



Proposal to Redesign the website for Digital Library Federation (DLF) www.diglib.org

Title of the Proposal	Redesign of website for DLF
Proposal Reference Number	ETG-DLF-2008010
Date and Time proposal is due	17 th July 2008
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About Etisbew

Etisbew Technology Group, a Delaware, US registered and ISO 9001:2000 certified Global software solutions Provider having state of the art development centers at several locations provides high quality and cost effective solutions. We service our clients in 16 countries through various delivery models. Our global presence, process oriented methodologies and efficient delivery models enable us to provide an integrated and highly flexible mix of on-site, off-site, near-shore and offshore delivery options.

Competitiveness and Quality is what Etisbew believes and brings to its family of clients when it takes on any assignment. Our vast repertoire of competencies begin from Strategy, Consulting and Value Analysis that factor in the client's current and future scenario and then goes on to tailor IT Solutions and services that meets the clients specific business needs.

Etisbew delivers solutions around many verticals that includes Finance, Hedge Fund, Mortgage, Travel, Entertainment, Real Estate, Publishing, Online Marketing etc.

Company founded	2000
Total number of employees	Total = 150 Engineers = 130 Administrative Staff = 15 Management & Board = 5
Core Competencies	Web Design/Re-design, Web Application Development, Travel & Tour Products, Wireless Application Development, Security & Systems Applications



I have worked with Etisbew on quite a few occasions throughout my career in Web, and have always found this company to be reliable, cost effective and able to accommodate any web need that I might have. I plan to continue to send this company work - and highly recommend Etisbew to others in need of web work.

Jacob Robinson, Sony Online Entertainment

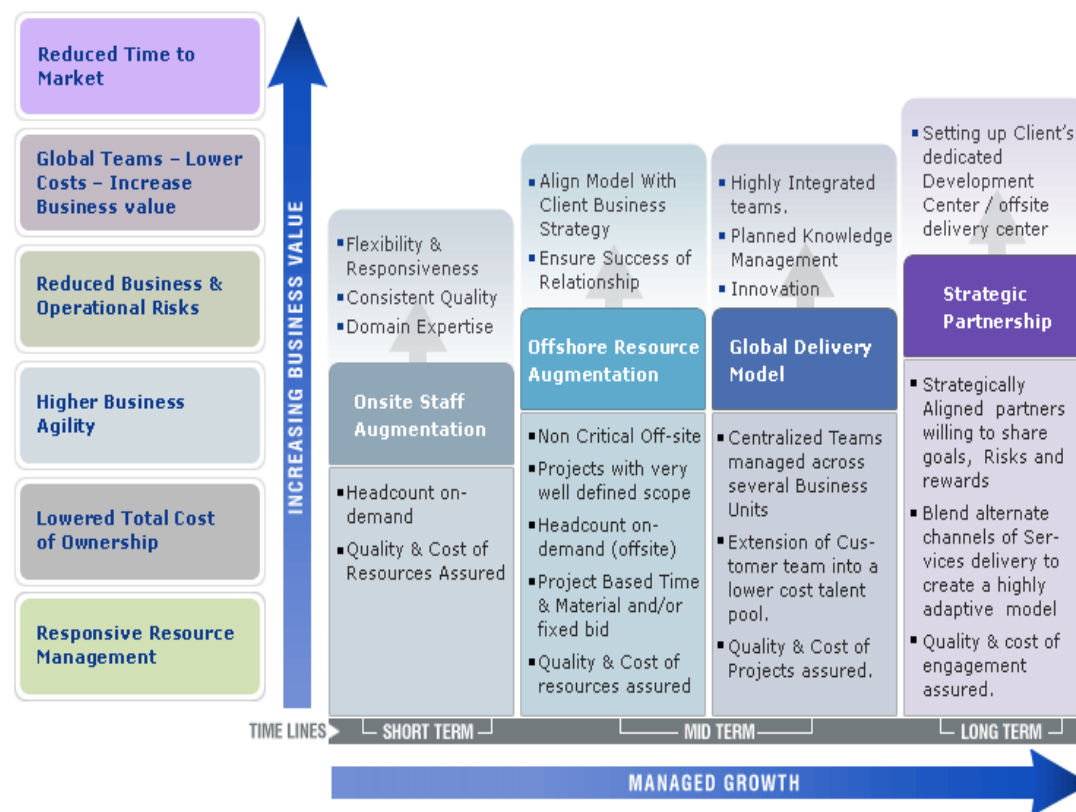
	Financial	Marketing	Interactive Marketing	Services	Healthcare	Publishing	Leisure/Hobbies	Media/Entertainment	System Integration	e-Commerce/Shopping carts	Education	Government
Desktop Applications	✓	✓	✓	✓	✓					✓	✓	
Web Applications	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Content Management Solutions			✓	✓	✓	✓	✓				✓	
Wireless Solutions				✓	✓							✓
Product Development	✓			✓	✓	✓	✓	✓			✓	✓
e-Commerce Solutions			✓		✓	✓	✓	✓			✓	
e-Marketing Solutions	✓			✓	✓		✓				✓	



Capability Matrix

RAD Tools	Application Servers	Operating Systems
Dreamweaver MX MS Visual Studio.NET Borland C++ Builder MyEclipse Edit Plus	Tomcat 5.5 IIS & MTS IBM WebSphere Cold Fusion 5/6/MX Blue Dragon	Windows 2000/XP/2003 LINUX (flavors) Palm OS Win CE Macintosh OS/2
Languages	Middleware	Database Applications
Java / J2EE C/C++ C#.Net / VB.Net PERL COBOL	XML MS COM/DCOM EJB CORBA Web Services	Oracle 8i, 9i, Oracle Lite MS SQL Server 2000 / 2005 MySQL 4 / 5 Postgres SQL MS Access DB2
Mobile Technologies	Web Servers & Technologies	Open Source Applications
J2ME Code Warrior App Forge Satellite Forms WML eVB, eVC++	JSP ASP PHP AJAX / Java Script Cold Fusion ASP.NET	DotNet Nuke DRUPAL JOOMLA OS Commerce PHP NUKE SugarCRM

Delivery Models

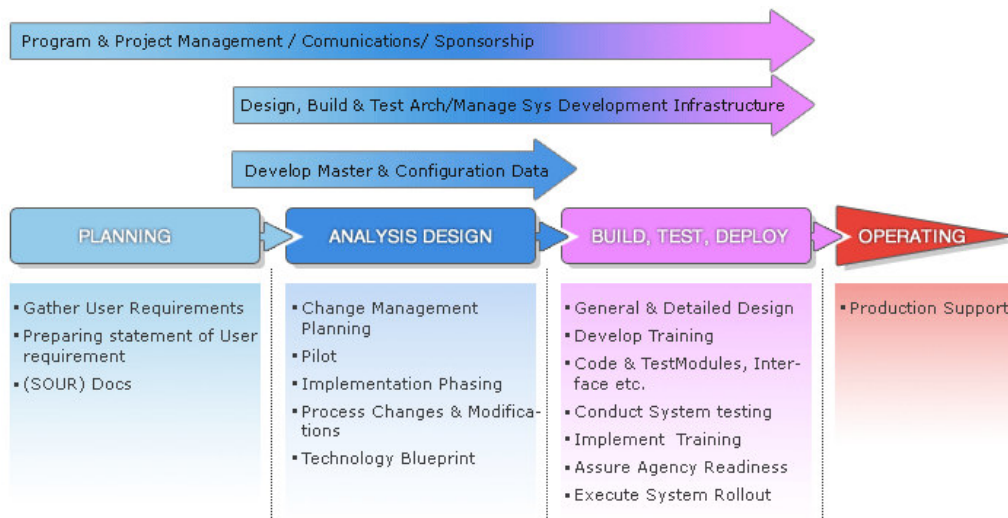




Etisbew Project Management Methodology



Etisbew Project Management Methodology



Our Project Management methodology	
Parameter	Description
An appreciation for the larger picture	Our Framework is a unique, organizationally aware project management methodology. It provides project managers with the tools, guidelines and processes necessary to successfully manage individual projects, while at the same time maintaining perspective of the larger framework of work within the organization.
Addressing the critical needs of Project Managers	<p>Our methodologies have been developed from the outset to build on the strengths of existing project management methodologies, while creating the organizational focus necessary to continue to be relevant in the project-driven organizations of tomorrow. We address the key concerns of people adopting a project management role:</p> <p>What are the steps that I need to follow to successfully manage a project?</p> <p>What are the tools and techniques that I can adopt to help me be more effective as a project manager?</p> <p>What are the expectations of how projects will be planned, estimated and scheduled?</p> <p>How do I bring together all the component aspects of project management, and ensure that each is being addressed in my project?</p> <p>What do I need to do to ensure that all stakeholders are aware of not just my project, but the interdependencies and risks that exist as a result of the other projects in my company?</p>



Delivering consistent, repeatable project success	In building our PM Framework, we recognized that the key criterion for a successful methodology is that it is usable. Our PM Framework has been adapted and integrated into the project management capabilities of organizations in a diverse range of industries and disciplines, and serves as a core reference tool in how projects are managed.
Providing the tools to manage successfully	Our PM Framework addresses the critical needs of today's leading project organizations, including: Provision of comprehensive, scalable and flexible solutions that can adapt to variations in project size and complexity, organizational risk and project manager skill and experience. A straightforward, easy to follow framework for project management from the inception of an idea through the completion and implementation of the final project results. Valuable references, tools and support aids that minimize the need to re-invent how a project should be managed, and allows project managers and their teams to focus on creating effective project solutions.

