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# MIGHTY GUILD

DISCOVER • CREATE • DELIVER

## Proposal

Undisclosed - Infosec Consulting

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**Online Proposal:**

<https://goo.gl/BBRFDh>

**Online Mighty Portals Prototype**

<https://goo.gl/5D4Bsh>

## Introduction

Thank you Client for this opportunity to present to you our vision for a new online property. One that will represent the sophistication and brand of your company while providing opportunities to connect with your customers and community members.

Based on the information you have defined we've outlined an initial scope, estimated costs, and strategy recommendation. We believe that the foundation of services and deliverables will empower your company to connect with your customers while providing a contemporary marketing and community website, online social presence, and analytics platform to track and quantify your future efforts.

## Assumptions

### Platform

#### Requirements

- LAMP platform
- Content Management System

### Services

Services are dependant on the platform if it is designed to support extensions/modules to expand functionality and or has a well documented API and development platform.

#### Requirements

- Responsive content design
- Page layout management
- Menu management
- Asset management
  
- News listings
- Article listings
- Blog listings
- Forum discussions
- Web forms
  
- SEO integration

### Implied Requirements

#### Security

Does the site require secure (non-public) areas requiring a user account and login?

It is a given that a secure login is required for you or your staff to administer the system, add/edit content and add/edit layouts.

Will you require site visitors and or members to log into the system to interact on the forum and or post blogs and articles?

#### Asset Integration

Do you anticipate needing to integrate images, audio, or video from other 3rd party services?

Examples include displaying video from Youtube or Vimeo. Pulling in assets from social media or embedding audio streams or podcasts.

# Strategy Overview

We propose a phased development approach with a few options for implementation. Initially phase 0 is split into two parts. A SaaS-based marketing and content management platform and logo/Identity Design. Phase 1 through phase 3 promote gradual development of services and features on a CMS platform. Providing the ability to invest over time in the development of a more sophisticated service offering to clients and members.

This recommendation is of course dependant on your budget and timeframe. It is a given, should the quoted estimates be included in a initial budget the number of phases would reduce. Also note that Phase 0 is "optional" we could include Identity Design into the phase 1 budget.



## Phased Development - Phase Zero

Build a marketing website on a SaaS platform providing marketing and identity services to communicate with your audience and speak to your potential and current clients.

Phase Zero serves two purposes, the first is enabling a fast launch of a marketing/informational website with minimal costs. But, it requires accepting the limitations and benefits of the platform and leveraging it for what it is best for. This effort provides a look and feel and identity design which will inform the next phases.

Secondly, the marketing site would not just be a one time use effort. You may decide that keeping the marketing site separate from your main community portal is preferable from a management and security perspective.

We recommend building your marketing website on Mighty Portals, our SaaS (software as a service) website hosting platform. With over 200+ features out of the box and eCommerce capabilities a button click away. It just might be the platform you need for your marketing and promotional needs.



Learn more about Mighty Portals here:

<https://www.mightyportals.com>

Online Mighty Portals Prototype

<https://goo.gl/5D4Bsh>

It is so easy we built a prototype of a site you to review!

# Desktop Comp

Logo [Home](#) [Services](#) [Contact](#)  
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Info Security Consulting  
Call us: 555-5555555

## We Set You Up for Success

Our priority at INFOSEC is ensuring your success. Whether you're seeking to expand your operations, increase your technological performance, or enhance your organizational effectiveness, we're here to ensure that the process is well-planned and executed. Our team is experienced in a wide variety of business processes ensuring you get the most professional results every time.

[OUR SERVICES](#)



