

PROPOSAL PREPARATION GUIDE

Proposals normally consist of a cover letter and the proposal itself. Both of these documents are tailored to suit the nature of the assignments in mind. Nevertheless, it is possible to predetermine the tasks to be performed in the most comprehensive type of project and, from that comprehensive list, to select those items that are relevant to the assignment in hand. This outline is intended to encompass all tasks in the most comprehensive type of project and, as such, should act as a checklist to determine which tasks are applicable. In addition, the outline is ordered so that the proposal elements are organized in the manner in which they should be presented in the proposal.

This outline does not absolve the proposal writer from inserting other sections which he feels are relevant and critical to the proposal being written. Indeed where it is found that other sections are frequently necessary, these should be included in the outline.

In order to use this guide the proposal writer should check all items in the list to determine which are applicable. Where items do not apply, it may be necessary for contractual reasons, to make specific note in the proposal that that task is not considered part of our contracted responsibility.

In Section 3. of the proposal "Technical Approach" we have enumerated all the tasks necessary in a complete System Analysis, Design, Implementation, Maintenance and Operation. Some of these tasks may fall outside of the scope of the proposal, some may have been performed, or some (particularly Preliminary System Design) may be included as part of the proposal.

Obviously the contents of each section will be written taking in account the state of development of the project.

The effort that is put into the development of the scope, approach and schedule sections of the proposal should, of course, be in proportion to the size of the contract.

INSTRUCTIONS FOR FILLING OUT FORM SHEETS
FOR PROPOSALS

1. The blanks or long underlines are filled in with the company's name or the dollar amount.
2. The words in parentheses indicate the function of the space. They should be crossed out and the proper word or words inserted.
3. The documentation sections which are to be included are specified by placing the proper index number in the square e.g. 4.1 COBOL listing.
4. All fixed price proposals must have the cover letter, the title page with a valid period if no more than one month, the index, and sections (1) Introduction, (2) Scope, (4) Documentation, (5) Changes, (6) Acceptance, (7) Warranty, (8) Maintenance, (9) Client Services Required, (11) Time Schedules, and (12) Cost and Payment Schedules.
5. All Time and Maintenance contracts must have at least the cover letter, the title page, the index, introduction, scope, documentation, manpower schedule, payment schedule, AGS resumes. It must not include changes, acceptance, warranty, or the fixed price checklist.

COVER LETTER

The cover letter should be a selling argument on why the proposed project should be started and why AGS should be selected to implement the project.

1. Introduction
2. Key reasons for going ahead with the project
3. Key reasons for selecting AGS (Previous relationship, knowledge of application, computer, operating system.)
4. Thanks for help given - Name names
5. AGS will be pleased to answer questions
6. Signatures of marketing representative and officer of the company

(Date)

Mr. _____
(Company)
(Address)

Dear Mr. _____:

AGS Computers, Inc. appreciates having this opportunity to submit a bid to _____ for the implementation of its _____

(reason for doing) _____

In submitting this proposal, AGS acknowledges its commitment to carry out the work proposed, if accepted by _____, and assures _____ of AGS' ability and capacity to do so within the specified time and with a high degree of excellence. More specifically, AGS believes that its extensive knowledge (application, computer, software) _____

and its previous working relationship with _____ make it the ideal company to implement the system in the best possible manner with a minimal amount of assistance and liaison from _____ personnel.

AGS wishes to express its appreciation to _____ and _____ for their assistance in clarifying various questions that arose in the specifications.

We would appreciate your contacting us if any questions arise regarding this proposal.

Sincerely yours,
AGS COMPUTERS, INC.

(Name)
(Title)

PROPOSAL FOR THE IMPLEMENTATION OF

(Date)

The proposal which follows is submitted to _____
_____ in response to an invitation to submit a bid on
_____.

This proposal is valid until _____ after
which revalidation must be obtained from AGS Computers, Inc.

The information contained in this proposal is confidential
and is the exclusive property of AGS Computers, Inc. The con-
tents cannot be shown to any person who is not a _____
employee nor can any portion of this proposal be reproduced or
used by anyone without the express approval of AGS Computers, Inc.

This proposal is to be returned to AGS in the event that it is
not selected to perform this assignment.

