

Simple

Security Functions (Continued)

Alcotrak®

This patent pending technology was developed by Simple Brands, the Alcotrak barcode is indelibly printed on each bottle (ALKOLINK™ Barcode Printer) and scanned by A.D.A.M.® prior to delivery to consumer. Should any wine be found in the possession of a minor A.D.A.M.® can provide law enforcement with identity of the individual who purchased each bottle.

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Marketing Benefits

- Fully integrated loyalty program designed to track points per transaction.
- Promotions displayed on A.D.A.M.® touch screens can be changed real-time from PLCB headquarters.
- Product information about all wine and spirits contained within A.D.A.M.® displayed on touch screen (can be modified real-time).

Self-Checkout Facts

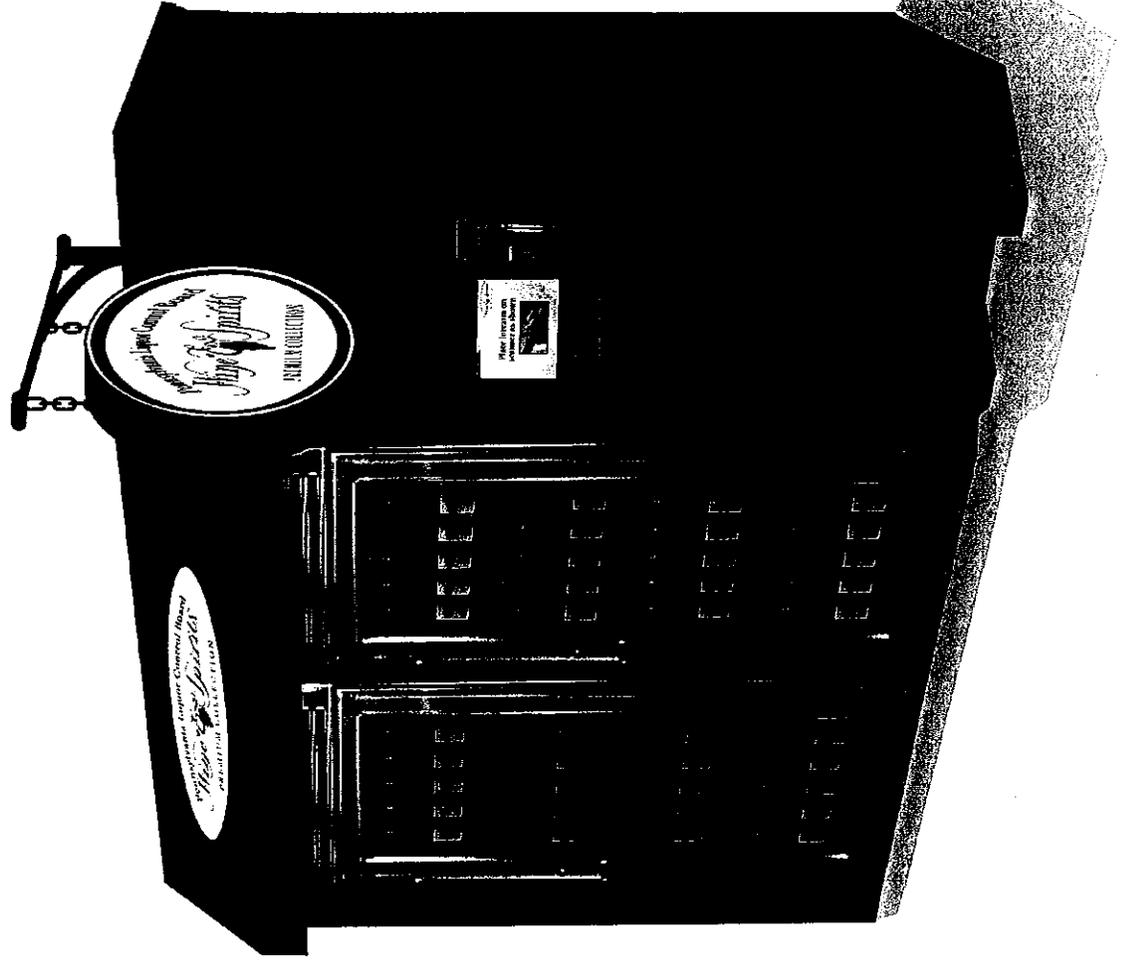
- In 2005, consumers spent over \$110.9B on self-checkout transactions at retailers, up to 35% over 2004 due to increased usage in Supercenters, Warehouse Clubs and DIY Stores – source IHL survey.
- Airport self-service kiosks have had a profound impact on training consumers to use self-checkout – source IHL survey.
- Nearly one-fifth (18%) of self-checkout users use it “all the time” when it is available – source IHL survey.
- Twenty-nine percent (29%) of self-checkout users use it only when there is a line at the other lanes – source IHL survey.
- Speed and convenience are the two most cited reasons for using self-checkout – source IHL survey.
- Fully 94% of the consumer population in a recent survey will use self-checkout, even if they don’t necessarily like it – source IHL survey.
- US retail giant Wal-Mart has self-checkout at 1,325 of its 3,519 stores, while Home Depot uses self-checkout at over 1,000 of its 1,900 stores – source epaynews.com/ Frost & Sullivan.
- Up to half of Home Depot sales are handled by self-checkout kiosks (for stores that are utilizing self-checkout kiosks) – source epaynews.com/ Frost & Sullivan.
- Since the installation of self-checkout kiosks, Home Depot estimates its floor staff has 40 additional hours per week for customer assistance – source epaynews.com/ Frost & Sullivan.

Interface

Application can provide the following real time updates for authorized PLCB employees:

- Gross sales by year, quarter, month, week, day, minute.
- Gross sales by category, brand/label.
- Gross sales by unit, region, and state.
- Net sales by year, quarter, month, week, day.
- Net sales by unit, region, and state.
- Inventory by brand/label and date SKU deployed (how long product was in unit).
- Quantitative data associated with each promotion.
- Instant email alerts for the reporting of low inventory, suspicious transactions, unusually high or low sales, malfunctions, etc...

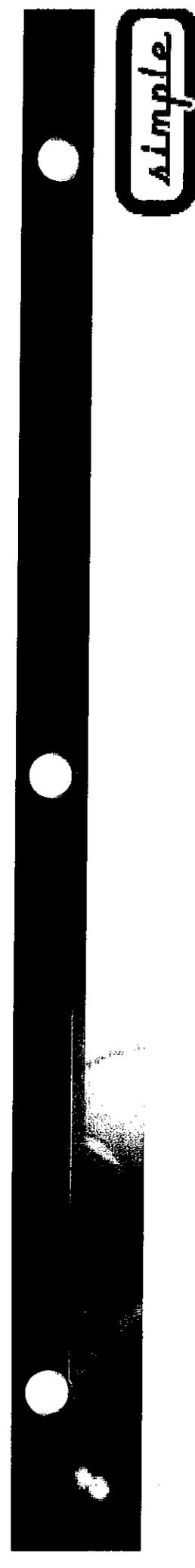
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Specifications

- 8ft by 5ft by 7ft - 40sq ft.
- Holds between 500 - 750 750ml bottles* (most likely 13 - 16 different labels).
- 700 lbs empty.
- 110 volts, 8 amps.

**Other size options available
(up to 1500 750ml bottles)*



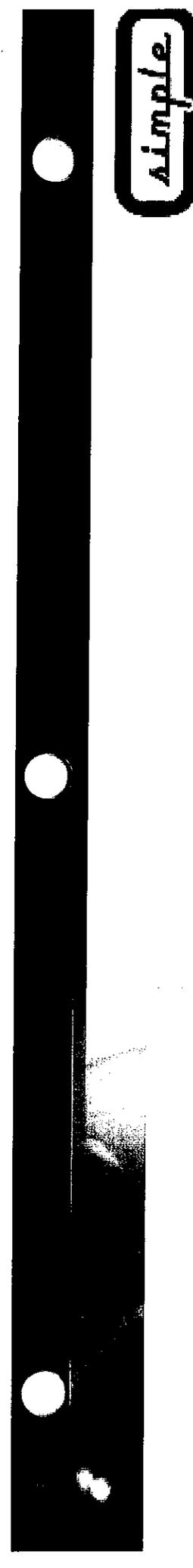
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Community Benefits

- Very convenient.
- A.D.A.M.® is small only 40 sq ft vs. a 2,000 - 4,000 sq ft supermarket Wine & Spirit Shop.
- Wine not viewable in satellite store @ times specified by PLCB (frosted security glass/ SMART GLASS).**
- Through Alcotrak® law enforcement has the ability to determine the purchaser of any wine found in the possession of a minor.
- Eliminates intoxicated consumer purchases (Infrared Spectroscopy).
- Must be 21 with a valid state issued identification card to access A.D.A.M.® .
- Software has been designed to "scan and ban" any consumer that violates any of the terms and conditions set by the PLCB.

PLCB Benefits

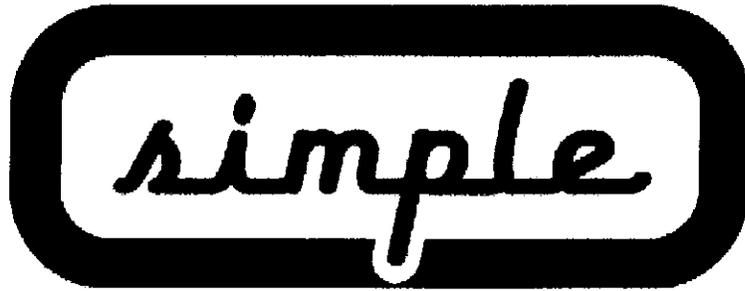
- Significantly increased revenue.
- Significantly increased installed base without significant additional infrastructure requirements.
- Significantly increased operating margins
- A.D.A.M.® costs PLCB a small fraction of the expense required to construct a traditional brick and mortar Wine and Spirits shop.
- Provides additional jobs for clerks (product fulfillment , technical service, customer service & surveillance).
- Through Alcotrak® law enforcement has the ability to determine the purchaser of any wine found in the possession of a minor.
- Software has been designed to “scan and ban” any customer that violates any of the terms and conditions set by the PLCB.
- Allows PLCB to enter areas that otherwise might not support a full scale traditional PLCB Wine & Spirits shop.



