through the hosted model, Granicus offers every client unlimited bandwidth. No matter how many simultaneous requests for audio/video content Granicus fulfills, bandwidth expenses remain the same. Unlimited bandwidth facilitates reliable, consistent streaming, even in governments and public agencies with limited IT resources.

Proactive Systems Management:

Granicus goes above and beyond traditional support models by using systems management software to constantly monitor every component of your solution. Our systems management software sends us immediate notification to if an error occurs. Our support professionals work diligently to troubleshoot and resolve these issues remotely, so you are continually running with minimal downtime. While clients are responsible for maintaining their own networks, operating systems, video signal and client–procured hardware, our support team will notify and collaborate with proper client personnel when malfunctions are affecting the integrity of your Granicus solution.

Continuous Software Upgrades:

Granicus Managed Services ensures that your Granicus software is up–to–date with the latest available security fixes, recommended updates and feature releases. Our feature release process alerts clients when new software versions become available and guarantees that each client experiences a successful update. Many of our new features are in response to the needs expressed by our client family. As a result, we offer a simple, online method of submitting feature requests through our Customer Service Portal.

Unlimited Customer Support:

The foundation of our customer philosophy is demonstrated by our dedication to immediate support and unlimited access to the Granicus Customer Advocacy Team. Comprised of four specialty groups, this team ensures each client the highest level of success with their Granicus solution. The team combines Outside and Inside Advocates, who are expert trainers and client–relationship managers, with skilled Technical Support Representatives and Web Designers, who go behind the scenes to resolve outstanding issues. Personalized attention, incident response, and on–demand solutions drive our Customer Advocacy philosophy, which is committed to maintaining the technical integrity of every Granicus solution throughout its lifecycle.

- **Personalized Attention.** Granicus Customer Advocacy philosophy dictates that each client is ensured an Outside Advocate as part of their Managed Services. Outside Advocates not only prepare clients to go live with our solution, they also proactively monitor their client's progress. This is accomplished using a sophisticated customer success matrix that helps Advocates determine if their client needs additional training and/or services. As a client's main point of contact for the longevity of the relationship, Advocates develop a unique understanding of the client's processes, technical requirements and training needs. Advocates communicate this knowledge to the rest of the team to ensure smooth and accurate resolutions that meet the client's satisfaction.

- **Rapid Incident Response:** When issues arise, the Customer Advocacy team is standing by ready to deliver proactive advisory and responsive services. Outside Advocates, Inside Advocates and Technical Support Representatives are all available by phone and email to provide technical and strategic incident management during regular business hours: 5am-7pm PST. Granicus Customer Advocacy provides complete support for incident diagnosis and resolution. If a system problem involves complex support procedures, a Case (or help ticket) is created and sent to our support professionals for assessment. Throughout the resolution process, clients are updated with their Case status to guarantee timely and effective progress. Our dedicated support team devotes their complete attention and expertise to the Case until it is resolved and closed. We also provide 24–hour emergency phone support to safeguard our clients from any irregularities during evening meetings.

- **Customer Service Portal.** Granicus Managed Services means a proprietary knowledgebase is just a few mouse clicks away. The Customer Service Portal (CSP) provides all clients with 24/7 access to on–demand support and mentorship. The CSP allows users to access documentation, research solutions to commonly encountered issues or post questions or comments in the User Forum. Additionally, clients may report problems by logging into our secure Portal and opening a Case online. Such Cases are instantaneously entered into the Granicus support queue for quick and efficient problem isolation and response by our Technical Support Representatives. Additionally, clients may continue to expand their knowledge base by attending online classes offered through Granicus University™. These free, online training sessions are held weekly by our professional Advocates. Upon request, online classes may be specially customized to fit your organization's needs. Furthermore, Granicus offers an annual User Conference filled with innovative classes, collaborative learning and one–on–one training assistance.

Granicus Professional Services

Granicus takes a proactive approach to every product implementation. Our professionals lay a foundation for success by analyzing your business requirements and developing a deployment plan that speaks to your unique needs. The Professional Services model includes a dedicated team to manage each step of the process, from design and configuration to testing and implementation. Granicus exceeds traditional deployment services with personalized project planning and staff transitioning plans. All components of our personalized service model coalesce to smoothly integrate your Granicus solution into your current network environment and day–to–day operations.

Network Assessment. A solid network assessment is part of Granicus' preemptive strategy to eliminate network susceptibilities before they affect your streaming operations. Through testing and analysis, deployment engineers work with appropriate personnel to design a solution that fulfills the unique requirements of your network infrastructure. Completion of the network assessment phase verifies that your existing infrastructure is properly configured for a successful deployment.

System Deployment. Flexible deployment options empower organizations to bring implementation goals into alignment with existing staff and budget limitations. By adjusting roles and responsibilities, our three deployment options meet a variety of needs without compromising quality. Every system deployment includes installation, configuration and validation.

- **Turnkey:** Turnkey deployments are a popular choice for organizations that require minimal integration complexity and the ease of a 'plug and play' solution. Granicus Deployment Engineers acquire the necessary hardware, configure software to your specific needs and complete installation before shipping to appropriate personnel for quick and easy installation.