Delivering excellence, every time	By adopting our PM Framework as the basis for project management capability, we will be ideally positioning your organization to attain excellence in its project management: The project manager will have the support and confidence necessary to be able to successfully manage projects, even as they continue to develop their experience and skills. Project team members in our organization will benefit from a consistent approach to how projects are being managed as they move from team to team, increasing productivity and ensuring an effective, well-understood management approach. The project sponsors will have increased confidence that the outcomes and results of their projects will meet their business needs and be delivered within the constraints of the schedule, budget and scope of each project.
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Etisbew Quality Assurance Process



Etisbew Quality Assurance Process



Etisbew Technology Group strives to deliver defect-free products, on time, every time. The quality system of Etisbew strives to achieve this objective. The emphasis is on prevention of defects, rather than detection of defects. Quality Assurance activities are carried out throughout the life cycle of the project.

All members are trained on Software Engineering principles and the Quality Management System, which is compliant to ISO 9001:2000. The entire Quality System is available to the Development Team on the Intranet. Periodic internal audits provide the necessary feedback to the QMS for taking the corrective and preventive actions. Detailed Quality Manual document can be provided on request.

Project Life Cycle

The Project Life Cycle covers the life of a software project from conception to obsolescence. It defines the activities, the verification tasks and deliverables of each phase of a product. Projects follow life cycle model - waterfall, V, or spiral depending on the project requirements. Guidelines are provided for each activity and standards are defined for all project documentation - requirements document, design documentation, source code, traceability matrix and test documentation. The Quality System Documentation is developed on ETVX model (Entry Task Verification and eXit). A typical sequence of activities in a project is shown below:



Phase	Activities	Outputs
Requirements Definition Phase	Collect requirements from client	Software Requirement Specification (Reviewed and Approved by client)
High Level Design Phase	Design of project architecture	High level design document
	Review of high level design	Review log
Detailed Design Phase	User interface design	External Reference Specifications (ERS)
	ERS Review	Review log
	Detailed design of project	Detailed design document
	Review of detailed project design	Review log
	Conformance test planning	Conformance Test Plan (CTP)
	CTP Review	Review log
	Unit test planning	Unit Test Plans (UTP)
	UTP Review	Review log
	Integration test planning	Integration test plan (ITP)
	ITP review	Review log

Phase	Activities	Outputs
Coding and debugging phase	Coding	Source code
	Code review	Review log
	Unit testing	Unit test results
	Integration testing	Integration test results
User documentation preparation phase	Writing user documentation	User documentation
	Documentation review	Review log
Conformance testing phase	Running conformance tests	Conformance test results
Release Engineering	Package product and documentation and send to client	
Retrospection	Identify effective and ineffective practices	Improved processes

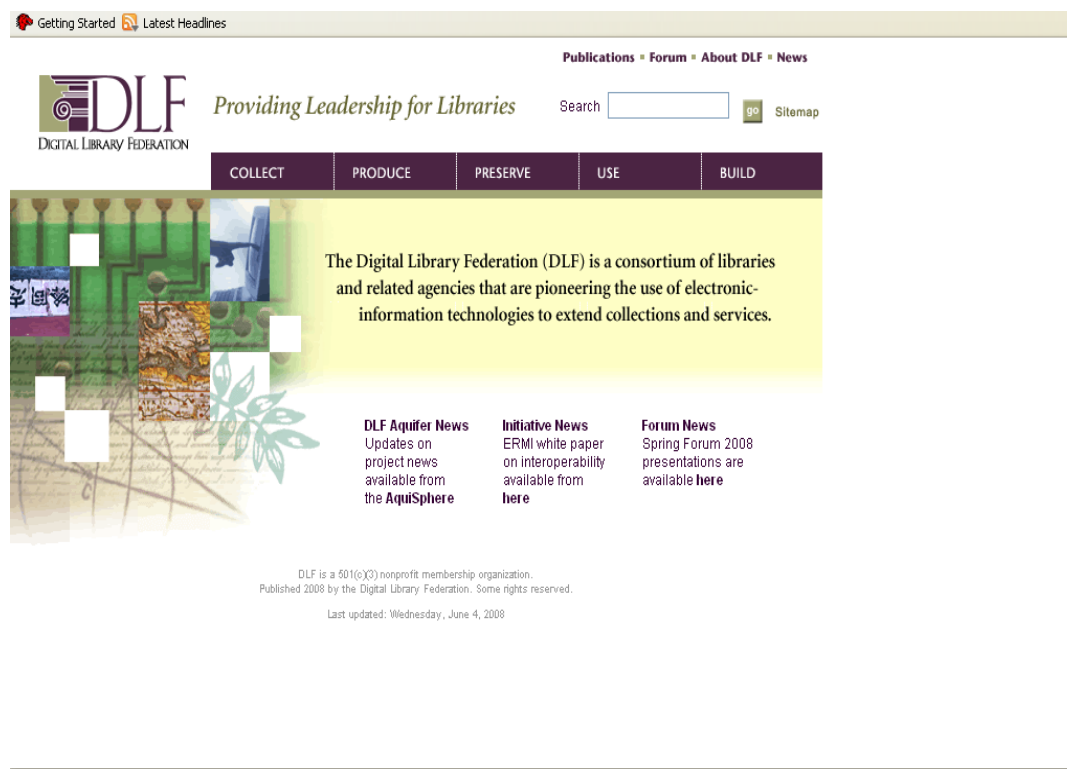


About DLF

The DLF operates through a professional director with a small staff and a Board of Trustees on which each member institution is represented. Drawing on its members and others in the scholarly, library, and computing communities, the DLF brings together experts needed for each DLF initiative, and awards Distinguished Fellowships for special projects. The Council on Library and Information Resources houses the staff, provides administrative support, and collaborates on publications. Funding comes from members and grants.

As a "federation," DLF is a consortium intended to have a limited central organization. DLF has a structure with essentially five components: the Office of the Executive Director, the Board of Trustees, the Executive Committee, DLF initiatives, and the DLF Forum.

The Digital Library Federation is an international association of libraries and allied institutions. Its mission is to enable new research and scholarship of its members, students, scholars, lifelong learners, and the general public by developing an international network of digital libraries. DLF relies on collaboration, the expertise of its members, and a nimble, flexible, organizational structure to fulfill its mission.



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DLF
DIGITAL LIBRARY FEDERATION

Providing Leadership for Libraries

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COLLECT PRODUCE PRESERVE USE BUILD

The Digital Library Federation (DLF) is a consortium of libraries and related agencies that are pioneering the use of electronic-information technologies to extend collections and services.

DLF Aquifer News
Updates on project news available from the [Aquisphere](#)

Initiative News
ERMI white paper on interoperability available from [here](#)

Forum News
Spring Forum 2008 presentations are available [here](#)

DLF is a 501(c)(3) nonprofit membership organization.
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Scope Summary :

The Digital library foundation (DLF) relies on its website for all its communication purposes from its staff of member libraries to public in general. The website mediates the first contact much of the world has with DLF and its mission. It serves as a communication mechanism for DLF members and working group participants. It becomes the archive and record of DLF accomplishments.

The staff of DLF recognize that the current website needs significant retooling to meet the needs of the organization. They field complaints of broken links, poor navigation, slow performance, outdated content, and unappealing design. Working groups of DLF often go to outside sites for basic workgroup services and even to share their output. Working with this consultant, the staff have developed this document to share the requirements of a new DLF website.

The requirements in this RFP envision a website with a much simpler, yet more dynamic structure.