**Systems Analytics**  
Helping you understand your data

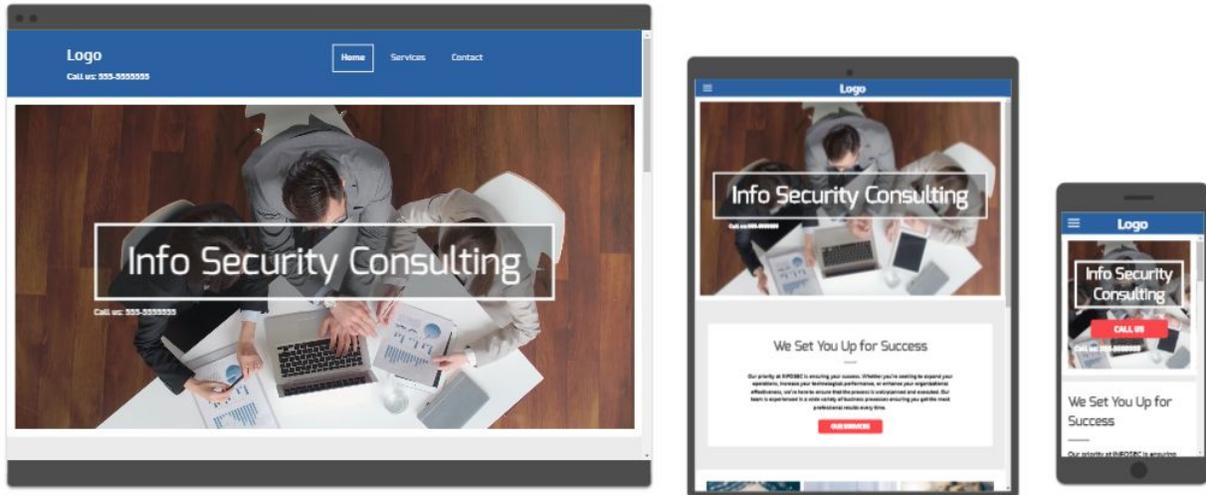


**Security Strategy**  
Planning for your prosperity

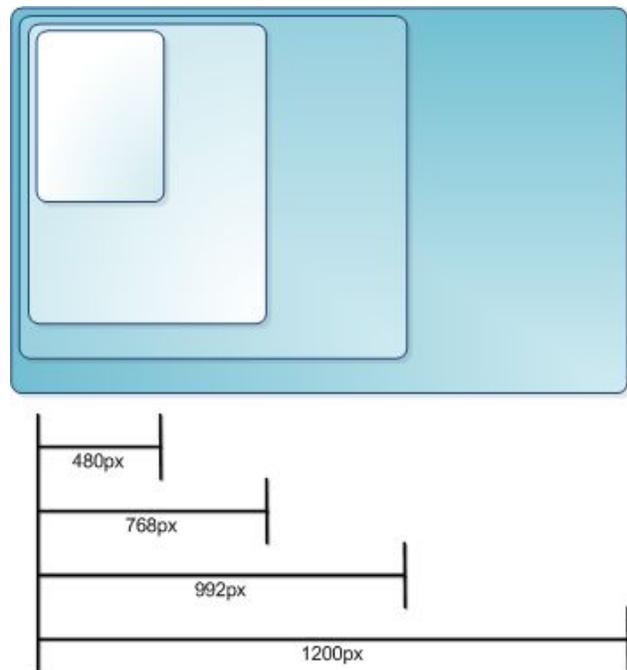


**Intrusion**  
Organizing for optimal performance

# Responsive Comp



**Responsive web design (RWD)** is an approach to web design aimed at crafting sites to provide an optimal viewing and interaction experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones).



## Identity Design

Identity design focused on designing a consistent color, font, and iconography for your business.

### Logo Design Options

#### **Short design Sprint (recommended)**

Our internal team would collaborate with you leveraging one or more online design prototyping tools to identify iconography, font, and colors. This option may be more cost effective, but may have a lower level of quality.

#### **Professional Graphic Designer**

Partner with a professional graphic designer. He/she will conduct an interview, create rough comps, finalized design.

## Assets

Creative assets are illustrations, photography, and composite graphical elements that supplement the interface design. Often creative assets are directly influenced by the editorial content or purpose of a given display or page section.

#### **Royalty Free Assets (recommended)**

In this case we simply charge for research and selection from our vast vendor resources that provide royalty free images, audio, and video assets. Please note, creative treatments are limited by what is available within our library.

## Interface Design

This would focus on defining a color scheme, font choices, layout and spacing styles which would be used for all displays.

#### **Bargain Theme**

We select an existing “free” theme as a foundation from the community, define a font and colors and give you the keys to add graphic elements and build out the content.

#### **Base Theme (recommended)**

Based on the platform, themes are provided and in this option we would select a responsive base theme and build upon it to create your interface design theme. It would leverage existing colors, fonts, and layout styling. We would customize it to provide a unique look that supports your brand identity.

#### **Vendor Assets**

Vendor assets provide higher quality assets from professional photographers, videographers, and composers. Some assets may have exclusivity as vendors provide exclusive rights or custom commissions. We have two levels for vendor assets, the first is paid commercial rights to a library of assets by professionals.

## Phase 0 - Summary

Identity design can be a separate contract outside of interface design and website creative services.

### Identity Design

#### Logo Options

Service	Estimate
Short Design Sprint	\$600
Professional Identity Design	\$2500+

Ongoing consulting is charged at \$75/hr.

### Interface Design

#### Design Options

Service	Estimate
Bargain Theme	\$600
Base Theme	\$1600

Ongoing consulting is charged at \$85/hr.

### Asset Management

Service	Estimate
Royalty Free Asset selection	\$600
Vendor Assets (includes selection and buy costs)	\$1600+

\*Assumes four image assets and or video assets. Vendor assets are an estimate only final costs are based on the licensing and buy costs.

