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Converting brands into emotional connections.

RFP#:	25RFP12167
Prepared For:	State of South Dakota
Prepared For:	Jessica Lamb

Addendum #1
STATE OF SOUTH DAKOTA
(Department of Human Services, SD Council on Developmental Disabilities
811 East 10th Ave, Dept. 21, Sioux Falls, SD 57103)

CREATION AND HOSTING OF WEBSITE FOR THE SOUTH DAKOTA COUNCIL ON
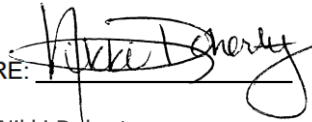**DEVELOPMENTAL DISABILITIES**

PROPOSALS ARE DUE NO LATER THAN ~~January 3, 2025; 5:00 PM CST.~~ **January 31, 2025**

RFP #: 25RFP12167   STATE POC: Jessica Lamb   EMAIL: jessica.lamb@state.sd.us

READ CAREFULLY

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Addendum #1: Proposal submission date has been extended until January 31, 2025. The Schedule of Activities dates have been updated as well. Please note changes in red.

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Contents

References

T-MOBILE ACCESSIBILITY
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03/2023 – Present | ~$61,000 | Web, Branding, Video

LEVO CREDIT UNION
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07/2015 – Present | ~$425,000 | Agency of Record, Branding, Creative, Media, Web

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05/2022 – Present | ~$150,000 | Branding, Creative, Research, Media, Web

Statement of Understanding of Project.

Epicosity understands the critical nature and scope of the project as outlined in the RFP and is fully committed to delivering a secure, reliable, and scalable solution that meets and exceeds the State's requirements. Our approach ensures compliance with all State and federal regulations, including NIST 800-88 guidelines and the State's Information Technology Security Policies (ITSP). Leveraging our expertise in system integration, data security, and compliance management, we will implement a robust system that seamlessly integrates with the State's existing infrastructure.

Our solution prioritizes data security, incorporating encryption for data at rest and in transit, multi-factor authentication (MFA), and role-based access controls to ensure the integrity and confidentiality of State data. We will employ rigorous testing methodologies—including regression testing, integration testing, performance testing, and user acceptance testing (UAT)—to validate functionality, reliability, and readiness. HubSpot's secure infrastructure, built on AWS and Cloudflare, will provide global redundancy, high availability, and protection against DDoS attacks, aligning with the State's requirements for approved hardware and software.

Epicosity's perimeter security measures include firewalls, intrusion detection systems, and web application firewalls (WAF). Our annual security training and awareness program will ensure that all staff and subcontractors are educated on compliance requirements, security best practices, and incident response procedures. Detailed documentation and regular reporting will provide transparency and accountability throughout the project lifecycle.

Thanks to our Software Development Lifecycle policy, we are confident in our ability to to align with the State's security policies, managing access accounts responsibly, and implementing robust change and incident management processes. Epicosity will deliver a solution tailored to the State's operational and technical needs. Our approach ensures secure data management, seamless integration, and ongoing compliance, while supporting the State's mission to provide secure and effective systems.

We look forward to partnering with the State to achieve these objectives.

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Technical Proposal

Statement of Work | Scope of Work | Project Approach

Project Deliverables.

Don't just build a website. Build a connection.

In today's digital age, a website is more than an online presence—it's a tool for connection, empowerment, and access to vital resources. For the South Dakota Council on Developmental Disabilities (SDCDD), the challenge lies in creating a platform that fosters inclusion, delivers essential information, and serves as a lifeline for individuals with intellectual and developmental disabilities (IDD), their families, and providers.

While many websites focus solely on aesthetics or functionality, this project calls for a deeper commitment: a user-focused website that amplifies SDCDD's mission to improve access to services and increase awareness of resources. This platform must not only reflect the needs of its audience but also enable meaningful interactions through thoughtful design and seamless usability.

At Epicosity, we specialize in creating accessible and impactful digital solutions. Our approach integrates modern web design principles with accessibility standards like WCAG 2.2 AA to ensure the platform is inclusive for all users. From a robust content management tool to a communication hub for agencies and organizations, we aim to build a site that is both intuitive and resource-rich.

By collaborating closely with SDCDD, we will craft a website that stands as a cornerstone of empowerment and engagement, ensuring that all users can navigate, access, and contribute to this vital resource. Together, we'll create a digital experience that's not just functional—it's transformative.

Developing an accessible, easy searchable website.

At Epicosity, we specialize in creating websites that go beyond functionality to deliver meaningful and impactful user experiences. As a premier HubSpot provider, we bring a robust platform that integrates seamlessly with modern design and development standards to ensure accessibility, usability, and performance. For the South Dakota Council on Developmental Disabilities (SDCDD), we are committed to building a website that empowers users while meeting the specific needs of individuals with intellectual and developmental disabilities (IDD), their families, and providers.

The foundation of this website will be rooted in compliance with accessibility standards such as WCAG 2.0. This ensures that all users, regardless of ability, can navigate and engage with the content easily. We will implement inclusive design practices, including keyboard navigation, alt-text for images, and adaptable layouts that cater to various devices and screen readers. These features will make the SDCDD website a resource that truly serves all its audiences.

+ **Seamless Searchability:** The new website will feature a powerful and intuitive search tool powered by HubSpot's cutting-edge capabilities, enabling users to find information quickly and efficiently. Resources, tools, and updates will be organized logically, with tagging and categorization that enhance discoverability. Whether users are seeking service providers, event information, or educational materials, the search function will be tailored to prioritize relevance and ease of use.
+ **Strategic Development Approach:** We will work closely with SDCDD to ensure the website reflects the organization's mission and values. This includes:

+ **Customized Content Management Tool:** A user-friendly interface that enables SDCDD staff to update and manage resources efficiently without requiring technical expertise.
+ **Dynamic Resource Hub:** A platform for organizations to submit and share information, fostering collaboration across communities.
+ **Scalable Infrastructure:** Designed to grow alongside SDCDD's evolving needs, the website will be equipped to handle increased content and traffic seamlessly.
+ **HubSpot Advantage** By leveraging HubSpot's integrated tools, we'll ensure the SDCDD website connects effectively with marketing and outreach efforts. HubSpot's analytics and insights will provide actionable data to measure engagement and optimize content delivery, ensuring the website remains a vital resource for its audience.

Together, we'll create a website that not only meets the immediate goals of accessibility and searchability but also becomes a long-term digital asset for the South Dakota Council on Developmental Disabilities. Our commitment to inclusivity and innovation will help SDCDD establish a platform that informs, inspires, and empowers its community.

Developing a tailored content management tool.

Managing and updating website content effectively is critical to ensuring the South Dakota Council on Developmental Disabilities (SDCDD) can deliver accurate and timely resources to its audiences. Epicosity will develop a customized content management tool (CMT) that empowers SDCDD staff to maintain the website with ease, eliminating the need for technical expertise.

+ **User-Friendly Design**
Our content management tool will be designed with simplicity in mind, offering an intuitive interface that enables users to create, edit, and organize content effortlessly. Features will include:
  + **Drag-and-Drop Functionality:** Simplify updates by allowing users to move and organize content blocks with ease.
  + **Visual Editor:** Preview changes in real time before publishing to ensure accuracy and alignment with branding guidelines.
  + **Pre-Formatted Templates:** Provide consistency across pages while maintaining flexibility for customization.

+ **Efficiency and Flexibility**
The CMT will streamline content workflows, enabling SDCDD staff to focus on delivering value to their audiences. Key functionalities will include:
  + **Resource Management:** Upload, tag, and categorize documents, videos, and other resources to ensure they are easily accessible and searchable by users.
  + **Scheduling Capabilities:** Publish updates or new content at the optimal time with built-in scheduling tools.

  + **Role-Based Access Control:** Assign permissions based on user roles, ensuring only authorized staff can make changes to specific sections of the site.

+ **Accessibility-Ready Framework**
Our solution will prioritize compliance with accessibility standards such as WCAG 2.0, ensuring that content remains accessible to all users, including individuals with disabilities. The tool will include:
  + Alt-text fields for images.
  + Automated accessibility checks to flag potential issues.
  + Structured content options to enhance usability for screen readers.

+ **HubSpot Integration**
As a premier HubSpot provider, we will integrate the content management tool with HubSpot's platform to extend its capabilities. This integration will offer:
  + **Analytics and Insights:** Track performance metrics to understand which content resonates most with users.
  + **Marketing Alignment:** Seamlessly sync content updates with marketing campaigns for cohesive outreach efforts.

+ **Training and Support**
To ensure SDCDD's team is fully equipped to manage the website, we will provide comprehensive training sessions and detailed documentation. Ongoing technical support will also be available to address any questions or challenges that arise.

Developing a Listserv.

Effective communication is essential for the South Dakota Council on Developmental Disabilities (SDCDD) to engage with its audience and disseminate critical information. To achieve this, Epicosity will develop a flexible communication tool—whether a listserv or an alternative platform—that connects SDCDD with its stakeholders, including individuals with intellectual and developmental disabilities (IDD), their families, and service providers.

+ Dynamic Listserv Solution

A listserv will provide SDCDD with a centralized way to send announcements, updates, and resources to its community. Our solution will feature:

+ **Easy Subscriber Management:** Enable users to join or unsubscribe with ease, while allowing SDCDD to segment audiences based on interests or needs.

+ **Automated Messaging Options:** Schedule recurring updates or newsletters to ensure timely communication.

+ **Customizable Templates:** Maintain a professional and consistent design for all communications.

+ Enhanced Communication Options

If a listserv isn't the preferred option, we can develop an alternative communication tool to suit SDCDD's needs, including:

+ **HubSpot Email Marketing Integration:** Leverage the power of HubSpot to send targeted emails, track engagement metrics, and refine messaging strategies.

+ **Interactive Forums:** Build a community-driven space where stakeholders can share information, ask questions, and connect with others.

+ **SMS Notifications:** Provide critical updates via text messaging for time-sensitive information.

+ Accessibility and Inclusivity

All communication tools will adhere to accessibility standards, ensuring they are easy to use for individuals with disabilities. Features such as screen reader compatibility, text-to-speech options, and multilingual support can be included to expand reach and usability.

+ Real-Time Insights

By integrating HubSpot or other analytics tools, SDCDD can monitor engagement with its communications, track open rates, and measure the success of campaigns. These insights will help optimize future messaging efforts and ensure resources are reaching the intended audience.

+ Training and Ongoing Support

Epicosity will provide training to ensure SDCDD's staff can effectively manage the chosen communication platform. Additionally, we'll deliver documentation and ongoing technical support to address any challenges that arise.

3.1

Comprehensive web hosting and training.

Ensuring the long-term success of the South Dakota Council on Developmental Disabilities (SDCDD) website requires a robust hosting solution and continuous support for staff. At Epicosity, we are committed to providing reliable web hosting, technical assistance, and training that empowers the Council to manage and grow its digital platform effectively.