It would be a website that can distinguish between classes of users and allow them to cluster together into appropriate groups for access to specialized material. It would be a website that allows staff to manage pages more immediately during the course of fast-paced events like the DLF Forum meetings. It would be a website capable of stitching together opinions from across DLF to help everyone know more about ideas emerging across our membership. Even so, these requirements have been kept simple and straightforward, something DLF can actually accomplish in a short timeframe.

The DLF website currently includes about 25,000 files weighing in at under 1.5GB, but estimate that it may grow at a rate of roughly 1GB per year for the next few years. We would estimate storage needs of at least 10GB, though some additional elbow room would not hurt. During the months of our twice yearly DLF Forum the site attracts about 60,000 sessions generating about 200,000 page views to transfer about 15GB per month. Whatever solution is proposed in response to this RFP should be able to cope with this order of storage and usage DLF Website Request for Proposals

We chose Etisbew after a global search for ColdFusion programmers and Etisbew team came out on top and we have since been impressed by their advanced understanding of ColdFusion and other kinds of programming. We recommend Etisbew highly.

Neal Robbins, CEO, Local Secrets Ltd, UK



Deliverables:

Development & Support:

The site shall be developed using open source technology. Any development and documentation done for this site shall be made available to the whole community under a standard open source license.

The respondent may offer web hosting services, if available, but DLF shall be free to ask them to develop the site only and use alternative web hosting.

The respondent shall describe the hosting solution that will accommodate a load greater than that of the current site. The website shall have room for at least 30,000 files weighing in at 2GB, but estimated to grow at a rate of roughly 1GB (15,000 files) per year for the next five years. The website shall handle at least 75,000 sessions generating about 300,000 page views per month. The website shall be able to transfer at least 25GB per month.

The respondent shall offer ongoing technical support to DLF, although DLF is free to obtain these services from any other provider.

The new site shall be able to co-exist with a frozen version of the existing site to facilitate the resolution of existing references. [desirable]

The site shall be backed up at least daily and files from backups shall be available to DLF staff as needed.

The site shall be designed to resist attacks on the server, such as cross site scripting, SQL injection, and URL poisoning.

Content:

Content of the site shall be well separated from design to facilitate editing of the content without concern for the design. The site shall make use of industry standards such as CSS and shall be viewable with full features on all modern browsers including Firefox 2, Safari 3, and IE7.

DLF staff shall have access to the “skin” of the site and authority to edit that skin as needed.

Content on the site shall have URLs that are persistent enough for embedding into other settings like del.icio.us, digg, and user blogs.

Content shall be open to web spiders such as Google.

The site shall be able to generate site maps, page metadata, and other search engine optimizations automatically. [desirable]

Content of the site shall be editable from any web browser.

When editing, the site shall display date, time and user who last edited each page

The site will respond gracefully to multiple, simultaneous attempts to edit one item [desirable]

The site shall accept file uploads.

The site shall be able to aggregate content made available via RSS.

The site shall be able to accept comments on selected pages and documents.

It shall be possible to attach comments at the paragraph level to designated pages of the site.

It shall be possible for multiple users to jointly edit designated pages of the site as wiki pages. Wiki pages shall keep a history of changes made and be able to roll back to prior versions. Users shall be able to tag each page of the site with multiple terms. The site shall be able to “freeze” certain content into an archival form that no longer accepts comments or editorial changes.

Newsreaders shall be able to subscribe to updates of changes to the content within designated areas of the site.



Structure

The site must be readily comprehensible by the newcomer, and yet functional and direct for old hands.

The site shall have a clearly designated area for DLF Forum information.

The site shall allow for the creation of designated group areas. The site shall include a contacts area with information about DLF.

Each group area shall include a contacts page with information about members of that group.

The site shall include a public relations area with general information about the organization.
The site shall include an opinions area to aggregate blog content from around DLF.

Aggregated blog entries shall include links back to native platforms. The site shall present a sidebar for navigation. (H) [desirable]
The site shall clearly designate archival or non-active content.

The site shall provide a workflow for managing DLF Forum information.
Data gathered as users propose sessions shall be maintained and enhanced as sessions are accepted and presented. (E) [desirable]

Data gathered to describe forum shall be used to enhance information about individual and institutional interests.

Users

Users of the site will in some cases be browsers, but in more cases be active participants in the site, people who edit the content of the site in one way or another. The system will need ways to register and administer the roles various users play.

It shall be possible to register users of the DLF site.

It shall be possible for users to register themselves on the DLF site.

It shall be possible for users to register for the DLF site with an Open ID.

It shall be possible to distinguish staff from non-staff users of the site.

It shall be possible to distinguish between member and non-member users of the site.

It shall be possible to assign each user to any number of groups on the site.

Designated administrators of group areas shall have the authority to assign users to their own groups.

It shall be possible to designate “super-users” with full access to all areas of the site.

Each user shall have a profile on the site to be referenced from various contacts pages.



Security

Areas of the site with access limited to a certain set of users shall require user registration.

Group areas of the site shall include at least three levels of access for their content:

It shall be possible to make content public, for all to see;

It shall be possible to make content members-only, so that only registered users who are members or who are assigned to the group can see it;

It shall be possible to make content private, so that only registered users who are assigned to that group can see it.

Wiki areas of the site shall include at least two levels of access:

It shall be possible to make wiki pages public, so that any registered user can edit the pages.

It shall be possible to make wiki pages members-only, so that only registered users who are members or who are assigned to that group can edit the pages;

It shall be possible to make wiki pages private, so that only registered users who are assigned to that group can edit the pages.

The ability to leave comments on the site shall include at least three access levels:

It shall be possible to make commentary public, for all to create and see; It shall be possible to make commentary members-only, so that only registered users who are members or who are assigned to that group can create and see it;

It shall be possible to make commentary private, so that only registered users who are assigned to that group can create and see it.

There shall be at least two classes of tags: (J) [desirable]

There shall be tags that can be entered by any user;

There shall be tags that can only be entered by DLF staff.

DLF staff shall be able to remove any tag.

Other Requirements

The site shall have the ability to present forms which generate email sent to appropriate DLF staff persons.

The site shall be able to identify orphan pages (pages without any inbound links).

The site shall be able to identify stale links (links that point to nowhere).

The site shall be responsive, most pages should load in less than two seconds and no page should require more than four seconds to load under reasonable network conditions.

The site shall adhere to the web accessibility guidelines of W3.org.

The site shall provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

Content shall be presentable in different ways (for example, with a simpler skin) without losing information or structure.

The site shall make it easy for users to see content, including separating foreground from background.

The site shall make all functionality available from a keyboard.

The site shall provide ways to help users with disabilities navigate, find content and determine where they are.

The site shall make text content readable and understandable (even via screen readers).

The site shall make pages appear and operate in predictable ways.

The site shall maximize compatibility with current and future user agents, including assistive technologies.



