infosend

BillPrint. eBills. Delivered.

RESPONSE TO

PRESENTED BY

InfoSend, Inc.

Cover Letter

Thank you for this opportunity to present the City Key West the below response to your RFP for Utility Bill Processing, Printing, Postage, Print Stock and Envelope. We believe that along with the best of breed Utility Billing Print & Mail and value-added services that InfoSend offers the City of Key West, there is also no better combination of efficiency, quality, features, functionality, or ease of use in the market today.

As you will see in our response on the following pages, there are no requirements in your RFP that we have determined cannot be fully met by InfoSend. The Municipal Utility market is our strongest market, making up more than half of our close to 250 Print, Mail and Electronic customers. Your technical, business, operating, and other requirements in this RFP can all be met under our normal services. However, with the online tools and customer service our clients rave about; we feel that you will be getting value no one else can give you.

Additionally, InfoSend has formed strategic partnerships and alliances with many of the best Utility Software Providers in the market, including SunGard HTE. This response specifically addresses your print, mail needs. Again, thank you for considering the below response, and if there are any questions please don't hesitate to call on me or Russ Alberti. I and all of us at InfoSend look forward to working with you in the future.

InfoSend certifies the following is true regarding this proposal:

(A) That the person signing the proposal is authorized to make decisions as to pricing quoted and has reviewed and understands the terms and conditions. InfoSend is compliant.

_____
Signature of Respondent

Russ Rezai, COO
Name/ Title

InfoSend, Inc.
Name of Firm

russ.r@infosend.com
Email Address

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Executive Summary

InfoSend Incorporated is pleased to present this response to Key West, Florida based on its recent inquiry into Utility Bill Print and Mail Services. The InfoSend team is confident that our offering and benefits presented herein will provide the City and its customers with the greatest value in the market today.

Founded in 1996, InfoSend has personalized the printing and handling of critical documents for industries throughout the United States. Utilizing the most current technology, InfoSend offers an innovative approach with customized, flexible, and secure solutions for organizations seeking BillPrint & Mail Services and eBusiness services.

Company Background

InfoSend is a privately held California corporation with annual volume production of over 100 million finished mail pieces. The Company does not have subsidiaries or affiliates relevant to the City. InfoSend's core competencies are information technology, document formatting, and document production. Your unique data is transferred into our database where it can then be output to multiple destination channels – print, web, or telephone. The Software as a Service (SaaS) approach allows InfoSend to continually refine its services and equipment without requiring software installation and maintenance at your site.

You can use the BillPrint & Mail and eBusiness services as a stand-alone offering or together as integrated customer communications solutions. When multiple services are outsourced to InfoSend you receive the benefit of having one data processing platform generate all of your outbound communications.

InfoSend Advantages

A key advantage in partnering with InfoSend lies primarily in the fact that we have expertise in print and mailing for municipal utilities. We specialize in communications and understand the intricacies of statement services. Through our strength as a document outsource provider, InfoSend offers Key West unique advantages beyond document printing:

- Completely integrated electronic and printed output options.
- Highest quality processing with secure and auditable processes.
- Online job tracking, customer service, and SLA & production details.
- Hosted document archive and web presentment options.
- Streamlined electronic bill presentment and payment (EBPP) options.
- Multi-channel approach that interleaves print, e-commerce and voice.
- Financially secure private company that extensively invests in technology, infrastructure, security, quality equipment and new services and products, including a new state-of-the-art Corporate Headquarters InfoSend Campus in Anaheim, CA.
- Highly automated data center and production operation that boasts intelligent inserters with 2D bar code tracking
- Sophisticated front-end processing system (featuring InfoSend's own software)
- Close proximity to major USPS airport hub for each of our facilities

Key Differentiators

- InfoSend's web-based reporting portal allows the City the ability to manage its print operations remotely using the job tracking system. City staff will see when a file arrives, when it is processed, how many transactions were processed, when the job was completed, complete postage usage and more production details.
- InfoSend is **PCI Compliant**. We understand that data security and privacy are of the utmost importance.
- InfoSend offers a fully redundant processing solution, with mirrored production facilities (not simply multiple locations).
- InfoSend has invested in color document printing technology. Powerful, flexible communication. Imperative in today's competitive marketplace.
- InfoSend has a dedicated IT organization to support the municipal utility market. Our team is a compilation of specialists including analysts, consultants, software engineers, developers, technical project managers and various support personnel.
- InfoSend's print and mail services and its' EBPP service do NOT have to be used together, print services can be contracted for separately.

Summary

The InfoSend solution is a complete, proven technology practice that includes print/finish/mail services, an enhanced print and delivery process through web-based archiving, and a number of different web-based capabilities that support Electronic Bill Presentment and Payment and other eBusiness solutions. InfoSend provides unequalled technical support, based on our proven experience and largest investment in our R&D roadmap. We believe that efficiencies can be improved by introducing new thoughts and ideas.

We firmly believe that as we work towards more detailed discussions that partnering with Key West will result in an efficient and cost effective back office operation. We at InfoSend look forward to working with the City.

Best Regards,

Russell Alberti

District Sales Manager
InfoSend, Inc.
russ.a@infosend.com
Office: 480.840.3344
Mobile: 602.750.3830

References

InfoSend is a market leader for utilities and municipal utilities. We have never lost a utility client because of service issues or delays in mail delivery. This track record is unparalleled in our industry. We currently have over 180 utility clients who either use the Data Processing, BillPrint & Mail service, eBusiness services, or a combination thereof. InfoSend does its absolute best to ensure that each client is completely satisfied with our customer service, mail turnaround, and quality of work. We are currently servicing over 250 clients total and will be happy to provide you with additional references upon your request.

City of Rio Rancho, NM	505.891.5029
3200 Civic Center Circle NE	Henrietta Hughes, Division Manager, Utilities Services
Rio Rancho, NM 87124	hhughes@ci.rio-rancho.nm.us

The City of Rio Rancho New Mexico is a recent InfoSend client, implementing its Data Processing, BillPrint & Mail projects in 2010. City of Rio Rancho selected InfoSend as its outsourced vendor after an extensive RFP process. The City transmits statements to InfoSend on a daily basis, for processing, printing, and mailing.

Billing System: SunGard HTE/NaviLine
Volume: 42,000 statements, Monthly
InfoSend Products Used: BillPrint & Mail

City of Joliet, IL	815.724.3825
150 West Jefferson Street	Lias Heglund, Utility Billing System Director
Joliet, IL 60432	lheglund@jolietcity.org

InfoSend currently produces approximately 45,000 bills/notices per month for The City of Joliet. The City also uses Email eBilling services through InfoSend.

Billing System: SunGard Naviline
Volume: 45,000 annual
InfoSend Products Used: BillPrint & Mail, Email eBilling

City of Sunnyvale, CA	408.730.7397
650 West Olive Ave.	Jan Broussard, Administrative Services Manager
Sunnyvale, CA 94086	jbroussard@ci.sunnyvale.ca.us

The City of Sunnyvale has been an InfoSend client since 2004, using both BillPrint & Mail and Online BillPay services. Sunnyvale exports files to InfoSend from its SunGard Naviline billing system. The City transmits approximately 20,000 statements monthly for printing, mailing, and electronic presentment.

Billing System: SunGard Naviline
Volume: 20,000 monthly
InfoSend Products Used: BillPrint & Mail, Online BillPay

Village of Orland Park, IL	708.403.6174
14700 S. Ravinia Avenue	Debbie Gerwatowski, Water Billing Supervisor
Orland Park, IL 60462	dgerwatowski@orland-park.il.us

InfoSend has provided the Village of Orland Park with BillPrint & Mail and eBilling services since 2009 after submitting a competitive RFP bid. The Village has a SunGard Naviline utility billing system, and exports files to InfoSend on a monthly basis for processing. Orland Park also makes extensive use of InfoSend's Message Management tool, creating custom messages on a per-month basis.

Billing System: SunGard Naviline
Volume: 12,000 monthly
InfoSend Products Used: BillPrint & Mail, Email eBilling

City of Ocala, FL	359.629.8431
151 SE Osceola Ave, 3rd Floor	Terry Austin, Customer Service Director
Ocala, FL 34471	taustin@ocalafl.org

InfoSend currently produces approximately 55,000 bills/notices per month for the City of Ocala, transmitted from its PeopleSoft CIS billing system. Ocala also uses InfoSend's Online BillPay system, allowing its customers to log in and access statement archives as well as the ability to pay outstanding or future statement balances.

Billing System: PeopleSoft CIS
Volume: 55,000 statements, monthly
InfoSend Products Used: BillPrint & Mail, Online BillPay

Village of Orland Park, IL	708.403.6174
14700 S. Ravinia Avenue	Debbie Gerwatowski, Water Billing Supervisor
Orland Park, IL 60462	dgerwatowski@orland-park.il.us

InfoSend has provided the Village of Orland Park with BillPrint & Mail and eBilling services since 2009 after submitting a competitive RFP bid. The Village has a SunGard Naviline utility billing system, and exports files to InfoSend on a monthly basis for processing. Orland Park also makes extensive use of InfoSend's Message Management tool, creating custom messages on a per-month basis.

Billing System: SunGard Naviline
Volume: 12,000 monthly
InfoSend Products Used: BillPrint & Mail, Email eBilling

InfoSend takes great care to meet and exceed the needs of our clients. For this reason, among others, we have been successful in client retention within a volatile market. Key West will come to understand the pro-active nature of our client services and IT related staff in providing solutions that make your billing process more efficient. To help crystallize what InfoSend does for its clients, please consider the brief cases of several of our clients:

Utilities, Inc.

A recent implementation for Utilities, Inc. required some unique set-up features. At the beginning of the project, it was expected that InfoSend would use the client's current materials and form design (including custom stock), process their data without manipulation, and take over their mailing application in order to streamline their business. One feature we implemented to meet their needs was dividing jobs up by region and mailing statements from whichever InfoSend facility was closer in proximity to their customers. While the client, for example, may only send one file, we are able to

separate statements from within that file by location and send them to the appropriate facility automatically for mailing. In addition to statements, we also print customer specific letters and notices which inform customers of rate changes. InfoSend created a dynamic insert process which allows Utilities, Inc. to request as many inserts as their approximately 175,000 customers across the nation may require. Just as we are able to divide a job by location, we can electronically insert a specific document for a region of customers. Printing inserts in-line with one of the job types mentioned not only saves time but saves on material costs as well. To ensure a smooth implementation, InfoSend focused on gathering requirements at an early stage and held weekly calls to both check for updates from the client, and ensure everyone was informed of the implementation status. Working on an implementation at the end of a calendar year and during a holiday season did not prove to be a challenge as both teams remained dedicated to going live on schedule.

Anaheim Public Utilities

Anaheim Public Utilities has been an InfoSend client since November 2004. They process over 100,000 mail pieces per month which consist of utility bills, exception bills, delinquent notices in English and delinquent notices in Spanish. These documents are printed on 8 custom forms. It was expected of InfoSend to meet the following requirements:

- Same day mailing of utility bills and notices
- Web portal for review of bills that require special handling which allows users to modify status of individual bills
- Web portal which allows for the review and reprinting of prior bills printed in the last 6 months, providing a variety of search and sort options.
- Print different messages on bills based upon predetermined criteria, such as class of customer, reading cycle, zip code and service type
- Insert different documents in each envelope based upon predetermined criteria such as class, of customer, reading cycle and service type.
- Print utility bills and notices in multiples languages.

All requirements were fully met and supported. The implementation process involved a technical point of contact, business point of contact and a primary account manager for both parties. In addition to weekly calls to track the progress of the project a progress status report was also used to ensure completion of action items and deadlines.

