



May 13, 2012

Jay Gewin  
Utilities Manager  
City of Key West  
3126 Flagler Avenue  
Key West, FL 33040

Reference: Bid Number 12-003

Dear Mr. Gewin,

The following proposal is provided by DP2 Billing Solutions to the City of Key West for Utility Bill printing and mailing services. The information contained in this proposal has been compiled by a team of professionals from DP2. The proposal has been developed with every effort to meet the City of Key West's unique needs for output services.

We believe the key to success is building relationships with our clients. DP2 greatly appreciates the opportunity to present this proposal to the City. DP2 offers decades of experience in the document production industry. DP2 has the experience of building and delivering document print presentment and payment services to over 400 utility customers nationwide. In fact, our experience includes implementing over 70 SunGard Public Sector clients – both Pentamation and Naviline (including SaaS model). I can personally assure you that DP2 will provide you the highest level and quality service available in the market today. Following are a few additional points regarding our response: 1) Postage is estimated on the "Unit Price Bid Schedule". The City of Key West will receive the lowest postage rate based on eligibility. 2) DP2 meets or exceeds all insurance requirements. 3) RFP requirement - 2.7 "Reporting and Tracking Services" is part of DP2's standard automated processes and is provided at no charge. As an option, DP2 can run your cycle data through NCOALink. Verified moves are billed at a rate of \$0.40/hit, including a report listing the old vs. new address. 4) Our standard production agreement is included as requested. DP2 understands that terms and conditions as outlined in the RFP override those in the DP2 production agreement. Lastly, I certify the accuracy of the information contained in our response.

Our team thanks you for the opportunity and we welcome your question and input. Please feel free to contact me directly.

Best Regards,

William K. Murray  
CEO  
DP2 Billing Solutions LLC  
817 488-5800  
[bmurray@dp-2.com](mailto:bmurray@dp-2.com)

## **EXECUTIVE SUMMARY**

DP2 Billing Solutions is a leading provider of outsourced billing, print and mail services. DP2 was founded by a team of industry leaders from DataProse, Inc. and have become intimately familiar with Utility Billing printing and mailing process through longstanding relationships with software providers in the industry such as Tyler Technologies, SunGard PS, Harris Computer Services and many others.

DP2 is the industry leader in document management, printing and presentment services. For almost 20 years, DP2's leadership team has managed document composition, print and electronic delivery capabilities by serving the most demanding transaction-oriented consumer markets – the utility and telecom industries. We have made the production of customer documents a core part of our business and understand how mission critical it is for all our clients.

DP2 operates a state-of-the-art production facility in Southlake, Texas – which is also our Corporate Headquarters. Our history of creating and managing complex applications has been praised by many of our business partners. In an effort to exceed your expectations, we will work closely as a team to ensure the entire process is handled with a professional urgency unlike any other. Our advanced technology and expertise, coupled with the variety of services we offer will dramatically reduce costs and risk. Our goal is to exceed your expectations in quality, timeliness and customer service.

Below are some examples of what make DP2 a leading provider of print and mail services:

1. The DP2 team has the experience of implementing more than 500+ customers on various billing systems and software platforms.
2. We have worked with countless software providers on the print & mail distribution of their client's billing packages.
3. Our core competency is in producing high quality customer communications that get results.
4. Our staff's experience, technical expertise and customer management skills, can help reduce costs by streamlining the document production process.
5. DP2 management has a long standing relationship with SunGard Public Sector and is one of the few "Preferred Solution Providers" they recognize.
6. We offer the most comprehensive electronic tools available today in the utility marketplace. From integrated Electronic Bill Presentment and Payment (EBPP) services to web-hosted archive for all documents processed. Our custom messaging tool offers our customers world-class customer communication at your finger-tips.

In summary, the DP2 solution is comprehensive enough to satisfy the most complex needs yet nimble enough to meet the requirements of our most basic customers. We are confident in our ability to successfully partner with the City of Key West for creating, processing and delivering high quality customer communications at an affordable price.



## **REFERENCES**

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## **DESCRIPTION OF SERVICES**

### **ACCOUNT MANAGEMENT**

From the very beginning of your conversion project, we will begin the process by documenting the initial steps and setting a schedule which our team will ensure we hit. You will be given plenty of time to ensure you have ample time to complete the review and approval process. In addition, your Account Manager works closely with your software provider, to ensure that all changes and new information is addressed.