+ **Reliable Web Hosting and Maintenance**
We will deliver a secure, scalable, and high-performing hosting solution tailored to the needs of the SDCDD website. Our hosting services will include:
  + **Guaranteed Uptime:** Ensuring the website is always accessible to users with minimal downtime.
  + **Security and Updates:** Regular security patches, system updates, and vulnerability scans to protect the site from potential threats.
  + **Backup and Recovery:** Automatic backups to safeguard data and ensure quick recovery in case of any disruptions.
  + **Performance Monitoring:** Continuous monitoring to ensure optimal site performance and quick response to any issues.

+ **Ongoing Technical Support**
Our team will provide dedicated technical assistance to address any challenges that arise post-launch. This includes:
  + **Help Desk Support:** Available to troubleshoot issues and provide guidance on website functionalities.

  + **System Optimization:** Regular checks to enhance speed, usability, and scalability as the platform evolves.

+ **Training for SDCDD Staff**
To ensure the Council's team can confidently manage the website, we will offer tailored training sessions, covering:
  + **Content Updates:** Teaching staff how to use the content management tool to upload, edit, and organize resources effectively.
  + **Accessibility Best Practices:** Ensuring staff can maintain compliance with accessibility standards like WCAG 2.0.
  + **Analytics Tools:** Equipping the team to track website engagement and use data insights to optimize content.

+ **Customized Resources and Documentation**
We will also provide detailed user guides and video tutorials, offering step-by-step instructions for common tasks. This ensures that SDCDD staff and other users can build and maintain the website independently while having access to support when needed.

By combining reliable hosting, ongoing technical support, and comprehensive training, Epicosity ensures that the SDCDD website remains a dynamic, user-friendly, and impactful resource for its community. Together, we'll create a platform that is sustainable, secure, and adaptable for years to come.

3.2

Seamless and secure single sign-on.

A streamlined and secure login process is vital to ensuring an intuitive and protected experience for the SDCDD website users. As part of the State's Identity and Access Management (IAM) strategy, Epicosity will integrate the Single Sign-On (SSO) solution in compliance with the State of South Dakota's standards, providing users with custom control over their sign-up, sign-in, and profile management processes.

+ Industry-Standard SSO Implementation
Our solution will leverage the industry-standard Auth 2.0 protocol to ensure compatibility and security. This integration will provide:

- **+ Manipulate Data as Needed:** Allowing Council staff to adjust data tables, create custom filters, and tailor insights to meet evolving needs.
- **+ Unified Access:** Citizens, state employees, and other authorized users will be able to access the platform using a single set of credentials.
- **+ Secure Password Recovery:** Built-in recovery tools to help users regain access securely and efficiently.
- **+ Multi-Factor Authentication (MFA):** MFA will be enabled for all administrators and optionally for other users, ensuring enhanced security.

+ Comprehensive Compatibility
We will ensure the integration aligns with the State of South Dakota's existing infrastructure, including:

- **+ Azure B2C for Public Users:** Supporting secure authentication for public-facing users like citizens and external partners. Official documentation:
  Azure B2C Overview
  Integration Samples

- **+ EntraID (Azure Active Directory) for Employees and Partners:** Tailored for state employees, business entities, and providers. Official documentation:
  OAuth2 Protocols
  OIDC Protocols

+ Custom Solutions for SDCDD Needs
Epicosity will ensure that the SSO implementation aligns with SDCDD's requirements and provides the following:

- **+** The flow of data between the SDCDD website and external systems.
- **+ User-Friendly Design:** Simple onboarding for users, reducing friction in registration and login processes.
- **+ Scalable Framework:** Designed to adapt as user bases expand or new features are introduced.
- **+ Compliance-Ready:** Adhering to state-mandated security standards to ensure full compliance.

+ Exclusion Policy
We understand that adhering to these identity management standards is non-negotiable. Any inability to meet these requirements will result in exclusion from the solution.

+ Future-Proofing and Support
To ensure long-term sustainability, Epicosity will:

- **+** Provide comprehensive testing to confirm the integrity of SSO implementation.
- **+** Deliver detailed user guides and training for SDCDD staff to manage the system effectively.
- **+** Offer ongoing technical support to address any challenges post-launch.

3.3

Onboarding / provisioning users.

Epicosity will streamline user onboarding for the South Dakota Council on Developmental Disabilities (SDCDD) by integrating with the State's external identity provider, ensuring a secure and efficient process.

+ Onboarding Process

Our solution will leverage the industry-standard Auth 2.0 protocol to ensure compatibility and security. This integration will provide:

> **+ Manipulate Data as Needed:** Allowing Council staff to adjust data tables, create custom filters, and tailor insights to meet evolving needs.
>
> **+ Automated Provisioning:** Seamless onboarding using the State's identity provider (Azure Active Directory/EntraID) with support for OAuth 2.0 and OpenID Connect (OIDC).
>
> **+ Role-Based Access:** Dynamic assignment of user roles and permissions for tailored access.
>
> **+ Self-Service Tools:** Enable users to manage profiles, reset passwords, and register independently.
>
> **+ Multi-Factor Authentication (MFA):** Ensures security for administrators and optional for other users.

+ Identity/SSO/Login Design Document

We will deliver a comprehensive design document that includes:

> **+ System Architecture:** A diagram illustrating integration with the identity provider.

+ Onboarding Workflow: Steps for user registration and role assignment.

+ Security Measures: Details on OAuth 2.0 and MFA implementation.

+ Troubleshooting: Processes for addressing authentication errors.

+ Compliance: Assurance of alignment with State standards.

By combining efficient onboarding with detailed documentation, we will equip SDCDD with a secure, scalable, and user-friendly identity management solution.

5

Virtualized environment compliance.

The proposed solution, leveraging HubSpot's Software as a Service (SaaS) platform, operates independently of a traditional virtualized environment, as it is fully cloud-based. HubSpot ensures compatibility and scalability across various user environments without requiring local virtualization setups.

+ **Key Features of the HubSpot SaaS Solution**: Our solution will leverage the industry-standard Auth 2.0 protocol to ensure compatibility and security. This integration will provide:

    + **Manipulate Data as Needed:** Allowing Council staff to adjust data tables, create custom filters, and tailor insights to meet evolving needs.

    + **Regular Updates**: The platform is updated continuously, ensuring that it remains up-to-date with the latest features, security patches, and enhancements.

    + **Patch Management**: Core platform patching and maintenance are managed directly by HubSpot's dedicated security and operations team. This guarantees robust security monitoring and ensures a seamless user experience without requiring intervention from Epicosity or the client.

    + **Security Oversight**: HubSpot's security team provides 24/7 monitoring and incident response, as detailed at Trust.HubSpot.com, ensuring adherence to industry standards and compliance with best practices.

+ **Differences and Limitations in a Virtualized Context**:

    + The solution does not rely on the client's virtualized infrastructure, minimizing compatibility concerns.

    + As a SaaS product, no local hosting is required, and the platform cannot operate in offline or self-hosted environments.

    + Licensing, support, and certification processes are governed entirely by HubSpot's terms and conditions, which include no additional client-side maintenance responsibilities.

+ **Support and Warranty**:

    + **System Architecture:** A diagram illustrating integration with the identity provider. All warranties, certifications, and support are provided by HubSpot. This includes regular platform maintenance, feature enhancements, and system updates as part of their service agreement.

    + HubSpot ensures high availability, data redundancy, and compliance with global data protection standards.

    This cloud-native, SaaS-based approach eliminates many complexities traditionally associated with virtualized environments, offering a streamlined, secure, and reliable solution.

5

Test system provision and maintenance.

We are fully equipped to provide a test system, referred to as a **content staging environment**, which operates as a mirror image of the production system. This staging environment ensures that all updates, changes, and fixes are rigorously tested before being deployed to the live site.

+ **Key Features of the Content Staging Environment**:
All updates and changes are applied and validated within the staging environment to ensure they meet BIT's certification requirements before being copied to the production system.

  + **Problem Diagnosis and Remediation**: If the application is shut down on the production system for any reason, diagnostics and fixes will be conducted within the staging environment. Proof of corrective actions will be provided to BIT to ensure the issue is fully resolved.
  + **Compliance with Web Standards**: The test system and the resulting production deployment will adhere to the web standards specified in the RFP, including the requirements outlined at:
  SD BIT Web Standards Vendor and Client Security Requirements

+ **Licensing and Cost Inclusions**:. All resource costs for maintaining the staging environment, including any necessary licensing fees, are included in our proposal. This ensures transparency and avoids unanticipated expenses.

+ **Secure and Reliable Operations**:
To safeguard intellectual property, BIT may sign a nondisclosure agreement as required. Additionally, the content staging system is designed to provide an intuitive interface for efficient testing and management.

This approach guarantees a robust quality assurance process while meeting BIT's expectations for performance, compliance, and security.

5

Security scanning and vulnerability assessment.

The proposed solution, leveraging HubSpot's SaaS platform, adheres to stringent security protocols to ensure compliance with the State's network vulnerability and web application scanning requirements. Below is a detailed plan addressing the RFP's expectations:

+ **HubSpot's Security Oversight**:
  + HubSpot provides 24/7 security monitoring and management of its SaaS platform. Patch management, core platform updates, and vulnerability assessments are handled directly by HubSpot's dedicated security team. Detailed information on HubSpot's security practices can be reviewed at Trust.HubSpot.com.
+ **Preapproved Security Scan Report**: A comprehensive security scan report can be submitted with the proposal. This report includes:
  + **System Evaluated**: Details about the platform evaluated (URL or masked address as necessary).
  + **Categories Evaluated**: Coverage of potential vulnerabilities such as SQL injection, cross-site scripting (XSS), and other web application threats.
  + **Findings Summary**: Number of issues per category and their severity levels.
  + **Technical Details**: Location of vulnerabilities, descriptions, and HTTP responses (as applicable).
+ **BIT Scanning or Report Submission**:
  + If the State elects to perform its own security scans, we will fully cooperate to ensure compliance.
  + If the State opts for the offeror to provide a

scan report, we will include all associated costs in the proposal. These costs will be clearly itemized based on scenarios where either the State or HubSpot provides the scan.

+ **Cost Transparency**:
All costs related to the security scanning process, whether conducted by HubSpot, the State, or both, are included in the bid. This ensures a clear understanding of any expenses associated with vulnerability assessments.
+ **Detailed Reporting:**
The detailed security report will meet the State's requirements, including technical details, category evaluations, and remediation plans for any identified vulnerabilities.

By integrating HubSpot's robust security measures with adherence to the State's scanning requirements, this solution provides a secure, reliable platform that prioritizes transparency and compliance.

5

Secure development practices and testing.

Epicosity is committed to employing industry-standard scanning and secure development methods to ensure compliance with the State's requirements. Our approach minimizes unexpected costs and project delays while delivering reliable and secure applications and systems.

+ **Network Testing and Scanning Tools**:
    + **State-Preferred Tools**: We will use any network and security testing tools specified by the State or BIT to ensure seamless integration and compliance with their standards.
    + **Epicosity Default Scans**:
        + Accessibility compliance scans for WCAG 2.2 AA standards.
        + Security and performance tests using Lighthouse to meet Google Lighthouse benchmarks.

