

Certica Solutions, Inc.

301 Edgewater Place, Suite 110
Wakefield, MA 01880

Contact: Kathryn Grady, Senior Account Executive

KGrady@CerticaSolutions.com

323-201-1357

Implementation and Support of an Ed-Fi[®] Unified Data System Infrastructure in Amazon Web Services

Response to June 1st Emailed Questions

June 8, 2018

Due: 5:00 p.m. PDT, Friday, June 8, 2018

RFP No. ED-FI 2018

San Francisco Unified School District
Purchasing Department
135 Van Ness Ave., Room 123
San Francisco, CA 94102



QUESTIONS AND ANSWERS

- 1. Based on the information provided in the RFP and the SFUSD-MSDF grant proposal shared in the RFP Q&A document, please provide details and your best estimate for the costs related to extending the Ed-Fi data model for year 1. If these costs were already budgeted for in your response, please clarify the resources (people, number of hours, cost) devoted to that work.**

Certica's cost structure, as outlined in Certica's RFP response, includes Certica's Data Connect™ Enterprise Edition license. Data Connect is Certica's data integration and application interoperability platform for school districts, based on the Ed-Fi ODS and API. Data Connect is licensed to districts on a per-student annual basis. The Data Connect Enterprise Edition annual subscription license includes ongoing support, maintenance, integrations and updates to the Ed-Fi ODS – to reduce or remove ongoing IT FTE costs for the district. As such, many of Certica's personnel costs detailed in the SFUSD budget and noted below are absorbed into the annual subscription license. Certica recognizes that this cost structure will likely differ from other respondents' "time and materials" cost models.

Certica will provide a part-time senior Ed-Fi architect, Geoff McElhanon, for 40 hours per month in Year 1 and 20 hours per month on an ongoing basis in subsequent years, to guide the initial installation and ongoing support, maintenance and upgrades of the Ed-Fi technology assets, including extensions to the Ed-Fi data model, as well as advising and guiding SFUSD staff on application integrations.

In addition, Certica's proposal includes 2 additional staff with extensive expertise in the installation, maintenance and support of the Ed-Fi technology assets. The costs for these individuals are included in the Data Connect Enterprise Edition subscription license as shown in the Total Project Budget submitted as part of the Certica proposal, including Year 1 and subsequent years.

- Rafferty McDonald, Ed-Fi Architect
- Micah Ledbetter, Ed-Fi ODS DevOps

Again, the Data Connect Enterprise Edition license includes all maintenance, upgrades and customer support for SFUSD's Ed-Fi infrastructure, including extensions of the Ed-Fi data model. In addition to Rafferty and Micah, Certica will provide any additional resources required to fulfill these commitments at no additional cost beyond the subscription license.

In summary, Certica has proposed the following resources for Year 1 (which is calculated for 6 months to achieve the district's 2018 goals).

YEAR 1

People	# of Hours Total in Year 1 (July-Dec 2018)	Cost	Notes
Geoff McElhanon, Senior Ed-Fi Architect	240	\$46,800	40 hours x 6 mos x \$195/hr
Rafferty McDonald Ed-Fi Architect	140	\$0	Cost included in Data Connect Enterprise Edition Subscription License
Micah Ledbetter ODS DevOps	420	\$0	Cost included in Data Connect Enterprise Edition Subscription License

2. It is critically important to SFUSD that we are active members in the Ed-Fi Alliance and share our solutions with the broader Ed-Fi community. For proposers who provided proprietary solutions, please provide specific details on what SFUSD would be able to share back to the Ed-Fi Alliance and its partner members, versus what you consider to be proprietary.

- Certica considers the following Certica products and technology included in our proposal to be proprietary and not eligible to be shared with the Ed-Fi community:
 - Certify™ data validation application
 - Data Connect™, including the Data Connect Integration Console and the Data Vault; but NOT including the Ed-Fi technology assets
- Assets to be shared: Data model extensions
- Non-proprietary: All Ed-Fi technology assets
- Note:
 - Certica will log tickets for any bugs detected in the Ed-Fi technology assets deployed into SFUSD’s infrastructure

3. Please provide specific insights as to where you feel you lacked sufficient information to accurately bid/respond to the SFUSD project RFP and where you feel the project is most vulnerable to budget or costs overruns.