InfoSend also works with APU on an ongoing basis to provide modifications and improvements to their application with minimal impact to City resources. Among the recent improvements made, we combined multiple line items for three residential electric components. The export file was producing separate line items after there was a rate increase and this caused a high number of customers to call the City because they believed they were double charged. InfoSend was able to combine these line items (including the usage and dollar amounts) without needing any changes to the export file. The city needed to convert residential bi-monthly accounts to a monthly billing cycle. We developed a web user interface that maintained the frequency of each billing cycle which allowed us to include inserts based on the customer billing cycle. InfoSend also helped the city implement a late fee to be charged to some (but not all) delinquent accounts by adding an additional line to the customer's bill along with a calculation of a due date.

City of Roseville, CA

The City of Roseville is a city in Northern California providing utility and water services to their residents, billing approximately 50,000 residents per month. The City selected InfoSend as their

EBPP partner in early 2007 and went live on the service later that year. InfoSend worked with the City to provide a comprehensive online portal for their customers to manage documents and payments for utility accounts. To accomplish this, InfoSend's project management team coordinated efforts with the City's Finance, Utility and Customer Service departments to discover and implement a thorough solution to their needs. In 2009, Roseville selected InfoSend as their new outsource partner for printing and mailing of their utility statements. Leveraging the experience gained during the EBPP project, InfoSend was able to rapidly assess the City's needs and begin work on creating the necessary data processing and document presentment applications. InfoSend began by gathering the necessary requirements for the application to be built for the City. Once gathered, we were able to use this information to create a custom data processing application and output for the City. To meet the City's complex requirements, InfoSend created an application designed to generate multi-page, two-sided bills with variable and summary data for different customer classes. Roseville is also taking advantage of InfoSend's Selective Inserting capabilities, having asked us to target specific customers based on criteria in the data with direct communications from the City. InfoSend also worked with the City to seamlessly integrate some of the new features of the outputs into the EBPP application, to improve the effectiveness of that platform for the City's customers. Since go-live on both service, we have worked with the City to continuously improve on the user-facing communication and experience.

InfoSend Service Agreement

<mark>[This is only a sample. Should we win your business the Agreement will be modified, if necessary, to match specifics in the final proposal that you accept.]</mark>

This Agreement entered into as of _____ in Anaheim, California, by and between **InfoSend, Inc.** having its main office at 4240 E. La Palma Ave, Anaheim, California 92807 and <mark>[Client Name]</mark>, "Client" having its main office at: <mark>[Address].</mark> InfoSend's primary phone number is (714) 993-2690.

Section 1. Term of Agreement
The "Initial Term" of this Agreement shall be a period of thirty-six (36) months. Subsequent "Renewal Periods" equal in duration to the Initial Term shall automatically commence upon the expiration of any term (Initial Term or Renewal Period) unless either party shall, at least 60 days prior to the end of the Initial Term or subsequent Renewal Period, give 60 days written notice of termination, via certified mail.

This Agreement automatically terminates any prior contracts, terms or agreements previously executed between InfoSend and Client to cover the services contained in this Agreement, unless specifically referenced herein.

Section 2. InfoSend Services
Subject to the terms and conditions of this Agreement, InfoSend will provide to Client, and Client will purchase from InfoSend, the services listed in Exhibit A ("Scope of Primary Services") to this Agreement for the pricing set forth in Exhibit B ("InfoSend Monthly Service Fees"). In the event Client requires other consulting, installation, development and/or customization services, InfoSend shall perform and Client shall purchase such services in accordance with the provisions of Exhibit C ("Professional Services") of this Agreement.

Section 3. Termination
This Agreement and any future amendments to the Agreement may be terminated for cause as follows:

(a) If either party breaches any material term or condition of this Agreement, other than for Client's failure to pay and other than a failure to perform due to the causes described in Section 8, "Force Majeure," and fails either to substantially cure breach within thirty (30) days after receiving written notice specifying the breach, or, for those breaches which cannot reasonably be cured within thirty (30) days, to promptly commence curing such breach and thereafter proceed with all due diligence to substantially cure such breach, then the party not in breach may, by giving written notice to the breaching party, terminate this Agreement in its entirety, or as it pertains to a particular Product, Deliverable, Service or Professional Service, as of a date specified in such notice of termination. All of the obligations of the parties contained in this Agreement, except for Client's obligation to pay fees, shall be deemed to have been performed in an acceptable manner unless the party not in breach provides the breaching party with written notice as stated above within sixty (60) days of the event giving rise to the breach.

(b) If Client fails to pay when due any payables owed hereunder within sixty (60) days of receiving written notice of such failure to pay thereof, InfoSend may, at InfoSend's option, terminate this Agreement in its entirety or only as it pertains to a particular Product, Deliverable, Service or Professional Service, by giving written notice to Client, as of a date specified in such termination notice.

(c) In the event that either party hereto becomes or is declared insolvent or bankrupt, is the subject of any proceedings related to its liquidation, insolvency or for the appointment of a receiver or similar officer for it, makes an assignment for the benefit of all or substantially all of its creditors, or enters into an agreement for the composition, extension or readjustment of all or substantially all of its obligations, then the other party hereto may, by giving written notice thereof to such party, terminate this Agreement as of the date specified in such notice of termination.

Upon termination of this Agreement or any portion hereof for any reason, all rights granted to Client under this Agreement with respect to terminated Products, Deliverables, Services and Professional Services, will cease and Client will promptly pay to InfoSend any and all charges due, including but not limited to payables that are due pursuant to this Agreement, the Discontinuance Fee set forth in Section 4 below and accrued interest; however, Client shall not be responsible for paying the Discontinuance Fee if this Agreement is terminated by InfoSend other than as a result of Client's breach of its obligations hereunder or is terminated by Client pursuant to Paragraph 3(a).

Section 4. Discontinuance Fee
The parties have mutually agreed upon the Fees for the Services to be provided hereunder based upon certain assumed volumes, and the Term of this Agreement. Because of the difficulty in ascertaining InfoSend's actual damages for Client's termination without cause or a termination of the Agreement due to a breach by Client prior to the expiration of the then-current Term, Client agrees that, prior to the effective date of such termination and in addition to all other payables then due and owing to InfoSend, Client will pay to InfoSend the following discontinuance fee:

The discontinuance fee is equal to two (2) months of the Client's average monthly billing for the previous 6 months of Service (excluding any postage charges and professional services fees that were invoiced in that time period).

Client shall not be required to pay the Discontinuance Fee if InfoSend terminates the Agreement pursuant to Section 3, Paragraph (a).

Section 5. Confidentiality of Information
All information and data relating to Client's business submitted by Client to InfoSend under this Agreement shall be treated as confidential by InfoSend and shall not, unless otherwise required by law, be disclosed to any third party by InfoSend without Client's written consent. InfoSend shall promptly notify Client should InfoSend be served with a summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, requests for admission, or other discovery request or court order from any third party regarding this Agreement and/or the Services performed under this Agreement.

InfoSend takes great care in both data security and human resource security. InfoSend has a Human Resources policy that requires all new employees to pass a background check performed by an outside company. All new employees must pass a drug-screening test as well. These practices will remain in place for the duration of the Agreement.

Section 6. Limitation of Liability and Indemnification

InfoSend will not be responsible for actions or omissions resulting from receiving data and/or following instructions received from Client. No damages shall be assessed against InfoSend when any delay or breach on InfoSend's part is caused by failure of Client to perform Clients' responsibilities or any other reason beyond the control of InfoSend.

InfoSend is a service provider, as such; Client acknowledges that data processing involves the risk of human and machine errors that InfoSend shall not be liable for any errors, omissions, delays or losses. In no event shall InfoSend be liable for indirect, special or inconsequential damages even if InfoSend has been advised of the possibility of such potential claim, loss or damage. The foregoing limitation of liability and exclusion of certain damages shall apply regardless of the success or effectiveness of other remedies. Notwithstanding anything to the contrary contained herein, InfoSend shall not be responsible for delays in receipt of Client information or processing Client information because of causes beyond its reasonable control, including, without limitation, failures or limitations on the availability of third party telecommunications or other transmission facilities and Clients' failure to properly enter and/or transmit information.

Section 7. Invoicing and Payment

InfoSend will issue weekly invoices. Invoice terms are NET 30. Should Client dispute any invoiced charges it must do so in a reasonable time frame. Disputes must be made within 6 months of the invoice date. Past due invoices are subject to a 1.5% per month finance charge.

Section 8. Force Majeure

Neither party will be liable for any failure or delay in performing an obligation under this Agreement that is due to causes beyond its reasonable control, including, but not limited to, fire, explosion, epidemics, earthquake, lightning, failures or fluctuations in electrical power or telecommunications equipment, accidents, floods, acts of God, the elements, war, civil disturbances, acts of civil or military authorities or the public enemy, fuel or energy shortages, acts or omissions of any common carrier, strikes, labor disputes, regulatory restrictions, restraining orders or decrees of any court, changes in law or regulation or other acts of government authority, transportation stoppages or slowdowns or the inability to produce parts or materials. These causes will not excuse Client from paying accrued payables due to InfoSend through any available lawful means acceptable to InfoSend.

Section 9. Miscellaneous

The substantive laws of the state of California shall govern this Agreement. It constitutes the entire Agreement between the parties with respect to the subject matter hereof. No representations and agreements modifying or supplementing the terms of this Agreement will be valid unless in writing, signed by persons authorized to sign agreements on behalf of both parties. This Agreement is not intended to, and shall not be construed to, create or confer any right in or upon any person or entity not a party to it.

Client		**InfoSend, Inc.**	
Name:		Name:	
Title:		Title:	
Signature:		Signature:	
Date:		Date:	

Exhibit A - Scope of InfoSend Primary Services

Client will select one or more of InfoSend's Primary Services from the list below by checking the box next to the Primary Service name. Any Primary Services not selected prior to the execution of this Agreement can be added at a later date via an Agreement Amendment. Optional Service Features can be turned on or off at any time without incurring a termination fee when turned off.

☑	Data Processing, Printing and Mailing Service ("DPPM Service"): During the term of this Agreement, InfoSend will provide data processing, printing and mailing services. The Service consists of processing data, printing documents, mail preparation, applying postage (where applicable) and sending via the United States Postal Service. Document types include but are not limited to bills, postcards and letters.
☐	InfoSend will provide eBusiness services (the "eBusiness Services"). During the term of this Agreement InfoSend can provide eBusiness Services. These services can include presenting bills online and/or accepting payment transaction information to facilitate ACH and/or credit card payments.

Section 1. Scope of DPPM Service:

Data Transfer and Processing
- Client to transmit data to InfoSend in an agreed upon format. Should Client make changes to data file format after initial setup is complete it agrees to pay for the professional services required to accommodate the new file format. See Exhibit C – Professional Services for information on initial setup and ongoing programming changes.

- A File Transfer Report will be emailed to the Client representatives who have opted-in to this email. A copy of this report is also available to download from the InfoSend website.

- Client will have access to an online Job Tracking application that shows the progress of each file as it is processed and becomes a batch of documents to be printed and mailed. Client can see both the original input file name and the InfoSend-assigned "Job Code".

- InfoSend will process the mailing addresses and perform the following functions:
    - Apply CASS-certified address validation
    - Comply with USPS requirements to obtain pre-sort automation rates
    - InfoSend will stay current with all USPS regulations required to mail presorted first class mail
- InfoSend will provide proofs of the final print-ready PDF files to Client to be reviewed and approved before printing begins (if requested).

Document Printing and Mailing
- Batches are printed by InfoSend using a high-speed production process onto the agreed upon forms.

- Printed documents are put through a quality control process and then released to the mailing department to be inserted into outgoing envelope. The return envelope and any applicable inserts are included as well.

- After a batch of mail is completed in InfoSend's system it will be marked as such in the online Job Tracker and a Process Confirmation Report will be emailed to the Client representatives who have opted-in to this email. A copy of this report is also available to download from the InfoSend website.

Section 2. Scope of eBusiness Services:

Online BillPay (EBPP)
- Fully featured EBPP service (Electronic Bill Presentment and Payment).
- Customers self-enroll for the service and create a username and password to securely access their eBills and make payments.
- Multiple payment options include checking/savings account (ACH), and credit/debit cards.
- Payment accounts are stored as a Payment Profile for easy repetitive use.
- Go Green! Eliminate paper bills and reduce the fuel used to deliver them with paperless billing.
- Customers can view their eBills and view the account balance before making a payment.
- Customer-activated AutoPay and other features.