+ **Mitigation Plans and Security Compliance**:
    + If vulnerabilities are identified during State-initiated scans, we will promptly respond with a detailed written mitigation plan outlining corrective measures.
    + We ensure that all necessary updates and fixes are applied to achieve an acceptable level of security as defined by the State.
    + Additional security scans, if required, will be conducted at no additional cost to the State until the solution passes the final security scan.

+ **Monitoring Tools**:
    As part of this project, we will provide a user-friendly monitoring tool that offers:
    + A comprehensive dashboard displaying the health and performance of the proposed solution, including all systems, subcomponents, and connections.
    + Real-time monitoring capabilities to ensure continuous oversight of operations.
+ **Compliance with State Security Policy**:
    Hosted websites and web applications that generate email will strictly adhere to the State's security policy, ensuring the "@state.sd.us" domain name is not used as the originating domain.

By leveraging our proven testing methodologies and working within the State's preferred tools and policies, we will deliver a secure, reliable solution that meets or exceeds all expectations.

5

Implementation plan and black-out component.

As part of the project plan, we will develop a comprehensive implementation plan that includes a **black-out component** to address any unforeseen challenges during the deployment process. Approval of this implementation plan by BIT will be established as a key project milestone.

+ **Resiliency Measures**:
  + The **HubSpot network** processes data within **AWS** and utilizes **CloudFlare CDN**, which ensures global redundancy with multiple data centers acting as backups. This infrastructure minimizes the likelihood of a complete black-out and ensures the website remains accessible under most circumstances.
+ **Black-Out Component**:
  + In the highly unlikely event of a total network failure, a **fallback black-out site** will be activated. This fallback site, hosted on a separate server, will provide essential functionality or information to maintain continuity until the primary system is restored.
  + The black-out documentation will detail:
    + Steps to activate the fallback site in the event of a black-out.
    + Measures to monitor and resolve the underlying issues.
    + The transition process to restore the primary site and validate full functionality.

+ **Documentation and Approval**:
  + The implementation and black-out documentation will be included in the final project deliverables, ensuring transparency and clarity.
  + BIT's approval of the implementation plan, including the black-out component, will ensure alignment with the State's standards for reliability and recovery.

By proactively addressing potential challenges with a black-out component, we provide a secure and reliable solution that minimizes downtime and ensures the continuity of services, even in the rare event of a significant system failure.

5

Secure Development Workflow

At Epicosity, we maintain a robust and secure development workflow that ensures high-quality code delivery while protecting our clients' assets. Our process begins with our developers working in their own dedicated HubSpot CMS Developer Sandbox environments, providing them with a secure, isolated space to craft and test their code.

Code management is handled through our version control system on GitHub, where each project has its own dedicated repository. Our branching strategy is methodically structured - we maintain a main branch for production-ready code, a staging branch for pre-release testing, and separate feature or hotfix branches for individual development tasks. This systematic approach ensures that all code changes are properly tracked and reviewed.

Security is integrated throughout our development process. We employ continuous integration pipelines that automatically analyze code for potential vulnerabilities and security issues. Our developers utilize the HubSpot CLI for streamlined local development, ensuring consistent file management and version control.

Before any code reaches production, it undergoes thorough testing in our staging environment, which mirrors our production settings to prevent any deployment surprises. All code changes must pass through our pull request process, requiring peer review and approval, adding an extra layer of quality assurance and security validation.

This approach allows us to maintain high security standards while delivering efficient, reliable code that meets our clients' needs.

Our development workflow incorporates multiple layers of security at each stage to protect both code and sensitive data:

+ **Development Environment Security** :
  + State-Preferred Tools: We will use any network and security testing tools specified by the State or BIT to ensure seamless integration and compliance with their standards.
  + Each developer uses a dedicated HubSpot CMS Developer Sandbox with strict access controls and proper authentication credentials.
  + Development environments are regularly cleaned and maintained with separate testing datasets to prevent data exposure.
+ **Code and Version Control Security:**
  + All repositories require two-factor authentication (2FA) for access.
  + Pull requests require approval from at least one reviewer before merging.
  + We maintain strict commit message standards to ensure traceability.

5

Secure development Workflow. Cont.

+ Data Protection:

- **+** Sensitive credentials and API keys are stored in Keeper Secrets Manager, our enterprise-wide solution for secure credential management.
- **+** End-to-end encryption for secrets both at rest and in transit.
- **+** Role-based access controls ensure team members only access data necessary for their work.

+ Testing and Quality Assurance:

- **+** Automated security testing identifies vulnerabilities early in development.
- **+** Regular scans check for common security issues like SQL injection and XSS.
- **+** Third-party dependencies are analyzed for known vulnerabilities.

+ Production Safeguards:

- **+** Multi-factor authentication (MFA) is required for production environment access.
- **+** Regular security reviews and access audits are conducted.
- **+** Partner Admin permissions are strictly limited to essential personnel

+ Support and Maintenance:

- **+** Ongoing technical support, including dedicated Help Desk resources.
- **+** Proactive monitoring of the system to ensure optimal performance.
- **+** Clear escalation procedures for resolving any issues promptly.

+ Software Licensing Options:

- **+** If software is acquired as part of the project, the following licensing options will be provided:
  - **+** **Perpetual License**: Details and associated costs will be outlined.
  - **+** **Lease Option**: Details, terms, and associated costs will be provided separately.
- **+** Both options will be clearly presented in the proposal with transparent cost structures for informed decision-making by the State.

By adhering to these processes and providing clear licensing options, we ensure a seamless development and implementation process while maintaining transparency and alignment with the State's goals.

5

Approach to achieving REAL web accessibility.

Our approach to web accessibility goes beyond simple automated testing, recognizing that true accessibility requires both technological validation and human insight. Here's how we ensure our websites meet and exceed WCAG standards:

+ **Tiered Compliance Goals:**
    + WCAG Level A: Target 100% compliance
    + WCAG Level AA: Target 95% compliance
    + WCAG Level AAA: Target 90% compliance

+ **Automated Testing with Silktide**: While automated testing forms the foundation of our accessibility checking, we recognize its limitations. Silktide serves as our primary automated scanner, identifying technical violations such as:
    + Color contrast issues
    + Missing alt text
    + Heading structure errors

+ **Human-Centered Testing:** We understand that automated tools can't fully evaluate the human experience of accessibility. That's why we complement automated testing with comprehensive manual reviews. Our human testers focus on contextual elements that require judgment and understanding:
    + Meaningful link text evaluation
    + Proper focus order for navigation
    + User-friendly form inputs and interactions

+ **Screen Reader Testing:** Through our subscription to AssistiveLabs, we conduct hands-on testing with screen readers like NVDA, JAWS, and VoiceOver to verify the actual user experience. This is particularly crucial for:

+ Interactive modules
+ Dynamic content
+ Complex user interfaces

+ **Additional Validation:** For projects with advanced compliance requirements, particularly in sectors like healthcare or finance, we partner with third-party specialists like Silktide or Allyant to conduct independent audits. This provides an extra layer of validation and ensures we haven't missed any critical accessibility concerns.

By combining automated tools with human expertise, we create truly accessible experiences that work for all users, not just those that pass an automated checklist. This comprehensive approach ensures we're meeting both the letter and spirit of accessibility guidelines, creating websites that are genuinely usable by people with diverse abilities and needs.

5

Data loss prevention methodology.

Our approach aligns with industry-standard processes and procedures, including the **Software Development Lifecycle (SDLC)**, to ensure a structured and efficient project delivery. The following outlines the steps and communication strategies we will employ throughout the development, configuration, implementation, and support phases:

- **Access Controls**:
  - **HubSpot's Role-Based Access Controls (RBAC)** allow granular permission settings to restrict sensitive data access to authorized users.
  - Multi-factor authentication (MFA) is available within HubSpot to add an extra layer of security for users accessing State data.
- **Encryption**:
  - **HubSpot encrypts data both at rest and in transit**, using industry-standard encryption protocols. This ensures that sensitive data within HubSpot is protected during storage and transfer.
  - For integration with State systems, any data transmission can be secured through API connections that comply with encryption standards like HTTPS
- **Endpoint Protection**:
  - HubSpot offers centralized data management, reducing risks from decentralized data storage or transfer.
  - However, endpoint-specific DLP solutions would need to be implemented at the State level for broader network coverage.
- **Policies and Training**:
  - HubSpot provides user activity logs and

auditing tools to ensure compliance with data handling policies.
  - State-specific policies can be enforced through customized workflows, notifications, and access restrictions.
- **Data Monitoring and Alerts**:
  - **HubSpot's built-in monitoring tools** track user activity and provide insights into data usage patterns, ensuring that unauthorized data access or transfer can be flagged.
  - Integration with State systems for centralized monitoring is possible, pending State approval.
- **Incident Response and Recovery**:
  - **HubSpot's Disaster Recovery Plan** includes data redundancy, backup systems, and automated failover mechanisms across its AWS infrastructure.
  - In the event of a data breach, recovery is fast, and logs can be accessed to identify root causes.
- **Compliance and Reporting**:
  - HubSpot is configured to comply with major data protection standards like **GDPR**, **CCPA**, and **SOC 2 Type II**

5

Data Sensitivity and Handling Approach.

Our approach to data sensitivity and handling follows a comprehensive framework that ensures the highest levels of security and compliance throughout the development lifecycle:

+ Data Classification Framework

We implement a four-tiered data classification system:

+ Public Data: Information freely shareable without harm (e.g., marketing content, public website content)

+ Internal Use Only: Non-sensitive operational data shared only with authorized team members

+ Confidential Data: Sensitive information requiring restricted access and encrypted transmission

+ Highly Sensitive Data: Critical data requiring maximum security measures and regular auditing

+ Secure Storage and Access Controls

Our storage solutions are matched to data sensitivity levels:

+ Role-based access controls limiting data access to essential personnel

+ End-to-end encryption for data both at rest and in transit

+ Centralized secrets management through Keeper Secrets Manager

+ Regular key rotation based on sensitivity level:

+ Highly Sensitive: Every 30 days

+ Confidential: Every 90 days

+ Internal Use: Every 180 days

+ Data Protection Measures

We employ multiple layers of protection:

+ Encrypted channels (SFTP, HTTPS) for all sensitive data transmission

+ Data masking for sensitive information in logs and testing environments

+ Regular security audits and access reviews

+ Comprehensive incident response procedures

+ Retention and Disposal

Our data lifecycle management includes:

+ Clear retention schedules documented in project repositories

+ Secure deletion practices appropriate to storage medium

+ 30-day maximum backup retention unless otherwise required

+ Verification and documentation of all data disposal activities

+ Compliance Documentation

We maintain detailed records of:

+ Data classification logs for all project data

+ Written client approvals for data handling procedures

+ Regular access permission reviews

+ Audit trails for all data interactions

5

Data Classification Categories

The following sensitivity levels apply across all data managed by Epicosity, including both **Project Data** and **People Data**:

Classification	Definition	Examples	Handling Guidelines
1. Public Data	Information that can be freely shared without harm to the client or organization	Marketing content, public-facing website content, press releases	No special restrictions. Store in shared repositories accessible to all team members
2. Internal Use Only	Non-sensitive operational data intended for use within the organization	Project timelines, internal process documentation, design iterations not yet finalized	Share only with authorized team members. Store in secured systems such as Workamajig, Notion or Office 365 with appropriate access controls
3. Confidential Data	Sensitive data that, if exposed, could harm the client, organization, or project outcomes	Client-provided assets, unpublished strategies, design files, customer information (e.g., email addresses and demographic details)	Restrict access to project-specific team members. Store in secured systems with role-based access. Encrypt files during transmission. Document client handling preferences in Notion
4. Highly Sensitive Data	Critical data that could cause significant harm, compliance violations, or financial loss if compromised	API keys, PII (e.g., Social Security Numbers, financial account details), sensitive business or legal documents	Encrypt at rest and in transit. Store only in systems designed for sensitive data. Require client-approved handling protocols. Regularly audit and log access

5

Epicosity's IAM approach.