Etisbew's Solution Approach

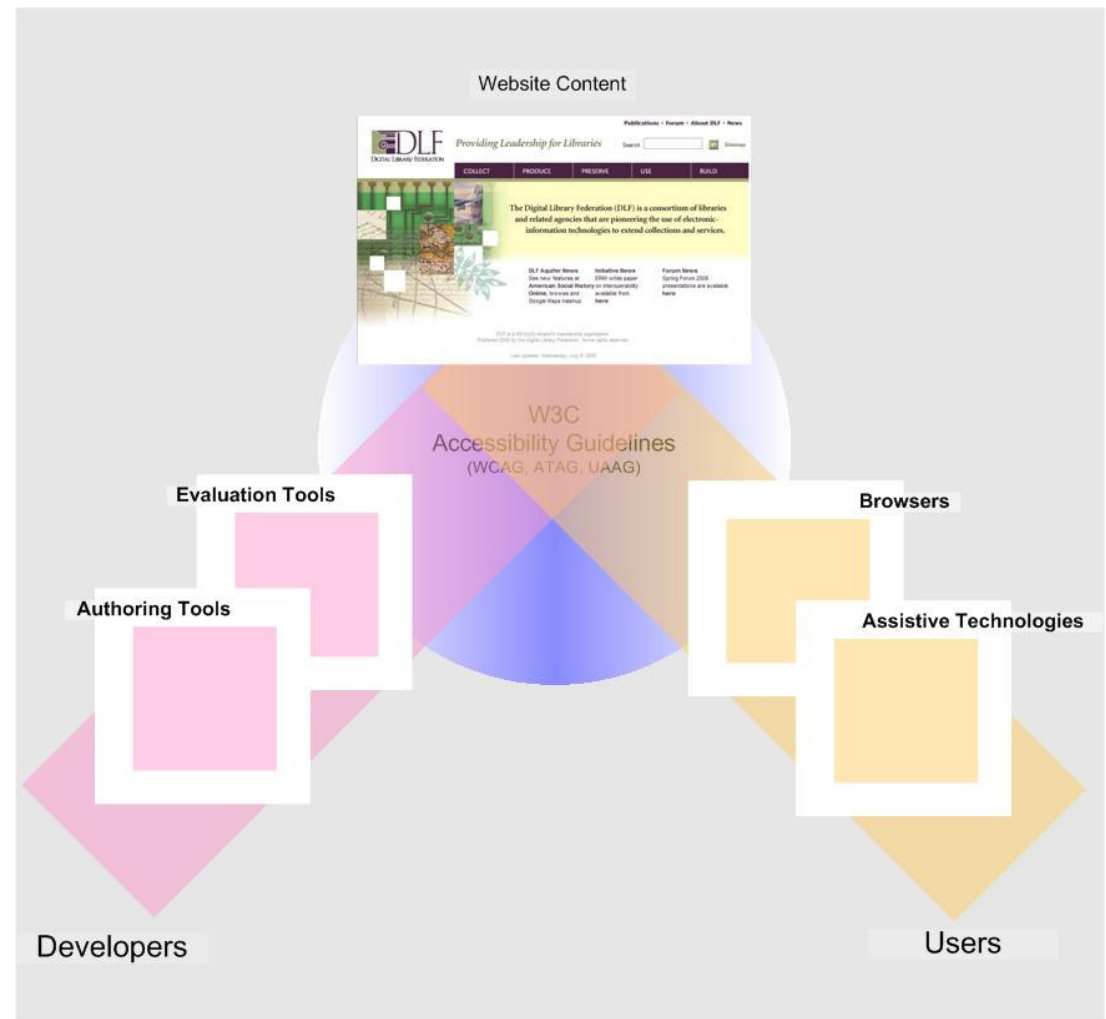
DLF's website is a fairly simple site requirement with more attention required towards the site management. Etisbew will provide User Role Access Management to assign access permissions to Users to View/Add/Update the content of the website.

The website management will also require backup/recovery and archive functionalities which will be developed including website content manipulation that will need CMS/Wiki application support. The website as a whole will require as a part of its functionality User registration, User login, Search, Forums, Blogs, Wiki, Contacts, Navigation sidebar, and other features. Each of the features mentioned will have functionality stated in the RFP such as they will be dynamic in structure where design content can be modified individually. The main challenge will be the usability (W3C accessibility guidelines), security and performance to the website.

The figure on the right shows our concept to fulfill the requirement as stated in the DLF RFP.

As one of the primary solution requirement is Open source License, we suggest the following high level solution:

Complete CMS/Wiki Application centric Website by working on CMS/Wiki Application customization/integration. The customization/integration involves working on User Role Access Module, Wiki, Backup, Archive, Search Engine, Security and Performance. The Website maintenance becomes easy from this solution





The DLF website is an open source solution and needs to be well measured in view of Usability, Quality, Performance and Security with post production services support. It also needs to have Scalability feature with respect to design and content. This means content can be edited, designed and also can be changed without affecting the site look and feel. The total Website-CMS solution realization includes the Content, Structure and User Role Access Management. It needs a good industry standard open source CMS Application's support to accomplish all its requirements. The total solution can be divided into two parts as Basic Website Design Part and CMS customization /integration Part. We will consider W3C Guidelines as base at bottom level and work on Browsers and Assistive Tools for present and future compatibility. The brief elaboration of each part is given below.

Basic Website Design

The website is designed with a minimum of two different designed layouts/templates. These templates design will follow website Structure requirements and Usability needs and the layout design will have the features like User Registration, User Login, Site Search, Forum, email, Contact, Group Area, Group Area Level contact, Public relations, Help, Blog, Aggregate Blog, Side Navigation, to come out with a good design. The layout is then validated with W3C compliance. The template design is ensured against W3C accessibility Guidelines to help the new Users and old Users in navigating through the Website. After Template quality validations the templates will be go into CMS process to make them available as Website Themes.

CMS Customization/Integration

The back bone of the site will be the CMS Application. The scalability of the site will be achieved through CMS functionality. The future Website can be controlled /changed by adding new design or by switching the existing design and the template will be analyzed to identify the content blocks and design blocks to integrate it into CMS Application. The CMS application is a back office like functionality which will be used by Staff to manage the website. The site also needs a Front End CMS feature which is the customization part of CMS application for content modification through comments, Wiki, etc by registered or specific users. The content access and modification by Front End CMS will be controlled by a specific supported User Management module. We will also provide a link to current website from the new website

User Management

User Management is a functional Module to provide content access right to users. The basic Users types of the website are Staff, Member, Member Admin, Super Admin and Public. We will treat all user types as roles to assign them to a registered user. It is understood that the context will require few content operating/Authoring features/rights like "View", "Add", "Update" and "None" are required to assign to a User. This functionality can easily distinguish Staff & Non-Staff and Member & Non-Member Users. DLF Forum Sessions, Wiki Pages and Comment/feedback pages will have Front End CMS feature. For these three kinds of pages the content can be published as "Public Content Group" or "Private Content Group" or "Group Member specific". The content will also have two classes of tags (Public Tag and Staff Tag) where Staff will have the capability to remove both tags. We will also customize by adding admin functionality apart from Drupal admin or we can also add a suitable open source Drupal module to suit to the requirement.



Load and Performance

The RFP gives us the expected load in a month and the expected page performance and from that we understand the average throughput will be around 3MB per sec. We can measure simultaneous users and page size to work on page level performance, web server level performance, storage level performance and database level performance with a load delegation performance solution to delegate load through file/resource cache server or using multiple Server instances with load delegation. This will infact let the website take a greater load than mentioned.

Security and Quality

A CMS based website needs more attention to protect the site from being hacked. We have experience in giving services while development to protect the site to a certain degree. We take care of filtering unwanted metadata in web request (PHP has built in method to filter the data). We ensure proper validations before populating the data into the database. We test the site after development and provide a report with safe parameters. We also check source code for each module that we use as part of the solution before integration/customization.

For the quality of the site we provide service modules in the solution to generate automatic dynamic sitemap, automatic dynamic Indexing of content on each CMS call to facilitate site search, detection of Orphan pages & Stale links and make open to web Spiders.

Search Engine

We will integrate a Search engine either Webglimpse or Google to index all web pages to create a multi faceted catalogue which is available to language interface to query and list the results.

DLF Forums

These are functionalities required within site where Forums is an important functionality. Content in Forum is organized in Group Areas and sessions. We can bring this in with customization of suitable Drupal Module.

Wiki and Blog

These are Front End CMS functionality where respective Members edit/update the pages. We can bring these features by adding suitable module with customization. If necessary we can also add a Wiki application to fulfill the requirements.



Members help service

The above can be achieved by customization of Forums Module or we can add our own code module.

RSS Feeds

The above can be integrated by adding CMS application specific suitable module with customization.

News Readers and Email Interface

We will build this by adding our own pages.

Post Production

Site backup will be done by adding CMS application specific suitable module with customization. This backup file is zipped and placed into a central storage as per schedule configured. We will provide restore manual for Staff guidelines.

Archive will be done by adding CMS application specific suitable module with customization. The archived content is available to search engine.

Miscellaneous

During the integration of the CMS with Open source product there might be compatibility issues with browsers which have to be taken into account, hence there might be a need to compromise a few CMS features as building a new CMS will incur high development costs. We can provide more specific list at the time of requirements study phase. For example: Safari Browser Compatibility with CMS Themes. This is a challenge and a limitation

We presume spell and grammar check are the Assistive Tools needed to attend to maximize present and future browser compatibility.