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Experience

MR. LESSER, CURRENT PRESIDENT OF SIMPLE BRANDS, LP., WAS PRESIDENT AND CEO OF JDL MANAGEMENT, A DEVELOPER OF NETWORKED COIN OPERATED AMUSEMENT AND ENTERTAINMENT ATTRACTIONS. IN 2002 JDL DEVELOPED 4 OF THE 10 HIGHEST GROSSING "ARCADE GAMES" IN NORTH AMERICA. UNLIKE TRADITIONAL DEVELOPERS/MANUFACTURERS THAT SELL THE GAMES THEY DESIGN AND MANUFACTURE JDL PLACES THEIR ATTRACTIONS IN LOCATIONS ON A REVENUE SHARING BASIS. ALL JDL GAMES ARE NETWORKED IN TO A CENTRAL "NOC" (NETWORK OPERATING CENTER) WHICH ALLOWS FOR THE REMOTE MONITORING OF ALL KEY FINANCIAL METRICS AS WELL AS MAINTENANCE DIAGNOSTICS FOR ALL UNITS DEPLOYED WORLDWIDE. JDL HAS PLACED LICENSED INTERACTIVE ATTRACTIONS IN THE TOP PERFORMING ENTERTAINMENT CENTERS WORLDWIDE INCLUDING PUBLICLY TRADED SIX FLAGS AMUSEMENT PARKS, DAVE AND BUSTERS, AND DISNEY AS WELL AS PRIVATELY HELD TGI FRIDAYS, JILLIAN'S, AND GAMEWORKS AMONG OTHERS.



Simple Brands, LP.
SUBMITTAL RESPONSE TO RFP 20080318 WINE
KIOSKS II-3
April 14th, 2008

Abstract

This paper provides a technical response to Sections II-1 through II-12 of RFP 20080318. This document is based on the information gathered from the RFP 20080318 Wine Kiosks, the April 16th Mandatory Proposes Meeting & the published responses to those questions submitted April 8th 2008.

Authorized Representative of Simple Brands, LP.

James D. Lesser,
President, Simple Brands, LP.

II-3 WORK PLAN TABLE OF CONTENTS:

<u>PART A: Approach & Management Principles</u>	4
(Description of Simple Brand's Life Cycle of an Enterprise Management Practices)	
<u>PART B: Project Management Methodology</u>	6
(3 pronged approach to the Project Management Methodology)	
Section 1: PMG Profile	6
Subsection 1.1: PMG Personnel	6
Subsection 1.2: PMG Methodology	7
Subsection 1.3: Pre Project Planning	7
Subsection 1.4: Planning	7
Section 2: Project Milestones	8
Subsection 2.1: Project Kickoff	8
Subsection 2.2: Project Pre-Planning	8
Subsection 2.3: Project Planning	8
Subsection 2.4: Project Execution	8
Subsection 2.5: Project Closeout	8
Section 3: Project Implementation Management	9
Subsection 3.1: Wine Kiosk Order Tracking (Component Shipment and Delivery)	9
Subsection 3.2: Wine Kiosk Build and Test Process	9
Subsection 3.3: Wine Kiosk Deployment Execution Management	9
Subsection 3.4: Rollout Level of Effort & Personnel	10
Subsection 3.5: Quality Assurance (QA)	11
Item 3.5.1: Planning	11
Item 3.5.2: Execution	11
Item 3.5.3: Close out	11
Subsection 3.6: Customer Satisfaction Survey	12
Subsection 3.7: Reporting	12
Section 3x: Project Management & System Deployment	13
Coverage Map in PA	13
Section 4: Summary	13
<u>PART C: Roles and Responsibilities</u>	13
Section 1: PLCB Sponsor	14
Section 2: PLCB Session Participants	14
Section 3: Simple Brands Project Manager	14
Subsection 3.1: Operations Manager	15
Subsection 3.2: Consulting Manager	15

II-3 WORK PLAN

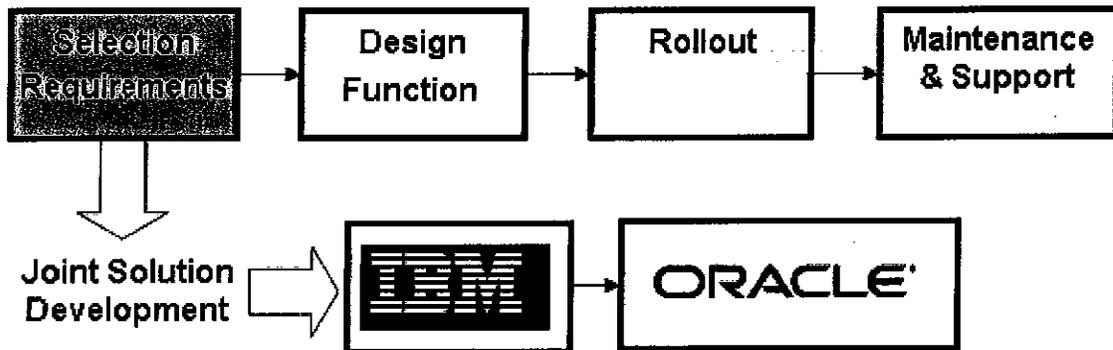
A. APPROACH & MANAGEMENT PRINCIPLES

This project represents challenges and variables from two very specific aspects of the PLCB infrastructure. From one aspect, this project has a multitude of IT platforms, operating systems, networks, databases, applications, hardware, software and respective vendors that can affect its outcome. From another aspect, it has equally challenging variables of logistics, installation, rollout strategies, project management and physical inventory. In order to accommodate this complex infrastructure Simple Brands must utilize proven management principles from the technical and project management industry.

These management principles are focused on an overall enterprise solution. For an enterprise solution to be successful it must first recognize, investigate, and design based on the PLCB's existing environment. The PLCB maintains their current level of enterprise management while taking on new initiatives, such as the Wine Kiosk Project. Simple Brands, to be successful, must implement a project management program that is always cognizant of the PLCB baseline enterprise management both technically and operationally.

To accomplish this goal we utilize standard Project Management principles and methodology. Where Simple Brands differs in their approach is the addition of a "Best Practices" Methodology for Application Development and Integration. To combine project management and technical "Best Practices" we have developed an integrated methodology called Enterprise Management Practices.

Simple Brands' Life Cycle of an Enterprise Management Practices



The Enterprise Management Practice in a distributed environment addresses the challenges businesses face with a large set of technical variables and inter-relationships crucial to system up time, availability, network capacity and scalability. Simple Brands (SB) Enterprise Management Practices has developed a project methodology that provides an approach for identifying,

) analyzing, designing, implementing and supporting solutions that address these issues in a logical step-by-step process.

This document will elaborate on how the combination of these two disciplines, Project Management & Technical Management, applied by our organization will result in a comprehensive and very achievable solution. It is the practical application of these time tested and industry approved methodologies that will yield the successful outcome desired by the PLCB.

The Simple Brands "Work Plan" will begin by explaining our Project Management approach and application of its principles to this project. It will explain our methodology. It will also explain how SB will manage the planning, the resources, and the implementation. This section will also provide narrative on the steps from ordering, to staging and testing, through deployment. It will provide insight into how SB maintains quality throughout the process including how we gather critical feedback from the PLCB.

SB will also address the need for assigned roles and the responsibilities of those roles. SB will develop an infrastructure for all communication and documentation.

) The next section will allow a comprehensive look at the actual deliverables of the project. The 4 major deliverables are first discussed from a methodology perspective then from a practical application of these methodologies to the specific project.

We have also provided a schedule based on this proposal and the Tasks identified in Part IV.

The final section is the narrative. It is a step by step view of the functionality, the technology, and the consumer experience associated with the project.

B. PROJECT MANAGEMENT METHODOLOGY

Simple Brands is utilizing a three pronged approach to the Project Management Methodology. The Project Manager, Michael Fiore, will manage the information systems, development, and operations of the project for Simple Brands. His role will also include the management of the subcontracted resources associated with the Project Management services.

1. PROJECT MANAGEMENT GROUP (PMG) PROFILE

Our proven best practices and methodologies (based on PMI standards) were built and refined to provide a wide range of project management, deployment and integration services to our clients. Our well developed systems, processes and documentation allow us to manage multiple, simultaneous deployments across the Commonwealth and across the Mid-Atlantic Region.

Below are highlights of some of the PMG successes over the past four (4) years:

- Managed **over 67** individual projects/deployments – from large to medium, to small-sized projects in the CWOPA in the last 4 years.
- Developed, implemented, and managed the resources for a nationwide software installation and upgrade project that successfully completed 64 new installs in 9 months and 22 upgrades in 45 days to an enterprise intellectual property & asset management software package.
- Managed the development of a proprietary retail management system designed to operate and be the primary POS application for a chain of 18 Entertainment Kiosks in 16 states with scalability to over 100 units.
- Managed the installation and deployment of the 18 kiosks in 4 months with an average of 7 days from delivery to acceptance of for sale.
- Consulted, designed, & managed Projects with over 11 CWOPA local governments & municipalities.
- Managed the deployment of a 3DES network infrastructure with over 2500 users with the Pennsylvania & New Jersey divisions of a national drug enforcement task force combining agents from the FBI, DEA, and US Marshals

1.1 PMG Personnel

Our project management group (PMG) has seasoned project managers with many years of experience in providing program and project management services.