Granicus MediaCenter™

Comprised of two world–class data centers, the Granicus MediaCenter is at the core of our hosted service model. MediaCenter servers store and distribute the audio/video streaming files, applications and deployment services that complete each Granicus solution. This design alleviates your organization of unwanted network congestion while meeting and exceeding the highest industry standards and compliance requirements with 24/7/365 power, cooling, connectivity and security capabilities.

- **Storage and Distribution.** Granicus facilitates the creation of a robust archive library without the costly purchase of memory. The large files contained in your archive library, such as videos, agendas, minutes and supporting legislative documents sit on our servers outside your network. Staff and constituent requests for content are sent directly to our MediaCenter. The MediaCenter fulfills all requests at optimum speeds through our unlimited bandwidth model.

- **Application Performance.** At the heart of each Granicus solution is MediaManager™, a web-based application that drives your live and on-demand streaming and legislative operations from our MediaCenter. By placing this critical application into the hands of our MediaCenter, it is secured around the clock by onsite engineers who ensure optimum network and power availability. MediaCenter houses a number of other integral applications, such as Audio–Video Podcasting, RSS Feeds and our Video Search Engine.

- **Deployment Services.** Granicus MediaCenter facilitates the centralization of our deployment process. As a result, we offer flexible options that minimize the complications of Enterprise–wide software integrations. Beyond deployment, the MediaCenter augments the effectiveness of your solution with on–going updates and new versions.

- **Data Redundancy and Security.** In the event of a national disaster, hardware malfunction, or application failure, Granicus MediaCenter delivers business continuity by ensuring the availability of your day–to–day streaming operations. The Granicus defense strategy mandates automatic data replication between world–class data centers in San Francisco, CA and Ashburn, VA. This collocation strategy ensures security while delivering mission critical content to clients across the nation.

World-Class MediaCenter

- Hosted environment for consistent service

- 2 locations for optimum redundancy

- 24 hour engineers onsite

- Redundant Power capacity on an Independent Power Grid

- Biometrically secured 24 hours a day, 7 days a week, 365 days a year

- Climate Controlled

- Superior, redundant bandwidth providers

Granicus Outcast™ Encoder — Feature Rich Encoding

The Granicus Outcast encoder coupled with the Granicus MediaManager™ Software makes live streaming and archiving a simple and hands off process. Most encoders simply convert an audio video signal into a digital format that can be used for streaming; the Granicus Outcast™ does much more. Using the Granicus Outcast™ with your Granicus solution allows for live indexing, synchronized captioning and automatic archiving and file transfer to distribution servers. Your Outcast encoder is also monitored and maintained by Granicus as a part of your monthly managed services.
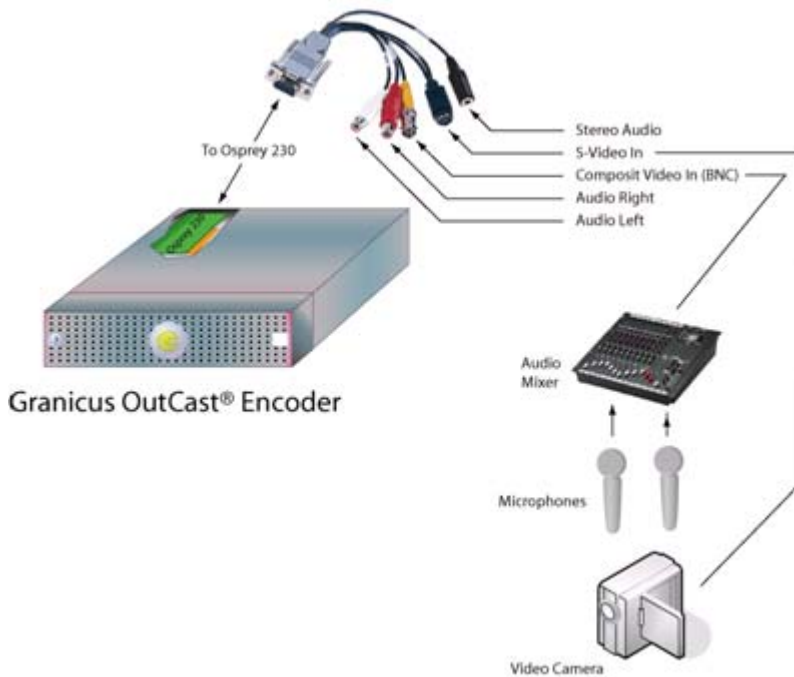
How it Works

The Granicus Outcast Encoder has a video capture card (Osprey 230 by Viewcast) placed into the PCI slot of on the Outcast encoder server. It is important to get a clean video and/or audio signal to the Osprey card. The Osprey comes with an "octopus" cable that accepts the following physical connections:

Video: Composite (BNC), S-Video

Audio: Balanced stereo (2 x XLR), Unbalanced stereo (2 x RCA)

While broadcasting a live event, the on-site Granicus Outcast™ Encoder receives your AV signal and converts it from analogue to digital. Next, it converts the signal to the Windows Media format (multiple bit rates are supported). While streaming live, the outcast encoder also writes a copy of the Windows Media file to the encoder server's the hard drive. During the encoding process, the ender is responsible for adding the index points and closed captioning meta data to the live event and archive file. When the event is over, the encoder will then automatically transfer the archive file to the hosted and client side distribution servers. When the file transfer is complete, MediaManager will automatically publish links to the integrated public record.