Ongoing consulting is charged at \$75/hr.

### Hosting

Payment Plan	Estimate
Monthly	\$20
Annually	\$200

Mighty Portals is a SaaS-based platform hosted on a Amazon Web Services Cloud platform.

Hourly/Monthly Support options available.

## Phase 0 - Package Options

### Minimal

<b>Packages</b>	<b>Estimate</b>
Logo Design	\$600
Interface Design	\$600
Royalty Free Assets	\$600
Hosting	\$200
Consulting, Administration, Management	\$520
<b>Subtotal</b>	<b>\$4,320</b>

### Mid

<b>Packages</b>	<b>Estimate</b>
Logo Design	\$600
Interface Design	\$1600
Royalty Free Assets	\$600
Hosting	\$200
Consulting, Administration, Management	\$520
<b>Subtotal</b>	<b>\$3,520</b>

### Max

<b>Packages</b>	<b>Estimate</b>
Logo Design	\$2500+
Interface Design	\$1600
Vendor Assets	\$1600+
Hosting	\$200
Consulting, Administration, Management	\$520
<b>Subtotal</b>	<b>\$6,420</b>



## Phased Development - Phase One through Three

Leveraging the identity and interface design in phase zero we would build a theme on the new CMS platform providing the features, industry support, and platform to support various content and services. We've combined phases one through three because the development and release of services is only limited by your budget and our staff availability.



<http://www.drupal.org>

Drupal is content management software. It's used to make many of the websites and applications you use every day. Drupal has great standard features, like easy content authoring, reliable performance, and excellent security. But what sets it apart is its flexibility; as modularity is one of its core principles. Its tools help you build the versatile, structured content that dynamic web experiences need.

Drupal is the platform [the United States](#), [London](#), [France](#), and more use to communicate with citizens. It's the framework media companies like [BBC](#), [NBC](#), and [MTV UK](#) rely on to inform and entertain the world. It's part of how organizations and universities like [Amnesty International](#) and the [University of Oxford](#) work to make the world a better place.

The Mighty Guild recommends Drupal as the core platform as it provides the architectural foundation and extensibility that your online site needs to support your current and future service goals.

We can provide rapid development by leveraging contributed/open source extensions to Drupal called modules. Because Drupal is a CMS built upon a development platform it provides a strong foundation for the design, development and integration of custom and community features.

## Core Services



Identity Design



Responsive CMS



Media Integration



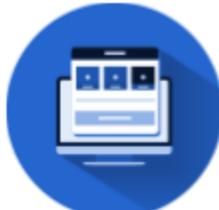
News



Forums



SEO Integration



Blog



Personalization  
Security



Web-forms



Articles



Profile  
management

## Features



### Identity Design

This assumes you've chosen to not fund Phase 0, which means we'll need to accomplish this task during this phase. If you have selection phase 0, great! Than this feature set is already accomplished and we'll leverage it moving forward!

Estimate \$2500+



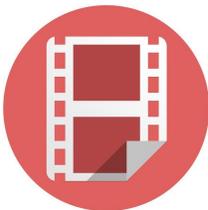
### Responsive CMS Platform - Drupal

We would extend, setup and configure Drupal to include a set of standard features for content editing, media and asset management, and sophisticated page layout and content reuse tools.

Consider it Drupal Plus+

Installation, setup, configuration and customization including a responsive theme.

Estimate \$2500



### Media Integration

This feature would extend the platform to be "media" aware managing not only images and documents (a default behavior). But also enabling the ability to embed of video and audio assets, slideshows, and galleries.

Estimate \$300



### SEO Integration

This feature would extend Drupal with a suite of modules and custom code to manage meta tags, automate keyword creation, integration with google and facebook analytics platforms.

Estimate \$260



## Web Forms

Online webforms with a gallery of field types, data collection, automated email forwarding, and basic reporting/exporting (csv/xsl) features.

Estimate \$120



## News

This feature provides a news content type, index sorted by post date with paging by sets of 10 news posts and a details page.

*Additional filters and index pages can be provided on a time and materials basis.*

Estimate \$950



## Blog

This feature provides a blog content type, index sorted by post date with paging by sets of 10 blog posts and a blog details page.

*Additional filters and index pages can be provided on a time and materials basis.*

Estimate \$950



## Articles

This feature provides a article content type, index sorted by post date with paging by sets of 10 articles and a article details page.

*Additional filters and index pages can be provided on a time and materials basis.*

Estimate \$950



## Forum

Drupal comes with a core forums package providing the ability for anonymous or logged in users to collaborate in topics and groups of discussions. Depending on the sophistication required the base installation may meet your needs.