Online QuickPay (No Enrollment)
- This service can be used in addition to Online BillPay or as a stand-alone offering.
- Online payment portal that customers can use to make credit/debit card or ACH payments, depending on your preferences.
- No enrollment is necessary for customers to use this service. Customers validate their account number by entering it and one other field that is present on their bill.
- All payments are initiated immediately. There are no saved Payment Profiles or scheduled payments. Customers view their account balance before making a payment.

CSRPay
- This service can be purchased as an optional addition to one of the above services.
- This service gives your CSRs the ability to take live payments over the phone or in person.

Exhibit B - InfoSend Monthly Service Fees

Section 1. Price Escalations to InfoSend Monthly Service Fees

InfoSend Monthly Service Fees can be adjusted once every twelve (12) months to account for increases in the cost of materials, labor, and other overhead costs. InfoSend reserves the right to increase InfoSend Monthly Service Fees on a yearly basis (starting with the first anniversary of the Agreement date) not to exceed the Consumer Price Index (CPI) for the State of California, plus 1%. This information can currently be found at www.dof.ca.gov/HTML/FS_DATA/LatestEconData/FS_Price.htm. The Client will be notified, in writing, at least 30 days prior to such price increase. An amendment to this Agreement will not be required if the Monthly Service Fees are changed, unless the terms or conditions of the Agreement have changed. Postage fees can change at any time per USPS regulations and do not require an Agreement amendment.

In addition to this, if Client uses the Printing and Mailing Service, it accepts that InfoSend reserves the right to pass on any extraordinarily high increases to the cost of forms or envelopes at any time. The Client will be notified, in writing, at least 30 days prior to such price increase.

Section 2. DPPM Monthly Service Fees:

Client understands that print and mail production costs vary based on volume. The following InfoSend Monthly Service Fees are based on the estimated monthly volumes listed below. Should Client's actual continuous volume be less than 70% of the volume estimates Client has provided to InfoSend (listed below) then InfoSend reserves the right to invalidate the Fees listed in this Agreement. Should this rare situation arise then InfoSend will notify Client immediately and negotiate with Client in good faith to pass on any increased production costs to Client.

The below pricing does not include any applicable initial setup fees, please see Exhibit C – Professional Services for initial setup fee and ongoing Professional Services Fees pricing.

[Should we win your business the pricing from your final proposal will be pasted here.]

Section 2.1. Custom Forms/Envelopes

If Client has selected the Printing and Mailing Service and at any time requests that InfoSend Monthly Service Fees include the cost of custom Client-specific materials (either in this Agreement or since its execution), then Client understands and accepts that these materials will be purchased in bulk to achieve the lowest possible per-unit cost. Client agrees to purchase any remaining supplies of requested custom materials (normally forms or envelopes) if Client stops using InfoSend's Service for any reason. Client agrees to purchase the remaining supply of custom forms/envelopes upon Client's request to change the custom forms/envelopes before the supply has been depleted.

Section 2.2. USPS Postage Rates

Postage rates are determined by the United States Postal Service. All postage rate changes are

determined directly by USPS and are independent of any InfoSend service or materials fees. In no

event shall any change in the postage rates affect the InfoSend service or materials fees. The Client

will be invoiced the amount of excess for overweight and foreign mail.

Section 2.3. Postage Deposit

InfoSend purchases the postage needed to mail Client documents on the day of mailing. The postage charges are later invoiced to Client based on the Client's payment terms. InfoSend requires Client to submit a postage deposit prior to the first mailing to facilitate the payment terms. This amount will remain in deposit for the duration of the Agreement. Upon Agreement expiration or termination Client must pay in full any outstanding invoices from InfoSend for payables created under this Agreement; the postage deposit will be refunded within fifteen (15) days of the date that the last open invoice is paid.

The postage deposit is subject to an annual review and may be adjusted to account for changes to Client average mailing volume or changes to USPS postage rates. There will be no more than one adjustment requested per year, if at all.

The postage deposit amount is calculated by multiplying the estimated number mail pieces per month by the current 5-Digit pre-sorted first class postage rate. The postage deposit amount due for your account is:

12,100 mail pieces per month x $0.35 = $4235.00

Section 3. eBusiness Service Fees:

The eBusiness services are not quoted at this time. They can be quoted upon request and attached as an Addendum to this contract.

Exhibit C – Professional Services

Section 1. Price Escalations to InfoSend Professional Services Fees

InfoSend Professional Services Fees can be adjusted once every twelve (12) months to account for increases to the cost of providing these services. InfoSend reserves the right to increase Professional Services Fees on a yearly basis, starting with the first anniversary of the Agreement date, if needed. The Client will be notified, in writing, at least 30 days prior to such price increase. An amendment to this Agreement will not be required if the Professional Services Fees are changed, unless the terms or conditions of the Agreement have changed.

Section 2. Definition of Professional Services

InfoSend Professional Services are the technical services that are required to perform the initial setup of the InfoSend Primary Services defined in Exhibit A and the technical services required to make changes to these Primary Services after the initial setup is complete. Once any Primary Service is live and operational Professional Services will not be required unless Client requests a change or makes changes to its data file format or business rules which necessitates a change to InfoSend's system configuration or programming. Examples of InfoSend Professional Services:

- Project requirements gathering and analysis hours
- Project management and/or consulting hours
- Software development and system configuration hours related to the processing of Client's data
- Software development and system configuration hours related to document design, web portal setup, business rule configuration, or any other applicable technical services
- Application testing and deployment hours

Section 3. Professional Services Fee and Process for Approval and Payment of Fee

The current Professional Services Fee is $175.00 per hour.

Anytime a project will incur billable Professional Services hours Client will be informed before work begins. InfoSend and Client will execute a Statement of Work for project that Client wants InfoSend to undertake. The payment terms for the project depend on the size and scope of the project. The Statement of Work can include payment terms that are different than the terms listed in this Agreement for InfoSend Monthly Service Fees, otherwise these terms will apply and the project fees will be invoiced upon project completion. Small projects that incur less than five (5) hours of Professional Services can be initiated without a Statement of Work if Client accepts and executes a Programming Quote for this work.

All projects that will take more than five (5) hours of Professional Services work will require both parties execute a formal Statement of Work. Depending on the nature of the work required InfoSend will provide one of the following quotation methods:

- Fixed Quote – a fixed project cost will be set. InfoSend may elect to waive this cost in some circumstances. Client understands and accepts that it must accept the terms and conditions of the Statement of Work for the project and that changes made to the project requirements, data file structure, etc. after the Statement of Work and any amendments to it have been finalized will require Client to pay for these changes on a Time and Materials basis. Client will be

notified immediately if this scenario happens and given an option to keep the original project specifications to keep the fixed quote in place.

- Time and Materials quote – should it not be possible to provide a fixed quote due to the nature of a Client's requested project then InfoSend will provide an estimated number of hours to complete the project and bill the hours on a Time and Materials basis. The Statement of Work will include the terms and conditions for these project types and Client will be invoiced weekly for the hours spent on the project.

Section 4. Initial Setup Cost: InfoSend Primary Services

The Initial Setup cost for the InfoSend Primary Services selected in Exhibit A are listed below. These costs have been provided using a Fixed Quote process, explained in Section 3 above. Client understands and agrees to these terms and to the project-specific terms and conditions that will be provided in the Statement of Work that will be created to capture Client's specific requirements and data types.

Data Processing and Document Creation Initial Setup Fee This applies to the following services, unless client provides pre-rendered PDF files: DPPM Service, Online BillPay (EBPP) Service	
Project Fixed Initial Setup Cost:	**Waived**
Project Summary: This project will be completed to process Client's input data files and create the output to be used for the print or online delivery channel.	
Project Details: A requirements gathering process will be initiated to build the Statement of Work required to begin programming and system configuration. During the requirements gathering process the InfoSend and the Client will discuss: • Client's custom data (if applicable). When custom data is provided by the Client a "field mapping" or "field description" document is required before project implementation can begin. This document is an absolute requirement; programming cannot be based on assumptions and all fields must be defined before programming can begin. • Document design. Client must sign-off on a document design "mockup" before programming can begin. The mockup is a visual representation of how the document will look after Client's custom data is processed by InfoSend's system.	
Project Schedule: Project is estimated to take 6-8 weeks to complete. The Statement of Work will contain all client deliverables and responsibilities. Both parties agree to dedicate adequate resources to the project to complete it in the shortest amount of time possible. Should Client make changes to the data file after programming has begun it must pay Professional Services Fees, on a Time and Materials basis, to cover the programming changes required to accept the new data. Should the document design be changed after the final mockup is accepted and signed off on by the Client then Professional Services Fees will apply, on a Time and Materials basis, to cover the cost of making these changes. Changes to the Client data file, document design, or other key specifics collected and finalized during the requirements gathering process will impact the project completion date. Changes made after the Client has executed the Statement of Work and any follow up documents can cause delays to the project completion.	

Pricing Schedule

The following page is InfoSend's pricing for services as specified in the ITB as required on Key West's price form.

UNIT PRICE BID SCHEDULE

Quantities may vary due to online billing and conversion of City's sewer billing to Florida Keys Aqueduct Authority.

Printing of Bills, Stuffing of Envelopes, and Processing of Information per month - $556.60

Billing Stock

8 ½" x 11" 20 pound stock	(12,100 quantity) per month-	$169.00
# 9 Envelopes	(12,100 quantity) per month-	$208.12
# 10 Envelopes	(12,100 quantity) per month-	$242.00
9" x 12" Insertion Envelopes	(70 quantity) per month-	$28.00

Postage (pass through) (12,100 quantity) per month- $4,235.00

Other (Please List Each Item) $10.89

Print Image Archive - $0.0009 per bill/mo. Allows access required for PDF of bills. Printing, emailing and faxing capability from this system.

TOTAL - $5,449.61

Cost Data – Additional Service Pricing

Below is a list of standard services that may be used. InfoSend produced inserts may be quoted based on specific descriptions of material and print needed. Also, because EBPP is defined by customer requirements, and, there are variable options, InfoSend will quote based on the service offering specific to the needs of Key West.

<table>
<tr>
<td rowspan="4">Optional Service Features</td>
<td>Electronic Address Updates – NCOALink or ACS
Per reported update. InfoSend electronically reports the addresses it received in your data that need to be updated because the customer filed a Change of Address Report with the USPS.</td>
<td>Per Update</td>
<td>$0.40</td>
</tr>
<tr>
<td>Drop-Shipped Inserts
Clients can print and fold inserts and ship them to InfoSend to be mailed with the statements. If folding is required add $0.01 to the fee. InfoSend-printed inserts are quoted upon request. No additional service cost to use selective inserting to selectively include inserts with certain bill types only (setup costs can apply in some situations for advanced selective inserting criteria). Cost includes all inventory costs.</td>
<td>Per Insert</td>
<td>$0.0075</td>
</tr>
<tr>
<td>Print Image Archive
Each bill is stored as a PDF and indexed in a database. Search by account number or other key fields. You are charged one up-front fee per document to process it, index it, and store it for a set number of months.</td>
<td>Per PDF (No Setup Fee)</td>
<td>$0.0009 – per bill/per month

$0.01 - For 12Months of Retention</td>
</tr>
<tr>
<td>FinalDoc CD
This CD archiving service is a simple and cost-effective way for you to retain document images long-term. You can search by account number or name. The documents are stored on the CD in PDF format.