Technology & Implementation Plan

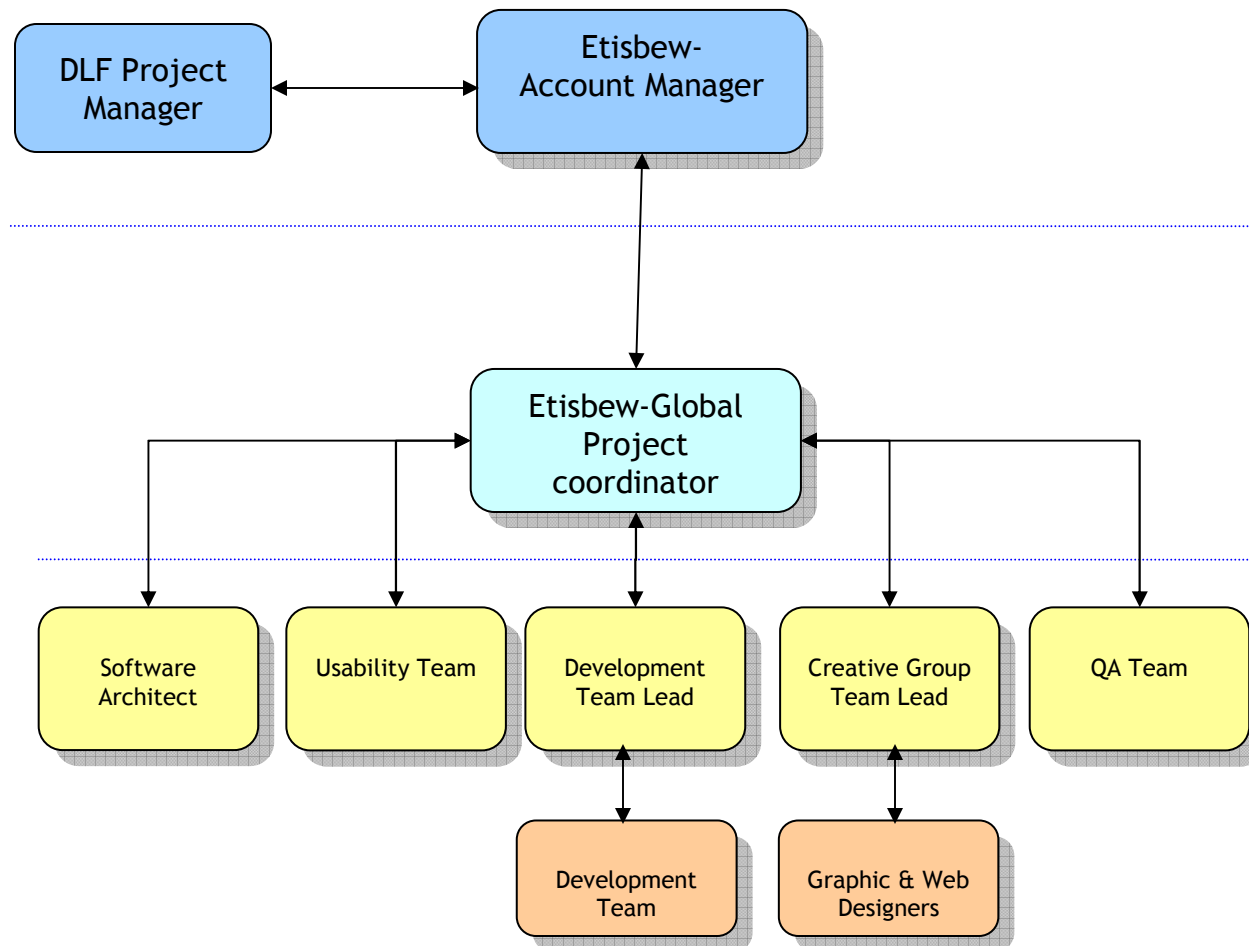
Keeping in view the open source license solution requirement we strongly recommend LAMP Technologies. Because PHP is a great data bearer and Linux supports fast I/O operations with robust Apache web Server for load balancing, caching, performance, etc. We can ensure more than 1000 concurrent MySQL database responses in less than normal time.

Hardware	:	1. Cost affective Dell based 64bit PC with higher end server processor. 2. Maximum supported/available RAM. 3. One/Two High speed central storage devices with simple failover solution.
OS Platform	:	Linux
Language	:	PHP
Database	:	MySQL
API/Tools	:	Drupal, MediaWiki, Webglimpse/Google, etc

S.No	Task Details
1	Requirement Analysis covering current site and new site requirements, produce a detailed design document describing new proposed website.
2	Architecture
3	Two Website Template Design with W3C Validation
4	User Role Access Management
5	CMS/Wiki Basic integration for Structure for all links functionality
6	Forums, Wiki, Blog, Aggregate Blog, Members help service, News reader subscription
7	RSS Feeds, Email form RSS feeds
8	Automatic dynamic sitemap generation, Automated metadata for site search & web search, Orphan page detection, Stale link detection, etc
9	Backup, Archive and performance tuning.
10	QA (Penetrated Testing, functional Testing, Performance Testing and bug fixing) and Security Testing
11	Project Management



Proposed Team Structure





Brief Profile of the Team Members

#	Resource Name	Experience	Role	Brief Biography
1	Raj Pakala Qual - MS in Computer Science, US	12 Years	Account Manager / UI Specialist - Onsite	Over 12 years of experience in designing, development, Project Management, Business Development and Managing team of 80+ Members. Specialized in Web Usability. Well versed and experienced with ISO & CMMI Processes
2	Srinivas Katepalli Qual - Bachelor of Engineering	15 Years	Global Project Coordinator	Proven and Successful Delivery Manager over past 9 years in the IT Industry. Successfully completed with 95% client satisfaction over 100+ projects. Well versed and experienced with ISO & CMMI Processes
3	Venu Madhav Qual - Masters in Commerce & Business Administration	8 Years	Project Manager/ Leader	Over 8 years of Experience in IT Industry with 4 years of experience as Project Manager. Well versed and highly experienced in Web Application development and Management. Well versed and experienced with ISO & CMMI Processes
4	Prabhakar Qual: Masters in Computer Applications	7 Years	Analyst Programmer	6 Years of Experience in PHP, MySQL, Apache and related open source technologies. 2 Years of hard core experience in DRUPAL CMS
5	Edukondalu - Masters in Computer Applications	4 Years	Sr.Soft.Eng.	Hard core Programming experience in PHP, MySQL, Apache and 2 years of experience in DRUPAL CMS.
6	KC Reddy - Masters in Commerce	15 Years	QA Manager	Of 15 Years 8 Years Experience in the IT Industry as Tester, Test Lead and QA Manager. Has extensive experience in testing Desktop Applications, Web Applications, and Usability Testing. Experienced in Manual and Automated Testing. Well versed and experienced with ISO & CMMI Processes
7	Shivarama Krishna - Masters in Computer Applications	4 Years	Sr. Tester	4 Years of hard core experience in testing Desktop Applications, Web Applications, and Usability Testing. Experienced in Manual and Automated Testing
8	Shiva Kumar - Bachelors in Commerce	7 Years	Graphics & Web Designer	Has extensive experience in designing world class websites. Designed more than 100+ websites, Flash Presentations, UI for Desktop Applications, Online Demos / Tours.



DLF- Project Approach

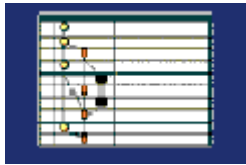
Etisbew has defined a project approach that will ensure that both the long-term and short-term objectives are addressed.

Project Phase	Description of Work
Requirement Analysis	During this phase the Software Architect from Etisbew will perform thorough analysis of the requirements based on the brief RFP circulated by DLF and validate with DLF Stakeholders
Create Wire Frames	Based on the Requirements captured by the Software Architect and signed off by DLF, Etisbew will create wireframes of each functionality and get it signed off by DLF
Create Visual Designs & Develop Mockups	Etisbew creative design team will develop non functional, navigational, clickable mock ups of the new user interface and the other data entry and reporting elements identified for the project.
Development / Beta Release / User Acceptance Testing	Etisbew development team will develop the different components of the system like the new Website for DLF, User Role Access Management, CMS/Wiki Basic integration for Structure for all links and functionality, Forums, Wiki, Blog, Aggregate BlogMembers help service, News reader subscription, Email form, RSS feeds Automatic dynamic sitemap generation, Automated metadata for site search & web search, Orphan page detection, Stale link detection, Backup, Archive Performance Tuning etc. Once validated the system will be made available to DLF for User acceptance testing. If DLF comes up with any bugs or issues to be resolved, Etisbew will get the bugs rectified and further provide another version. This version will be tested and if it satisfies the needs of the system as signed off in the Mock up/ prototype then the delivery will be signed off as accepted.
Documentation User Manual & Training	Etisbew will prepare necessary end user guide book and other documentation required for easy Usage and management of the website.
Project Management & Control	A designated Project Manager from Etisbew will overview the project across the SDLC.