### **FLEXIBILITY**

We understand the complexity of the entire process and have made every effort to ensure we move quickly in order to benefit both you and your customers. This flexibility exists from setting the schedule to making last minute changes. We will accommodate your hectic schedule and make sure our efforts work around the client's schedule. We will work extensively with all parties to make sure your data is outputting correctly and that your documents are delivered with only the best quality standards in mind. Your Account Manager will be available 24/7 throughout this project plan to ensure issues are addressed swiftly and the schedule is maintained.

### **DOCUMENT LAYOUT & DESIGN**

DP2 utilizes the latest in document layout and design software which allows us to incorporate personalized one-to-one marketing / informational content on the document. DP2 has unlimited capabilities to redesign the current documents as required by you, if desired. Our systems can support variable text processing, all special character emphasis requirements, variable graphics as well as custom data-driven graphics (bar charts, pie charts, etc.) as well as replication of current bill layout.

## **DATA**

### **Data Processing**

DP2 will create a customized program to meet your distinct needs. DP2 will perform the following preprocessing functions to compile, print, determine postage, and mail the documents. Our software will ensure that you will receive the maximum postage discounts for First Class automated bar code rates.

### **Data Transmission and Processing**

When DP2 detects a file transmission from a customer, our automation system triggers the processing of the client data. This import processing generates two main reports for the customer:

**Import Summary** – this report typically lists the record and page count received per data file, document type, and document date. If there are any records suppressed during the import process, there will be a Rejected count shown on this report. Customers will use this report to verify that we received all of the data transmitted.

If the customer generated 8,000 records to send to DP2 and the import summary only showed 7,400, this would indicate a problem in the data transmission where we didn't receive all of the data files or there was a partial file received. In most cases, DP2 doesn't know how many documents to expect so it is important that the customer review this report carefully to ensure that all documents to be processed have been received.

**Rejection Summary** – this report will list detailed information about all of the records that were suppressed during the import process. Records may be suppressed for a variety of customer-defined criteria including but not limited to: state-specific suppressions, dollar amount restrictions, unknown document types, auto-pay customers, etc. This report typically will contain the data filename, document type, document date, account number, address line1, and the reason why it was suppressed. When customers provide custom criteria for suppressing documents, it's very important that this report is reviewed closely to be sure the appropriate records are being suppressed. This report is only generated when documents are suppressed.

There may be additional reports that are created for the customer upon request or depending on different processing configurations. However, these two reports are the most critical to ensure that we are processing the correct data. If the data sent is not shown on the import summary then we did not process it and the customer should contact us immediately so that the appropriate actions are taken.

In addition to the reports that are generated, DP2 will also generate a set of PDF QA Proofs to show what the documents would look like in production. We typically will include only a subset of the documents transmitted in the QA proofs. We'll show you at least one document of every type (i.e., different letters, invoices, statements, etc.). If there is conditional processing on the documents, we'll include at least one proof of every instance of the conditional logic. Where there is state-specific verbiage on the documents, we'll include an instance of each state used. We also have the ability to seed the QA proofs with certain customer-supplied accounts or criteria and to increase the quantity of proofs provided for each set of criteria. This is an actual representation of the final printed document that will be mailed to the addressee. It is very important that these proofs are carefully reviewed for content and accuracy.

When programming changes are requested, DP2 will perform all of the coding, testing and proofing in our development system. The customer will ultimately approve the changes based on proofs generated from the development system. Once these proofs are approved, DP2 must roll out the changes into our production system. The first time this code runs in the production system, it is critical that the customer review the QA proofs generated to be sure that the change is correct based on our production code and the customer supplied production data. There are many scenarios where the test data originally provided to programming to make the change may be different from the data actually received in production that may cause undesired results to the final documents.

DP2 offers two types of processing to our customers: **AutoApprove** and **ConfirmationHold**:

### **ConfirmationHold**

DP2 processing will stop after the import reports and QA proofs are generated. The customer must review the reports and can either approve the job for production or indicate that the job should be rejected. DP2 offers a web portal, to allow the customer to take all of these actions and review all of the documents via a secure, real-time web site. This offers the customer the greatest protection against mailing errors since they have the time to

carefully review and approve all documents before they are introduced into production. In this scenario, our mail guarantee is to drop within 24 hours of the time that the documents were approved for production. If there are errors in the documents, the customer has the ability to reject the files for processing and can either fix the error if it was from the data transmitted to DP2 and then retransmit, or work with the DP2'S Customer Service department to correct and/or change any of the programming issues with the documents.