This product is used by your staff to look up individual documents. If you would like to index and store the PDF files to allow customers to access them via a separate application see FinalDoc Transfer (below).</td>
<td>Per CD</td>
<td>$95.00 + Shipping & Handling</td>
</tr>
</table>

FinalDoc Transfer Each document is indexed and transferred to you via FTP or SFTP to store on your own network. The default method is to transmit each batch as one PDF to save storage space on your network. Alternatively each individual document can be saved as a separate file. The index file can contain meta data beyond the name and account number for each document. Please let us know if you would like additional information.	Per Documen t	$0.005	

Additional InfoSend Data

About InfoSend

InfoSend is a privately held California corporation with annual sales of approximately 28 million dollars per year. InfoSend's core competencies are information technology, document formatting, and document production. Your unique data is transferred into our database where it can then be output to multiple destination channels – print, web, or telephone. The Software as a Service (SaaS) approach allows InfoSend to continually refine its services and equipment without requiring software installation and maintenance at client sites.

Clients use the BillPrint & Mail and eBusiness services as a stand-alone offering or together as integrated customer communications solutions. When multiple services are outsourced to InfoSend our clients receive the benefit of having one data processing platform generate all of the outbound communications.

InfoSend processes, presents and mails bills/statements and other critical correspondence for over 250 clients across the country in different vertical industries. Most of our clients (80%) of our clients are in the municipal or private utility space.

Incorporated: January 17, 1997- CA
FEIN #: 33-0748516
Approximate Sales: 28 million
Employees: 74
Production Facilities: 2

InfoSend operates with a national footprint with two production facilities totaling nearly 100,000 square feet for mail distribution and business continuity. Locations are:

InfoSend's current headquarters and production facility:

4240 La Palma Ave
Anaheim, CA 92807
(800) 955-9330

InfoSend's Midwest production facility (**Key West's Primary Production Site**):

1406 Centre Circle
Downers Grove, Illinois 60515
(630) 932-7300

Overview of InfoSend Services

Data Processing, BillPrint & Mail Service
- Cloud-based data processing of raw data and print files.
- Print statements, invoices, letters, postcards, notices, or other various documents.
- Laser printing of data in grayscale, spot color, or full color.
- Inserts and special flyers can be used to target specific customers. Submit your printed materials or artwork to be printed by InfoSend in grayscale or color.
- Quick turn-around of document folding, inserting, presorting, and delivery to the USPS.

- Free yourself from the responsibility of adapting to new USPS rules and technologies.

eBusiness Services
- Electronic billing and payment related services hosted in the cloud.
- <u>All Payment-Related eBusiness Services are Level 1 PCI Compliant</u>
- Online BillPay (EBPP)
- QuickPay (No Enrollment)
- Email eBilling
- CSRPay

Shared Platform Benefits
- One data processing platform manages the import and handling of your data files. This core system can then output the information to all delivery channels.
- Upload data via our secure website, FTP with optional PGP encryption, or SFTP.
- Web-based system to track and view samples of print or eBills before they are sent.
- A variety of standard reports can be accessed via web portal or emailed to you.
- Create and schedule document messages by customer type or account number.
- Bill design, mailing options, and EBPP business rules are tailored to suit your organization's needs.
- Simplify your process by partnering with a provider to consult and manage your entire bill formatting and delivery needs.

Partnered Solutions
- InfoSend has partnered with PayNearMe to build a unique cash payment solution. Your bills can be redesigned to contain a barcode that is scanned by the POS system at participating retailers.
- Integrated Voice Response (IVR) – utilize the telephone channel for incoming payments.

InfoSend Solutions

We recognize our clients' unique needs by personalizing the way we build solutions for each account. InfoSend configures each service to work together to build custom solutions for your organization. Every time a client asks for a new configuration option it is added to our standard portfolio of implementation options.

InfoSend does not simply mail out bills and present them online to enable payments. We tailor both services to suit client needs in a way that makes us an extension of both your finance and customer service departments. Our clients often rely on us to build solutions that their own systems may not support. By using our platform you can create a unified look and feel for both your print and electronic bills. By using InfoSend's platform you can manage all data using online account management tools and use our bill design expertise to accomplish a unified look and feel for all your billing documents.

Data Processing Service

Overview:
- InfoSend can process both data-only text files (e.g. flat files, XML) and print-output PDF files.
- Data processing produces final output that is printed and mailed and/or used in one or more of the eBusiness offerings (depending on which services you have contracted for).
- You transmit data electronically to InfoSend and can receive free PDF samples of the final output (if needed) before it is printed or delivered online.

Data Processing Input File Options:

Option 1 - Express PDF Implementation

This innovative solution gives billers the ability to use InfoSend's BillPrint & Mail platform at the lowest possible price point. It's also useful if you are mostly satisfied with your existing bill format or it is not cost effective for InfoSend to create a hosted software application to process your data and format the documents for you (e.g. if you already have hundreds or thousands of unique document templates setup in your system). InfoSend has a unique solution that can modify the addresses in your PDF print files to use CASS certified address validation and presorting. Postal barcodes are added to your documents and the files are printed in presort order. With this option you control the formatting of your documents and do not pay maintenance fees.

InfoSend's Express PDF Implementation is unique in that it's a hybrid solution that combines client-provided print files with InfoSend's data import and processing capabilities. We will not simply print image files, we will merge processed data from our system with your output to create a great finished product.

Option 2 - Data-Only Files (e.g. flat files, XML)

InfoSend creates a custom program that reads the raw billing data from your CIS/billing system and inputs it to InfoSend's database for processing. Common export formats are XML, CSV, tab or pipe delimited, or SDF. Our programmers will adapt to your export file format instead of asking you to conform to a predefined template (a true export file format must be used, your data file will be analyzed before programming begins and you will be informed if it is unusable). InfoSend has successfully accepted data originating from more than 50 different billing systems – including licensed and homegrown platforms. If you change platforms we can adapt to the new file structure while keeping your bill design the same.

When this option is selected InfoSend hosts and maintains an application to generate your bills. We will assist you in redesigning the bills if needed and be responsible for later changing the format if needed. Please note that data manipulations are not part of the standard offering. If there are issues with your data export format that you would like InfoSend to create hard-coded workarounds for your requirements can be analyzed; additional fees apply in this scenario.

Data Processing Service: Standard Features

These free data processing tools are useful for both the BillPrint & Mail and eBusiness services. They are especially helpful if you use both services as you can set document messages, review proofs, and track job progress using one web portal.

Message Manager

 This free account management tool is a custom built web-based application that allows you to control the messages that print on your documents. You can schedule the messages months or even years in advance! You can assign unique messages to different types of customers, or even to individual account. A PDF preview displays the message in the actual font that will be used.

A sample screenshot of the Message Manager main list is provided below:

File Type	Message Name	Message Type	Message Area	Start Date	End Date	Status	Test?	Message
STATEMENT	Budget True Up	Message	Board	2010-06-24	2015-12-31	Active	No	Your Budge...
STATEMENT	Past Due 2010	Message	Board	2010-06-13	2015-06-14	Active	No	***PAST DU...
STATEMENT	Regular Bills	Message	Board	2010-06-13	2015-07-14	Active	No	The City o...
STATEMENT	Final Past Due 2010	Message	Board	2010-01-01	2015-06-30	Active	No	***THIS IS...
STATEMENT	Corrected Bill 2010	Message	Board	2010-01-01	2015-06-30	Active	No	***Correct...
STATEMENT	Final Bill 2010	Message	Board	2010-01-01	2015-06-30	Active	No	***THIS IS...

Job Tracking

Allows your staff to log onto www.infosend.com to view the progress and completion of your print or electronic bill files. Confirmation reports are accessible from the job tracker for easy access. Check off the "Viewed" checkbox after auditing the completion time of a finished batch.

A sample screenshot of the Job Tracking tool is provided below:

Job Type	Job Code	Received	Processing	Sample File	Sample Status	Printing	QC	Mail Prep.	Confirmation	Viewed
BILLS	RO81113B	2008-11-13 10:58:01	Done	2008-11-13 11:09:35	Approve Reject	Pending	Pending	Pending	Pending	☐
BILLS	RO81113A	2008-11-13 10:53:02	Done	2008-11-13 11:04:43	Approve Reject	Pending	Pending	Pending	Pending	☐
BILLS	RO81112A	2008-11-12 15:03:03	Done	2008-11-12 15:33:31	2008-11-12 15:38:57	Done	Done	Done	2008-11-13 15:51:18	☐

Sample Approval

InfoSend can provide PDF samples of your documents before they are printed or loaded to the eBusiness system. A screenshot of the sample approval window is shown below:

Print & Mail Service

Overview:
- Your data is processed, address validated, presorted, printed, put through Quality Control prior to being released to the mailing department.
- Documents are folded, inserted, and mailed per the turnaround time listed in the pricing section.
- <u>Print & Mail</u> – printing and mailing of statements, invoices, and other bills and notices.
- <u>AdPrint & Mail</u> – printing and mailing of marketing letters, postcards, and Inline Inserts.
- <u>Direct Communications</u> – one-time print only or print and mail projects.
- Online job tracking and detailed reports make it easy to monitor and audit the process.

Standard Features:

Paper Stock Options

A variety of cut-sheet paper stock options are available. Any bill that requires a tear-off remittance stub will include a micro perforation for a clean and smooth edge (lockbox compatible). Bill stock options include plain white, in-stock color preprinted with a standard change of address form on the back, or custom color preprinted with custom logos and backers (minimum order quantities apply). Recycled 30% post-consumer paper stock is available.

Envelopes

You will receive the lowest possible envelope price by using InfoSend's standard double window #10 and single window #9 envelopes. We order millions of these each month and pass the savings on to you. Envelopes contain security film and tint. They are compatible with the bulk letter opening machines used by your remittance processing department or lockbox vendor. Your name and logo will appear through the #10 outgoing envelope. Sustainably sourced and recycled 30% post-consumer paper stocks are available.

Laser Printing

Documents are printed using high-speed production laser printers. Bills are either printed in grayscale onto color preprinted forms or using a 2-color laser process that supports black plus a standard shade of **blue**, **red**, or **green**. Postcards and inserts can be printed using grayscale, 2-color, or 4-color CMYK laser printing technology.

High Speed Mail Inserting

Printed documents are inserted using high-speed production inserters. Mailing equipment is extremely expensive and challenging for most organizations to operate. Leverage InfoSend's economies of scale by outsourcing your mailing. You will no longer have to pay for equipment financing and service.

Many organizations do not have dedicated staff to operate mailing equipment, or rely on just one or two dedicated staff members and struggle when one is out sick or on vacation. By outsourcing your mailing you can reallocate your staff to work on your core business.

Print & Mail Service: Standard Features Continued

Quality Control

InfoSend's Quality Control (QC) is one of the company's most unique internal programs. Printed documents are always put through a QC process before being released to the mailing department. Each QC operator checks for print quality and follows on-screen prompts that are specific to the client. Each individual mailing application can have its own set of items to check for.

Address Validation and Presorting

All addresses are put through CASS certified address validation. This adds the 4-digit extension to the Zip Code, creates the USPS OneCode Intelligent Mail Barcode, and digitally presorts the addresses. Batches containing at least 500 bar-coded mail pieces are digitally presorted and delivered to the USPS at the lowest possible rate.

During processing 2D barcode is added to your documents and used with intelligent mail inserting equipment. This equipment folds and inserts documents using "mail piece integrity" software to prevent inserting errors such as double stuffing. The barcodes are read before and after the documents are inserted into the envelopes to ensure proper sequencing and handling.

Print & Mail Service: Optional Services

Exception Processing

Exception Processing, or EP, is an optional service that allows you to approve, cancel, or hold individual bills based on predetermined criteria. You may choose to flag exception bills within the data, or InfoSend can build the custom exception rules on your behalf. Example: All bills with dollar amounts over $500,000, or less than $5.00, could be posted to the InfoSend website for individual approval.

Please inform us if you would like a price for this service. Service is not available with Express PDF Implementation.

Move Updates

InfoSend will ensure that you comply with the USPS Move Update requirements. Customers often fill out a change of address form without informing billers of the change. The USPS does not forward first class mail to the new address at no cost as it once did. You can elect to have it returned to you at no cost or use an USPS approved method to keep your customer address database up to date.