Our approach aligns with industry-standard processes and procedures, via our **Software Development Lifecycle (SDLC)** policy, to ensure a structured and efficient project delivery. The following outlines the steps and communication strategies we will employ throughout the development, configuration, implementation, and support phases:

+ **Authentication**:
    + **Multi-Factor Authentication (MFA)**: We require MFA for accessing sensitive systems, ensuring a second layer of authentication beyond standard passwords.
    + **Role-Based Authentication**: Access is granted based on the principle of least privilege, meaning users only receive access necessary for their role.
+ **Authorization**:
    + **Role-Based Access Control (RBAC)**: Permissions are configured based on specific roles to ensure users have access to only the resources and systems required for their responsibilities.
    + **Granular Access Control**: Our system allows for detailed permission levels, enabling tailored access based on the complexity of project needs.
+ **User Lifecycle Management**:
    + **Onboarding and Offboarding**: Automated processes ensure seamless provisioning and deprovisioning of user accounts, reducing the risk of manual errors and unauthorized access.
        + **Periodic Access Reviews**: User permissions are reviewed regularly to ensure ongoing alignment with role requirements and security policies.

+ **Policy Compliance**:
    + **Adherence to State Standards**: Our IAM practices align with the State's policies and security requirements. All access policies are implemented and monitored in compliance with the State's IAM framework and standards.
    + **Audit Trails**: Comprehensive logs of access requests and user activity are maintained for compliance reporting and security audits.
+ **Monitoring and Reporting**:
    + **Activity Tracking**: All user actions within the system are tracked, and anomalies are flagged automatically for review.
    + **Audit and Compliance Reporting**: Regular reporting ensures transparency and demonstrates adherence to State IAM standards.
+ **Integration with HubSpot and State Systems**:
    + **Secure Integration**: HubSpot's IAM features, including RBAC and MFA, integrate seamlessly with the State's IAM framework. This ensures secure and compliant access to the platform.
    + **Custom Access Controls**: For specific project requirements, custom IAM configurations can be implemented to meet unique needs.
+ **Incident Response**:
    + In the event of unauthorized access or security incidents, our response protocol includes immediate investigation, remediation, and reporting to all necessary stakeholders in alignment with State requirements.
    + All IAM-related incidents are documented and included in audit reports.

5

Epicosity's security intelligence framework.

Websites hosted on HubSpot's infrastructure benefit from rigorous security controls and safeguards. Details of can be found trust.hubspot.com.

+ **Threat Detection and Prevention**:
    + **Proactive Monitoring**: HubSpot's team leverages advanced monitoring tools to track and analyze system activity, detecting anomalies and potential threats in real time 24/7.
    + **Threat Intelligence Feeds**: Integration with global threat intelligence databases ensures your environment stays ahead of emerging cyber threats and vulnerabilities.
+ **Incident Response**:
    + **Automated Alerts**: HubSpot systems are configured to send immediate alerts for suspicious activities, such as unauthorized access attempts, data breaches, or unusual traffic patterns.
    + **Rapid Response Protocols**: In the event of a security incident, we initiate predefined response plans, including containment, investigation, and resolution, to mitigate risks and restore operations quickly.
+ **Vulnerability Management**:
    + **Regular Security Scans**: We conduct routine vulnerability assessments to identify and address potential weaknesses in the system.
    + **Patch Management**: HubSpot's internal threat response team applies critical updates and patches to their network promptly to mitigate known vulnerabilities, aligning with State security standards. Epicosity internally has a similar process that applies to specific website functionality as well.

+ **Data Protection**:
    + **Encryption**: All sensitive data is encrypted both at rest and in transit using industry-standard protocols.
    + **Access Controls**: Multi-layered access controls ensure only authorized users can access critical data and systems.
+ **Comprehensive Reporting**:
    + **Audit Trails**: Detailed logs of all security-related activities, including access requests, system changes, and incident responses, are maintained for compliance and review.
    + **Compliance Reports**: Regular security reports are generated to demonstrate adherence to State standards and regulatory requirements.
+ **Training and Awareness**:
    + **Security Training**: Our team undergoes continuous training to stay updated on the latest cybersecurity trends, tools, and techniques.
    + **Client Support**: We provide training and resources to State personnel to ensure proper usage of systems and awareness of security best practices.
+ **Integration with State Systems**:
    + **Seamless Compatibility**: Our security tools and practices integrate with the State's existing infrastructure, ensuring compliance with security protocols and smooth interoperability.
        + **Collaboration with State IT Teams**: We work closely with the State's IT and security teams to align on policies, incident response strategies, and ongoing security improvements

5

Annual security training and awareness.

At Epicosity, annual security training and awareness programs are a core component of our commitment to maintaining a secure and compliant environment. These initiatives are designed to educate employees, contractors, and other stakeholders on best practices, emerging threats, and their responsibilities in safeguarding sensitive data and systems.

+ **Comprehensive Curriculum**:
    + Topics covered include data protection, secure password practices, phishing awareness, malware prevention, secure coding standards, and compliance with regulations like NIST, GDPR, or HIPAA.
    + Training modules are updated annually to reflect the latest security trends, threats, and State policy changes.
+ **Role-Specific Training**:
    + Training is tailored to roles, ensuring that individuals understand the specific security measures and responsibilities related to their positions.
    + For example, administrative staff receive in-depth training on secure system configurations and threat detection, while end-users focus on safe data handling and recognizing phishing attempts.
+ **Delivery Methods**:
    + Training is provided through a combination of interactive e-learning modules, in-person workshops, and instructor-led sessions.
    + Real-world scenarios and simulations are included to reinforce learning and improve threat response capabilities.
+ **Phishing Simulations and Awareness Campaigns**:
    + Employees are regularly tested through simulated phishing exercises to assess their ability to identify and report suspicious emails.
    + Awareness campaigns using posters, emails, and videos ensure consistent reinforcement of security practices throughout the year.
+ **Testing and Certification**:
    + Post-training assessments evaluate understanding and retention of key concepts.
    + Employees who successfully complete training receive certifications, ensuring accountability and tracking compliance.
+ **Incident Response Education**:
    + Training includes guidance on recognizing and responding to potential security incidents, including reporting procedures and escalation paths.
    + This ensures rapid identification and containment of threats, minimizing potential impacts.
+ **State-Specific Requirements**:
    + Epicosity ensures training aligns with the State's **Information Technology Security Policy (ITSP)** requirements, including topics like access control, data classification, and remote access policies.
    + Documentation of completed training sessions is maintained for audit purposes.
+ **Continuous Improvement**:
    + Feedback from participants and incident analysis informs updates to the training content.
    + Metrics such as completion rates, assessment scores, and phishing test results are used to measure program effectiveness and identify areas for improvement.

5

Manual procedures and controls for security.

+ **Access Management**:
  + **Manual Review of User Permissions**: User roles and access levels are reviewed periodically to ensure compliance with the principle of least privilege. This involves manually verifying that permissions align with the user's responsibilities.
  + **Onboarding and Offboarding Procedures**: Access for new users is manually provisioned following a documented approval process. Access for departing users is promptly revoked based on a checklist to ensure no gaps.
+ **Change Management**:
  + **Manual Approval Process**: All system changes, including updates, configuration adjustments, or new deployments, require formal approval from designated stakeholders before implementation.
  + **Documentation of Changes**: Changes are logged manually, with detailed records of modifications, testing, and approval for future auditing.
+ **Incident Management**:
  + **Manual Threat Analysis**: In the event of a detected anomaly or incident, a designated security team manually investigates logs, correlates data, and identifies the root cause.
  + **Incident Reporting**: All incidents are documented manually in a standardized format, detailing the issue, actions taken, and resolution.

+ **Audit and Compliance**:
  + **Manual Log Reviews**: Security logs from applications, systems, and network devices are manually reviewed at regular intervals to identify patterns, anomalies, or suspicious activities.
  + **Compliance Checklists**: A manual process is in place to verify adherence to regulatory standards (e.g., WCAG 2.2 AA, GDPR) before deployment or audits.
+ **Physical Security Controls**:
  + **Access to Secure Areas**: Physical access to servers, backup systems, or restricted data centers is managed through manual sign-in processes and requires proper identification and authorization.
  + **Device Management**: Devices storing sensitive data are tagged, inventoried, and audited manually to ensure accountability and compliance.

5

Manual procedures and controls for security. (cont.)

+ **Data Management**:
  + **Data Integrity Checks**: Manual verification of data integrity during backups and restoration processes ensures that no corruption or loss occurs during critical operations.
  + **Sensitive Data Handling**: Sensitive information is reviewed manually to ensure appropriate labeling and encryption based on classification policies.
+ **User Awareness and Training**:
  + **Manual Training Sessions**: Epicosity conducts regular, instructor-led security awareness sessions for employees, tailored to the project requirements and State guidelines.
  + **Policy Acknowledgment**: Employees manually sign acknowledgments after completing training to confirm understanding of security policies.
+ **Disaster Recovery Testing**:
  + **Manual Verification**: Disaster recovery plans are tested periodically, and all failover mechanisms are verified manually to ensure operational readiness in the event of a system failure.
  + **Documentation of Tests**: Each test is documented, with notes on performance, issues encountered, and resolutions.

5

Perimeter controls.

- **Network Segmentation**:
    - Epicosity employs strict network segmentation to limit access to sensitive systems and data. Critical components, such as databases, application servers, and management interfaces, are isolated from public-facing systems to reduce exposure.
    - Access to internal resources is restricted using role-based controls, ensuring only authorized individuals and services can communicate with protected systems.
- **Firewalls and Intrusion Prevention Systems (IPS)**:
    - **Firewall Configurations**: Perimeter firewalls enforce policies that filter incoming and outgoing traffic based on source/destination IPs, protocols, and port rules.
- **Endpoint Detection and Response (EDR)**
    - Epicosity has SentinelOne Endpoint Detection and Response (EDR) installed across all employee devices, providing proactive monitoring and protection against advanced threats, including ransomware, phishing, and fileless malware.