### **AutoApprove**

DP2 processing will continue after the import reports and QA proofs are generated and the documents will proceed immediately into production. The responsibility will be on the customer to review the reports and proofs and notify DP2 as soon as possible if any problems are detected. There is typically a slight delay between the time the documents are prepared for production and when production actually begins. As long as the production job has not left the building, we can stop a mailing but once the USPS has taken the mail, there is nothing we can do. If the job has already begun production (lasering and/or inserting) when it needs to be stopped, the customer is responsible for any costs incurred including components (paper, envelopes), laser charges, postage reclamation charges and labor. The AutoApprove option offers the customer the greatest performance in the fact that there are no delays waiting for the job to be approved but it comes with the largest amount of risk given that errors may go undetected and additional costs may be incurred due to stoppage of production and/or resending a mailing with an apology/correction notice.

### **Preprocessing to Maximize Postage Savings**

To insure the highest postage discounts while guaranteeing the accuracy of the addresses and zip codes supplied by you, DP2 will:

- Utilize our software to verify valid addresses from the client's data
- Create a data stream for documents with missing zip codes or bad addresses
- Sort data into mail streams required by the USPS for postage discounts
- Add and verify Zip+4 Postnet barcode to all addresses to aid presorting, if necessary

### **BUSINESS CONTINUITY**

DP2 understands that your data is your most valuable asset. With this in mind, we have developed comprehensive measures to ensure our data and facility security is fail-safe. Physical site security measures such as zoned access and other theft deterrents ensure your information and materials are handled only by approved personnel. Meanwhile, transmission and storage of your data is protected by state-of-the-art firewall software, data integrity audits, intrusion detection, data encryption, and password-secure application access. Additionally, DP2 maintains access to a local back-up production facility within 15 miles of our Southlake facility for business continuity as well as two other regional sites to support the growing needs of our customers. These facilities boast "mirror" processes and equipment and have a tested disaster recovery plan as well as well as an off-site datacenter.

## 1. Business Continuity Planning Strategy

Business Continuity Planning (BCP) aims to prevent or minimize damage from disruptions in operations. It is the process of developing advance arrangements and procedures that enable an organization to respond to an event in such a manner that critical business functions continue with planned levels of interruption or essential change.

DP2's Business Continuity Plans are intended to:

- Minimize injury and loss of life due to a man-made or natural disaster
- Prevent a minor incident from becoming a major disaster
- Clearly outline roles and responsibilities
- Minimize loss of data and revenue
- Minimize and expedite critical decisions that must be made following a disaster
- Protect DP2's reputation, assets and financial position
- Satisfy DP2's obligations to its employees, customers, shareholders, business associates, and community
- Comply with applicable laws and regulations

## 2. DP2's Business Continuity Policy

It is the policy of DP2 that plans are developed and maintained to ensure adequate continuity in the event of a disaster. Business units document, exercise and maintain each of these plans on a regular basis. It is the responsibility of the management of each business unit/function to ensure that the plan for their area of responsibility or product is viable and exercised for adequacy. DP2's business continuity plans are designed to protect the interest of our customers, shareholders, officers, and employees.

An Incident Management Team has been set up to provide leadership and support in the event of a disaster and exercises on regular basis.

## 3. Disaster Declaration

The declaration of a disaster is reserved for major system and infrastructure failures (network, facility, hardware, software, or key third party arrangements) where the interruption of business-critical operations is likely to occur for an extended period. The Incident Management Team, made up of the executive leadership of DP2, will determine if an incident constitutes a potential disaster and will invoke the initiation of business recovery operations for the impacted departments, facilities, or products. Once invoked, a number of teams are activated to lead various components of the response and recovery efforts.

## 4. Assumptions

- a) Not all incidents or events will lead to a disaster declaration. The declaration of a disaster will be reserved for major system and/or infrastructure failures (network, facility or computer hardware/software) where initiation of BCP recovery procedures is required. A disaster is defined as any event that results in the loss of a facility, facility access or processing of critical operations within the facility for an extended period of time.
- b) DP2's Incident Management Team (IMT) is responsible for assessing the impact of the incident, declaration of a disaster, and leading the response and recovery.
- c) BCP Plans and recovery procedures are developed around a single disaster or event impacting DP2's business-critical functions.
- d) Alternate sites/vendors/resources will be available to DP2 at the time of need.
- e) Qualified personnel in sufficient quantities are available to perform recovery activities.
- f) Organizations external to DP2, such as vendors and government agencies will be reasonably cooperative during the recovery period.

## 5. Plan Development Process

DP2 uses a methodical process to develop its plans covering critical departments, products, applications and processes. The steps include (but are not limited to) the following:

- ✓ Risk Analysis
- ✓ Business Impact Analysis
- ✓ BCP Strategy Development
- ✓ BCP Plan Development
- ✓ Exercises
- ✓ Plan Maintenance & Update

## 6. Recovery Tiers

DP2's business continuity strategy includes recovery of DP2's various systems, applications, processes, and functions by priority. Each of the plans has been categorized within one of three critical recovery windows. Each category is defined within a Minimum Acceptable Recovery Configuration (MARC) window for staging and conducting recovery from a disaster.