If clients wish to have their Mailpieces forwarded, InfoSend offers two electronic reporting options that are compliant with the USPS. There is no setup or monthly fee, just a per-item reporting fee that is available in the pricing section of this proposal.

Print & Mail Service: **Optional Services Continued**

The first Move Update option is the Address Change Service (ACS). When this option is selected the USPS forwards your mail to the new address and records the action in their database. InfoSend retrieves this information weekly and sends you an electronic report of the forwards.

The second Move Update option is the NCOALink service. With this option InfoSend uses the NCOALink database to find the new addresses during data processing. The new addresses can be printed on your bills before they are mailed, or printed as-is and forwarded to the new address by the USPS. In either scenario you receive electronic reports of the new addresses after each batch is mailed. If you elect to have the USPS forward the mail you must use the report to update your database within 90 days.

Print Image Archive

The Print Image Archive is an optional service. This is a document archiving tool used by your customer service representatives to download electronic copies of any document that InfoSend mails. This web application allows authorized users to query the database by customer name, account number, or up to **three other custom fields**. Documents are archived as individual PDF files, which lends to a quick download time. Your support representatives can use this service to research customer inquiries by viewing an exact copy of the printed bill. Pricing is based on how long the documents are retained.

This service can be used to reproduce exact copies of your printed bills. If you can produce accurate copies from your own billing system then this service is not needed. This service is unrelated to the Email eBilling and Online BillPay services.

A screenshot of the application's search form is included below. You can pick up to 5 custom fields to index. For example the "Bill Date", "Due Date", and "Service Address" fields in the image below were added to the search form and mapped to the custom data file format for a utility client of ours.

AdPrint & Mail: Inserts

Selective Inserting is available, which allows you to selectively target insert, flyers, or newsletters to specific mail pieces. Selective Inserting will also allow you to exclude a #9 return envelope for all customers participating in an automatic payment program (ACH). Individual documents can be grouped together ("householding"), if desired.

InfoSend gives you multiple insert handling and production options, along with fully featured tools to manage the process:

Insert Requests & Management - InfoSend's online Insert Request Form is an innovative account management tool that streamlines insert management. Request a quote for printing and schedule all of your inserts online. Submit the form through our website and a summary of the request will be returned to the user via email.

Insert Handling – Client Provided - Any special inserts/flyers/stuffers prepared by the client can be inserted with the bills. You can drop your inserts off or have them shipped to InfoSend where they will be kept in inventory until the end of the run date.

Insert Printing - InfoSend offers a complete range of insert printing services, from black to full color printing.

- **Inline Inserts** - if your organization often includes static inserts with its bills, InfoSend can convert them to Inline Inserts. An automated process is set up to selectively print the inserts immediately after each bill is printed. This increases your ability to target specific customer types and provide one-to-one messaging. Inline Insert printing is usually grayscale or 2-color.

- **Offline Inserts** – traditional inserts are printed offline and then inserted with designated billing statements. Up to 5 offline inserts can be included with a bill run. Offline inserts can be digitally printed in grayscale or full color, or offset printed in full color.

Direct Communications

Direct Communications are non-recurring document types that directly communicate information to your customers.
- One-time print runs such as offline inserts, newsletters or flyers. Documents are printed black or full color.
  - Offline Inserts – traditional inserts are printed offline and then inserted with your bills. Up to 5 offline inserts can be included with your bills. Offline inserts can be digitally printed in grayscale or full color, or offset printed in full color.

- One-time print and mail projects. Document tabbing available.
  - Examples are customer rate change notices or any other important notices that must be sent separately from your bills or other regular mailings.
  - Expedited projects are possible if you have an emergency and must send out a notification on short notice.

Advanced Security Features Common to all Services

All of the following services use an advanced platform architecture that maximizes security. InfoSend's electronic services use a three-tier architecture and all data passed to and from the system is encrypted using SSL. All credit card, debit card, and ACH account numbers are encrypted, and most importantly these services are all PCI compliant. **Minimize or eliminate your PCI liability by outsourcing your electronic payment applications to InfoSend.** If your organization stores, transmits, or processes credit card numbers you must follow PCI rules. If you have not already reviewed these rules please see **http://www.pcisecuritystandards.org** for the latest rules and regulations.

Online BillPay (EBPP)
- Full featured biller-direct EBPP service (Electronic Bill Presentment and Payment).
- InfoSend's flagship eBusiness service that gives your customers the ultimate flexibility over how to view and pay their bills.
- Customers self-enroll for the service and create a username and password to securely access their eBills and make payments.
- Multiple payment options include checking/savings account (ACH), and credit/debit cards.
- Payment accounts are stored as a Payment Profile for easy repetitive use (tokenization available).
- Go Green! Eliminate paper bills and reduce the fuel used to deliver them with paperless billing.
- Customers can view their eBills and view the account balance before making a payment.
- Customer-activated AutoPay and other features. *Request a demo of Online BillPay today!*

QuickPay (No Enrollment)
- This service can be used in addition to Online BillPay or as a stand-alone offering.
- Online payment portal that customers can use to make credit/debit card or ACH payments, depending on preferences.
- It is not necessary for customers to enroll to use this service. Customers validate their account number by entering it in addition to another identifier that is present on their bill.
- All payments are initiated immediately. There are no saved Payment Profiles or scheduled payments. Customers view their account balance before making a payment.

CSRPay
- This service can be purchased as an optional addition to each of the above services.
- This service gives your CSRs the ability to take live payments over the phone or in person.

Email eBilling
- Email only service that sends eBills to customers via email (no portal to view prior eBills).
- This is a partial solution that is normally utilized by clients who already have an online payment system but do not have the ability to email bills to customers.
- Emails can be sent to addresses that you provide. Additionally, a portal can be provided for the management of enrollment and email preferences.
- Service includes a styled HTML email template featuring your chosen banner image. Bill particulars such as Account Number, Due Date, and Amount due are contained in the email body.
- Includes a replica of your printed bill design attached as an eBill PDF. If InfoSend is your BillPrint & Mail provider then paperless billing can be provided to your customers.

Attachment 1 – Methodology and Specific Plan

Approach

Although a number of InfoSend staff will be assigned to carry out the details and implementation of this project, Key West will be assigned a senior account manager as a main point of contact. The account manager will be overseen by the Director of Client Services and will coordinate efforts with development staff and Key West. Key West's account manager will be available Monday through Friday and from the hours of 8am to 5pm. Customer service is vitally important to InfoSend, Key West will always have any calls returned to them promptly.

Should InfoSend be selected to partner with Key West for this project, an account manager will be assigned based on expertise in similar implementations and current workload. InfoSend maintains ample resources to meet a timely and professionally performed implementation.

By assigning a dedicated Account Manager to Key West, InfoSend provides a single point of contact to coordinate all aspects of the implementation and production between Key West and InfoSend. Your Account Manager will begin the initial implementation by reviewing the requirements and specifications set forth in this response, and will be familiar with Key West's account prior to the start of the implementation project. Your account manager will coordinate a conference call to establish the requirements and expectations of Key West, and to determine any special needs in printing and mailing which will need to be addressed. Any requirements outside of this response will be gathered from your staff at this time. Your Account Manager will then communicate these requirements to the responsible departments within InfoSend, and will verify with your staff that any special conditions are met prior to Go-Live. Should any additional clarification on requirements be necessary, your Account Manager will address these items over the course of the implementation project. After Go-Live, your Account Manager will continue to monitor your account and will be your primary point of contact should your requirements change. InfoSend's Account Managers have received training in all areas of production, from printing to mailing, and will be able to communicate and coordinate your unique requirements to our various departments.

To ensure uninterrupted service for Key West, InfoSend will also assign a secondary Account Manager during implementation to review progress and provide assistance to your Account Manager when necessary. This procedure is also followed in our programming department, where you will have both a primary and secondary programmer working on your applications. This allows for InfoSend to have multiple internal resources familiar with the details of Key West's requirements. Additionally, all project documentation and communication will be archived by your Account Manager in our CRM system. This includes test files, form and envelope artwork, data files, and any other documentation specific to the duties and requirements for InfoSend's staff. This ensures that Key West's requirements are communicated to the entire Client Services at InfoSend and are completely transparent. It also ensures that the service to Key West's account can continue should its primary programmer or your Account Manager become unavailable due to sickness, family emergency, or any other non-scheduled leave.

The following description and timeline details the steps to be taken to transition Key West from the current print and mail process to an InfoSend solution. InfoSend understands the need to provide a seamless transition to an outsource solution, and will work closely with Key West to set accurate and achievable targets for completion of key milestones. This section illustrates the milestones and completion schedule for a typical print and mail implementation, and can be modified to meet the unique needs of Key West where necessary.

This timeline assumes an implementation start date of upon the receipt of a signed contract and notice to proceed by Key West. InfoSend see nothing in your requirements that would cause a delayed start date for this print and mail project. Upon notice to proceed, Key West will be assigned a dedicated Account Manager trained in implementations with a similar scope of work to your project. Your Account Manager serves as the main point of contact during the implementation project.

- Your Account Manager will work closely with your transition team to gather test files, sample bill layouts, and any service options not specified in the RFP.
- Your Account Manager will create electronic copies of your current documents, incorporating any changes, as required. All InfoSend Account Managers are trained in the creation electronic documents, and will work with you to ensure that the billing output will meet your expectations.
- The project is started and your Account Manager completes steps in our implementation plan while working with InfoSend programming and your staff. All communications sent to you or received from you during the implementation are centrally archived in our CRM system. This ensures that the project is completely transparent on our end and can be reviewed by InfoSend's upper management as it progresses. It also ensures that the project can continue should its primary programmer or your Account Manager become unavailable due to sickness, family emergency, or any other non-scheduled leave.
- Key milestones are tracked and reviewed by the primary programmer and your Account Manager during the implementation process. Once the project nears completion the finalized implementation plan is reviewed by a secondary Account Manager or member of the IT management group to ensure that no task was left undone or done incorrectly.
- Sample documents are printed and checked by InfoSend quality control and by Key West before parallel testing begins.
- During the last phase of the implementation your account is put into Parallel Testing mode. During this time Key West may transfer copies of live data to InfoSend that are automatically processed and printed to PDF for review. Your staff checks the PDF output to ensure that it is satisfactory. Requested revisions will be completed before go-live. Your staff will also be trained on how to use the InfoSend website at this time.
- Go-live is completed and your Account Manager performs a post go-live follow up to ensure that you are satisfied with the service and to see if you have any questions on your reports.

A detailed timeline listing key transition milestones will be delivered after a requirements gathering session with Key West staff. General steps are as follows:

Stage 1: (Begins once notice to proceed has been received)
- InfoSend will assign a dedicated Account Manager who will manage your project.
- Your Account Manager will organize a conference call to introduce the project teams and discuss the scope of work for the transition project.
- InfoSend will provide documentation to Key West that will allow you to define your printing and mailing requirements and business rules for data processing.
- Your Account Manager will collect sample documents, test files, and data definitions, which will allow InfoSend to begin technical development.
- Your Account Manager will begin creation of electronic versions of Key West documents, and provide first drafts to Key West for review.

Stage 2:
- You must sign-off on a document that validates that the test files and data definition documents submitted are finalized. InfoSend cannot proceed without this sign-off.
- Both parties will review and finalize proofs for documents.

- Your Account Manager will review and present any potential questions from InfoSend's programming team regarding the test files provided by Key West.
- InfoSend provides first draft of the billing output using test data for review.
- Your Account Manager will coordinate a conference call to discuss the billing output, and provide documentation to log and track any changes to the outputs or programming which are necessary.
- Review application development progress.
- Account Manager to begin coordinating testing of OCR and/or barcode samples (if applicable).