Our project managers design and execute project plans that include standard and optional products and services, which provides flexibility to design

customized implementation plans that meet specific customer requirements. This ensures that each customer enjoys a stable and well documented process with the guarantee that their needs are being address project or implementation will be completed their project expectations.

Since requirements for each project are unique, the project management group assigns a dedicated project manager to each project who works one-on-one with the customer to build and execute a detailed project plan. Our project managers have extensive experience working with customers throughout the Commonwealth of PA in planning and executing projects that range in size and level of sophistication from very small, to extremely large and complex. We have worked with many government entities as well as in the private sector. Our proven methodologies, coupled with our experienced project manager resources guarentee success for each and every project.

1.2 Simple Brands PMG Methodology

The project management group utilizes accepted project management practices as defined by the Project Management Institute (PMI) to deploy project methodologies, processes, procedures, techniques, and tools that will be required to ensure that all program objectives are met. Having customized this methodology specific to the Commonwealth's processes and requirements, the following represents the phases we have developed and refined to successfully deliver projects of any size or scope.

First and foremost, our proposed development team will follow the PLCB Software Development Methodology (SDM) for any/all development projects identified for this project. We will also comply with the appropriate PLCB and Commonwealth standards for software development.

Our reputation for delivering software development projects & LAN/WAN Infrastructure projects on-time, on-budget (cost-effectively) and to the complete satisfaction of our customers unblemished. One of the most important reasons for this success is our project focus. Our daily project focus is centered on teamwork, sound management, technical competency and customer satisfaction. Our commitment to PLCB is to uphold these focal points during this assignment.

1.3 Pre Project Planning

Whenever possible, the assigned Project Manger (PM) meets with the customer well in advance of the project. The PM works with the customer to determine general project milestones and timelines. Pre planning also sets customer expectations and ensures there are will be no surprises or unexpected/unplanned activities after the project commences.

1.4 Planning

The Project Manager initiates and conducts all necessary deployment planning meetings with the customer. These meetings may be conducted jointly by the PM and the Deployment Team Site Leader. The project group works with the customer to build a detailed project plan that lists all project activities, tasks, deliverables, and milestones. The Project Manager will

allocate multiple resources to facilitate a concurrent approach, especially during the investigation and analysis phase.

Once the project plan is finalized, the Project Manager formulates a resource plan that provides adequate staffing levels for each installation site. The Resource Plan lists all site leaders and installation technicians by site, and provides all of the necessary contact information for each individual. The PM will also develop a PLCB Resource Plan in conjunction and with the approval of PLCB sponsor. The PM also develops a comprehensive Communication Plan that lists contact information for all project personnel. The communication plan also indicates escalation paths for the project

2. PROJECT MILESTONES

Although each project is unique in its requirements, all projects have the same set of built-in, standard milestones with specific target completion dates that must be closely managed. These standard milestones are:

2.1 Project Kickoff

- Identify the project and set up initial project documents.
- Contact the customer to set pre-deployment meeting date.

2.2 Project Pre-Planning

- Meet with the customer to discuss the general project requirements. This meeting is usually conducted in the early stages and can occur before a purchase order has been submitted.
- Set customer expectations. Establish tentative time frames and project milestones.
- Gather logistical information on destination building. (Loading docks, freight elevators, store hours, etc.)

2.3 Project Planning

- Meet with the customer to develop the project outline and identify risks. This step may require a series of meetings, depending on project size and scope.
- Discuss roles and responsibilities for the project team.
- Address site logistical issues and ensure site readiness.
- Determine or refine project timelines.
- Complete Project Plan documentation

2.4 Project Execution

- Execute the project plan.
- Identify, mitigate and resolve issues.

2.5 Project Closeout

- Discuss the success of the project and document lessons learned.
- Close out all remaining issues.
- Obtain signature on project completion documents.
- Provide customer with project deliverables.

Each milestone contains several steps that are managed to ensure target completion dates are met. Each step within a milestone is assigned a

completion date and documented in the project plan. An individual project plan will be developed for each of the Tasks outlined in Part IV.

3. PROJECT IMPLEMENTATION MANAGEMENT

Project implementation management is where the expertise and management skills of the project management group are validated. The communication processes, documentation, and planning have built the foundation for the processes outlined in this section.

3.1 Wine Kiosk Order Tracking (Component Shipment and Delivery)

The Project Manager (PM) is responsible for tracking each Wine Kiosk order placed by the Pennsylvania Liquor Control Board (PLCB). The PM is involved in the process from the time the order is placed, (sometimes before), until the Wine Kiosk and all components have been delivered to the staging facility. The PM is the single point of contact for coordinating the delivery and resolving issues. The following is a breakdown of the general steps involved in the order and delivery process:

- The project management group utilizes standardized tools and resources to track all Wine Kiosk orders placed by the PLCB.
- As new orders are received, the Project Manager (PM) checks the order for accuracy.
- The PM monitors all new equipment orders throughout the build, ship, and delivery process.
- Once the system components have shipped, the PM contacts the staging facility in Harrisburg to coordinate the delivery.

3.2 Wine Kiosk Build and Test Process

During this phase of the project, the Project Manager (PM) oversees the build and test process, ensuring that all timeframes are adhered to as indicated in the Project Plan. The PM communicates back to the PLCB Project Manager and/or the Store Manager, ensuring the site readiness process is complete and customer expectations are set.

3.3 Wine Kiosk Deployment Execution Management

The PM coordinates the process of transporting the equipment to the customer site within the timeframes indicated in the Project Plan.

Once the equipment is onsite, the PM monitors the installation progress on a daily basis to ensure that the deployment remains on schedule. The Site Technical Lead reports daily progress and escalates issues to the PM. A daily Project Status & Issues Report is prepared by the PM and is provided to the customer. As issues occur that could cause delays in the deployment schedule, the PM immediately alerts the Customer Project Manager. The PM utilizes all available resources to mitigate and resolve issues as quickly as possible.

At the conclusion of the installation, the PM meets with the customer to resolve any outstanding issues, discuss the success of the project and lessons learned, and to close out the project. The PM presents the customer with the Project Completion Checklist for signature, which indicates that all services have been successfully performed, all issues are resolved, and the Wine Kiosk is tested and fully functional. Once this occurs, the project is considered complete and is officially closed.

3.4 Rollout Level of Effort & Personnel

The following is the level of personnel and effort to effectively manage, configure test/QA, break down, deliver, deploy, set up and receive acceptance at the customer site for a single unit of the Wine Kiosk. The duration from shipment of the units to the warehouse to the delivery and sign off of the unit at the customer site is a maximum of 2 weeks (10 business days).

Description	Number/Personnel	Level of Effort (Hours)
Project Management Office (PM)	1	24 hrs
(Will manage all aspects of the customer project plan, coordination of all units, schedule and deployment, customer satisfaction and overall project success)		
Sr. Technical/Deployment Lead	1	12 hrs
(Responsible for all technical issues, technical functionality and technical project success)		
Assembly/Local (Harrisburg) Warehouse Team		5 day process
Sr. Technical/Network Lead	1	40 hrs
Sr. Installer	1	40 hrs
Technician (Unpack/Set up/Break down)	2	24 hrs (each)
Rollout Teams (Strategically Located throughout PA)		3 day process
Sr. Technical/Network Lead	1	8 hrs
Sr. Installer (on-site lead)	1	24 hrs
Technician (Set up/Install)	2	24 hrs (each)

3.5 Quality Assurance (QA)

The Project Manager (PM) is fully responsible for quality assurance throughout the life cycle of each project. Quality assurance is built into all aspects of our processes to ensure the highest possible level of customer satisfaction. Quality assurance is critical in three (3) major phases of the project:

3.5.1 Planning

The planning phase is the most important phase of the project. In this phase, customer expectations are set such that there is a complete understanding of roles and responsibilities for both the customer and the Project Manager (PM). Success cannot be achieved without teamwork, and it is critical that everyone is acutely aware of how and when the project will be executed. Communication is the key to success in any project. During the planning phase, the PM implements a Communication Plan that clearly specifies communication flow and escalation paths. Also during this phase, the project risks are thoroughly discussed and preparations are made in advance to minimize those risks. Our methodology places most of the work effort in the planning phases, which results in a smooth execution phase with minimal issues.

3.5.2 Execution

This is the most critical phase for customer satisfaction. Proper planning results in minimal issues and ensures a high level of customer satisfaction. In this phase, the Project Manager forwards a daily status & issues report to key customer personnel that details project progress and documents all issues. An owner is assigned to each issue and the issue is tracked to closure, indicating progress made along the way. Providing a high level of visibility of the issues to the customer is very important to the success of the project. No project is completed without the occurrence of issues. However, tracking issues and showing progress to closure demonstrates proper project management for the customer.

3.5.3 Close out

This is the phase that ties up the loose ends for the customer. In this phase, all remaining issues are closed out. Lessons learned are discussed and documented. This is important to ensure that any unforeseen issues can be documented and resolved, and also avoided during the next project. The project manager is not permitted to obtain signature on the project completion document until the customer is satisfied that all of the work has been completed and all issues have been resolved.

3.6 Customer Satisfaction Survey

At the end of each project, the Operations Manager will forward a survey form to key customer personnel. The goal is to send the survey throughout several levels of the customers' organization. This ensures accountability throughout all levels of our project team. The project can only be successful if the entire team is executing their specific roles to perfection.

In the rare case where a survey is returned with a low score, the responsible Project Manager takes immediate action to correct the situation. This may require speaking directly with the customer to get a more detailed explanation of the issue. Corrective action is taken and documented. This document is provided to the customer and is kept on file with the survey.

Implementing a thorough quality assurance plan is critical to the success of any project. It's vitally important to have built-in checks and balances throughout every critical project phase. Our quality assurance plan has been proven extremely effective on all projects of any scope or size.