- **Web Application Firewall (WAF)**:
    - HubSpot's cloud infrastructure integrates **Web Application Firewalls (WAFs)** as an additional layer of protection for hosted websites. The WAF monitors and blocks malicious requests, such as SQL injections, cross-site scripting (XSS), and other common vulnerabilities.

- **Access Controls and VPNs**:
    - **Restricted Admin Access**: Administrative interfaces are secured with multi-factor authentication (MFA) and accessible only from whitelisted IP addresses.
    - **Virtual Private Networks (VPNs)**: For secure remote access, VPNs are required to connect to protected resources, ensuring encrypted communication and authentication of users.
- **Content Delivery Network (CDN) Security**:
    - HubSpot leverages **Cloudflare CDN** to protect against Distributed Denial of Service (DDoS) attacks and ensure reliable service delivery. Cloudflare's global edge network mitigates large-scale attacks by distributing traffic efficiently while filtering malicious activity.
- Virtual Private Networks (VPNs):
    - Epicosity uses Zero Trust Cloudflare Warp VPNs, authenticated via O365 Azure Active Directory, to provide secure access to protected resources and encrypt employee communications.

5

Perimeter controls. (cont.)

+ **Email and Domain Security**:
    + To comply with the State's requirements, emails sent from HubSpot or other systems will not originate from "@state.sd.us" domains. Email headers and DNS configurations (e.g., SPF, DKIM, DMARC) are properly managed to prevent phishing attacks and unauthorized use.
+ **Endpoint and Device Controls**:
    + All devices accessing perimeter systems are required to meet security standards, including updated antivirus software, encryption, and secure configurations. These controls help reduce risks posed by endpoints accessing sensitive resources.
+ **Vulnerability Scanning and Testing**:
    + Regular vulnerability assessments and penetration testing are conducted to identify weaknesses in perimeter defenses. Findings are addressed promptly to align with State security policies.
    + HubSpot's infrastructure undergoes frequent independent security audits to ensure compliance with global security standards such as SOC 2 and ISO 27001. Details can be found at trust.hubspot.com
+ **Incident Response Integration**:
    + A detailed incident response plan ensures immediate containment and remediation of threats targeting perimeter systems. Collaboration with the State's security team ensures compliance with the State's incident handling protocols.

5

Security certifications and audits.

+ **Data Sanitization and Management:**
  + Epicosity adheres to NIST 800-88 guidelines for data sanitization at the end of the project. If any data cannot be sanitized due to regulatory, contractual, or operational constraints, we will clearly indicate this in the project documentation and provide the rationale, including legal or compliance requirements that mandate data retention. State data stored on our systems or third-party systems (e.g., HubSpot) is encrypted both at rest and in transit. At the end of the project, all data will be securely wiped using methods approved by NIST 800-88 unless otherwise required for compliance.
+ **Hardware and Software Compliance:**
  + Epicosity confirms that our solution does not include any hardware or components manufactured by Huawei Technologies Company, Nuctech, ZTE Corporation, or their subsidiaries or affiliates. All infrastructure components (e.g., AWS and Cloudflare services used by HubSpot) comply with U.S. government standards and are not listed on the U.S. Department of Commerce's Entity List or flagged under the International Emergency Economic Powers Act.
+ **Access to State Systems:**
  + Epicosity estimates that 6 staff members will possibly require access accounts to State systems. At this stage, we are unsure of what system access will fully be needed if any at all.
+ **Security Compliance:**

+ Epicosity has reviewed and will comply with the State's Information Technology Security Policy (ITSP), including sections ITSP 230.67, 230.76, and 610.1, to ensure adherence to authorization, authentication, and remote access standards. MFA will be implemented for all staff and subcontractors accessing State systems to enhance security and reduce risk. Regular reviews will ensure that all procedures comply with the State's latest security policies.

Epicosity is committed to safeguarding State data and ensuring compliance with all security and operational requirements outlined in the RFP.

5

Testing methodologies.

Epicosity employs comprehensive testing methodologies to ensure that all software development and integration processes meet the highest standards of functionality, performance, and user experience. Our approach aligns with the testing requirements outlined in the RFP and includes the following key testing methodologies:

+ **Regression Testing**: Regression testing ensures that existing functionalities continue to work seamlessly after new changes or updates are implemented. At Epicosity, this involves testing all affected components of an application, including its modules and integrations, to validate stability. Our structured approach to regression testing ensures compatibility with the State's systems while minimizing disruption to existing operations.

+ **Integration Testing**: Integration testing evaluates how individual software units interact when combined. This process ensures that the interfaces between components function correctly and align with the project requirements. Epicosity uses integration testing to identify and address interface issues early, ensuring that the application performs reliably when integrated into the State's larger system.

+ **Functional Testing**: Functional testing verifies that the software meets the expected output requirements of end-users and aligns with business objectives. This includes testing for usability, navigational accuracy, and adherence to specifications. Epicosity employs techniques such as black-box testing, white-box testing, and unit testing to evaluate each function against the State's requirements. Functional testing is conducted iteratively to validate that all elements, including navigation and operational workflows, meet the agreed-upon criteria.

+ **Performance Testing**: Performance testing ensures that the system meets speed and responsiveness expectations under different conditions. Epicosity evaluates system throughput, response times, and overall efficiency under typical and peak load scenarios. This includes testing for scalability, reliability, and interoperability to ensure the application performs optimally within the State's infrastructure.

+ **Load Testing**: Load testing determines the system's ability to handle anticipated user loads and transactions without degradation in performance. Epicosity simulates increasing levels of stress on the system, including spikes in traffic or resource usage, to measure stability and identify breaking points. This process ensures that the system is robust enough to withstand real-world use cases and potential denial-of-service (DoS) scenarios.

+ **User Acceptance Testing (UAT)**: User acceptance testing (UAT) is the final phase of testing, conducted by actual end-users to validate the software's ability to handle real-world tasks and scenarios. Epicosity collaborates closely with State stakeholders to ensure UAT aligns with user requirements, specifications, and expectations. Any feedback during this phase is promptly addressed before deployment. UAT may include beta testing or pilot testing to validate the system's readiness for full implementation.

+ **Epicosity's Testing Commitment**: All testing phases are planned and executed to ensure compliance with the State's technical and functional requirements. Each phase of testing is documented, and detailed reports are provided to the State, ensuring transparency and accountability.

Non-standard Software and/or Hardware

6.6

Hardware and software compliance.

Epicosity's proposed solution is built on **HubSpot**, a cloud-based SaaS platform that adheres to industry standards and operates independently of State hardware or software systems. The use of HubSpot eliminates the need for non-standard hardware or software, ensuring alignment with the State's requirements wherever possible. Below are the details of our approach:

Use of Non-Standard Hardware or Software

+ **Proposed Platform**:
    + **HubSpot SaaS Platform**: HubSpot is a cloud-based solution hosted on AWS infrastructure, utilizing Cloudflare CDN for enhanced speed and global availability.
    + **Justification for Non-Standard Use**: HubSpot provides integrated tools for content management, analytics, and accessibility compliance, which exceed the capabilities of standard systems, enabling a seamless user experience without additional infrastructure requirements.

+ **Approval and New Product Process**:
    + If required, we will submit HubSpot through the State's **New Product Process** for approval, as outlined in the Standards page.
    + The project plan will include the necessary time allocation for the completion of this process.

+ **Cost Proposal**:
    + All associated costs for using HubSpot, including subscription and support fees, are reflected in our cost proposal.

+ The proposal accounts for potential service desk and field support needs, as BIT's support for non-standard hardware/software is provided on a best-effort basis.

+ **Disaster Recovery Plan**:
    + The project plan includes the development of a **customized disaster recovery plan** for the proposed non-standard platform. HubSpot's inherent redundancy through AWS and Cloudflare minimizes downtime risks.
    + The costs of disaster recovery implementation are fully detailed in the cost proposal.

+ **Hourly Development Rates**:
    + Should software development be required in the future, our hourly rate is $150/hour. This includes customization, integration, and support for the platform.

+ **Technical and Security Questions:**
    + The responses to Appendix B's technical and security questions will be fully completed and included in the proposal submission. These responses address system compatibility, security compliance, and vendor-specific details to facilitate evaluation.

+ **Hardware and Software Specifications:**
    + HubSpot's platform specifications and security practices are publicly available and can be accessed at the following link: Trust.HubSpot.com.

Project Plan.

6.4

Project plan.

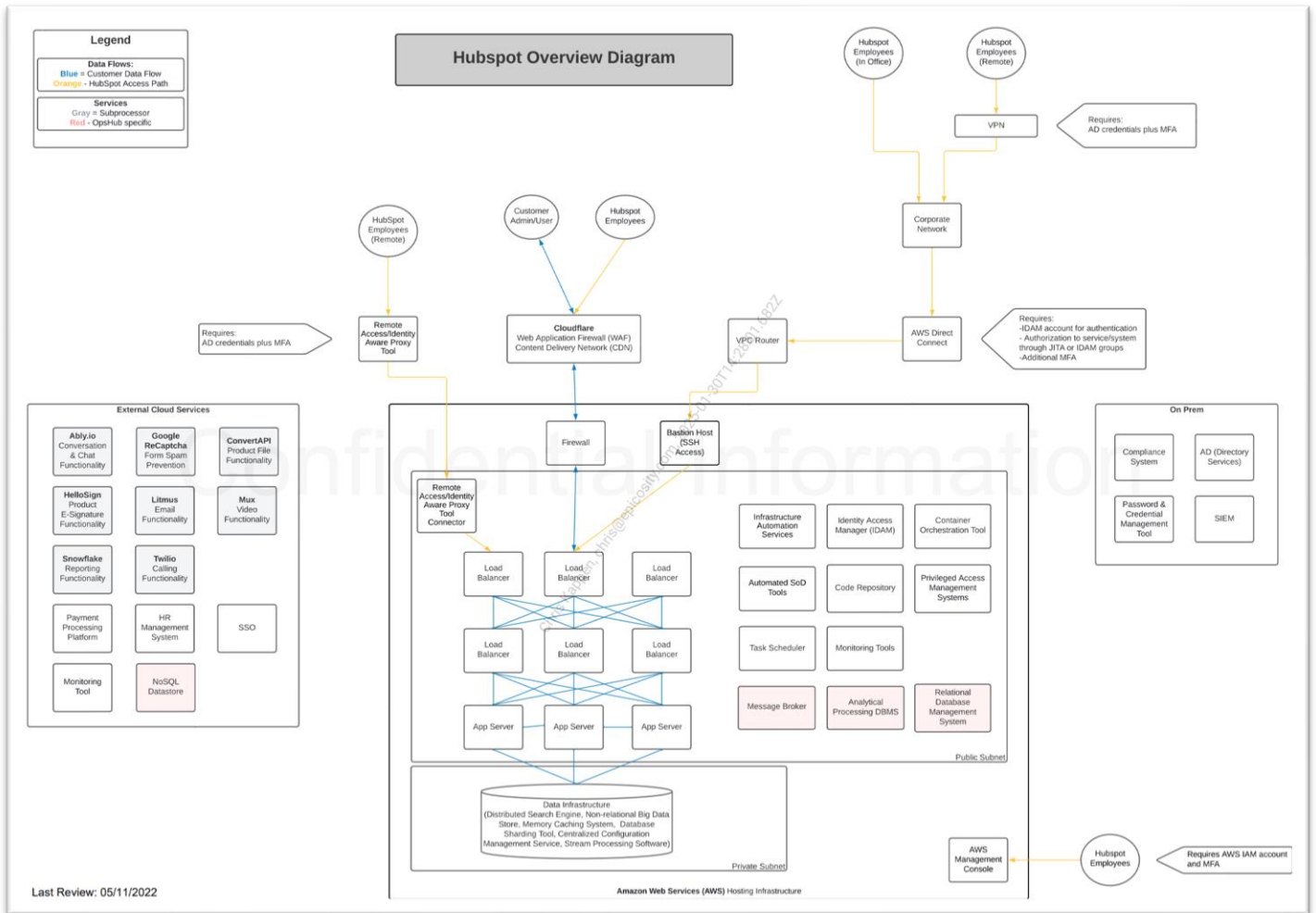The schedule plan is attached as a separate document.

epicosity

System Diagram.