Stage 3:
- InfoSend will provide the second draft of the billing output for review.
- Your Account Manager will coordinate a conference call to discuss the new outputs, and will work with Key West to ensure that bills meet requirements for appearance and accuracy.
- Should additional changes be requested, your Account Manager will coordinate with our programming team to address any required revisions
- InfoSend will provide additional drafts of the billing outputs for approval (if necessary).
- OCR and/or barcode samples are approved for production use.
- Your Account Manager will coordinate a one-hour conference call to provide training on InfoSend's online account management tools including file transfer, message management, inserts management, job tracking, and general reporting features.

Stage 4:
- Begin parallel testing.
- Key West will begin sending an export of each billing cycle to InfoSend.
- InfoSend will provide PDF samples via its Job Tracker application on the InfoSend website's secure portal.
- Key West will be asked to review PDF files and compare the new output to the output of its legacy system.
- Both parties will review & finalize application development.
- You have the option of extending parallel testing for additional weeks if your requested project go-live date is more than 12 weeks from contract signing.

Stage 5:
- Complete parallel testing and go-live
  - Post go-live review (can continue for additional weeks)

Processing and Quality Assurance

Once Key West uploads a production file via the infosend.com site or transmits via SFTP/SFTP, a File Transfer Acknowledgment report will be emailed determining a successful transfer.

If a Key West data file has a structural problem and automatic processing fails then InfoSend production team will immediately ask programming to inspect the job. When programming determines that the file has an issue you will be contacted and asked to submit a new file. There are procedures in place to ensure that Key West does not accidentally submit old files and a Quality Control process is in place to ensure files are error free. InfoSend's systems will reject partial file uploads to ensure that incomplete files are not processed. In addition, Key West can embed text in the end of each file that InfoSend will parse to ensure that the files are complete. If the text is not encountered then InfoSend will contact the City.

InfoSend is particularly proud of its Quality Control (QC) personnel and methodology. Every print job is thoroughly inspected before going to the mail prep area for final envelope stuffing and mailing. InfoSend has committed to investing in a high level of personnel training in its QC area to ensure that our customer jobs are processed correctly the first time. We believe that it is one of the key reasons we can say that we have never lost a Municipal Utility client in our entire history as a company for any production, quality, or performance issue.

InfoSend's Quality Control is one of the company's most unique internal programs. Printed documents are always put through a QC process before being released to the mailing department. Each QC operator checks for print quality and follows **on-screen prompts that are specific to the client**. Each individual mailing application can have its own set of items to check for. Additionally, a 2D barcode is added to your documents and used with intelligent mail inserting equipment. This equipment folds and inserts documents using "mail piece integrity" software to prevent inserting errors such as double stuffing. The barcodes are read before and after the documents are inserted into the envelopes to ensure proper sequencing and handling.

Customer satisfaction is the highest priority at InfoSend. To support this, we have an extensive process for addressing quality issues when discovered. We offer our clients the opportunity to review PDF copies of all mail pieces before the job is released for printing. Our Quality Control department also reviews every printed statement for data integrity and print quality before jobs are sent to our mailing department.

General Flow of Operations:

The bill print and distribution process has been described below. It is possible for Key West not to have certain bills printed. Our system will automatically check new files against previously uploaded files to ensure that a duplicate file was not uploaded in error. InfoSend can also setup a duplicate checking system that checks each new record against previous records at no additional cost.

Once Key West uploads a file:

- The file(s) is received and the system automatically checks to see if the client accidentally uploaded a file that had already been received in the past 6 months. (If a duplicate has been received then InfoSend will put the file on hold and contact the client.) If the client knows which bills should not be printed before the file is uploaded to InfoSend then it can upload a suppression file with the main data file. If a suppression file is received InfoSend will automatically exclude these bills from processing.

- The file has passed the automatic duplicate check and an emailed report is automatically sent to the client. The report contains the file name(s), time received, file size(s), and record counts.

- Automatic processing of the file begins. During processing the system checks the statement date in the file against the current date. If the date is more than 30 days old an internal warning is created and InfoSend will contact the client. Files are CASS certified for address hygiene, pre-sorted for lowest automated postal rates and barcoded with the Intelligent Mail Barcode for efficient delivery

- Automatic processing of the job has completed. If the client has requested to see samples of the bills before they are printed then an email will be sent out at this time with a link to the InfoSend website. The sample file can then be securely downloaded and approved or rejected. Clients will often catch errors in their own data files and reject the file so that it can be

resubmitted. During processing a set of program-specific questions are created for the QC department to answer during the QC process outlined below.

- The client can approve the sample PDF file at any time during this time window.

- InfoSend prints the Job Ticket, which is a job description document that specifies which form, envelopes, and inserts to use. The presort paperwork is also printed and the statement file is sent a production laser printer.

- Printing is completed and the job is submitted to the Quality Control department. Printed statements are checked for print quality, form quality, form used, and data quality. Special attention is paid to barcodes and OCR lines to ensure that there has been no fading of the toner. The QC staff will check the statement date and also follow prompts from a system to check for specific items. The QC program can be modified on an application-specific level. For example – InfoSend can instruct its QC department to ensure that a client's closing bills include a specific message.

- The job is received and processed by the Mail Operations department. The statements are inserted along with any client inserts. Any selective inserting will have been programmed at this point and noted on the job ticket. The mailing operator checks the meter count to ensure that the mailing count matches the job ticket count.

- The Mail Operations department completes the job. Once the job has been put on a palette and prepared for delivery to the USPS the operator who completed the job scans a bar code on the Job Ticket. This triggers an automatic email to the client that lists the file(s) completed, the counts, the suppressed records (if a suppression list was provided), and the addresses that did not pass the USPS CASS address verification.

- The palettes of mail can be certified onsite and are picked up/delivered to the USPS mailing hub.

Reporting

The File Transfer Acknowledgment - This is first of two reports that you will receive after uploading a data file to InfoSend. The File Transfer Acknowledgement Report provides information on the file name, byte size, page/record count, and file receipt date. A sample File Transfer Acknowledgement Report is shown below:

```
TO   : JOHN SMITH
       ABC COMPANY
FAX  : 1 714 446-1482

FROM : INFOSEND, INC.
DATE : 07/31/2003
RE   : FILE TRANSFER ACKNOWLEDGEMENT
=================================================================

    THIS REPORT CONFIRMS THAT THE FILE(S) LISTED BELOW HAVE BEEN
    RECEIVED.  IF YOU FIND ANY DISCREPANCY OR IF YOU HAVE ANY
    QUESTIONS OR SPECIAL INSTRUCTIONS REGARDING THIS LIST,
    KINDLY GIVE US A CALL AT (714) 525-8600.  THANK YOU.


-----------------------------------------------------------------
 NO.   NAME OF FILE(S)      FILE SIZE    PAGE/RECORD      DATE
                             (BYTES)        COUNT       RECEIVED
-----------------------------------------------------------------

  1.   ABC0731S.001         55131205      215,001      07/31/2003
  2.   ABC0731F.001           881514        1,505      07/31/2003
=================================================================
             TOTAL PAGES/RECORDS: 216,506
```

The Process Summary Report follows the File Transfer Acknowledgement. InfoSend will send the City a Process Summary Report with each set of samples. The Process Summary Report details important information such as job code, file name, page counts and total amount.

November 03, 2009

PROCESS SUMMARY REPORT

Job Code	File Name Company Name	Page No	# of Accounts	Total Non Bar- Pages	Coded	Dupl.	Total Amount
LYN1103A	PCB.3776	1	73	73	2	0	$11,876.84
	Totals:		73	73	2	0	$11,876.84

The Processing Confirmation Report is transmitted to you after your documents have been completed for mailing. This report provides the name of the file(s) that was mailed along with a detailed mail count. For statements, invoices, and other financial documents, the total dollar amount is also provided.

```
TO   : JOHN SMITH
       ABC COMPANY
FAX  : 1 714 446-1482

FROM : INFOSEND, INC.
DATE : 07/31/2003
RE   : PROCESSING CONFIRMATION REPORT
=================================================================

     IF YOU HAVE ANY QUESTIONS ABOUT THIS DOCUMENT, PLEASE CONTACT US AT
     (714) 525-8600. THANK YOU.

-----------------------------------------------------------------
NO. REFERENCE  AMOUNT($)  ORIGINAL SINGLES MULTIPLES UAR/SPECIAL  TOTAL
     FILE(S)/SPECIAL NOTE
-----------------------------------------------------------------

 1. ABC0731A  8549861.42  215001 214121     880        33      215001
    STATEMENT         ABC0731S.001                7/31/03

 2. ABC0731B   60201.08    1505   1505         0         2        1505
    FINAL NOTICE      ABC0731F.001                7/31/03

-----------------------------------------------------------------
   TOTALS =   8610062.50  216506 215626     880        35      216506
=================================================================
```

The Process Confirmation Report can be created in one of three different formats. You decide which one works best for you. Most clients use the standard text based report.

Format 1 – Plain Text (shown above) – Easy to view and print
Format 2 – XML – Machine-readable report, can be uploaded into your system
Format 3 – HTML – Rich-text report that looks nice when viewed on a monitor

Capacity

InfoSend is a full data capture and processing outsource provider. From receipt of data, InfoSend processes the data minding all business rules and logic specified for this project, CASS certifies, pre-sorts, images and finishes all required work. InfoSend will procure, store, and manage all required stock for Key West in a climate controlled environment. Also, store and manage drop-shipped insert items as well as provide printing services for requested inserts as needed by Key West.

Key West, as a client, will be provided a customer interface at www.infosend.com which houses a suite of tools for Key West to manage, track job status, download reports, view and approve samples, view and manage archived data, schedule inserts and more.

InfoSend maintains ample processing/imaging and finishing capacity and does not anticipate a need to purchase additional equipment to meet the volume requirements outlined in this RFP. InfoSend is vigilant in its review of available operating equipment; maintaining, servicing, and replacing equipment as necessary in order to meet the demand of our clients. Should Key West award a contract to InfoSend, the volumes from Key West will not add undue stress to our current production operations.

InfoSend cross trains its production employees to operate all printing and inserting/sorting equipment. If any one team member or even several team members within a specific production area are out during a given time period, the redundancy from our cross training allows us as an organization to continue to meet our commitments without interruption.

Likewise, the same process occurs for equipment such as trucks and production pieces. We maintain redundancy in all areas so that equipment downtime will not impact our ability to meet production commitments.

INFOSEND'S EQUIPMENT LISTING

Printer Type	Quantity	Efficiency	Age
	Printers	*Pages per Minute*	*Years in Service*
Full Color			
Konica Minolta 650	1	50	4
Konica Minolta 665	1	65	1
Xerox DocuColor 5000 AP	1	50	1
Xerox iGen 4 EXP	1	110	< 1
Black & White and Highlight Color			
Canon IR 125 VP	1	125	1
Canon IR 110	4	110	5
Canon IR 150 VP	1	150	5
Xerox HLC 155	2	155	<1
Xerox HLC 128	2	128	2
Xerox HLC 180	1	180	< 1

Inserter Type	Quantity	Efficiency	
	Inserters	*Insertions per Hour*	*Years in Service*
Sensible Technologies/Bell & Howell Intelligent Inserter with Mail Piece Integrity	12	7500	Range of <1 - 5
Sensible Technologies/Bell & Howell Standard Inserter	2	7500	Range of <1 - 5

Printing equipment has:

- Mix of black, highlight color and full color capabilities
- Black print capacity is over 36 Million images per month
- Highlight color capacity is over 7 Million images per month

- Full color capacity is over 12 Million images per month
- InfoSend prints images well under capacity for business continuity, new installs and spikes in volume.

Inserting equipment has:

- 4 to 6 stack insert feeders and can be expanded if necessary.
- Supports various folds including "C", "V", "Z" and Double "V", etc.
- Capacity to finish over 2 Million pieces per day (3 shifts)
- Mail Piece Integrity and Document Verification systems read OMR and industry standard barcodes such as 3 of 9, 2 of 5 Interleaved, 2D – Datamatrix
- InfoSend finishes mail pieces well under capacity for business continuity, new installs and spikes in volume.