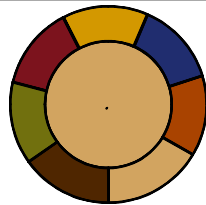


DLF Project - Proposed Project Management Methodology

Etisbew's Project Management methodology is a proven framework built on:



*A goal-oriented approach
to planning*



The keys to project success



*A rigorous and detailed
beginning-to-end project life
cycle*

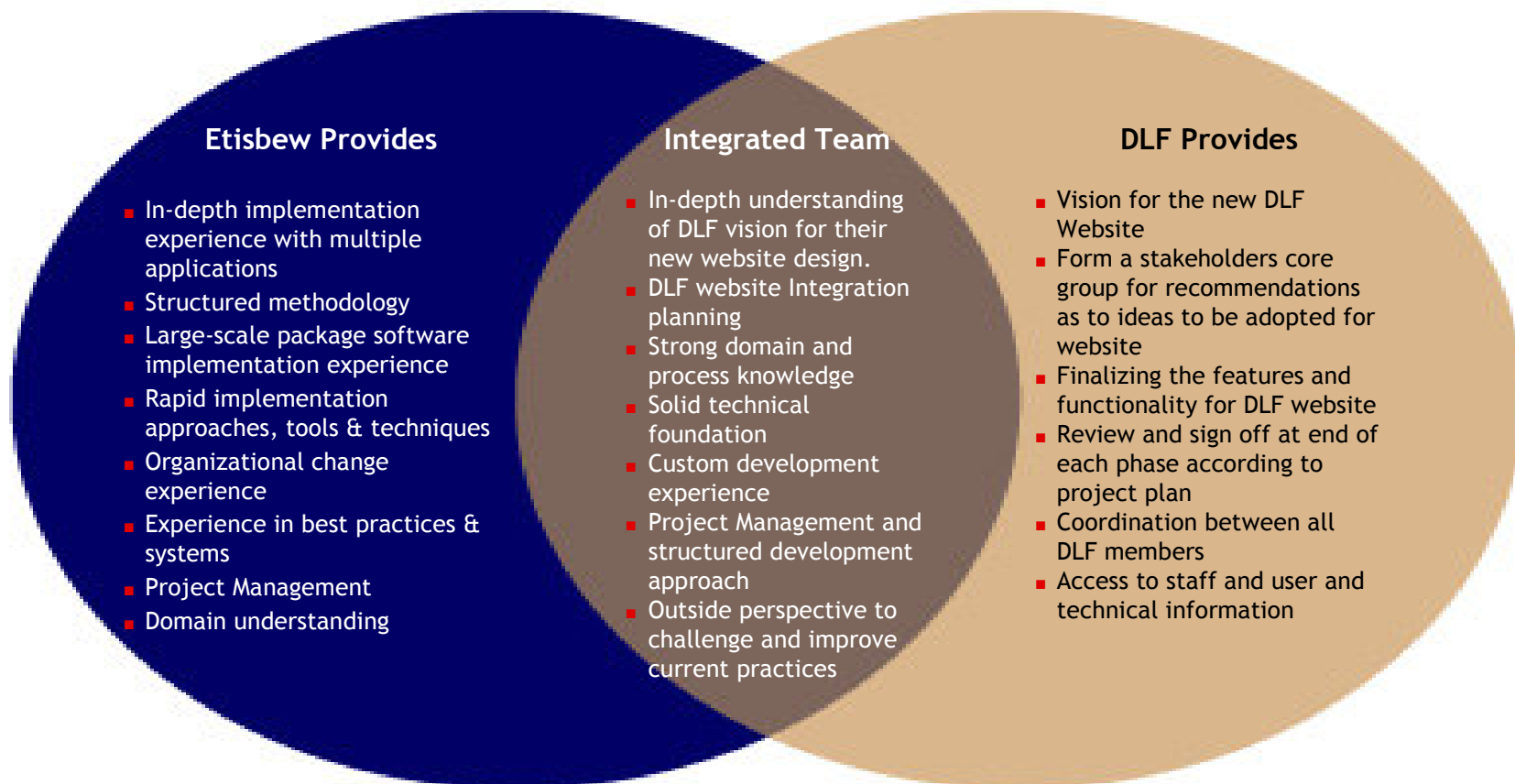
Our methodology increases the likelihood of project success through:

- Having a framework for integrated project planning that consolidates both service delivery and project management activities
- Having a structure for identifying, monitoring, and managing all the factors that can affect the success of the project
- Creating a common and proven project management methodology for all stake holders
- Improving the management of project risk and mitigating risk based on a structured process



DLF Project - Integrated Team Approach

Etisbew will work with DLF to help ensure successful results. By combining our strengths and experience into an integrated project team, we will provide the planning, design and execution needed to make this project a success.





DLF Project - DLF Participation

The project approach deliberately seeks to involve all the stakeholders from DLF end throughout the life cycle of the project. As the proposed implementation approach shows, DLF staff will work closely with Etisbew staff on all activities.

DLF staff will be involved in all aspects of the project. The staff requirements from DLF are as follows:

- Requirement Analysis phase, for necessary clarifications - All stakeholders from DLF
- Mockups / validation - Project Owners of DLF
- Prototype version - Project Owners of DLF
- Beta Release for validating Data entry and reporting - Project Owners of DLF

This approach ensures that DLF gets what they want and that their intensive involvement engenders buy-in and ownership of the proposed initiative.



Etisbew Proposed Work Plan

- Detailed Work Plan with Mile Stones



The following detailed work plan is given with the assumption that the Project start date is 04th August 2008

From Date	To Date	Phase / Milestone	Activity	Work to be performed
04 th August 2008	22 nd August 2008	Requirement Analysis (MILESTONE 1)	Requirements Study	During this phase the Software Architect from Etisbew will perform thorough analysis of the requirements based on the study of old website, content to identify a suitable CMS/Wiki Application, design the architecture (web design and Layouts) by separating the design and content. and also to note performance actors and validate with DLF Stakeholders
25 th August 2008	05 th September 2008	Mock ups / UI Design (MILESTONE 2)	Development design.	Based on the requirements captured by the Software Architect, will create two template designs/ mock pages in accordance to W3C validation required for the Project and have it signed off by DLF, Etisbew will create wireframes of each functionality and get it signed off by DLF



From Date	To Date	Phase / Milestone	Activity	Work to be performed
15 th September 2008	24 st October 2008	Development (MILESTONE3)	Development of application and website & UAT	<p>Etisbew development team will develop the different components of the system like the new Website for DLF, User Role Access Management, CMS/Wiki Basic integration for Structure for all links functionality, Forums, Wiki, Blog, Aggregate BlogMembers help service, Email form, RSS feeds Automatic dynamic sitemap generation, Automated metadata for site search & web search, etc. QA (Penetrated Testing, functional Testing, Performance Testing and bug fixing) and Security Testing .</p> <p>Once validated the system will be made available to DLF for User acceptance testing. If DLF comes up with any bugs or issues to be resolved, Etisbew will get the bugs rectified and further provide another version. This version will be tested and if it satisfies the needs of the system as signed off in the Mock up/ prototype then the delivery will be signed off as accepted.</p>
27 th October 2008	31 st October 2008	Documentation (MILESTONE 4)	User Guide	Etisbew will prepare necessary end user guide book and other documentation required for easy usage of the system by end users.



Pricing

- Software Development and launch into production
- Monthly Technical Support
- Monthly Hosting



Software Development and Launch into production

Component	Amount (\$)
Requirement Analysis & high level design (Milestone 1)	6000
UI Design + Mock ups (Milestone 2)	5000
Development of website & UAT (Milestone 3)	21,200
Documentation (user guide) - Milestone 4	Nil
Project Management	3600
Total	35,800

Payment Terms

25% advance along with contract
20% upon reaching Milestone 3 as per the work plan
40% upon reaching Milestone 4 as per the work plan
15% upon project acceptance by DLF

Warranty

30 days guarantee for the work delivered from the date of going live



Monthly Technical Support Packages

1. \$1600 per month, this basically covers 40 hours of maintenance per month on DLF website and database and beyond the 40 hour limit the cost is \$40 per hour.
2. \$2800 per month, this basically covers 80 hours of maintenance per month on DLF website and database and beyond the 80 hour limit the cost is \$35 per hour.
3. \$4800 per month, this basically covers 160 hours of maintenance per month apart from hosting of DLF website and database and providing necessary web statistics and related reports and beyond the 160 hour limit the cost is \$30 per hour.

Activities covered under our Technical Support Services

Etisbew covers the following support activities

Corrective Maintenance

This part is basically analyzing the reported errors and making necessary modifications in the website to correct them. We use our exclusive tools and methodologies to quick resolve the problem.

Preventive Maintenance

Though corrective maintenance is the primary approach used, Etisbew helps DLF minimize it by getting to the root of recurring problems and fixing them. The result is reduced cost, higher performance and improved end user satisfaction.

Perfective Maintenance

This phase is all about improving the quality of your application by way of design enhancements. Our experience in handling your application will enable us to suggest, recommend and implement necessary modifications to improve the functionality of the application.