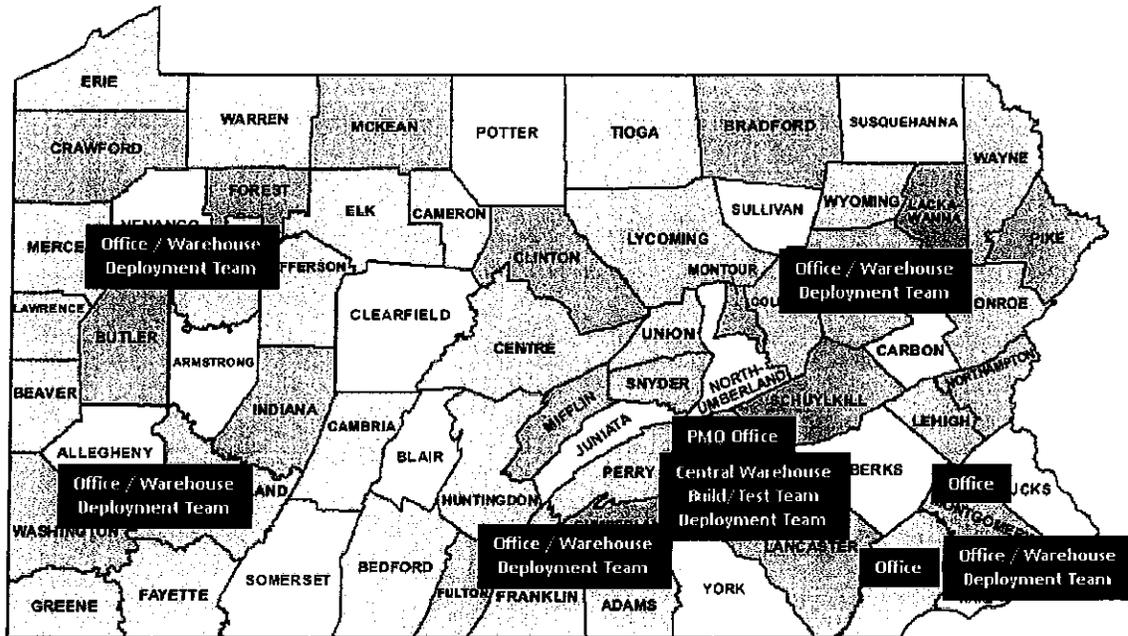
3.7 Reporting

The Operations Manager is responsible for the provision of services and associated deliverables to the customer throughout the project's life cycle. The project documentation includes but may not be limited to the following:

- Project Plan (Microsoft Project)
- Site Survey Form
- Installation Checklist (mutually developed with customer)
- Asset inventory of Wine Dispenser kiosk and all components
- Project Status & Issues Report (daily or as required by each customer)
- Resource Plan
- Background Check Document
- Site Completion Document
- Project Completion Document
- Chain of Custody Document
- Meeting Minutes

The Operations Manager provides customized reporting documentation for each customer. Using our standard templates, we customize our project documents to meet specific customer requirements.

Project Management & System Deployment Coverage in PA



4. SUMMARY

The project management group has utilized Project Management Institute (PMI) standards to build methodologies and service delivery plans to meet the specific requirements the Pennsylvania Liquor Control Board (PLCB) and all clients. Due to insight and tenure provided by the subcontractors within our project management group, we will have experience in successfully deploying new desktop computers to Wine & Spirit Shop, as well as the Headquarters Building and regional offices. This will allow us to completely understand the unique and complex requirements of the PLCB. As a result we also now have the benefit of processes that have proven to be effective in delivering services throughout the entire agency. We have committed the most experienced project management group who possess the most in-depth knowledge of the PLCB infrastructure and requirements, and who will ensure that all future projects will be as successful.

Our experienced team and proven project methodology will continue to provide the same effective results when applied to the Wine Kiosk Contract.

C. ROLES AND RESPONSIBILITIES

In order to receive the maximum value from the facilitated session, it is imperative that the PLCB Sponsor assemble the right resources to participate in the facilitated session.

1. PLCB SPONSOR

The PLCB Sponsor owns the results of the engagement and is responsible for coordinating the logistics for the facilitated session:

- ✓ Scheduling a meeting room conducive to an interactive, participative information exchange.
- ✓ Ensuring that adequate supplies are in the meeting room
- ✓ Coordinating the attendance of appropriate vendor resources.
- ✓ Acting as the project sponsor and liaison with SB's Project Manager.

2. PLCB SESSION PARTICIPANTS

PLCB Sessions Participants responsible for providing the subject matter expertise to enable robust discussion regarding PLCB's current and desired state enterprise management practices.

- ✓ Participating in the session. Be prepared to discuss the current state of IBM GSA, Frame Network, OS Platform, and Infrastructure Equipment, as they relate to the participant's particular area of expertise. Be prepared to discuss future state requirements for enterprise management.

3. SIMPLE BRANDS PROJECT MANAGER (PM)

Simple Brands Project Manager responsible for leading the session, facilitating discussion, and preparing deliverables.

- ✓ Assisting PLCB Sponsor in preparing for session.
- ✓ Facilitates all current and future state discussions on enterprise management, to encompass network, systems, hardware, software, etc.
- ✓ Applies SB's enterprise management best practice information, as well as industry research to the development of deliverables.
- ✓ Makes project plan recommendations based upon PLCB's current state and enterprise management vision.

The following is a brief description of the key jobs and respective roles and responsibilities of the PM.

The Project Manager (PM) is responsible for the overall functionality and success of the project management group. The Project Manager is ultimately responsible for ensuring that all projects are completed efficiently and professionally. The Project Manager has the resources available to resolve any issue and is the support mechanism for issue escalation from the Project Management Staff. In addition, the PM can provide consulting with customers to develop overall strategies and documentation for large-scale, multi site deployments.

The PM plays a key role in each project as he is considered the “hub of the wheel”, ensuring that the Project Plan is cleanly executed and the project runs smoothly and efficiently.

Recognizing the importance of the role of the PM, each PM has been carefully selected for their wealth of knowledge and experience managing numerous projects (of all sizes and complexity) and proven track record of success.

3.1 Operations Manager (OM)

The Operations Manager reviews all daily activity across the projects, ensuring that appropriate resources are applied for each. The Operations Manager provides continuity between the projects and has the ability to shift resources as necessary to maximize efficiencies and overall project management group performance.

The Operations Manager can also augment the role of a Project Manager (PM) by filling in for one or more of the Consulting Managers on an as needed basis, or by providing full project management services for specific projects.

3.2 Consulting Manager (CM)

The Consulting Manager will assign a Sr. Consultant to each project task, no matter how large or small. The CM acts as the single point of contact for the customer and performs overall management of projects components he/she is responsible for from the pre-planning stage through project closure. Starting with the kickoff of a project, the CM performs the following tasks:

- Acts as the single point of contact for the customer.
- Coordinates all customer planning meetings for assigned tasks.
- Works with the customer to build a mutually agreeable Project Plan that maximizes project efficiencies while ensuring a positive customer experience.
- Submits Project Plan to PM and Customer PM for approval
- Coordinates all activities with installation service providers for assigned tasks.
- Tracks, mitigates and resolves all issues throughout the duration of the project for assigned tasks.
- Provides all reports and deliverables to the customer as indicated in the Project Plan for assigned tasks.

D. DELIVERABLES

Simple Brands will prepare the following deliverables as part of the engagement. These deliverables will be prepared off-site and presented to the PLCB Sponsor by SB's Project Manager and/or Principal Consultant. SB will review the findings of the engagement and our project plan recommendations with the PLCB Sponsor.

- 1. Current State Enterprise Management Practices** – SB will prepare a matrix/diagram and supporting documentation that details PLCB's enterprise management practices (process and technology used) as they relate to major initiatives of the project.
- 2. Enterprise Management Vision Document** – SB will document the details of PLCB's vision for implementation of enterprise management practices (processes) as they relate to project initiatives/standardization in the PLCB's expanded environment.
- 3. Technical Fit and Recommendations (Desired State)** – SB will prepare a document that illustrates a detailed project plan and management vision with leading industry best practices. Based on PLCB's current state environment and business drivers, SB will recommend the technology alternatives for enterprise management that best meet PLCB's requirements as stated in the enterprise management vision. SB will then design and develop the desired state solution based on the technical recommendations.
- 4. Customer Project Guide Book** - Project Guide Book that will detail the entire project, from start to finish. This Guidebook will be designed specifically for the Pennsylvania Liquor Control Board (PLCB) Wine Kiosk Project.
- 5. Written approval from the Alcohol and Tobacco Tax and Trade Bureau ("TTB")** or evidence that such approval has been requested from the TTB. Please see Appendix "R" for validation.

Embedded within each method/process described below is an unprecedented level of quality. This will be accomplished through accurate and concise documentation, followed by a series of reviews and checkpoints with project sponsors and users.