5

System diagram.

epicosity

Security and Vendor Questions.

Appendix B

Security and Vendor Questions provided as an attachment.

Response to the State's Contract Terms.

Appendix A

We have reviewed and acknowledge the included I/T Contract Terms and Conditions.

Corporate Qualifications.

Empowering brands to lead and inspire.

How many can say they have the privilege of empowering organizations to unlock their greatest potential?

Success is more than profits or accolades—it's about creating meaningful impact. We understand the challenges of growth and navigating today's ever-evolving marketplace. Our shared mission is to help businesses build brands that inspire, connect, and lead the way.

Our Approach: Building Lasting Connections
Epicosity partners with Champion Accounts to elevate the way they connect with customers, employees, and communities. While many organizations share common challenges and goals, what makes each one unique is their story. We help amplify that uniqueness, crafting brands that people trust, champion, and feel proud to be a part of.

Our Philosophy
We believe every business has the potential to create a ripple effect of positive change. For those committed to growing their impact, we're here to help you foster connections that go beyond transactions—building a sense of loyalty, purpose, and shared success.

Transforming Together
Every phase of our approach strengthens your business's ability to grow and inspire. Let's build a brand that not only reflects your values but also motivates others to champion your vision and mission.

Your champion for growth.

+ DEDICATED PARTNERSHIP

Your dedicated account team immerses itself in your organization's unique culture, goals, and challenges. This integration ensures that our strategies are not only aligned with your vision but are also tailored to attract the right audiences and drive meaningful growth.

+ PROACTIVE COMMUNICATION

Transparent and proactive communication keep you informed at every stage of our collaboration. Regular updates, strategic discussions, and responsive support are integral to our approach, ensuring that you are always engaged and confident in the progress of your marketing efforts.

+ STRATEGIC GUIDANCE

Our account service extends beyond project management; we act as strategic advisors, offering insights and recommendations that anticipate recruitment trends and position your organization for sustained success. By championing your growth, we empower you to navigate the evolving landscape of insurance with confidence.

Epicosity is dedicated to fostering a partnership that propels your organization toward long-term growth and excellence.

How you work, is how we'll work.

If we're to be an extension of your team, learning how your organization likes getting things done is a pretty good place to start. Understanding your communication preferences, stakeholder involvement, and team dynamics will be paramount gathering essential information quickly, supporting continuity of current campaigns while developing new ones.

+ **Meeting Structure**: Tailored to your needs, our meetings typically include:
  - **Reporting Summary**: Reviewing key KPIs with live dashboards and monthly reports from your Growth Strategist.
  - **Status Updates**: Collaborative sessions to discuss asset development, approvals, and any necessary adjustments.
  - **Identify, Discover, Solve (IDS)**: A dedicated time to address challenges collaboratively, following the Traction meeting model.

+ **Personalized Reporting Options**: We offer live dashboards and customizable reporting formats, allowing you to choose between in-depth analyses or concise summaries based on your needs.

Project Expertise.

6.3

T-MOBILE ACCESSIBILITY

T-Mobile Accessibility Website
6200 Sprint Parkway, Overland Park, KS 66211
Contact: Joe Karp, Communications Strategist
Project Start Date: March 2023
Project Completion Date: October 2023

+ **Project Description and Goals**: The goal was to create an accessibility-focused website that complied with WCAG 2.2 AA standards, ensuring equitable access to all users, including those with disabilities. The website needed to balance T-Mobile's branding while integrating robust accessibility tools.

+ **Epicosity's Role in Project**:
    + UX/UI design compliant with WCAG standards
    + Full-stack development and deployment
    + Ongoing accessibility testing and iteration

+ **Epicosity's Responsibilities**: Epicosity led the design and development of the website, ensuring compliance with accessibility standards and working closely with T-Mobile's internal teams.

+ **Epicosity's Accomplishments**: Delivered a fully accessible, user-friendly site within the original timeline and budget. Achieved certification from an external accessibility auditor.

+ **Description of How Project Was Managed**: Agile methodology was employed, with bi-weekly sprints and stakeholder feedback incorporated at every stage.

+ **Price and Cost Data**: $61,000 project cost, inclusive of design, development, and testing.

+ **Special Project Constraints**: Compliance with evolving accessibility regulations and integrating third-party accessibility tools.

+ **Proven History Handling Constraints**: Leveraged accessibility experts and iterative testing to meet compliance goals.

+ **Changes to the Original Plan**: Adjusted scope to include expanded accessibility training for T-Mobile's internal team.

+ **Completed Changes**: Delivered additional training sessions at no extra cost.

+ **Change Requests Addressed**: Addressed all requests within the agreed timeline.

+ **Completion Timeline**: Yes, completed within the original timeframe.

+ **Completion Budget**: Yes, completed within budget.

+ **Litigation or Adverse Action**: No.

+ **Feedback**: T-Mobile praised the team for exceeding accessibility expectations.

+ **Permission to Contact**: Yes.

6.3

Education First
— FEDERAL CREDIT UNION —

Education First Federal Credit Union Website
7025 Eastex Freeway, Beaumont, TX 77703
Contact: Carolyn Ridout, VP Marketing
Project Start Date: May 2022
Project Completion Date: October 2022

+ **Project Description and Goals**: Bring this client's massive, aged website into a modern HubSpot CMS implementation with a fresh and compelling custom theme. Simultaneously, build and launch an employee focused intranet in HubSpot's platform

+ **Epicosity's Role in Project**:
    + Website strategy (for front end and intranet)
    + Backend HubSpot architecture and custom development
    + Custom Theme Development
    + UX/UI design compliant with WCAG standards
    + Full-stack development and deployment
    + Ongoing accessibility testing and iteration

+ **Epicosity's Responsibilities**: Epicosity was responsible for the complete strategy, design, development, testing of the website, ensuring the platform met both brand and accessibility standards. The team collaborated closely with Sioux Falls Regional Airport's internal stakeholders to implement real-time data integrations for flight tracking and parking lot capacity.

+ **Epicosity's Accomplishments**: Delivered a fully accessible, user-friendly site within the original timeline and budget. Achieved certification from an external accessibility auditor.

+ **Description of How Project Was Managed**: Agile methodology was employed, with bi-weekly sprints and stakeholder feedback incorporated at every stage.

+ **Price and Cost Data**: $90,000 project cost, inclusive of design, development, and testing.

+ **Special Project Constraints**: Compliance with evolving accessibility regulations and integrating third-party accessibility tools.

+ **Proven History Handling Constraints**: Leveraged accessibility experts and iterative testing to meet compliance goals.

+ **Changes to the Original Plan**: None.

+ **Completed Changes**: Delivered additional training sessions at no extra cost.

+ **Change Requests Addressed**: Addressed all requests within the agreed timeline.

+ **Completion Timeline**: Timelines were adjusted to account for inconsistent implementations of pages that were making use of outdated templates. Additional needs for custom functionality were identified within the intranet that required additional funds and time to complete

+ **Completion Budget**: Yes, completed within budget.

+ **Litigation or Adverse Action**: No.

+ **Feedback**: While this large project took longer than anticipated, the was happy with the modernized design, centralized rate management, and new intranet capabilities once live.

+ **Permission to Contact**: Yes.

6.3

QuitTobaccoSD.com
South Dakota DOH – Tobacco Cessation
600 East Capitol Avenue, Pierre SD 57501
Project Start Date: Dec 2022
Project Completion Date: March 2023

Project Description and Goals: Our collaboration with the South Dakota Department of Health's Tobacco Cessation initiative began in late 2022. Upon evaluating the program's digital presence, we inherited multiple legacy WordPress sites, each designed for distinct audience segments. Through our strategic assessment, we identified an opportunity to streamline and enhance user engagement by consolidating these sites into a single, centralized platform—**QuitTobaccoSD**. This unified website delivers tailored messaging for each audience while serving as a comprehensive resource hub. Visitors ready to take the next step in their cessation journey are seamlessly directed to the **SDQuitline** environment, ensuring a clear and effective pathway to quitting.

+ **Epicosity's Role in Project**:
    + Website IA Strategy
    + UX/UI design compliant with WCAG standards
    + Consolidate old content and web domains and recontextualize it into the new web environments
    + Full-stack development and deployment
    + Ongoing accessibility testing and iteration
+ **Epicosity's Responsibilities**:
    + **Strategic Website Architecture & UX/UI Design** – Developed a streamlined information architecture and user-friendly interface aligned with WCAG 2.1 AA accessibility standards.
    + **Content Consolidation & Recontextualization** – Migrated and restructured content from multiple legacy WordPress sites, ensuring each audience segment received tailored messaging within the new **QuitTobaccoSD** platform.
    + **Full-Stack Development & Deployment** – Engineered a scalable, secure web solution to enhance performance and long-term sustainability.
    + **HubSpot CMS Enterprise Migration** – Transitioned the client to a more secure and centralized content management system, simplifying hosting and backend maintenance.
    + **Ongoing Accessibility & Performance**

Optimization – Conducted rigorous testing and continuous iteration to maintain compliance and improve usability.