Adaptive Maintenance

Businesses are changing fast and this is driving companies to find better ways of doing business. Etisbew helps you to take the advantage of the change - whether it is market driven or technology driven by adapting your application to handle it.



Monthly Hosting Packages

Hosting Environment:

We will provide hosting on our Dedicated servers which are placed with reliable and high end data centres and are quipped with

- 120hrs of power backup based on N+1 power generator architecture.
- Managed data backup facility which gives us the facility to restore the backups less than 1 hour.
- 1 hr hardware replacement guarantee during any kind of hardware failure of systems.
- Managed patching and security updates for all servers.
- 160GB of scalable bandwidth with 3 fail-over links from different providers.
- 100% SLAs.
- Dedicated managed firewall.
- These secure data centres are monitored 24x7 to ensure your servers are always safe.
- N+2 redundant data centre HVAC (heating, ventilation, air conditioning) systems
- Advanced fire suppression systems to keep any fires localized.
- Preventive maintenance meets or exceeds manufacturers recommended practices
- Network engineers and System Administrators available 24x7
- 24x7 phone and online support

\$750 per month are the charges for hosting the website.



Etisbew Relevant Project Consulting Experience



Development of Aljunied GRC Community Website

Etisbew designed and developed the Aljunied Town Council website which manages the HDB estates in the Aljunied GRC which includes Aljunied-Hougang, Bedok Reservoir-Punggol, Eunos, Paya Lebar and Serangoon division

The website has features like Calendar of Events, News Room, Web Casts, Pod Casts, Integration of a Forum, Photo Gallery etc

One of the prime features of this website is the integration of Drupal Content Management System in order to enable easy maintenance and updating of different sections of the website

<http://www.aljunied.sg>



Content Management System



Feedback | List of Contacts | Quick Links

HOME | COMMUNITY | CALENDAR | NEWSROOM | COMMUNICATION CHANNELS | Google Custom Search

Photo Gallery

ALJUNIED GRC

Photo Gallery

View Photo Gallery by Events:

- 11-07-08 Family Carnival
- 03-07-08 Aljunied GRC Our Home
- 03-07-08 Bedok Reservoir Punggol Edusave Scholarship Merit Bursary and CCC Bursary Awards Presentation Ceremony
- 30-06-08 CARE for elderly -

You are viewing latest photos from Aljunied GRC

Feedback | List of Contacts | Quick Links

HOME | COMMUNITY | CALENDAR | NEWSROOM | COMMUNICATION CHANNELS

Forum

ALJUNIED GRC

FAQ | Search | Memberlist | Usergroups | Register | Profile | Log in to check your private messages | Log in

The time now is Thu Jul 17, 2008 3:56 pm

The Melting Potz. Forum Index [View unanswered posts](#)

Forum	Topics	Posts	Last Post
Your First Step			
Announcements Check out the Latest News happening in Aljunied GRC	0	0	No Posts
Ground Rules Dig it	1	1	Fri Apr 04, 2008 11:09 am admin →
Introduction New to us? Let us know you more	0	0	No Posts
Feedback & Suggestions We need to know what you need and what you want. LET US KNOW!	1	0	No Posts
Jobs!			
Looking for Job Job Seekers? Come in here	0	0	No Posts



Development of Nettiluokka Community Portal (under Implementation stage)

Etisbew conceptualized, designed and developed a multi lingual community portal with DRUPAL CMS integration.

The primary objective of Nettiluokka is to bring different kinds of users onto one platform to share photos, videos, views, write in blogs and forums across different user environments.

One of the primary features of the website is to publish the content in multiple languages like English, Finnish and Swedish with the help of the Content Management System

<http://devnet.etisbew.net/strawberry/nettiluokka/>



Multilingual Community Portal



HOME BLOGS FORUMS POLLS SURVEY GAMES HOBBIES MESSAGES FRIENDS **CHAT** FILES PICTURES VIDEOS HELP

Welcome level2env3 (Edit Profile)

Invite Friends | Log

Name: Level 2 Env 3

Date of Birth: 16/6/1960

Town:

Music: karnatic

Passions: tennis

Pets: cat

Earned Points: 2

MY FRIENDS

MY PICTURES

MY VIDEOS

No Videos uploaded

HOME BLOGS FORUMS POLLS SURVEY GAMES HOBBIES MESSAGES FRIENDS **CHAT** FILES PICTURES VIDEOS HELP

Welcome level2env3 (Edit Profile)

Invite Friends | Log

Home

You have one new private message.

My Pictures

HOME BLOGS FORUMS POLLS SURVEY GAMES HOBBIES MESSAGES FRIENDS **CHAT** FILES PICTURES VIDEOS HELP

Welcome level2env3 (Edit Profile)

Invite Friends | Logout

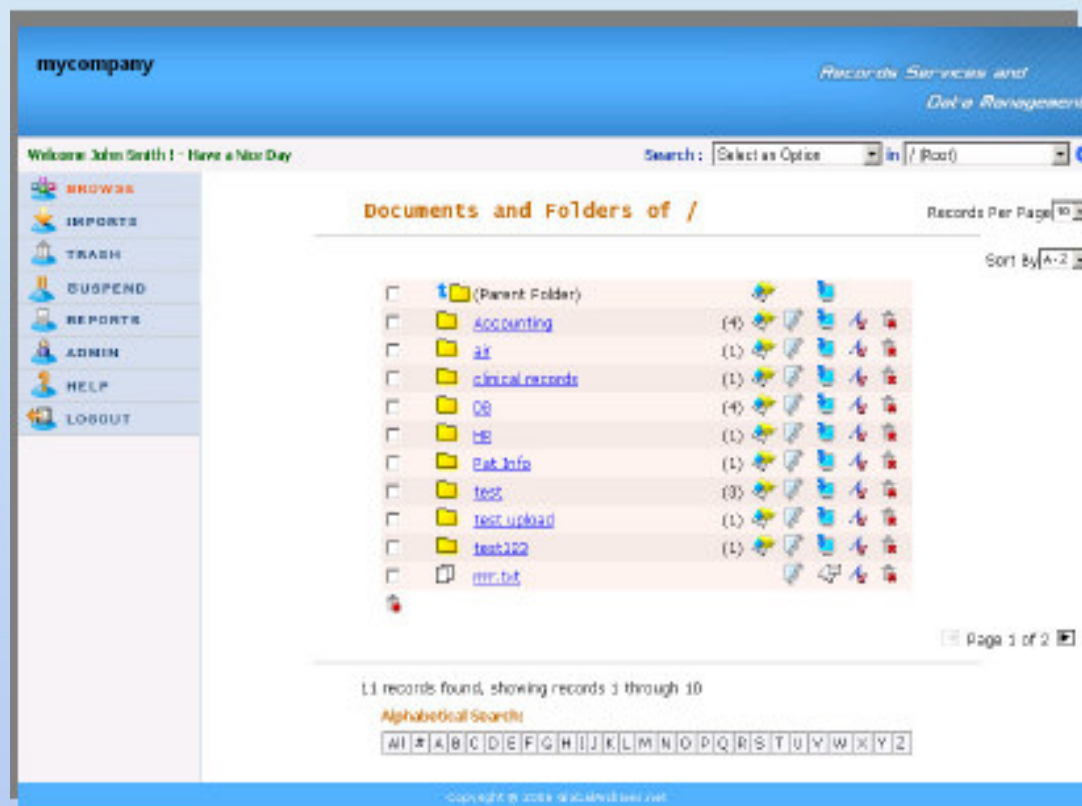
Home

You have one new private message.

Forums

• Post new forum topic.