DP2's MARC I business continuity strategy integrates alternate site recovery facilities provided by print/mail recovery vendors and 3<sup>rd</sup> Party Alternate Work Site Agreements in Fort Worth, TX, Oxnard, CA, and Madison, WI.

The three MARC windows for core DP2 components are:

- **MARC I:** Critical components required within 48 hours after a disaster
- **MARC II:** Critical components required between day 3 and day 7
- **MARC III:** Critical components required between day 8 and day 31

## 7. Recovery Strategy

Recovery facilities are stand-alone production facilities encompassing statement production, warehousing and administrative departments. All plans are developed so that work can be moved from facility to facility and in this way serve to back one another up. In the case that volumes may exceed the capacity of the un-affected facilities DP2 has also contracted with a third party vendor for additional print & mail services.

Business Continuity Plans are consistent with the following steps:

### Declaration:

- In the event of an incident that renders any of the locations inoperable, DP2 assembles the Incident Management Team (IMT) which will initiate the disaster declaration, as necessary.
- DP2 will communicate to all customers that a disaster has been declared and that DP2 is operating in disaster recovery mode.
- DP2 will be responsible for vendor notification - obtaining additional forms and materials for transport to the alternate processing facilities.
- All statements from the impacted facility will be transferred and processed through one of the alternate processing facilities where printing, inserting and mailing functions will take place. A seven (7) day SLA from receipt of files will be in effect in disaster situations.

### Data Transmission:

- Upon a disaster declaration by DP2, customers will not need to make any change to their statement file transmission method. Customers with dedicated circuits would have to provide statement data via tape or over the internet. (DP2 will provide assistance to those customers wishing to use the internet to ensure connectivity).

### Printing:

- Printing will be performed by the alternate processing facilities or the third party print and mail vendor.
- DP2 will attempt to use all available custom forms; however, we may elect to use plain white forms without logos to ensure mail is processed in as timely a manner as possible.
- DP2 will make every attempt in a disaster to print utilizing the same type/model of printers as used in non-disaster situations but may elect not to provide highlight color or full business color as an option.

### Inserting:

- Inserting will be performed by the alternate processing facilities or the third party print and mail vendor.

- Custom inserts will not be included as part of the inserting process. Dynamically created inserts can be included. The decision to include/not to include inserts will be reviewed as the resumption process continues.
- DP2 will continue to handle and be responsible for special handling needs - processing holds, etc.
- Generic carrier and remit envelopes will be used at the onset of the disaster declaration. The decision to include/not to include custom carrier and remit envelopes will be reviewed as the resumption process continues.

#### Zip Sorting:

- DP2 will continue to process mail pieces in zip code order for presentment to the USPS to ensure the best Postal rate is achieved.
- DP2 will provide a report of volume for work processed each day.

#### Production Services:

- DP2 will continue to perform job reconciliation and postage payment functions.
- DP2 will continue to perform reprint capabilities.

#### Warehousing:

- All incoming, receiving, and warehousing functions will be performed by the alternate processing facilities or the third party print and mail vendor.

## **8. Departmental Exercises**

Tabletop exercises are conducted that walk through the task lists and plan documentation developed for the department considering sample disaster scenarios. Department plans are communicated to all employees within the department so that everyone is aware of their role and responsibility during a disaster. Key departments are required to perform more extensive exercises on an annual basis. All other departments are required to perform, at a minimum, a tabletop exercise review of their departmental plan on at least an annual basis with the assistance of a member from the Incident Management Team.

## **9. Exercise/Test Frequency and Schedules**

Our Incident Management Team exercises at least twice a year, to include relocation to an alternate work site.

## **10. Plan Maintenance**

All plans are reviewed on at least an annual basis or more often if substantial changes occur to the infrastructure or resources needed to support the plan. All plans are stored in two different areas:

- Department Management/Key Personnel – are required to keep a hard/soft copy of their supported plans at both their work area and in an off-site location (home, car, etc.).

- DP2's Internal Document Repository – a copy of all plans are maintained electronically on both the production repository located in Southlake and the backup repository located in Dallas.

## 11. Client Communications

As part of a comprehensive Crisis Communications Plan that outlines the management, escalation and communication processes during a disaster situation, the Incident Management Team will coordinate communications to its internal customers. Working together and in accordance with the overall business continuity plans, communications will share information and/or impacts with clients as timely as is possible.