+ **Epicosity's Accomplishments**: Epicosity drastically simplified the client's digital ecosystem by consolidating multiple fragmented websites into a single, user-centric platform while maintaining audience-specific messaging. The migration to **HubSpot CMS Enterprise** enhanced **network security**, reduced hosting complexity, and provided a more **streamlined content management experience**. Additionally, the newly developed sites were built to **WCAG 2.1 AA standards**, ensuring accessibility for all users. Together, these platforms continue to serve as a **comprehensive resource hub**, empowering individuals on their journey to a tobacco-free life.
+ **Description of How Project Was Managed**: Epicosity employed an agile project management approach, ensuring iterative development with regular stakeholder feedback. Bi-weekly sprints facilitated continuous improvements and alignment with the airport's evolving needs.
+ **Price and Cost Data**: $50,000 project cost, inclusive of design, development, and testing.
+ **Special Project Constraints**: Compliance with evolving accessibility regulations and integrating third-party accessibility tools.
+ **Changes to the Original Plan**: No changes to original plan. Year over year improvements, additions, and accessibility features were intentionally incorporated through a collaborative relationship with the client.
+ **Completed Changes**: See above
+ **Change Requests Addressed**: Addressed all requests within the agreed timeline.
+ **Completion Timeline**: Yes, completed within the original timeframe.
+ **Completion Budget**: Yes, completed within budget.
+ **Litigation or Adverse Action**: No.
+ **Feedback**: Client has expressed excitement at simplified infrastructure, improved tracking, campaign optimized landing pages, and direct passthrough of leads to SDQuitline.
+ **Permission to Contact**: Yes.

6.3

Contact: Chameen Stratton
Project Start Date: March 2023
Project Completion Date: October 2023

+ **Project Description and Goals**: The goal was to modernize the Sioux Falls Regional Airport website with an updated information architecture and a refreshed design that aligned with new brand standards. The site needed to maintain essential functionalities, including an incoming and departing flight tracker, direct destination promotion pages, and a real-time parking lot capacity tracker. Since the initial launch, Epicosity has continuously optimized the site to enhance user experience. In 2024, we overhauled the site's global components to ensure compliance with WCAG 2.2 AA standards, improving accessibility for all users.

+ **Epicosity's Role in Project**:
  + Website IA Strategy
  + UX/UI design compliant with WCAG standards
  + Custom Integrations to Parking Lot Capacity Counter via secure APIs to feed data into HubSpot for presentation on front end
  + Full-stack development and deployment
  + Ongoing accessibility testing and iteration
+ **Epicosity's Responsibilities**: Epicosity was responsible for the complete design and development of the website, ensuring the platform met both brand and accessibility standards. The team collaborated closely with Sioux Falls Regional Airport's internal stakeholders to implement real-time data integrations for flight tracking and parking lot capacity.
+ **Epicosity's Accomplishments**: Epicosity successfully launched a modern, user-friendly website for Sioux Falls Regional Airport within the initial project timeline. The site was designed with real-time flight tracking and parking availability features, ensuring travelers had up-to-date information at their fingertips. With full WCAG

2.2 AA compliance, accessibility was a top priority, creating an inclusive experience for all users. Epicosity continues to optimize the platform, enhancing performance and usability to meet evolving digital standards.

+ **Description of How Project Was Managed**: Epicosity employed an agile project management approach, ensuring iterative development with regular stakeholder feedback. Bi-weekly sprints facilitated continuous improvements and alignment with the airport's evolving needs.
+ **Price and Cost Data**: $35,000 project cost, inclusive of design, development, and testing.
+ **Special Project Constraints**: Compliance with evolving accessibility regulations and integrating third-party accessibility tools.
+ **Proven History Handling Constraints**: Leveraged accessibility experts and iterative testing to meet compliance goals.
+ **Changes to the Original Plan**: No changes to original plan. Year over year improvements, additions, and accessibility features were intentionally incorporated through a collaborative relationship with the client.
+ **Completed Changes**: See above
+ **Change Requests Addressed**: Addressed all requests within the agreed timeline.
+ **Completion Timeline**: Yes, completed within the original timeframe.
+ **Completion Budget**: Yes, completed within budget.
+ **Litigation or Adverse Action**: No.
+ **Feedback**: Sioux Falls Regional Airport praised Epicosity for delivering a modern, accessible, and highly functional website that has improved user engagement and operational efficiency.
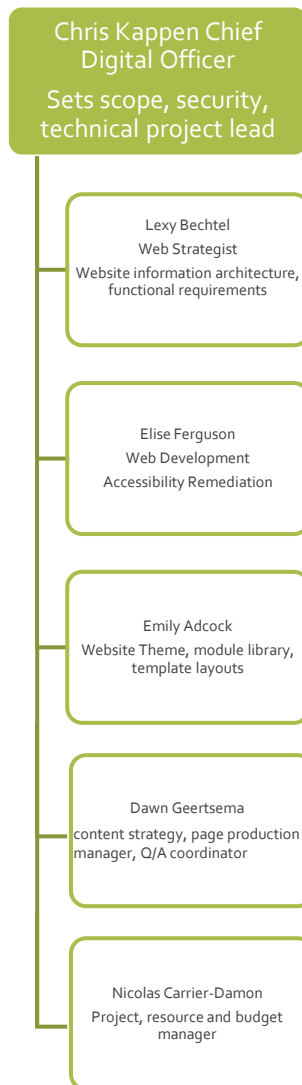+ **Permission to Contact**: Yes.

Resources.

Team Organization.

4.1.2

Project organization chart.

Chris Kappen Chief Digital Officer

Sets scope, security, technical project lead

Lexy Bechtel

Web Strategist

Website information architecture, functional requirements

Elise Ferguson

Web Development

Accessibility Remediation

Emily Adcock

Website Theme, module library, template layouts

Dawn Geertsema

content strategy, page production manager, Q/A coordinator

Nicolas Carrier-Damon

Project, resource and budget manager

4.1.2

Consultants and subcontractors

All work will be performed by full time Epicosity team members.

4.2

Project staffing roles.

AGENCY PROJECT SPONSOR / PROJECT SECURITY LEAD
Christopher Kappen
Partner & CDO

Ever wondered how certain rock stars make it from internship to ownership in a company? Chris can tell you – if not share his secrets. He started at Epicosity as a do-it-all intern, progressed through the ranks growing our digital and operations expertise, and made partner by age 30. Chris is our go-to for innovation, technology, and establishing policies that promote company culture, growth and vision. He's also highly involved with key clients for project management, managing research partners, monthly and annual ROI reporting and real-time digital dashboards.

4.2

Project staffing roles.

PROJECT STEERING TEAM

ELISE FERGUSON
Web Developer

EMILY ADCOCK
UI/UX Designer

LEXY BECHTEL
Web Strategist

DAWN GEERTSEMA
Content Creator

NICHOLAS CARRIER-DAMON
Project Manager

4.3

Chris Kappen
Chief Digital Officer.

605.275.3742 | chris@epicosity.com
300 N Main Avenue, Sioux Falls, SD 57104

HubSpot Certifications:
HubSpot Agency Partner
Growth-Dirven Design Agency

Google Certifications:
Analytics
Adwords

Epicosity
13 yrs 10 mos

Chief Digital Officer | Partner
Full-time
Jul 2024 - Present · 7 mos
Sioux Falls, South Dakota, United States · On-site

Chief Operating Officer | Partner
Full-time
Jun 2020 - Jul 2024 · 4 yrs 2 mos
Sioux Falls, South Dakota, United States

VP of Operations and Innovation
Dec 2018 - Jun 2020 · 1 yr 7 mos
Sioux Falls, South Dakota

Digital Director
Jul 2015 - Dec 2018 · 3 yrs 6 mos
Sioux Falls, South Dakota Area

I heavily expanded the scope of digital services within Epicosity to our clients. I continue to improve upon the new revenue streams for the agency including email marketing, social media administration, content marketing, and strategic online media placement.

I have the pleasure of working with clients in a vast range of industries and passions including Outdoor, Government, Healthcare, Finance, and Agriculture.

Digital Strategist
Jul 2013 - Jul 2015 · 2 yrs 1 mo
Sioux Falls, South Dakota Area

Took on a specialized role within the agency and oversaw the development and execution of digital campaigns for our clients. These ranged from building global website content strategies, social media campaigns, community management, team and client training. I became the evangelist for digital across the agency which lead to the creation of the digital department within Epicosity.

Marketing Strategist
May 2012 - Jul 2013 · 1 yr 3 mos

As Marketing Strategist, I worked with the account team to build comprehensive outreach plans for small and medium sized businesses, both regional and national.

Intern
Apr 2011 - May 2012 · 1 yr 2 mos
Sioux Falls, South Dakota Area

Joining this lean and motivated team as an intern during my last year as a college student gave me the opportunity to participate directly in new business pitches, developing social strategies for clients, and building my skills as a marketing strategist.

President
SDSU Advertising Club
Sep 2011 - Mar 2012 · 7 mos
South Dakota State University

Coordinate and network with student organizations and professionals. Implemented a campus-wide recycling awareness movement that helped set the bar for future recycling efforts at SDSU. Also was involved in event planning, campaign management, recruitment, and fundraising.

4.3

Elise Ferguson
Web Developer.

605.275.3742 | elise.ferguson@epicosity.com
300 N Main Avenue, Sioux Falls, SD 57104

HubSpot Certifications:
CMS for Developers I and II
CMS Hub Implementation
Growth-Driven Design Agency
HubSpot Inbound

Experience

Web Developer
Epicosity
Dec 2017 - Present · 7 yrs 2 mos
Sioux Falls, South Dakota Area

- HubSpot CMS Front End Development (custom and child themes, custom DND templates, custom modules, HubDB, GraphQL)
- Craft CMS
- Expression Engine
- Process Improvement

Owner
Ferguson Entertainment LLC · Self-employed
Apr 2021 - Present · 3 yrs 10 mos
Canby, MN

- Canby Classic Cinema, Movie Theater Management
- Alley Arcade, Video Arcade Management
- Box Office Candy Shoppe, Retail Owner

We Can Ride, Inc
20 yrs 1 mo
Minnetonka, MN

Webmaster
2005 - Present · 20 yrs 1 mo

-Completed ongoing maintenance and improvements on website saving office staff time and resources.
-Enabled the organization to maintain aspects of web presence by creating WordPress templates and migrating design.
-Brought web presence up to date by migrating legacy website and creating responsive markup.

Registered Instructor
Apr 2008 - Jan 2016 · 7 yrs 10 mos

-PATH Intl (previously NARHA) Registered Instructor for therapeutic horseback riding
-Managed volunteers, riders, staff, and horses for scheduled riding lessons
-Prepared lesson plans and student assessments

Owner
Ferguson Market and Farm LLC · Self-employed
Jan 2022 - Nov 2023 · 1 yr 11 mos
Canby, MN

- Farmers Market and market garden management
- Canby Farmers Market

WordPress Developer
Maje Media LLC
Jun 2016 - Aug 2017 · 1 yr 3 mos
Remote

- WordPress Theme Development - created responsive WordPress Themes based on provided design files including full sites and landing pages. updated existing templates
- WordPress Plugin Development - created custom search form plugins, tested and updated existing custom plugins
- Front End Web Development - updated static HTML websites
- Website Maintenance - completed server maintenance, site updates such as plugin, theme, and core updates, created new instances of websites from the command line
- iOS Application Development - rewrote existing iOS application to bring up to current standards

4.3

Emily Adcock
UI/UX Designer.