Secure Processing

InfoSend facilities employ physical site security measures such as zoned access, cameras, alarms and other theft deterrents. In addition, InfoSend ensures that only approved personnel handle client information and materials. Buildings are locked at all times with approved personnel access controlled by key cards. All visitors are required to sign a visitor log, wear a visitor badge and will be escorted while in the building. Additionally, InfoSend maintains a West Coast Headquarters and an additional Midwest facility for business continuity, as well as to support the growing needs of our customers. These production facilities are located in Anaheim, CA, and Downers Grove, IL. These facilities have mirrored processes and equipment. InfoSend also has a tested disaster recovery plan and a secure off-site data center.

Strict policy in our facilities is that critical data is never sent over clear-text email. In addition any report that is available via email can instead be downloaded from the secure website over SSL or PGP encrypted and downloaded from an FTP server.

InfoSend limits traffic to and from each facility to business essentials, and employs numerous technologies to detect and thwart intrusion attempts. InfoSend regularly undergoes penetration tests with outside vendors.

InfoSend's internal network requires domain wide usernames and passwords to access network resources. Resources are only permitted if the users on the domain have the correct permission to access them. All computers are actively monitored with anti-virus and anti-spyware software, and user accounts aren't permitted to install software with network administrator permission. Audit trails and system logging are setup where appropriate. Backup facilities and media are physically restricted to authorized network personnel.

InfoSend has a Data Security, Facility Info and Disaster Avoidance/Recovery document that describes our processes for managing data integrity and business continuity in greater detail. It is fairly lengthy so we have included this information as an Attachment for Key West to review.

Attachment 2 – Data Security and Disaster Recovery

Information Security and Disaster Recovery Policy

Part One: Security

Security Compliance Information

InfoSend serves clients by providing the distribution of customer correspondence via mail, Web and other channels. Physical infrastructure, data and computing environment security and safety are of great importance. InfoSend's systems, security processes and practices are currently subject to the rules and regulations of multiple laws and or audit types:

	Payment Card Industry Data Security Standard (PCI DSS) - InfoSend holds a PCI DSS Certificate of Compliance and undergoes an annual on-site audit by SecurityMetrics, a third party auditor. InfoSend's PCI Certificate of Compliance has been included at the end of this section.
Health Insurance Portability and Accountability Act (HIPAA) - InfoSend is defined as a Business Associate and is compliant with the associated rules and regulations	
Gramm-Leach-Bliley Act (GLBA) - InfoSend is compliant with the associated rules and regulations that apply to providing services to clients covered by GLBA	
Fair and Accurate Credit Transactions Act of 2003 (FACTA) - InfoSend's systems and applications are compliant with the "Red Flags Rules" that clients covered by FACTA must follow	

Security Best Practices

InfoSend approaches the risk of data breach via the following methodologies:

1. **Background Checks and Drug Tests for All New Employees**: all InfoSend employees are given and must clear a background check upon hiring.
2. **Secure Physical Premises**: all InfoSend employees are issued I.D. cards that must be worn at all times. Additionally, all points of entry to each facility requires an access key to enter.
3. **Secure Data Practices:** all data files can be PGP encrypted during transfer, and all web traffic utilizes a minimum of 128-bit SSL, ensuring secure communications both ways.
4. **Segmentation of Data:** data is segmented between each InfoSend customer to ensure no comingling or erroneous joining can occur. All programs and workflows are custom tailored to the client, ensuring program failure and employee notification in the event data is somehow manually entered into a workflow.
5. **Firewalls and Web Application Security**: InfoSend limits traffic to and from each facility to business essentials, and employs numerous technologies to detect and thwart intrusion attempts. InfoSend regularly undergoes penetration tests with outside vendors.
6. **Compliances**: InfoSend is subject to multiple security compliance programs.
7. **Suspected Breach Escalation, Review and Notification**: all employees are trained to report and escalate suspected breaches or breach attempts to their manager immediately. If client data was at risk, and the breach is not ruled out after a second internal review, then the client is notified and InfoSend pledges full cooperation in continuing to investigate.

Physical Security

InfoSend facilities employ physical site security measures such as zoned and controlled access, cameras, alarms and other theft deterrents. In addition, InfoSend ensures that only approved personnel handle client information and materials. Buildings are locked at all times with approved personnel access controlled by key cards. All visitors are required to sign a visitor log, wear a visitor badge and will be escorted while in the building. Additionally, InfoSend maintains a West Coast Headquarters and a Midwest facility for business continuity, as well as to support the growing needs of our customers. These production facilities are located in Anaheim, CA, and Downers Grove, IL. Each facility operates with mirrored processes and equipment. InfoSend has a tested disaster recovery plan and a secure off-site data center.

Systems Hardening

InfoSend performs the following systems hardening functions:

- System-wide security policies protect data from internal and external threats
- New users must change system-generated passwords upon first login
- Real time HTTP and HTTPS application layer security inspection
- Require special characters and minimum length security passwords
- Require password changes every 3 months
- Vendor supplied default or guest accounts are protected or deleted
- Start-up passwords must be created in a manner that is not predictable
- Anti-virus definitions are updated automatically as they become available to protect client data from viruses, Trojan horses, worms, etc.
- Anti-virus software is installed on each Windows PC, and on the corporate mail server
- Process hardening through use of SELinux
- Live log analysis and file integrity scanning
- Install and maintain the most recent service packs
- Monitor security rollout packages, install patches as needed
- Remove unnecessary applications
- Remove unnecessary services and default settings
- Monitor security rollout packages, install patches as needed

Continuous Improvement

In an effort to continue core operations and provide the excellent support our clients rely on, InfoSend understands the importance of continued improvement of our security practices. Security is at the forefront of this improvement process. Through our extensive research and proactive measures, InfoSend clients can be assured that their data is protected and handled with the highest industry-standard measures of care.

Certificate of Compliance

Payment Card Industry Data Security Standard

This is to certify that Infosend, Inc. has been assessed by SecurityMetrics, Inc. and were found to be compliant against the PCI Data Security Standards version 1.2, endorsed by Visa, MasterCard, American Express, and other leading card brands.

Infosend, Inc.

Assessing Date: July 25, 2011

Conditions of issuing:

1. SecurityMetrics, Inc. has issued this certificate to indicate that the aforementioned company has been assessed against the requirements of the Payment Card Industry Data Security Standards' (PCI DSS) validation methods and were found to be compliant to PCI DSS version 1.2 on the date of issue only, no other guarantees are given.
2. This certificate is subject to compliance conditions as laid out within the PCI DSS standards, any queries, please contact SecurityMetrics 801-724-9600 or audits@securitymetrics.com. The certificate is valid for a one year period from date of issue for the application version listed above.
3. The certificate offers no guarantee or warranty to any third party that the company is invulnerable to attack or breaches in its security, and SecurityMetrics accordingly accepts no liability to any third party in the event of loss or damage of any description caused by any failure in or breach of customer's security.

Nathan Bates – Security Analyst, CISSP, QSA, PA-QSA

7/25/2011

Date

securityMETRICS®

Part Two: Disaster Avoidance

InfoSend approaches the risk of technology failure or operational interruption via the following methodologies:

1. **Facilities Operate Under Capacity**: this ensures that each local facility can endure well above normal interruptions in labor force availability. Employees are cross-trained to provide coverage throughout the process of receivable transformation and delivery.
2. **Backup Generator**: InfoSend's corporate H.Q. leverages a backup generator in the event of extended power outages.
3. **Multiple Communication Lines**: InfoSend's headquarters utilize both wired and wireless lines, with seamless failover should an Internet provider have an outage.
4. **Server Virtualization**: InfoSend fully leverages server virtualization technology, ensuring any critical processes can be hardware agnostic and quickly cut over to other available hardware resources in the event of a failure.
5. **RAID, SAN, VPN Data Sync and Tape Backup**: InfoSend utilizes a combination of these methods to ensure real-time accuracy, redundancy and disaster-proof availability of data.
6. **Automated System Alerts and Employee Coverage**: InfoSend ensures that all systems are automatically monitored and reported on, with failures triggering emails and text messages to employee phones. Multiple employees are cross-trained in systems engineering and administration for around the clock coverage across all facilities.
7. **Documentation**: all systems and practices are documented both for internal training and reference, as well as to meet outside audit requirements in order to maintain compliances such as PCI DSS.
8. **Disaster Preparedness**: in the event of severe labor interruptions or physical premises becoming incapable of production due to external causes, InfoSend will utilize its Disaster Recovery site to continue operations.

Data Center Technical Specifications

- Redundant data centers
- Multiple methods of secure data transmission are available to ensure that client data reaches InfoSend securely, quickly, and in whole
- Backup copies of all data files are made before processing
- Load balancing for high availability
- Highly scalable
- Terabytes of storage, all network storage uses RAID
- System monitoring with alerts sent to IT staff when potential issues arise
- UPS systems for battery backup
- Redundancy for all critical servers, switches, etc. Virtualization used to provide automatic backup and restoration of live operating systems.
- Firewall fail-over
- System scales horizontally so that additional processing power can be added quickly.
- 24/7/365 support for critical issues. After-hours answering service provided.
- System and facility capacity is constantly monitored and scaled to prepare for upcoming volume increases
- Each InfoSend facility has fiber optic Internet connections with a minimum of 10mb of bandwidth. The primary facility and corporate H.Q. uses a fiber optic Internet connection from AT&T and has a backup Covad wireless Internet connection.
- System architecture uses industry-standard security practices and a multi-layered security approach
- Data is backed up to tape, stored in a fireproof safe, and picked up by an enterprise tape vaulting service provider

- InfoSend is constantly evolving its best practices

Network Specifications
- Secure Socket Layer (SSL) encryption on all web server connections, server authentication
- Client authentication for TCP/IP connections
- Firewalls blocking all traffic unless expressly permitted, no direct connections to the LAN
- Only authenticated users of InfoSend's intranet can access the LAN locally or remotely (via the VPN), two-factor authentication required for VPN access
- System attack attempts are monitored and directly reported to system administrators
- Limited access points due to tiered permission levels for InfoSend's CRM system, client data access points, storage drives, and networks. Each access point is guarded by separate firewalls
- Separation of firewalls and networks in order to isolate production network. Enterprise class firewalls are used to safeguard data, using a combination of the layer-3, layer-4, and layer-7 security technologies.
- Perimeter network security data/protection. HTTP, FTP, and SFTP networks located within networks behind secured servers.
- HTTP, FTP, and SFTP set application protocols and application filtering
- Continuous monitoring of web applications by InfoSend's system administrators, with automated notifications enable in the case of threat detection or web vulnerability
- Static and dynamic packet filtering
- Scheduled testing of InfoSend's systems
- Meets rigorous audit requirements
- Notifications from MacAfee, CERN, etc.
- Data transmission through SSL web uploads or FTP/SFTP with PGP encryption
- VPN system hardening
- External third-party security monitoring alerts InfoSend if there is a potential security risk.

Part Three: Disaster Recovery

Introduction

InfoSend understands the importance of business continuity. As client needs and expectations have evolved, so has InfoSend in the area of disaster recovery. InfoSend's Disaster Recovery Plan is designed to avoid problems that can potentially threaten InfoSend's service. InfoSend uses a multiple-facility approach to disaster recovery. Each of InfoSend's facilities operates under capacity to ensure that equipment failures or spikes in volume will be handled locally without issue.

The primary methods used in InfoSend's disaster recovery and contingency program are (1) Disaster Avoidance Measures, (2) Backup - to other systems and to tape (3) Fail-over and Restoration, and (4) Testing and Documentation.

The BillPrint and Mail and eServices platforms are hosted at both the primary and the disaster recovery locations. If a disaster takes the primary computer systems platform offline it can be run from the backup platform. InfoSend's custom Customer Relationship Management program, which contains detailed records of each client's implementation and support history, is also synced and stored in multiple locations.