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TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
1. INTRODUCTION	
2. SCOPE	
3. TECHNICAL APPROACH	
4. PROJECT PLAN	
5. DOCUMENTATION TO BE PROVIDED	
6. CHANGES AND ADDITIONS	
7. ACCEPTANCE	
8. WARRANTY	
9. MAINTENANCE	
10. _____ SERVICES REQUIRED	
11. MANPOWER, CALENDAR AND COMPUTER TIME SCHEDULE	
12. COST AND PAYMENT SCHEDULES	
13. COMPANY BACKGROUND	
14. MARKETING RIGHTS	

8

1. INTRODUCTION

- 1.1 Reference to client's letter or Request for Proposal or discussions.
- 1.2 A list of documents submitted by client for proposal.
- 1.3 Brief statement of project.
- 1.4 Justification and advantages of the project.
- 1.5 Special AGS capabilities and interest in this project.
- 1.6 Commitment to handle additional phases if requested by client.

2. SCOPE

- 2.1 Background of the project.
- 2.2 Requirement of the project.
- 2.3 The main functions of the system.
- 2.4 The computer configuration, language and operating system to be used.
- 2.5 General assumptions.

3.0 TECHNICAL APPROACH

Every proposal should emphasize the particular aspect of the assignment which is most critical. This might be the file design, the calendar time frame, the testing environment, the application, the interface into an old system or one of a myriad of other reasons. The point is to demonstrate and emphasize our understanding of the essence of the problems in the assignment.

An outline for large turnkey assignments is shown on the following pages.

3.1 Technical Assumptions

3.2 Technical Plan

The typical implementation project has specifications that poorly specify and/or segregate each program.

This section should then have a system flow chart showing the functions to be performed in each program.

The following is an outline which starts at the earliest point of a project. The proposal should only include those sections which are appropriate.

3.2.1 Define System Requirements

Survey end user area

Determine manual interface

3.2.2 Preliminary System Design

- Input/Output forms Definition

- Content
- Layout
- Volumes

- File Organization

- File content
- Methods of access required and storage device

- Reports to be produced

- Data Flows

- Relationship between input, output flows and the data base
- Manipulation of data necessary for efficient access
- Processing cycles and frequency of execution
- Location of the major processing tasks within the data flow

From a review of the system specifications by the client the proposal would then define AGS' responsibility in producing

3.2.3 Detailed Programming Specifications

- Definition of logic decisions
- Definition of the computations
- Definition of program modules
- Definition of intermediate data flow to make available the data necessary for decisions and computations specified above.

3.2.4 Final Specification of all data files

- Input
- Output
- Data Base
- Intermediate Files

3.2.5 Hardware/Software Requirements

- C.P. Size
- Auxiliary Storage
- Print Capacity
- Language
- Operating System
- I/O Access Routines
- Sorting Requirements
- Special Package Routines

3.2.6 Program Specifications

- Input Layouts
- Output Layouts
- File Access
- Data Manipulation
- Logic Decisions
- Computations
- Parameter Data

3.2.7 From the programming specifications AGS' proposal would show how to implement each run in the system as follows:

- . Orientation
- . Program Description
- . Program structure design with diagram
- . Data Organization - table/matrices
 - buffer areas
 - work areas
 - accumulators
- . Logic Diagram
- . Check List for Testing
- . Review before coding
- . Program coding
- . Preparation of Logic Test Data
- . Desk Check against check list and data
- . Logic Test

3.2.8 AGS' proposal would next outline the method of testing each program in the system as follows:

- . Network to illustrate sequence of testing and priorities
- . Generation/Conversion of data base
- . Preparation of Operating instructions
- . Pilot test - preparation of test data checking facilities

3.2.9 The subject of conversion from the old to the new system should be covered in the proposal .

4. PROJECT PLAN

o Management Approach

AGS has built its reputation upon the premise that management tasks associated with computer utilization can be realistically planned and competently executed to meet technical, cost and calendar time objectives. To ensure that these objectives are met, AGS' management has developed detailed guidelines for project management.

AGS uses a comprehensive project control system as a strict management policy. The company designates a Project Manager for the assignment. His first task is to prepare a detailed project plan. This document contains, as appropriate, the following:

- o Discussion of the overall technical problem and the approach.
- o A logical organization of activities to complete the project.
- o A detailed project schedule and milestone.
- o The project organization - both AGS' and the Clients' to insure proper liaison.
- o Level of documentation activities appropriate to the project.
- o Potential problem areas.

These rigid disciplines result in complete project control. Based on an imaginative technical approach, the result is a thoroughly professional product.

It must be emphasized that the management techniques described here are not idealized goals or "campaign promises" but the CURRENT PRACTICE OF AGS ON EVERY PROJECT.

o Project Workbook

All projects have a project workbook, maintained by the project team. This document is the major item of the day-to-day working documentation. All notes, analytical studies, conclusions, designs, flow diagrams, program specifications and meeting minutes pertaining to the project are entered in the workbook. Normally, this material would be available for the client's inspection to insure a full understanding of the project, its problems and day-to-day status.