(DESCRIPTION OF THE PRACTICAL APPLICATION OF DELIVERABLES)

1. Current State Enterprise Management Practices

Based on our understanding of the project requirements to provide a turnkey solution, we are proposing a full suite of software development services to meet PLCB's needs. Our delivery approach will focus on PLCB project goals, while building a foundation of understanding of the business aspects of the project. Our services will commence with a thorough review of existing PLCB standards, policies and documentation pertaining to the Wine Kiosk project and immediately proceed into the Business Analysis services phase of the project. Below is a brief list of the proposed services that apply to the PLCB Wine Kiosk project in this portion of the project:

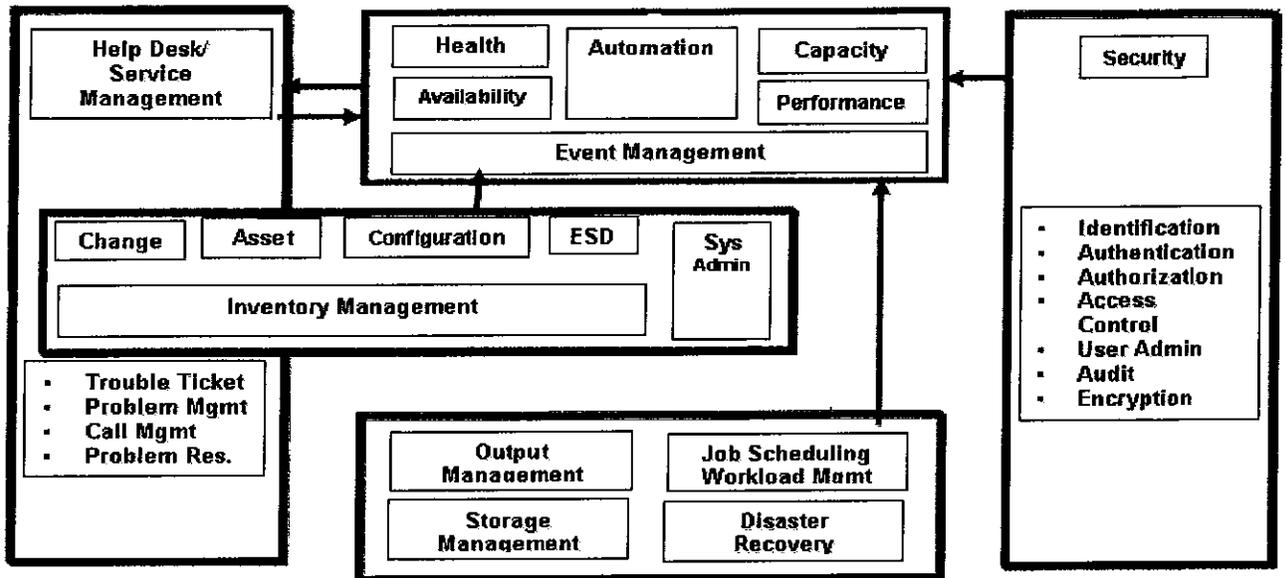
- ✓ Project Initiation
- ✓ Business Analysis

a) Project Initiation : Initial Meetings: (Day 1 – 5)

Day 1 through 5 of the project engagement is a facilitated session, which is led by the Project Manager in Simple Brand's Enterprise Management Engagement. We recognize that at the forefront of any project is the initiation stage. We understand that the quality and success of any project relies on the careful planning and communication of the project. The project aspects of our project initiation activities will focus on resources, communications, deliverables/milestones and goals. The project initiation phase will enable a successful project launch and continue on throughout the high quality solution delivery. Typical activities involved during project initiation include:

- ❖ Software development kick-off meeting
- ❖ Communications Plan
- ❖ Establishment of team meeting schedule
- ❖ Documentation Repository
- ❖ Toolset Definition
- ❖ Definition of Roles, Responsibilities and Milestones

These sessions will focus on discussion of PLCB's current state and desired state vision for enterprise management, and encompasses all areas depicted in the following diagram:



Additional investigation and defining would be targeted at the following areas to assure a complete vision. All documentation and software related tools to facilitate this discovery will be supplied by Simple Brands and conducted by Simple Brands with the cooperation and access provided by the PLCB. Some of the additional areas are defined below:

- ✓ Life cycle and definition of enterprise management is detailed
 - ❖ Detailed Schematic including IP information will be created of PLCB Frame Relay Network by the SB Sr. Network Engineer with the assistance of the PLCB Network Administrator or other PLCB assigned representative (See Figure 1)
 - ❖ Server Roles and Application Detail if applicable
 - ❖ Scalability of existing server infrastructure for interoperability with current project requirements
 - ❖ NOS & Hardware specification requirements for implementation equipment

- ✓ Development of PLCB's "Enterprise Management Vision"
 - ❖ Global Standardization (NOS, POS, Hardware, etc.)
 - ❖ Implementation and integration of Wine Kiosk Satellite locations into existing platform to expanded Global Standard
 - "Expanded" indicating the inclusion of the Wine Kiosk locations
 - Requirements for success criteria of integration testing
 - Remote access & management testing and validation
 - ❖ Clarifying and formulating the desired Enterprise Management Vision
- ✓ Discussion and investigation into leading enterprise management technology being recommended and how it will fit within the PLCB's enterprise vision
 - ❖ Email Alerts
 - ❖ Real-Time Error Reporting
 - ❖ Controller PC Hardware Monitoring and Reporting
 - ❖ Remote Control & Management Software for Support
- ✓ Physical Assessments & Evaluation:
 - ❖ All existing Hardware: POS, Card Readers, Scanners, Monitors, etc.
 - ❖ Connectivity & Bandwidth requirements for:
 - PCI Transactions
 - Network Camera and Audio transmissions
 - POS Terminal
 - Tru-Touch Remote Management and Support
 - Controller PC Management and Support
 - ❖ Redundancy of but not limited to:
 - Broadband Connection
 - Cisco 1841 Router
 - Frame Connection
 - Power
 - POTS

b) Business Analysis & Standards Meetings: Day 6 - 15

Days 6 through 15 of the project engagement include the documentation of the Initial Meetings session and the preparation of the deliverables. Based on the project details contained in the RFP, we are proposing a Business Analysis phase to adequately capture and document all facets of the desired PLCB Wine Kiosk business process. Through a series of interviews with various PLCB staff, we will be able to thoroughly document the mainstream processes, as well as the ancillary processes required to support the qualification and purchase of

wine from the kiosk system. In documenting the business process, all entities, processes, dependencies, inputs/outputs, workflows and efficiencies will be identified and documented for review and comment. From the Business Process Document, several other deliverables will soon follow, including Risk Assessment and a Business Requirements Document.

Concentration areas for business process analysis will be at a minimum:

- ❖ Registration process
- ❖ Pre-qualification process
- ❖ Product selection process
- ❖ Inventory and pricing process
- ❖ Product payment process
- ❖ Customer support process
- ❖ Product return process
- ❖ PLCB Advertising process

SB's Project Manager & PMO performs this work on-site as well as off-site and will contact the PLCB Sponsor as needed for any additional information that may be needed for the deliverable. The PLCB Sponsor may be required to confirm information gathered in the Initial Meetings Session or fill any material information gaps. Day's 6-15 activities include:

- ✓ Documentation of PLCB's current state enterprise management practices (focus on standardization, process, management function and technology.)
- ✓ Enterprise Management Vision Matrix and/or diagrams
- ✓ Technology Fit and Resolution Document

2. Enterprise Management Vision Document

SB will be responsible for providing all identified development and consulting services that support PLCB's proposed Wine Kiosk units. This includes their interfaces, administrative and support functions and integration to existing PLCB repositories and/or processes, such as IBM StorePay. We will follow the general program and project methodologies outlined and defined by the Project Management Institute (PMI). Below is a brief list of the proposed services that apply to the PLCB Wine Kiosk project in this portion of the project:

- ✓ Requirements Gathering
- ✓ Development of Functional and Technical Specifications
- ✓ Data Analysis and Database Administration

a) Part I – Requirements

The stakeholders, sponsors and users will have been identified from the Business Analysis Phase. Gathering requirements from these resources and the support resources of the PLCB Wine Kiosk system will now focus on the identification of functional requirements of the proposed system in support of the documented business requirements. The objective of the Requirements Phase is to identify all functional and user requirements, constraints and expectations from the proposed kiosk system, including the establishment of requirement priorities and degree of use. The requirements gathering phase focuses on “what is to be done” rather than “how it is to be done.”

This can result in updated or customized processes and data flow to existing solution processes. Tools that may be used to facilitate this stage include UML case modeling, collaboration modeling, and activity modeling that can be completed providing the visual model for stakeholders, sponsors, users, support teams and project team. Other tools and techniques like Joint Application Design (JAD) sessions, process and data flow modeling, presentations, brainstorming sessions, developer and system operations interviews all facilitate the interaction with PLCB. We will combine the requirements gathering process with a reassessment/review process to enable the highest accuracy in defining and validating system functional requirements by all levels of PLCB.

- ❖ In order to integrate to the existing process and data flow systems, we will require the assistance of the following people
 - Retail Management System Administrator – (TBA)
 - Approximately three days
 - Representative From Verifone
 - As needed for technical specs and compatibility questions
 - Internal Oracle Support Person
 - Approximately 2 day
 - Internal IBM Support Person
 - Approximately 2 day
 - Lori Weber : As needed for technical specs and compatibility questions
 - Internal Network / Infrastructure Engineer
 - Approximately 1 day
 - POS Workstation Support Person
 - Approximately 1 day

- Oracle Licensing Representative for PLCB
- IBM Licensing Representative for PLCB
- ❖ Access to a development system that has enough storage and processing capability to allow development testing for integration
- ❖ Network, Oracle, and email sign-on with the proper user rights to develop and test the new system.
- ❖ Access to PLCB Administrative contact for the Frame Relay Network and PLCB Infrastructure to develop a protocol for secure 3rd party support by the manufacturer and contractor for Support, Update, and Monitoring.
- ❖ Access to the PLCB Frame Network Connection at a pre-approved site for testing
 - Will require configuration of Cisco 1841 Router for test-bed
 - PLCB can provide a known good configuration and SB will install and configure the router or PLCB can be sent the route to be configured internally then shipped to SB

b) Part II – Investigation and Analysis

The Investigation and Analysis portion is broken out into two separate initiatives. Both initiatives are focused on the quality of the implementation and the user environment.

- ✓ Development of Functional and Technical Specifications
- ✓ Our proposed development team will incorporate architects and developers that specialize in Microsoft, Oracle and in J2EE Architecture and specifications. Requirements and matrices from the Requirements Gathering Phase will be translated into functional and then technical specifications. These specifications are universally accepted and are used to identify the demands on the system architecture. From these specifications, all development and testing plans and activities are designed and measured against. As a quality precaution, a thorough review of each specification deliverable will be required by PLCB staff.