605.275.3742 | emily.adcock@epicosity.com
300 N Main Avenue, Sioux Falls, SD 57104

Certifications:
Figma Academy Design Systems

UI/UX Designer
Epicosity · Full-time
May 2024 - Present · 9 mos
Sioux Falls, South Dakota, United States

Owner
Emily Adcock Design · Freelance
Sep 2020 - Present · 4 yrs 5 mos
Sioux Falls, South Dakota, United States

Skills: Interaction Design · Branding & Identity · Front-end Development · Graphic Design · User Experience Design (UED) · Illustrator · Visual Design · Art Direction · Responsive Web Design · Creative Direction · Design Systems · User Interface Design · Visual Communication

Creative Director
Digital Community Holdings · Full-time
Feb 2021 - May 2024 · 3 yrs 4 mos
Sioux Falls, South Dakota, United States

Skills: Interaction Design · Branding & Identity · Front-end Development · Figma (Software) · Graphic Design · User Experience Design (UED) · Illustrator · Product Design · Visual Design · Art Direction · Responsive Web Design · Prototyping · Creative Direction · Design Systems · User Interface Design · Visual Communication

Frontend Web Developer
Webit
Nov 2018 - Apr 2020 · 1 yr 6 mos
Sioux Falls, South Dakota Area

Skills: Interaction Design · Branding & Identity · Front-end Development · Graphic Design · User Experience Design (UED) · Illustrator · Visual Design · Responsive Web Design · User Interface Design · Visual Communication

Frontend Web Developer
Carsforsale.com
Jul 2017 - Nov 2018 · 1 yr 5 mos
Sioux Falls, South Dakota Area

Skills: Interaction Design · Branding & Identity · Front-end Development · Graphic Design · User Experience Design (UED) · Illustrator · Visual Design · Responsive Web Design · User Interface Design · Visual Communication

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Search millions of vehicles listed from thousands of dealers nationwide on Carsforsale.com. Selling your vehicle? List it here, for free. Carsforsale.com is the fastest way to buy or sell use...

4.3

Lexy Bechtel
Web Strategist.

605.275.3742 | lexy.bechtel@epicosity.com
300 N Main Avenue, Sioux Falls, SD 57104

HubSpot Certifications:
Architecture: Data Models & APIs
Growth-Driven Design Agency
Reporting
Contextual Marketing
Platform Consulting
SEO

Google Certifications:
Tag Manager
Measurement
Ad Display
Ads Search
Ads Video

Epicosity
Full-time · 1 yr 7 mos
Sioux Falls, SD · Hybrid

Web Strategist
Jun 2024 - Present · 8 mos

Skills: Search Engine Optimization (SEO) · Mobile Strategy · Brand Strategy · Web Analytics · Email Automation · Web Content Optimization

Digital Strategist
Jul 2023 - Jun 2024 · 1 yr

Skills: Web Marketing Strategy · Keyword Research · Email Automation · Google Tag Manager · Search Engine Optimization (SEO) · Google Analytics 4 · Digital Strategy · Data Analytics

Web & Data Analyst
Patagonia · Freelance
Mar 2023 - Present · 1 yr 11 mos
Remote

Co-Founder & Chief Executive Officer
Falls Freight International
Nov 2020 - Present · 4 yrs 3 mos
Sioux Falls, South Dakota, United States

Falls Freight International is your preferred provider of logistics solutions and more. We can get your shipment from A to B with service that is fast and friendly. We have a wide range of experience in shipments from standard FTL to LTL, as well as specialty shipments.

Falls Freight International was originally started by two partners who formerly had experience as agents moving international freight. Seeing a regional need when we were getting started, we decided to specialize as a mover of vehicles such as automobiles, RV's, ATV/UTV's, and heavy machinery. Since our beginnings, we have expanded to offer the capabilities of a wide range of equipment. We have partnered with carriers all across the US that can service with standard vans/reefers all the way to specialized decks and container chassis haulers.

Director of Marketing and Community Outreach
Dynamic Spine Chiropractic & Neuropathy · Full-time
Feb 2022 - Jul 2023 · 1 yr 6 mos
Sioux Falls, SD

Skills: Social Media Marketing · Search Engine Optimization (SEO)

Dynamic Spine and Neuropathy's holistic approach

Dynamic Spine & Neuropathy treats chronic pain

Dynamic Spine & Neuropathy treats peripheral neuropathy

Associate Banker
JPMorgan Chase & Co.
Mar 2021 - Mar 2022 · 1 yr 1 mo

Fonder & President
Hidden Advantages NCORP
Dec 2019 - Feb 2022 · 2 yrs 3 mos
Sioux Falls, South Dakota, United States

Responsible for empowering students of various education levels and backgrounds through organized events, mentorship programs, scholarship opportunities, and research symposiums. To date, I've personally organized 2 statewide events, drafted one legislative law, spoken at 4 national and international conferences, and shared our mission with thousands via excellent communication skills and effective short term SEO strategies.

4.3

Dawn Geertsema Content Creator.

605.275.3742 | dawn.geertsema@epicosity.com
300 N Main Avenue, Sioux Falls, SD 57104

HubSpot Certifications:
CMS for Developers I and II
CMS Hub Implementation
Growth-Driven Design Agency
HubSpot Inbound

Experience

Copywriter/Content Creator
Epicosity · Full-time
Oct 2022 - Present · 2 yrs 4 mos
Sioux Falls, South Dakota, United States · Hybrid

⚲ Editing, Social Media and +3 skills

605 Magazine
2 yrs 11 mos
Sioux Falls, South Dakota, United States

Editor
Full-time
May 2020 - Mar 2023 · 2 yrs 11 mos

⚲ Journalism, Editing and +3 skills

605 Mag Website
Check out my work throughout the last two years.

Editorial Assistant
Part-time
May 2020 - Aug 2022 · 2 yrs 4 mos

Managing Editor
The Augustana Mirror · Part-time
Aug 2020 - Aug 2022 · 2 yrs 1 mo
Sioux Falls, South Dakota, United States

Write news stories, profiles, and features
Communicate with contributors
Collaborate with other editors
Design layouts in InDesign
Edit layouts and stories
Manage other editors

News Editor
The Augustana Mirror · Part-time
Aug 2019 - May 2020 · 10 mos
Sioux Falls, South Dakota, United States

Write news stories, profiles, and features
Communicate with contributors
Collaborate with other editors
Design layouts in InDesign
Edit layouts and stories

Cost Proposal.

7.1

Cost proposal.

7.1 STAFFING

Name	Role	Total Hours on Project	Total Hours on Site	Hourly Rate	Total
Emily Adcock	UI/UX Designer	68	68	$150	$10,200
Lexy Bechtel	Web Strategist	40	40	$150	$6,000
Elise Ferguson	Web Developer	135	135	$150	$20,250
Dawn Geertsema	Copywriter	24	24	$150	$3,600
				Total:	$40,050

7.2 OTHER COSTS

Show any other costs such as: software, hardware, ongoing costs, etc.

	One Time	Year 1	Year 2	Year 3	Totals	
Hardware						
Software		$7,000.00	$7,000.00	$7,000.00	$21,000.00	HubSpot CMS and Marketing Hub Starter
Maintenance					$0.00	Standard Support Package
License Fees						
Training		$1,200.00	$1,200.00	$1,200.00	$3,600.00	Access to On Demand Website Support Documentation Portal
Other…	$5,000.00				$5,000.00	
Totals	$5,000.00	$8,200.00	$8,200.00	$8,200.00	$29,600.00	

7.3 ADDITIONAL WORK

The offeror may be expected to perform additional work as required by any of the State signatories to a contract. This work can be made a requirement by the State for allowing the application to go into production. This additional work will not be considered a

Addendum #1: Proposal submission date has been extended until January 31, 2025. The Schedule of Activities dates have been updated as well. Please note changes in red.

7.3

Additional work requirements and cost inclusions.

Epicosity acknowledges and agrees that additional work may be required by the State to ensure the proposed application meets all security, functional, and performance requirements prior to deployment. Below is our approach to addressing this requirement:

+ **Scope of Additional Work**:
  + **Security Deficiencies**: Any required corrections to address security vulnerabilities identified during the testing or scanning phases will be resolved promptly at no additional charge to the State.
  + **Functional Requirements**: Adjustments to ensure compliance with the functional requirements outlined in the RFP will be included in the scope of work.
  + **Unsupported Third-Party Technologies**: If third-party technologies are deemed unsupported or incompatible, necessary revisions will be made to ensure the application functions as intended.
  + **Excessive Resource Consumption**: Modifications to optimize performance and resource efficiency will be addressed within the project scope.

+ **Cost Inclusions**:
  + The costs associated with potential additional work, as outlined above, are reflected in our proposal. This ensures that no unexpected charges are incurred for work related to these specific requirements.

+ Any additional work outside of these defined scenarios will be handled through a separate, pre-approved change order.

+ **Commitment to Deliverables**:
  + All corrections and modifications will be completed within the agreed-upon timeline to avoid project delays.
  + Detailed documentation of changes made during these corrections will be provided to ensure transparency.

By proactively addressing the possibility of additional work, we ensure the State receives a fully functional, secure, and optimized application that meets all established requirements.

10

Scanning.

10 SCANNING

The offeror acknowledges that the State will conduct a security and vulnerability scan as part of the review of the offeror's RFP. This scan will <u>not</u> include a penetration test. The State will use commercially available, industry standard tools to scan a non-production environment with non-production data at mutually agreeable times.

The offeror should fill in the information below and sign the form. The offeror's employee signing this form must have the authority to allow the State to do a security scan. If no security contact is given the State will assume that the State can scan at any time. **At the state's option, any RFP response that does not include a completed and signed form may be dropped from consideration. If there is State data protected by federal or state law or regulation or industry standard involved, the State is more likely to consider a security scan necessary for an RFP to be considered.** Except for State staff, the State will only provide scan information to the offeror's security contact. At the State's option, the State will conduct the scan at a location named by the offeror. The offeror can only request, not require, naming the scanning location. The State may consider a full scan report from industry standard Web Application Vulnerability scanning tools (ex. Invicti, Burp Suite, Nmap, Qualys, Nessus, etc...) as satisfying the scanning requirement. Executive Summaries, penetration test methodology/vulnerability summary reports, and SOC I/SOC II are not considered as sufficient replacements for a vulnerability scan. If required, the State will sign a non-disclosure agreement before scanning or receiving the full security assessment.

Offeror's name: Epicosity

Offeror's security contact's name: Chris Kappen

Security contact's phone number: 605.275.3742

Security contact's email address: chris@epicosity.com

Web address URL or Product Name ___Staging Address TBD__. The State will contact the security contact to arrange for a test log for scanning.

Offeror's employee acknowledging the right to scan:

Name (Print):   Chris Kappen

Title: Partner/Chief Digital Officer

Date: January 30, 2025

Signature: *Chris Kappen*

Thank You.

We Champion Growth

epicosity®