Management requires meaningful and comprehensive status reports, as appropriate. Full consideration is given to special needs of the client in meeting his own internal reporting requirements and special documents.

AGS will ensure the client that management personnel are kept abreast of all programs and sub-programs in their area of responsibility. Testing procedures for each program will be thorough and complete. As a result, once AGS feels a program is completed, it should be immediately acceptable without further separate testing.

o Project Organization

Organization Chart

Description

Resumes

5. DOCUMENTATION TO BE PROVIDED

AGS will provide documentation according to the standards of _____ . If _____

desires, AGS will, alternatively, provide documentation according to the internal AGS standards. The areas covered by the documentation for the system and each program will be:

- An English language description of the design and implementation techniques used to simplify maintenance.
- System flow chart
- Detail flow chart (Functional, not one for one)
- Record and Table Formats
- A COBOL listing
- A source code listing
- An operator's guide
- A COBOL card deck
- A source code card deck
- An object deck
- Sort control cards
- A half-day training seminar on the maintenance and operation of the system

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15.

REPRESENTATIVE AGS RESUMES

AGS REPRESENTATIVE CLIENTS

- o Academic Press, Inc.
- o Amerada Hess Corp.
- o Acco-Bristol Corporation
- o American Airlines, Inc
- o American Can Co.
- o American Export Industries
- o American Express Co.
- o American Re-Insurance Co.
- o American Telephone & Telegraph Company
- o American Totalisator
- o Amtrak
- o Analyts
- o Automatic Data Processing
- o Basic Economic Appraisal, Inc.
- o Bell Telephone Laboratories
- o Beneficial Finance Company
- o Chase Manhattan Bank
- o City of New York
- o Columbia Broadcasting System
- o Consolidated Edison Co., N. Y., Inc
- o Cowles Communication, Inc.
- o Curtiss-Wright Corporation
- o Eastern Life Insurance Company
- o Edison Electric Institute
- o Engelhard Minerals and Chemicals Co.
- o Equitable Life Assurance Society

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10. SERVICES REQUIRED BY AGS

- o _____ will designate one person who will serve, when needed, as liaison with AGS.
- o The keypunching and verifying of all programs will be done by _____ within three days of its submission by AGS. AGS will submit programs as they are finished to insure a reasonable work load. If so desired, AGS will have the programs and/or data keypunched by an outside service with all costs being paid for by _____.
- o _____ will make computer time available for testing each program at least twice daily and at reasonable hours to insure the completion of the project on schedule. Compilations will be provided on a remote basis by _____ . AGS will inform _____ of its computer needs each Friday for the following week. If so desired, AGS will purchase time from an outside service with all costs being paid for by _____.
- o _____ will provide the required input files within _____ of its request by AGS.
- o _____ will provide volume test data within _____ of its request by AGS.
- o Any time lost because of the failure of _____ to provide these services on time or in the proper manner will be paid for by _____ at the rate of \$ _____ per hour, except in the case of computer time. Because of the difficulty of determining the amount of man time lost due to the unavailability of computer time, a flat penalty fee will be paid. This will be \$25 per program for each lost machine time shot.

11. TIME SCHEDULES

11.1 Calendar Schedule
Pert, Status Reports, Function

11.2 Manpower Schedule
Management, Staffing

11.3 Computer Time Schedule

11.4 Schedule of Major Tasks

- Start Date
- Completion of Orientation
- Presentation or Review of Design Schedule
- Design Documentation Plan
- Analysis Phase - start and completion dates
- Delivery of Preliminary System Design Document
- Detailed Logic Analysis Phase - start and completion dates
- Delivery of Program Specifications
- Presentation or Review of Programming Schedule
- Implementation Documentation Plan
- Testing Plan
- Orientation of Implementation Team
- User Training Schedule
- Completion of program components of complete system
- System test Phase - start and completion dates
- Completion of User Training

- . Acceptance Tests
- . Maintenance
- . Project Completion
- . Source Decks; delines programs; documentation; Work Guides; final system volume reports and test data
- . Conversion Schedule

12. COST AND PAYMENT SCHEDULE

12.1 Cost Schedule

Personnel charges are on a fixed price basis for all the effort proposed herein, of whatever kind is required for the successful completion of the project. The fixed price is _____ for Option A and _____ for Option B.

12.2 Payment Schedule

	Option A	Option B
Upon contract authorization	_____	_____
One month from authorization	_____	_____
Two months from authorization	_____	_____
Upon start of program testing	_____	_____
Upon acceptance	_____	_____
TOTAL:	_____	_____

Approved:

Date

AGS COMPUTERS, INC. Date
Joseph Abrams
Vice President