### **PRODUCTION SERVICES**

From data processing, to reporting, printing and mailing services, DP2<sup>has</sup> integrated state of the art software and technology in this process. From the time data is transmitted to our servers, we pride ourselves in the ability to track each and every record throughout the process. Each record is processed and receives a time-stamp when inserted and mailed – Piece-level tracking is critical to our process and to your peace-of-mind as it not only gives us the ability to manage production; it provides you with an electronic view into our operation as well – all in 'real-time'.

### **QUALITY ASSURANCE**

The success of an alliance with DP2 would be based on a consistent level of excellence in product dependability, availability and stabilized pricing. Equally important is the assurance of excellence in customer service responsiveness, problem solving, and solutions.

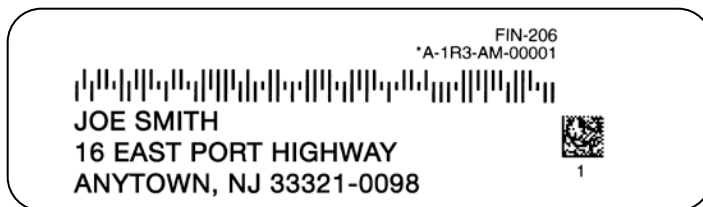
DP2 has in place measures to ensure:

- Quality control
- Availability and uninterrupted work flow
- On-time delivery
- Pricing and contract adherence
- Corporate identity and specification adherence
- Strict data security and confidentiality
- Customer service responsiveness
- Accurate and verifiable billing and cost allocation
- Accurate history and usage reports

### **CAMERA SYSTEM**

DP2 utilizes a camera verification system to track and verify document specific data to ensure the integrity of each mail piece. The camera captures images of the mail pieces (address window) as they travel through the inserting process in a predefined sequence. The images are transmitted to our system and OCR software reads the barcodes to spot any breaks in the sequence or document specific information. The information that we check and verify includes:

- Envelope Id
- Print Id
- First Page Indicator
- Envelope Sequence Id
- Component Id
- Job Id
- Address Type Id
- Client Id
- Custom Stock



## HIPAA

DP2 has established a dedicated team whose focus is to ensure that every aspect of our business is in compliance with the applicable legislation and its required effective dates. Our continuing goal is ongoing interpretation of the HIPAA regulations and their applicability to DP2's printing's operations.

Questions or comments related to this proposal can be directed to:

**William Murray**  
CEO  
817 488-5800  
[bmurray@dp-2.com](mailto:bmurray@dp-2.com)

**PRICING**

Container Price Includes	\$0.117	Ea.
<ul style="list-style-type: none"> <li>- Data processing</li> <li>- Duplex black laser printing</li> <li>- 8.5x11 paper with perforated payment coupon</li> <li>- #10 single window envelope printed 1 color front/1 color back</li> <li>- #9 return envelope printed 1 color front/1 color back</li> <li>- Fold, Insert, presort and deliver to USPS</li> </ul>		

Pricing based on 12,100 statements/month.

Implementation and Set-up = No charge

Optional Services:

Additional Inserts	\$0.005	Ea.
Statement Archive	\$0.015	Ea.
– includes 12 months of storage		
NCOALink	\$0.40	Ea.
– per address changed		
Technical Services	\$125	Hour
– as requested by client		

Glossary of Terms:

<i>Impressions</i>	Laser imaging of one side of one piece of paper. Each piece of paper potentially contains two (2) impressions.
<i>USPS</i>	United States Postal Service
<i>Laser Imaging</i>	The process where the application of dry toner (ink) is electro statically applied and bonded to a piece of paper.
<i>Simplex</i>	Laser imaging of one (1) side of a piece of paper.
<i>Duplex</i>	Laser imaging of both sides of a piece of paper.
<i>OE</i>	Outer Envelope
<i>RE</i>	Reply Envelope
<i>Presorting</i>	The act of organizing mail according to the rules and regulations defined by the USPS in order to achieve lower postage rates and increase deliverability of mail.
<i>Additional Inserts</i>	Any item requested to be placed into the mail container above and beyond the bill and the RE
<i>Container</i>	One complete piece of mail packaged into one OE
<i>Business Day</i>	Any day in which the USPS as well as the U.S. Federal Reserve are open for business



THE CITY OF KEY WEST  
Post Office Box 1409 Key West, FL 33041-1409

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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.*

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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.

*William K. Murray, CEO*  
\_\_\_\_\_  
Signature

*DP2 Billing Solutions, LLC*  
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Name of Business