*A more secure or private group-based security, email digests, private messaging and or personalization features will require more information and a separate estimate.*

Estimate \$950



## Personalization/Security

By default drupal provides a role-based permissions security matrix that is broken down by core system services. It can be extended to provide security rights to view, add, edit, and delete content and services on a per user, role and or content item level.

Additionally we can build “widgets” to share content, list content by categories and “like terms”. And make the content personalized based on user defined preferences.

*This feature set is rather vague, but we’ve priced out a package of hours that we expect would be needed for the basic features described. What we will actually provide will require more collaboration and a separate estimate on a feature by feature basis*

Estimate \$2500



## Profile Management

This feature provides a more robust user profile, extending the core profile interface. Allowing users to provide personalized features such as sharing images, links to social, business, and personal websites, documents and downloadable files. While also providing dynamic lists of the articles, blog posts, and forum discussions they have created within the system.

Estimate \$1,700

## Hosting



<https://pantheon.io>

Hosting plans start at \$25 per month, we recommend the \$130 per month plan for larger sites. The platform provides development workflow management, Drupal upstream releases and patches, automated DevOps services, and revision control hosting. The services offered could cost well over \$200 to \$1200 a month individually. The Automated devOps services alone save literally \$1,000s of dollars in administration and team support costs for our clients.

The key cost savings for our clients is that Pantheon provides dedicated network and server administrators and 24/7 technical support staff monitoring the grid-based cloud platform. Optimizing the 1000s of support applications, libraries, and scripts required to make a Drupal (or Wordpress) site stable, performant, and secure.

It is important to note, we can provide maintenance and security services for the Drupal platform and can provide more information on cost and services rendered.

This means it saves you paying us for 16 to 20 hours to setup your server and the ongoing monthly platform maintenance and security updates we'd have to do just for the server platform. We've removed two layers of additional cost from your monthly budget.

Besides we'd rather have that budget put toward new features on your site or better yet toward marketing and advertising campaigns to grow your business.

### **Alternative Hosting**

Should you choose to not host your Drupal business system on Patheon we would need to learn more about the services offered by the hosting vendor. A generic VPS or Virtual Server can take up to 6 to 10 hours to configure properly for Drupal. It also may require ongoing administration, and more importantly caching setup and tuning can be very time consuming and costly.

**We would have to provide a separate estimate for server setup and management.**

# Final Summary

## Phase 0

Services/Features	Estimate
Minimal (recommended)	\$4,320
Medium	\$3,520
High	\$6,420

## Phase 1-3

Services/Features	Estimate
Identity Design	\$2500
Responsive CMS Platform - Drupal (setup) (assumes Pantheon, additional costs for alternative host)	\$860
Interface Design (responsive theme)	\$1600
Royalty Free Assets	\$600
Hosting and Management Portal (annual)	\$1,560
Media integration	\$300
SEO Integration	\$260
Web forms	\$120
News	\$950
Blog	\$950
Articles	\$950
Forums	\$950
Personalization/Security	\$2500
Profile Management	\$1700
Consulting, Administration, Management	\$520
Sub-total	\$15,370

# Fees and Expenses

The following is our standard rate sheet for services based on specialties and is provided as a basis for contracts and

invoices. Estimates are just “hourly estimate packages” that we work toward as specified in a contract. All effort comes down to hours and rates.

Title	Hourly Rate
Client Strategic Consulting	\$150.00
Information Architecture	\$100.00
Systems Architecture	\$120.00
Application Architecture	\$120.00
Server-side Development	\$95.00
Database - Analysis	\$120.00
Database - Migration	\$95.00
Database - Development	\$100.00
Client-side - JavaScript Development	\$85.00
Client-side - HTML Development	\$65.00
Client-side - Theme Foundation	\$85.00
Mobile Development	\$95.00
Graphic Designer	\$85.00
Creative Design	\$100.00
Interface Design	\$85.00
Project Management	\$65.00
Technical Project Management	\$80.00
Systems Architect	\$60.00
Systems Administrator	\$50.00
IT Support Specialist	\$50.00
Webmaster	\$50.00
Office Administrative	\$35.00
Online Marketing Manager	\$65.00
SEO Marketer	\$35.00
Educational Instructor	\$55.00
Training Instructor	\$45.00

Services that are not explicitly defined are provided at a blended rate of \$75 per hour for services rendered.



**Robert Foley**

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**Our Mission:**

We appreciate your business, and aspire to cultivate a continuous working relationship that is mutually beneficial, profitable, and serves society for the greater good.

We are always open to evaluation, critique and suggestion on how to improve our approach. We will always offer ideas to elevate, expand and grow your business. Our purpose is to improve our success through your success.

Together, we are Mighty!