✓ Data Analysis and Database Administration

Data analysis (DA) and database administration (DBA) services include data analysis of existing systems, data definition, creating database schemas, defining data objects, creating logical and physical data designs, creating distributed database access layers, data security, data recovery, transaction control, database management and configuration using XML configuration

services, database high availability features, and database tuning and performance monitoring. This is especially important for the PLCB Wine Kiosk system and its data driven architecture. Data dictionary and integration will be key elements in the definition and interfaces between system modules (i.e. First Data, IBM Storepay, blood/alcohol level screening devices, etc.)

- ❖ Perform detailed analysis of existing POS Reporting system
 - Determine interoperability of existing Controller PC and Recommended Kiosk Controller PC.
 - Assess viability of having a backward compatible IBM 4600 Series system that can work in GSA and RMS
 - Determine affect or lack there of on non-reported data in the daily reporting system of the GSA.
 - Example: Items that are reported in the current GSA reporting
 - Coupons
 - Price Overrides
 - Voids
 - Back Orders
- ❖ Data acquisition phase from Oracle System
 - Determine migration path from GSA to RMS, if relevant
 - Discuss what PLCB migration tools are being deployed and the integration effect on the Wine Kiosk environment
 - Discuss overview of viable migration plans for Wine Kiosks
- ❖ Actual data processing through IBM 4680-4690 General Sales Application (GSA)
 - Determine what changes will be needed to take place to go to real time reporting and on demand reporting through administration GUI at Wine Kiosk
 - Determine need for second CPU to handle POS GUI if exiting IOS on IBM 4694 will not allow for customization to support POS GUI
 - Diagram and validate interoperability of primary and secondary CPU in Wine Kiosk
 - Actual data processing through RMS
 - (Will be determined by PLCB's progress to the Oracle RMS Systems)
 - If the PLCB has progressed far enough into the migration to RMS to facilitate the following test:

- GSA Export
- GSA interface to middle ware to convert data
- Converted data imported to RMS
- ❖ Preparation of data for export to RMS from IBM 4680-4690 General Sales Application (GSA)
 - (Will be driven by PLCB internal IT Timelines)
 - Oracle process to retrieve information
 - GUI for reporting and access by staff
 - Wine Kiosk reporting modules accessible by appropriate personnel

3. Technical Fit and Recommendations (Desired State)

Our proposed development team is experienced in all aspects of a software development lifecycle, including business process analysis through testing, deployment and maintenance. Our proposed team members have been involved in the successful implementations of many multi-tiered solutions, similar to the architecture proposed for the Wine Kiosk Project. In addition, our software development team has successfully delivered other Commonwealth eGov, transactional based, credit card payment projects. No other team brings this breadth of experience to the PLCB Wine Kiosk project to ensure the success and satisfaction of a turnkey solution.

The following summary information is presented as evidence of our company's understanding of how to properly plan, manage, assess, develop, implement and support software development projects. We, as the prime vendor, and our team, are committed to the structure that enables our consultants to focus on your business initiatives and requirements. This results in successful programming projects, quality results, and complete customer satisfaction.

Our consultants concentrate on teamwork, discipline, sound management and technical competency, but the heart of our approach to software development projects is QUALITY. Below is a brief list of the proposed services that apply to the PLCB Wine Kiosk project in this portion of the project:

- ✓ Architecture and Interface Planning and Design
- ✓ Application Development
- ✓ Application Testing
- ✓ Quality Assurance
- ✓ Implementation Services
- ✓ System Documentation
- ✓ Application Maintenance and Support Services
- ✓ Knowledge Transfer

a) Part I – Architecture and Interface Planning and Design

In conjunction with the Data Analysis Phase, the PLCB Wine Kiosk system will have internal and external interfaces to databases, peripheral devices and PLCB existing services and data stores. This phase will incorporate the definition, planning and design of all the internal/external interfaces required to meet the business and functional requirements. Interfaces and device driver definitions will be documented within the proposed Wine Kiosk system and delivered as an Interface Definition Document. Many of the data mapping exercises will be defined within this phase, yet implemented within the Data Analysis and Application Development phases of the project.

The overall architecture of the system will also be defined during this phase. Based on the business, functional and technical requirements, the development team will determine what tier to design and develop functions (client, application server or database) for all internal integration functions within the proposed Wine Kiosk system. A System Architecture Document will contain:

- ✓ Placement of all business functions (in which Tier they reside)
- ✓ Internal & External Interfaces
- ✓ How they all Integrate
 - ❖ When possible, all work will be done with the IBM GSA system.
 - ❖ Design of Registration data integration and retrieval process
 - Integration to Customer Service Support Center (CSSC) interface
 - ❖ Design of new “Touch Screen” GUI to interface with IBM 4680-4690 General Sales Application (GSA)
 - ❖ Design of “Terms Acceptance” interface to POS system and process to include the acquisition of the approval for transmissions to PLCB network operating center for integration with corresponding registration record
 - ❖ Automated Age Verification process to replace the existing manual process
 - Design appropriate integration of browser based GUI to facilitate the scanned and OCR data from License ID Reader
 - Integration of IP Network Camera images to CSSC interface

- Creation of queue process for rejection of ID verification
- ❖ Design a new Registration Management process within the PLCB environment, functionality will include registration processing and registration maintenance
 - Process will address both standard and special variable as identified by PLCB existing environment and expanded Wine Kiosk locations
 - Integration of queue process to initiate CSSC involvement
- ❖ Design new data preparation process and delivery process to Wine Kiosk in compliance with IBM 4680-4690 General Sales Application (GSA)

b) Part II – Programming and Development

In the Application Development phase, the iterative or spiral life cycle along with the Rapid Application Development (RAD) technique can also be used to facilitate time-to-market development using client/server hardware and software technologies. Based on the requirements of the PLCB RFP, we are not proposing to utilize the RAD technique. These methods and techniques minimize the negative effect of changing requirements and expose integration or interoperability requirements. The appropriate integrated development environment (IDE) like Jbuilder, Jdeveloper, or Visual Studio .NET will be used to achieve faster, easier and consistent code. Peer-to-Peer code reviews will be conducted to identify system weaknesses, conformance to coding standards and to enforce best practices of development. Software configuration management will be used to maintain the modules and code. While we have several software configuration management tools at our disposal, we will comply with PLCB standards, if possible. Release management techniques will be used to provide total uniformity in packing releases for deployment through proof of concept, pilot and production phases, and if required, backing out of releases

- ❖ Registration Input, Integration, and Retrieval Process
 - Create indices matching fields for input into PLCB DB at Customer Service Support Center (CSSC)
 - Create GUI for CSSC user to access files and search DB
 - Create new file DB retrieval query for existing registration files

- Program new module to replace the existing manual age verification process.
- Develop Registered User Table to store retrieved records
- Create Table View Program
- ❖ Integration of Hardware Components
 - TruTouch 1100
 - Stand alone Device set up as a Master Device; like a PC
 - Runs a Linux Kernel; Can not be set as an external device
 - Has RJ45 port using TCP/IP
 - The RJ45 port will be used for data transport to PC
 - Approval / Disapproval process will be integrated to allow for transaction to proceed while identify verification is processed
 - Tru-Touch will integrate into their IOS
 - The format of the consolidated data will initiate synchronization script running on Kiosk System Integration PC to allow or disallow transaction
- License Scanner
 - USB connection
 - Completes the following functionality:
 - Present OCR for 50 state driver license format
 - 600 DPI full color scanner
 - 16 Standardized data fields will be used for mapping of data (107 possible fields can be exported)
 - CSV & Text Delimited exports forms for data
 - 75 DPI JPG or 24 bit BMP is export form for images
 - Automated data & image creation will be generated and integrated into Registration Record

- Device will be used for Registration and day forward purchases.
 - Functional for both registration and POS.
- Biometric Reader
 - USB connection interface
 - 3-dimensional 2-finger geometry camera has been carefully designed for easy integration into a wide spectrum of host systems.
 - Two-finger geometry readers starting with the Digi-2 cameras.
 - Host equipment provides the electronic and mechanical housing
 - 2-finger scanners will be adjusted to go/no-go (accept/reject) threshold levels,
 - "counterfeit resistant" biometric ID/Verification
 - Thresholds will be set based on PLCB standards
 - Integration of data image and record to Registration Record
 - Corresponding data field integrated to Kiosk System Integration PC database
 - Alert system integrated to CSSC monitor to allow for error reporting to corresponding IP of Kiosk
- ❖ Transaction Processing
 - Utilize the PLCB/Level-3 frame relay to provide secure remote access to the Commonwealth's network for storage, remote monitoring, and transactions.
 - Develop an interface to the IBM GSA to transfer point of sale related information (sale transactions, price changes, etc.) in the format native to IBM GSA, using the same encryption mechanisms, timing and processes as IBM GSA and providing the same data as a store would provide based on Appendix A, B, & C.
 - Develop an interface to the PLCB's existing payment card processing software, IBM StorePay. No credit card data should be stored on the kiosk after it has been transmitted to RMS.