Hundreds of clients depend on our platforms and staff to provide business-critical services. Our excellent client retention track record speaks to our system reliability and high-quality processing. While InfoSend has never had to implement a disaster recovery plan in a live environment, we place

great importance on maintaining and testing a successful disaster recovery strategy. Our knowledge of a strong disaster recovery strategy comes from testing, consultation with IT experts, and from years of research.

We are confident that we have the necessary measures in place to recover from a range of large-scale operational disruptions. We have two geographically positioned facilities providing full coverage across the United States.

Facilities

Corporate Headquarters

InfoSend's main production, programming, and executive offices are housed in its Anaheim, CA corporate headquarters facility. In April 2011 InfoSend moved its headquarters facility from Fullerton CA to its newly constructed Anaheim location. This enterprise-class H.Q. facility is a 60,000 sq. ft. building surrounded by roughly four acres of property, entirely secured by access-controlled gates. The property has enough space to create an InfoSend campus with almost unlimited room for production growth and additional office space. The significant investment in InfoSend's H.Q. move highlights the company's commitment to continuous improvement of capacity, security, disaster recovery, and growth.

InfoSend's Anaheim corporate H.Q. is located at the following address:

> 4240 E. La Palma Ave
> Anaheim, CA 92807

Mail pieces that are produced at 4240 E. La Palma Avenue in Anaheim are delivered to the main Post Office Hub of Anaheim, California, which is approximately two (2) miles from the facility.

Midwest Facility

InfoSend's Midwest disaster recovery and production facility is located in Downers Grove, IL, situated just outside of Chicago. The Downers Grove production facility is fully staffed and equipped. This facility serves InfoSend's Midwest and Eastern clients, as well as provides disaster recovery support for our California clients. This InfoSend 25,000 sq. ft facility is located at:

> 1406 Centre Circle
> Downers Grove, Illinois 60515

Labor

InfoSend's employees are cross-trained and can manage tasks that span the entire production process. At InfoSend's current size and capacity, operations can run normally with the absence of key personnel with no effect on production.

Materials, Laser Printing, Mail Inserting

- InfoSend's standard envelopes are stored at each facility.
- Should you elect to use custom envelopes, an emergency supply of them can be kept in inventory at the appointed disaster recovery facility.
- InfoSend's standard forms (including the blank white form with a perforation) are stored at each facility.
- Should you elect to use custom forms, an emergency supply of them can be kept in inventory at the disaster recovery facility. The custom pre-printed form elements (e.g. logo, statement backer) can also be laser printed in grayscale onto white paper if the custom forms are not available.
- Cut-sheet production laser printers are actively in use at all facilities. The corporate H.Q. and Midwest Facility both have 2-color laser printing capabilities.
- Intelligent mail inserters (with mail piece integrity) are actively in use at all facilities.
- Each facility uses multiple printing and inserting production lines, each that operate independently of the others in the case of equipment maintenance or downtime.
- InfoSend's Job Tracking application logs where each batch is produced and can redirect individual jobs to other facilities on the fly if needed.

Data Synchronization

InfoSend utilizes a secure VPN to ensure the primary data center is continually syncing backup data to the disaster recovery site. Server virtualization technology is also leveraged to ensure applications are hardware agnostic and can be configured and run at any of the InfoSend sites with little to no cutover time. All data is committed to tape backup and routinely taken offsite to a secure location.

Four separate backup methods are in place to protect data and assure systems are fully restored after a disaster of any type:

1. All servers are duplicated at the Disaster Recovery Facility. Data is automatically synched between the main facility and the Disaster Recovery Facility over a secure VPN.
2. Server data is backed up to tapes that are both stored in fireproof safes and taken off-site routinely.
3. The RAID system is used on all servers to ensure that data remains available in the event of a hard disk failure.
4. Network SAN systems are used that expand upon RAID by duplicating the entire network storage system to a redundant node with its own RAID.

Facility Fail-Over and Restoration

Should one of InfoSend's facilities become inoperable due to a fire, natural disaster, etc. then facility fail-over measures will be used to produce the mail at the other facility. InfoSend's Anaheim headquarters will feature a diesel backup generator, ensuring continuous uptime in the event of a power outage. Data processing and system hosting will be moved to the disaster recovery facility from the primary facility. Documents can be printed and mailed from any of InfoSend's facilities. If facility fail-over is enacted, available labor resources will travel to the other facilities to help with the disaster recovery efforts. Should there ever be a case where one of InfoSend's facilities is impacted by a major disaster, the company has a travel and lodging contingency plan for necessary employees to travel to facility providing disaster recovery support.

If facility fail-over is enacted, then restoration of the affected facility will begin as soon as possible. All facilities have fire and theft insurance. Remote sales and technical staff working from home offices

can continue to work, should a facility go offline and will be available to help assist with the restoration efforts.

Testing and Documentation

InfoSend's disaster recovery procedures are continuously improved. Documentation is regularly updated as necessitated by new requirements or changes to internal procedure or systems engineering.

Attachment 3- Signed Key West Indemnification Form

Following this page is the signed Indemnification Form as required by Key West.

CITY OF KEY WEST INDEMNIFICATION FORM

Contractor agrees to protect, defend, indemnify, save and hold harmless The City of Key West, all its Departments, Agencies, Boards, Commissions, officers, agents, servants and employees, including volunteers, from and against any and all claims, debts, demands, expense and liability arising out of injury or death to any person or the damage, loss of destruction of any property which may occur or in any way grow out of any act or omission of the Contractor, its agents, servants, and employees, or any and all costs, expense and/or attorney fees incurred by the City as a result of any claim, demands, and/or causes of action except of those claims, demands, and/or causes of action arising out of the negligence of The City of Key West, all its Departments, Agencies, Boards, Commissions, officers, agents, servants and employees. The Contractor agrees to investigate, handle, respond to, provide defense for and defend any such claims, demand, or suit at its sole expense and agrees to bear all other costs and expenses related thereto, even if it (claims, etc.) is groundless, false or fraudulent. The City of Key West does not waive any of its sovereign immunity rights, including but not limited to, those expressed in Section 768.28, Florida Statutes.

These indemnifications shall survive the term of this agreement. In the event that any action or proceeding is brought against the City of Key West by reason of such claim or demand, Contractor shall, upon written notice from the City of Key West, resist and defend such action or proceeding by counsel satisfactory to the City of Key West.

The indemnification provided above shall obligate Contractor to defend at its own expense to and through appellate, supplemental or bankruptcy proceeding, or to provide for such defense, at the City of Key West's option, any and all claims of liability and all suits and actions of every name and description covered above which may be brought against the City of Key West whether performed by Contractor, or persons employed or utilized by Contractor.

The Contractor's obligation under this provision shall not be limited in any way by the agreed upon Contract Price as shown in this agreement, or the Contractor's limit of or lack of sufficient insurance protection.

CONTRACTOR: InfoSend Incorporated _____ SEAL:

4240 E La Palma Ave., Anaheim, CA 92807
_____
Address

_____
Signature

Russ Rezai
_____
Print Name

Chief Operating Officer
_____
Title

DATE: 4/9/12
_____

Attachment 4- Acknowledgement of Key West Addenda

Following this page is InfoSend's signed acknowledgment of the Addendum provided by Key West.

ADDENDUM # 1

Invitation to Bid (ITB) # 12-003
Utility Bill Processing, Printing,
Postage, Print Stock, and Envelopes

April 3, 2012

To All Prospective Bidders:

The following changes, additions, and/or deletions are hereby made a part of the Bid Documents for the Utility Bill Processing, Printing, Postage, Print Stock, and Envelopes (ITB # 12-003) dated March, 2012 as fully and completely as if the same were fully set forth therein:

QUESTIONS FROM RESPONDANTS:
(Answers in Italics)

1. Is printing simplex or duplex?

The utility bills are printed duplex (two-sided) on one sheet of paper.

2. Please clarify 9x12 insertion envelopes? Are you looking for pricing on the envelopes, using 70 per month?

Correct. We have a small number of customers where multiple bills are sent in the larger 9"x12" envelopes. Cost should include fee for inserting other bills in 9"x12" envelopes.

3. How many pages generally go into one #10?

Just the one page duplex bill along with the # 9 return envelope.

4. Is there any printing on the #10 and #9 envelopes? Is the printing color or black and white?

THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409

There is printing on both envelopes in one color (black). The # 10 envelope has the City's return address along with the City seal. The # 9 envelope has the City's address. Please see the photos of the envelopes that are part of this addendum.

5. Is there a window on the #9 BRE

There is no window on this return envelope.

6. I am requesting what the current contract costs are for this project and a copy of the bid tabulation when it was last bid.

# 9 Envelopes -	*$23.95 per 1,000*
#10 Envelopes (with window)-	*$28.25 per 1,000*
8 ½" x 11" Bill Stock 20 pound -	*$16.99 per 1,000*
Postal Presort -	*$13.64 per 1,000*
Laser Imaging -	*$40.87 per 1,000*
Insertion of Bill + #9 Envelope -	*$ 34.06 per 1,000*
9"x12" Envelope Insertion -	*$ 2.68 each*

We do not have a copy of when the last time this project was bid. We piggybacked on a contract from another local utility – Keys Energy Services. Barrett and Company from Key West is our current contractor.

7. Is it possible to get a physical sample of your bills and envelopes?

We don't have time to send a physical sample to everybody, so I have included a photograph in this addendum.

8. Is there any color printing on your bill preprinted form?

No. All printing is in black.

Key to the Caribbean – average yearly temperature 77 ° Fahrenheit.

9.   Is your return address printed in black on the #10 1-window outgoing envelope?

Yes it is, along with the City Seal.

10.   Is the #9 return envelope a simple 1-window envelope?

There is no window on the return envelope. The return envelope is printed with the City's address and some other information. See photo for more information.

11. I would like to make a public record request for current contract information on Key West Local Utility billing, printing materials mailing services and postage associate with getting the monthly Sewer and Garbage billings produced and mailed.

I have attached a copy of the City's current contract with this addendum.

12. Reading through your invitation to bid. I wanted to know if it would it be OK to substitute a double window #10 for the single window #10 you have in the Description of Current Environment. The reason I am asking is that a double window envelope eliminates an additional step in the production process of imprinting the logo and return address onto the face of a single window envelope -- thus eliminating the cost as well. Instead, the return address and logo is printed onto the bill which shows through the top window (I have attached an example).

By using a double window envelope across our entire customer base it allows everyone to benefit from a large envelope order, instead of running dozens of short runs for each individual customer. This would be helpful since we are trying to arrive as the lowest cost.

We plan on keeping our one window # 10 envelope that we are currently using. Please bid on a one window # 10 envelope.

13. Sungard has the ability to export multiple file formats; of the export file types, the PDF export is less desirable as these files have significantly less flexibility when it comes to format changes. Our normal process with Sungard customers is to work with their text export file or the multiple data table export files; we use these as we work with our

customers to create a customized statement. Does this sufficiently cover the needs of the City?

We would prefer to use the same PDF export we are using currently.

14. Is it safe to assume that you require PDF image copies of all bills prior to printing, so you can review any and all statements?

Yes.

15. You state that 20 lbs is the minimum requirement, however automated payment vendors and equipment require 24 lbs long-grain paper. Do you anticipate requiring 24lbs long-grain paper for any automation in the future?

We anticipate that we will continue to use the 20 lbs minimum. No change is anticipated.

16. On the Bid Schedule, you are asking the cost for monthly quantities of #9 envelopes. We normally use selective feeding for #9 envelopes to save our customers money for Bank Draft customers and other accounts that are paid automatically. Do you have an estimate of the accounts that would not require #9 envelopes in your mailings, if any?

We do not have such an estimate. You should plan on using the full amount of # 9 envelopes.

All Bidders shall acknowledge receipt and acceptance of this Addendum # 1 by acknowledging this Addendum in their proposal or by submitting the addendum with the bid package. Bids submitted without acknowledgement or without this Addendum may be considered non-responsive.

_____   InfoSend, Inc.
Signature   _____
                                                             Name of Business