Forum	Topics	Posts	Last post
Aeroplain container	Aeroplain container		
Aero Express	aeroexpress	1 1 new	2 hours 7 min ago by shankarlevel2env3



Document Archiving

Record Services and Data Management

Etisbew developed a highly secured, scalable and easy to use Records and Data Management solution for Global Archives. The product helps customers to automate their document management activities

The Key features of this product are

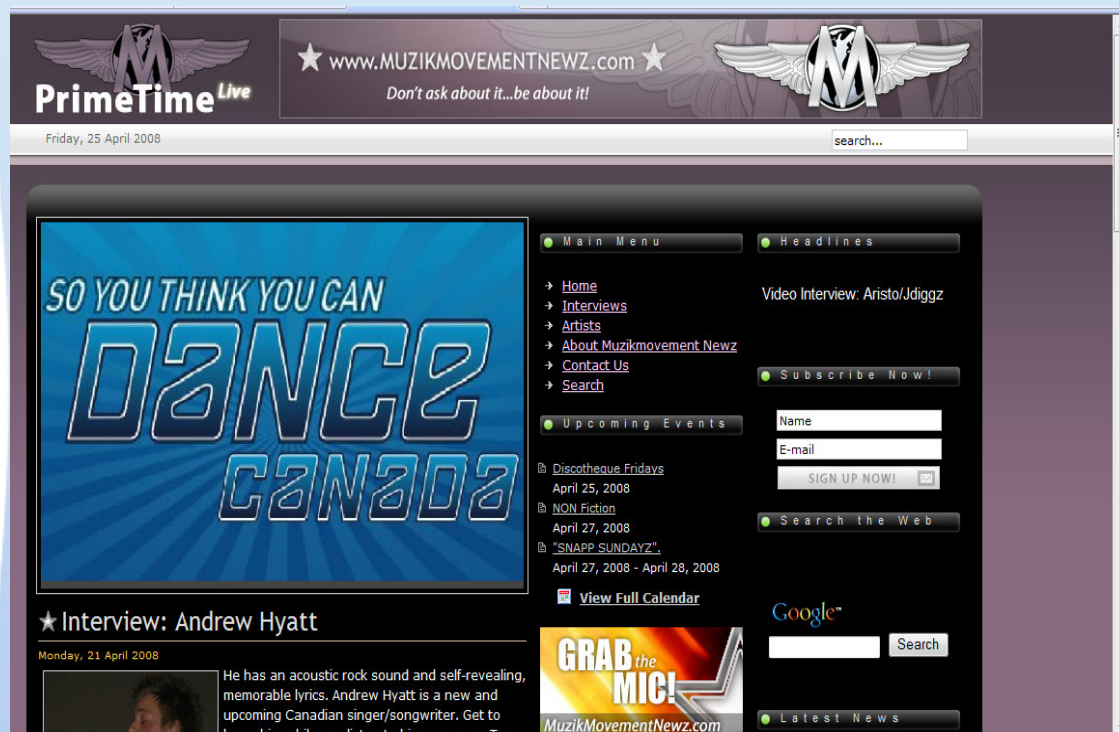
- Automated Database Management System
- User Authentication
- Configurable, Customizable Search Fields
- Import Records Capability
- Unlimited Records Tracking Capacity

<http://www.globalarchives.net/tracker.html>



CMS Integration:

PrimeTime Live -
www.muzikmovementnewz.com
developed using JOOMLA





Etisbew Design Capabilities

- Web Template designed for AHATA
- New Website designed for Bridgestone Firestone
- Web Template designed for Coast To Coast
- Web Template designed for horsestock.com



Web Template designed for AHATA

Etisbew designed a colorful and visually appealing web template for AHATA. The main purpose behind this template was to give a more easily navigable website to visitors. A lot of stress was put on the Quick Search feature to make it easier for users to check for availability of flights.



BRIDGESTONE
Firestone

contract sales center

WELCOME

Enter if you are...

Government Agency / Utility

The Bridgestone Firestone Contract Sales Center was created to make doing business with us easy and efficient. We've put all the information you need at your fingertips - from contract pricing to product specs and more. There's even a Supply Point locator to help you find the Bridgestone Firestone resource closest to you.

Supply Points

I am Bridgestone Firestone Supply Point interested in selling tires.

Your Six digit ID Number

☒ Remember Me

Login

Supply Point Enrollment

Are you interested in becoming a Bridgestone Firestone Government Agency Supply Point?

ENROLL NOW!

[Click Here](#) to enroll..

Firestone

© 2007 Bridgestone Firestone North American Tire, LLC

New Web Template designed for Bridgestone.

Etisbew designed a new dealer website for Bridgestone. One of the prime objective of the redesign exercise was to provide new functionality for dynamically designing the price book cover page for individual customers.

The website also provides services for Government Agencies via Government Agency / Utility. This section provides easy access to Government agencies for doing business with Bridge Fire Stone as it provides all the information required here.



Web Template designed for Coast To Coast

Etisbew designed a colorful and visually appealing web template for Coast To Coast Pressure Grouting.

The current website of CCPG does not have easier navigation menu structure, no data structuring, no usage of style sheets and no flash banner.

The main purpose behind this template was to give a more easily navigable website to visitors. A lot of stress was put on better data presentation and a flash based header on top suggesting what CCPG does. Special focus has been put on providing a place holder for Featured Products and Completed Projects.



Web Template designed for horsestock.com

Etisbew designed a colorful and visually appealing web template for HorseStock.com. The main purpose behind this template was to give a more easily navigable website to visitors.

In this design, Importance was given to categorization of data on the homepage in order to make it easy to locate for users.



Why Etisbew?

We started our business 8 years back with the very concept of Re-engineering websites and that's how we derived our company name as ETISBEW which is nothing but WEBSITE spelled backwards. In fact Reengineering has been what Etisbew did all through these years for customers across different industry segments.

Excellent Team

Etisbew has a good mix of Technical Architects, Business Analysts, Project Managers, Database Administrators, Project Leaders, software developers, dedicated Quality team with a combined experience of 100 man years with much lesser attrition rate.

Rich experience from executing varied projects

As on date, Etisbew has successfully delivered more than 200 cutting edge web applications to a wide variety of customers worldwide. We have a very rich experience having worked on a wide variety of projects executed. We also have good expertise on creating multi-lingual, gaming and multimedia web applications. We have participated in the complete life cycle of the projects and have to our credit many successfully completed projects for clients across the world. We are capable of executing the "Start to Finish" kind of projects.

ISO 9001 & CMM Level 3 Standards

We distinguish ourselves from our competitors by having a very quality oriented focus. Our standards in implementation of best practices are second to none. We are ISO 9001:2000 Certified Company by NQA, UK and are targeting to achieve CMM Level 3 soon. All our methodologies conform to these standards and we ensure the stringent testing process for delivering the best output to our clients.

Domain knowledge in several industries

Our management and staff bring extensive domain knowledge in several industries such as Hedge Fund (Commodities and Currency Trading Systems), Travel, Bio-Informatics, Mortgage Industry and Enterprise Financials & Accounting (PeopleSoft & Oracle Financials).

Versatile and dedicated teams with an attitude to learn and accomplish

In the words of one of our clients:

"The one thing that impresses about Etisbew the most is the sense of determination that they have. When I ask them to do a difficult task and they stand up and say they will do it, they'll move heaven and earth to make sure the job's done. The integrity and personal commitment that's been proved to me is extremely gratifying".

Our teams have always adapted to the technologies that are required to deliver solutions. We are in a state of constant learning and enhancing our skills, we never say we do not know a particular technology and we believe that if somebody out there is delivering/building solutions in a particular technology then we can also do it.

Knowledge Management

Currently we have a small but consistent effort to codify various domains of knowledge that will help us in near future to reduce the cycle times and apply the "Learn Once and Apply Anywhere" model

Above all else, commitment and long term partnership

Yes, we strive to establish a long term relationship with our partners in enabling our clients to get the best. All our strategic focus to build the network/alliances is to get the optimum benefit in all possible ways. In fact, our Vision is "to provide Continuous Value Addition to our Clients with the best and most innovative technologies by Delivering Excellent Business Solutions".



Etisbew Client References

Client Name	Webmagnetics
Serving Since	October 2001
Relationship Mode	Website Development, Maintenance and Hosting
Contact Details	Name - Terry Clagett Tel - 270-737-0273 Email - tclagett@webmagnetics.com

Client Name	Marketing Alternatives Inc
Serving Since	August 2004
Relationship Mode	Application development / design services
Contact Details	Name - Ram Patibandla Tel - 815-444-1203 Email - ram@mktalt.com

Client Name	Hemametrics
Serving Since	October 2001
Relationship Mode	Website Development, Maintenance and Hosting
Contact Details	Name - Chris Reed Tel - 1-800-546-5463 Extn 131 Email - creed@hemametrics.com

Client Name	Prisma Capital Partners LLC
Serving Since	April 2006
Relationship Mode	Application Development
Contact Details	Name - Francis Conroy Tel - 201-356-7007 Email - fconroy@prismapartners.com

Client Name	Myles Communication Inc
Serving Since	February 2002
Relationship Mode	Continuous maintenance of their website
Contact Details	Name - Robyn Myles Tel - 660-269-9201 Email - rmyles@mywebpal.com / robynmyles@aol.com

Client Name	Local Secrets Ltd
Serving Since	August 2006
Relationship Mode	Website Development, Maintenance and Hosting
Contact Details	Name - Neal Robbins Tel - +(44) 0870 7201 205 (UK) Email - Neal.Robbins@localsecrets.com