- Utilize state-of-the-art Enterprise Management software able to detect and handle network failures.
- Integrate existing Credit card processing that uses a Verifone swipe pad must also be encrypted and transmitted to IBM GSA
- Integrate secured IP Network security camera for surveillance and customer support linked to the Commonwealth's network and the PLCB customer service support center via the Level-3 Frame Relay
 - Develop GUI for CSSC Employees to access multiple locations by IP translation
 - Create interface for storage of video data per PLCB requirements of lifecycle and retention
 - Develop purge procedure and program to automatically purge end of life storage

c) Part III – Testing & Quality Assurance

✓ Application Testing

In the Application Testing phase, a comprehensive test plan will be created for the Wine Kiosk solution, both at the unit and system levels. A test plan serves two primary functions, a measurement of adherence to captured functional requirements and reduction of defects. Each developer will be responsible to design his/her own test cases covering all required functional scenarios captured in the Functional Requirements Document. Tests plans will include unit and integration cases. Unit testing will occur at the completion of each module. Integration/system testing will be performed when an additional module (such as the biometric module) is introduced into the Wine Kiosk system. Integration tests also will incorporate regression testing for coverage and QA purposes. Test logs will be maintained and matrices created and analyzed to assess the correctness of the code (aka defect and functional management). The developer will also be required to develop JUnit test classes to control regression testing and testing iterations. For the PLCB Wine Kiosk system, it is proposed that unit, module, system, and integration testing is conducted to ensure the compatibility of all standalone and integrated hardware and software technology required to implement the turnkey Wine Kiosk solution.

- ❖ The formal product specification developed during Part I will include creation of functional requirements for all system requirements including (per the PLCB RFP):
 - Network communication
 - Inventory process and controls
 - Registration process
 - Point-of-sale (“POS”) process
 - Assembly

- ❖ The functional requirements will drive the development of our test strategy and tactical plan. For system testing we integrate principals laid out by IEEE and The Rational Unified Process (RUP) developed by IBM. According to RUP the purposes of the test discipline are:
 - To verify the interaction between objects.
 - To verify the proper integration of all components of the software.
 - To verify that all requirements have been correctly implemented.
 - To identify and ensure that defects are addressed prior to deployment
 - Ensure that all the defects are fixed, retested and closed.

- ❖ The Rational Unified Process proposes an iterative approach, which means that you test throughout the project. This allows you to find defects as early as possible, which radically reduces the cost of fixing the defect. Tests are carried out along four quality dimensions: reliability, functionality, application performance, and system performance.

- ❖ IEEE (*Institute of Electrical and Electronics Engineers*) 829-1998 provides the following outline:
 - a) Test plan identifier;
 - b) Introduction;
 - c) Test items;
 - d) Features to be tested;
 - e) Features not to be tested;
 - f) Approach;
 - g) Item pass/fail criteria;
 - h) Suspension criteria and resumption requirements;
 - i) Test deliverables;
 - j) Testing tasks;
 - k) Environmental needs;
 - l) Responsibilities;
 - m) Staffing and training needs;

- n) Schedule;
- o) Risks and contingencies;
- p) Approvals.

❖ Note that we will use off the shelf components and existing electronics infrastructure to work with newly created electromechanical components. Since these purchased components will include detailed specifications, we will integrate these functional requirements into our overall specification. This will include interface points / technologies under the control of the PLCB and as such would require full disclosure of system documentation.

We will work with PLCB to set up connection points for Kiosk testing during the development phases of the project. As the development process moves forward we will transition from a development environment to a Beta environment and eventually bring the Kiosk system online as an integrated part of the PLCB infrastructure including existing general sales application or retail management system and new customer service / support networks.

Initial testing will occur with mechanical and electronic breadboards. We will also use simulations to aid in the initial development process. The overall Kiosk system will be broken into sub systems for isolation of critical to performance issues. Sub systems will be created first in rough form and tested against the functional requirements.

As the electrical and electronics circuits are developed, expected operating parameters such as current, voltage, timing, temperature are calculated. During the testing of the prototypes and alpha test units these parameters are measured and compared to the design criteria. Any unexpected results are studied and may result in a design revision. Tests and or calculations are run at the limits of the normal operating parameters. For example; if a temperature critical component is designed to operate at a high ambient temperature of say 50°C, we will test the circuit at the high temperature under extreme load conditions and then measure the component operating temperature to verify that we still would continue to operate reliably well beyond the 50°C ambient temperature.

This is an iterative process and we assume several rounds of “build and test” before arriving at the proposed mechanical and electronics configurations for each major sub system. Each iteration moves us closer to formal prototypes and as such, the breadboard mechanisms, software and electronic hardware elements are detailed and documented for fabrication of components that are ready for formal field testing.

✓ Quality Assurance

The Software Quality Assurance (SQA) phase includes the definition of QA standards and criteria, typically defined by using the SQA ISO standards. We understand and will fully comply with the Quality Assurance standards set forth by PLCB’s QA team. Once established, the QA team works hand-in-hand with the development and test teams to ensure compliance with QA standards. Based upon QA standards and associated test plans, QA testing techniques are implemented to reduce defects, provide capacity and scalability limits.

In the PLCB environment, testing, QA, and software configuration management will be to be managed by the same team. Once QA testing is validated and verified, the code is packaged, configuration management documents are updated and operational documents are generated in conjunction with the Customer Support Center. From the planning through QA stages, the development and operations teams must communicate and evaluate the impact and need for any required infrastructure upgrades, operational functional enhancements, and customer feedback. Once the Wine Kiosk system is deployed, a series of QA testing and monitoring should be conducted to verify the deployment is functioning as designed and meets customer expectations.

d) Part IV – Implementation Services

The Implementation phase includes processes and procedures necessary to deploy and support the PLCB Wine Kiosk system after the QA signoff. This is managed and administrated through a production hardware and software deployment readiness plan and evaluation including the use of a WBS and effective project management. Tasks include at a minimum:

- ✓ Implementation, maintenance and support of the configuration management plan

- ✓ Deployment and testing of infrastructure hardware and software technologies and respective, required upgrades
- ✓ Testing and deployment of staging facility and functions
- ✓ Testing and deployment of unit transport carriers
- ✓ Phased, logical approach to deployment location, based on the Deployment Plan and WBS.

Implementation services may also include pre-deployment marketing activities, target site reviews, etc. The following narrative provides

- ❖ In parallel with formal system development, we will work with PLCB to identify and coordinate beta site hosts. We will create several beta systems and bring the first units on line in our own facilities. We will do so in a manner that is consistent with the expected store / host environment. As such we will work closely with the chosen host locations to understand their current infrastructure and develop and agreed upon plan for adding required network connections and onsite hardware for power, communications lines, etc. We will need to work with PLCB to identify several hosts so that we can create a technology profile identifying worst case scenario for location infrastructure.

Having simulated the host environment, we will perform initial system testing between workstations in our facility and the Kiosk and then with workstations at PLCB. We will work closely with PLCB employees to train them on the test plan and then execute testing. The test plan will result in an accumulation of test data that will be evaluated. Areas of non-compliance will be identified and changes will be documented. Per the PLCB's RFP, "The selected contractor and the PLCB will test the prototype. The selected contractor will present the test findings to the PLCB. The selected contractor will revise the BOM and project plan to reflect any project change orders resulting from the testing or modifications during testing. The revised project plan will contain estimates on unit delivery, and success criteria for pre-production or BETA units, as well as a project plan."

- ❖ Once system functional requirements are met using the first generation Kiosk prototypes, we will move forward with fabrication of several units for field

operation in Beta mode. During the Beta period, we assume the deployment of a limited number of units – perhaps 3-5 depending on coordination of logistics with PLCB and host locations.

It will also be important to cycle test critical mechanical systems including but not limited to electronic locks for stocking access and mechanisms for dispensing wine to consumers. For specified components and sub assemblies, we will rely on supplier test data for compliance to specification, but any new critical features (unique to the kiosk) will be cycle tested by an outside test laboratory. The test plan developed by the kiosk team will be provided. Third party labs have the ability to perform accelerated life testing and can do so in parallel with Beta field testing.

- ❖ The Beta sites will be selected for diversity or environment as well as to establish logistical norms with PLCB for issues including stocking, maintenance, etc. We propose to concentrate the locations geographically to isolate issues. This will be important in terms of focusing the mechanical field testing. As with any Beta installation, we anticipate service issues and the need to tweak the system design. From an electronics perspective, the precise location of the Kiosk will not matter. Logistics wise, working with PLCB on stocking and personnel training, focus on a particular geographic area makes sense. The Beta team can be enrolled in rolling out the Kiosk network system wide / across the state. We propose to bring regions on-line in an orderly fashion – in batches so that the transition is logical and manageable.

e) Part V – Post Implementation Review & Knowledge Transfer

- ✓ Throughout field rollout, we will continue to monitor key performance issues. The test plan established for the initial prototype evaluation will be modified as required based on field experience and will be expanded to include physical maintenance norms as well as to detect and correct technical issues. The development team will be engaged on an ongoing basis evaluating field data as well as requests from the PLCB for changes to functionality, if

required. This ongoing evaluation and requests for changes will be scheduled for implementation and any field modifications to the Kiosks will be scheduled and coordinated with PLCB

To fulfill the required support requirements and knowledge base we will provide the PLCB System Documentation & Knowledge Transfer data. This will be facilitated in the following manner:

❖ System Documentation

We understand the value of system documentation to all users, as well as to administrators, operational team's database administrators and application maintenance teams. We have participated professionally in each of these roles. System documentation cannot be treated as an "afterthought"; instead it should be viewed as an integral part of the development process. We will utilize many tools to complete a comprehensive set of system documentation for the PLCB Wine Kiosk project. We begin by capturing system documentation requirements during the requirements gathering phase. All requirements and plan documentation will use pre-formatted Microsoft Word documents.

For the PLCB Wine Kiosk system we will utilize an on-line (Kiosk-based) help database in aiding users on system usage and functionality. Each online help function is focused on making the application and its flow more intuitive and usable. Each business process and screen will focus on the processes displayed on the kiosk with the capability to jump to the main help menu and drill down for specific items or topics.

As an integral part of coding/development tasks included, clear and concise remarks are contained in the code that document functions and process flow. This type of documentation greatly reduces maintenance in testing, troubleshooting and other support activities.

Administrator documentation outlines the steps and procedures necessary to manage the application and its specific data, and is generated by using a

combination of MS Word and Visio. Standard administrator manuals describe how to add users to the kiosk system and their associated security roles, adding/modifying product pricing data, PLCB Advertising Message Management, manual report generation, etc. The documentation also utilizes context-sensitive techniques, indexes, search capabilities and a table of contents to aid in easy navigation.

We will generate several sets of system documentation packages containing operational and disaster recovery. While both sets of documents typically are generated using MS Word and Visio, the operational system documentation is focused on maintaining and backing up a currently executing application, as well as restoration of incremental data in the event of corruption. Disaster recovery system documentation focuses on the recovery of the application from its initial setup, through configuration and data backup restoration and testing. Application disaster recovery documentation is an essential requirement of the PLCB Wine Kiosk system.

❖ **Knowledge Transfer**

We understand and are fully committed to providing knowledge transfer services to the PLCB for all developmental components of the PLCB Wine Kiosk project. Because the project is a turnkey solution, Knowledge Transfer services are dependent on the availability of PLCB staff and the scope of the project.

We understand that enabling PLCB resources to continue to provide backup support for systems, reduces downtime, ramp-up time, disaster recovery, and other delays in the maintenance and support processes involved in the Wine Kiosk system.

Our consultants are well versed in knowing our “audience” or the people receiving this information. We also realize that transfer of knowledge is a process throughout the project, not just an event or a final deliverable within the project. We will utilize a combination of documentation, one-on-one discussions, reviews, and status meetings to convey

the information to the appropriate management, IT staff or sponsor.

By treating knowledge transfer as a process rather than an event, we have also found that the recipient's retention rate for the information conveyed to them is much higher than if treated it as an event. The support for the associated system is then able to reduce the risk of delays and increase the success rate.

f) Part VI: Application Maintenance and Support Services

In general, Application Maintenance and Support Services include processes and procedures necessary to maintain and support new, enhanced or upgraded production application solutions. Once the PLCB Wine Kiosk system(s) are deployed, on-going support activities will be required. This may include at a minimum, bug fixes, regularly scheduled application releases and potentially minor enhancements (depending on the scope of the project). This will be managed and administrated through an integrated Operations and Application Support plan. Maintenance and Support Services should be proactive in logging, tracking, monitoring, correcting, updating, and reporting on the production Wine Kiosk infrastructure, data and interfaces to ensure high availability and reliability.

4. Customer Project Guide Book

To ensure total customer satisfaction on every project through proper expectation setting and effective communication at all phases of the project, the PMO will provide each customer with a Project Guide Book that will detail the entire project, from start to finish. This Guidebook will be designed specifically for the Pennsylvania Liquor Control Board (PLCB) Wine Kiosk Project. The following is the outline of that Customer Project Guide Book:

- **Description of Contract**
 - Contract Scope
 - Hardware, Services and Support
 - Contract Terms
- **Description of all Roles and Responsibilities**
 - PLCB
 - General Support Activities
 - Communications Plan
 - Simple Brands (as Prime Vendor)
 - Support Infrastructure for PLCB Project

- Transfer Technology
 - Project Management Office (PMO)
 - Deployment Teams (Reporting to the PMO)
- **Description of Equipment**
 - Wine Kiosk Dispenser
 - Bio-Metrics Scanner
 - Non-invasive Alcohol Analyzer
 - Verifone (Card Reader)
 - License Scanner
- **Description of Services**
 - Installation Services
 - Ongoing Maintenance and Support Services
 - Operating Instructions
 - Training
- **Project Life Cycle**
 - **Pre-Order Planning**
 - Requirements Definition
 - Develop Project Outline
 - Set Customer Expectation
 - Logistics Discovery
 - Determine Action Items
 - **Order Processing**
 - Place order for Wine Kiosk
 - Monitor order and shipment of parts and components
 - **Order Fulfillment**
 - Order QA and Order Tracking
 - Order Delivery to Local Assembly and Staging Facility in Harrisburg
 - **Build and Test Process**
 - Unpack and Assemble the Wine Kiosk
 - Power up and Connect to In-House Frame Relay Network
 - Test Unit and All Components
 - Disassemble Unit and Prepare For Shipment to Store
 - **Project Management**
 - **Project Planning**
 - **Develop and Manage Project Plan**
 - Determine Planning Meeting Schedule (Planning Phase)
 - Determine Status Meeting Schedule (Execution Phase)
 - Determine All Project Tasks and Milestones

- Predetermine Risks and Associated Resolutions
- Develop Resource Plan
- Develop Communications Plan
- Prepare Project Plan Documentation
- **Project Kickoff**
 - Finalize all project documentation
 - Finalize the Deployment Schedule
 - Address any outstanding logistical issues
 - Coordinate upcoming activities
- **Project Execution Management**
 - Transport Wine Kiosk to Customer Location
 - Install The Unit
 - Power Up and Connect to Network
 - Test Unit and All Components
 - Site Completion Signoff
- **Project Closeout**
 - Lessons Learned Review
 - Resolve Outstanding Issues
 - Submission of Project Deliverables
 - Project Signoff

E. SCHEDULE

We estimate the duration of this project to be 247 to 255 man days. The schedule of the project will be dependent upon the availability of the IBM resources, PLCB resources, relevance of Oracle RMS and the start date of the project. The schedule would require 49.4 to 51 business weeks from start date.

1. SCHEDULE BY PROPOSAL:

Current State Enterprise Management Practices

- Part I – 40 mhrs. / 5 days / 1 Wk
- Part II – 80 mhrs /10 days/ 2 Wks

Enterprise Management Vision Document

- Part I – 360 mhrs. / 45 days/ 9 Wks
- Part II – 360 mhrs. /45 days/ 9 Wks

Technical Fit and Recommendations (Desired State)

- Part I
- Part II
- Part III
Total Days for Part I through 3: 2720 mhrs. / 97 Days / 19.4 Wks

- Part IV – 480 mhrs /25 Days/ 4-5 Wks
- Part V – 80 mhrs /10 days/ 2 Wks
- Part VI – 244 mhrs /10 Days per unit/ 2 Wks
- Part VII – ongoing

TOTAL: 4364 mhrs. / 247 Days / 49.4 wks.

*mhrs. = Man Hours

**wk. / wks = week / weeks

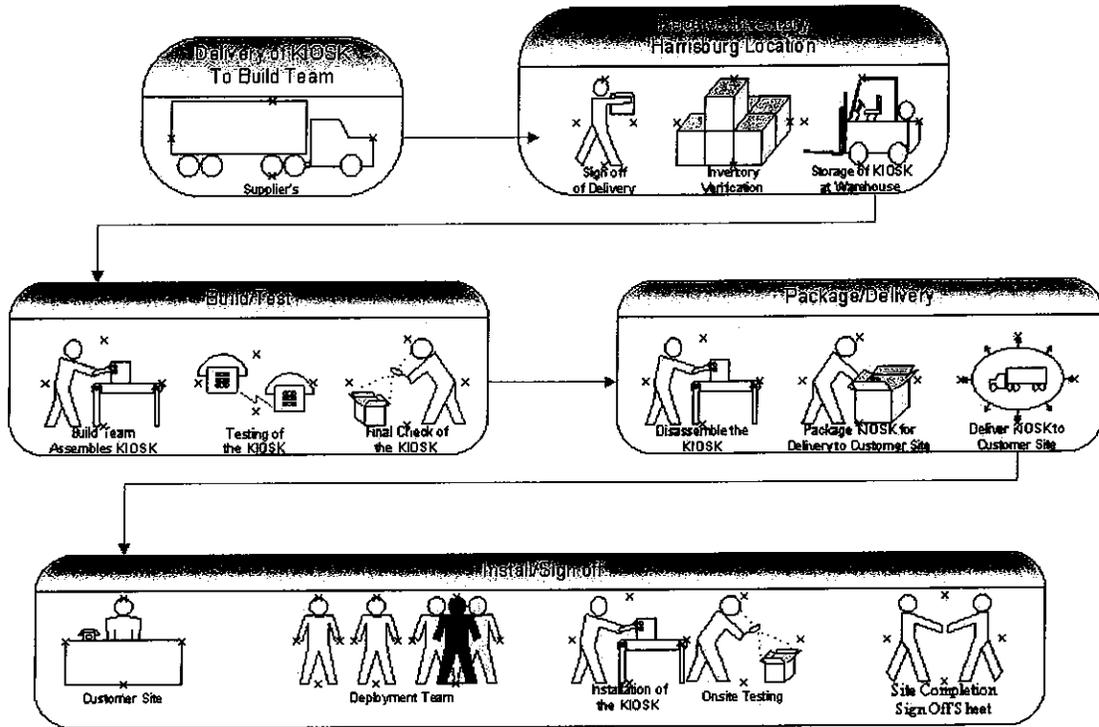
2. SCHEDULE BY TASK:

- Task 1 DURATION: 90 DAYS
- Task 2 DURATION: 120 DAYS
- Task 3 DURATION: 10 DAYS
- Task 4 DURATION: 30 DAYS (CONCURRENT TO TASK 2)
- Task 5 DURATION: 25 DAYS
- Task 6 DURATION: 10 DAYS (PER UNIT)

TOTAL: 255 Days

F. DEPLOYMENT PROCESS FOR PLCB WINE KIOSK

Deployment Process for PLCB Wine KIOSK



1. DEPLOYMENT PROCESS FOR PLCB WINE KIOSK

The Build/Deployment Infrastructure that our team will provide will be a turnkey solution that will minimize the installation time for the Wine KIOSK at the host location. The process that will be managed by a Senior Project Manager from start to finish, and is as follows: (See Visio Diagram for overview)

1. Receive and inventory verification
2. Build and test the Wine KIOSK
3. Package and delivery of the Wine KIOSK
4. Installation of the Wine KIOSK.
5. Documentation