Certica suggests that the application integration work is the most vulnerable to budget or cost overruns, because the timelines for API integrations in Years 1 and 2 are particularly ambitious.

SFUSD could reduce costs by joining with other school districts in California to request native API support from vendors in lieu of SFUSD paying for all integrations in Years 1 through 3. Certica is working with numerous other California districts to coordinate district requests so that vendor API work is accelerated

and places fewer burdens on school districts. (The Data Connect Integration Console, which is available to all districts free of charge, gives districts a place to log their application integration requests. Certica is also coordinating with the California Association of School Data, Assessment, and Accountability Professionals, CASDAAP, to give voice to district requests for native API integrations. The district might be able to wait for Illuminate and SEIS to support the Ed-Fi API natively, for example, as other California districts have been requesting support.)

Certica will not charge SFUSD for any potential cost overruns related to the provisioning and support of the Data Connect Ed-Fi ODS and Data Vault, because as a licensed, managed solution SFUSD will not pay more than the annual license fee of \$2.00 per student.

Additionally, Certica will not charge SFUSD for any potential cost overruns related to the implementation and support of Certify for data quality validation, as Certify is a commercial-the-shelf software product which will not require customization. Certica also does not foresee cost overruns related to its provisioning or the configuration of district-defined data validation rules, as Certica has provided similar services to many districts nationwide for more than a decade, and is comfortable with costs and scope outlined in the proposal.

4. Please provide additional details on the roles each of your project team members will play on the project, the number of hours they will be devoted to the project, and the extent to which you will be on-site over the course of our implementation timeline versus remote.

Data Connect / Ed-Fi Team:		
Jeff Averick Chief Product Officer	Executive Project Lead	140 hours in Year 1
Betsy Luzader Project Manager	Project Management	160 hours in Year 1
Micah Ledbetter DevOps Engineer	Ed-Fi ODS/API Deployment and Support	420 hours Year 1
Geoff McElhanon Senior Ed-Fi Architect	Ed-Fi ODS/API Deployment and Support	240 hours in Year 1
Rafferty McDonald Ed-Fi Architect	Ed-Fi ODS/API Deployment and Support	140 hours in Year 1
Mike Radlicz Principal Software Engineer	Data Vault Deployment and Support:	300 hours Year 1
Certify / Data Quality Team		
Jeff Putnam Senior Consultant	Certify Implementation and Rule Configuration	260 hours in Year 1

Planned time on-site:

- Initial on-site kick-off meeting at SFUSD
 - All Certica staff will be on-site for this meeting
- We also suggest a monthly on-site status meeting with key stakeholders, including Betsy Luzader, Certica's project manager for SFUSD, and Jeff Averick.
- During the October-November time frame, training and knowledge transfer activities will require Certica staff on-site. For Certify, Jeff Putnam will likely spend a week on-site during this time frame. For the ODS and Data Vault infrastructure, this would likely include Micah Ledbetter, Mike Radlicz and Rafferty McDonald.
- Otherwise, we anticipate that most of Certica's work will be performed remotely.

5. Please provide updated financial statements for the following calendar years: 2016 and 2017. If these financial statements are not available, please provide a letter of justification from your CFO or accountant explaining why they are unavailable and attesting to the financial health of your company.

Certica is providing financial statements for 2016 and 2017. The statements are available via this secure link [CONFIDENTIAL Secure ShareFile Link](#) and these statements are password protected. The password will be provided to authorized SFUSD personnel by emailing sbassett@certicasolutions.com.

IMPORTANT NOTE: The Certica financial statements referenced herein are confidential and proprietary information. As noted in the RFP under the California Public Records Act: "Except as otherwise required by law, the District will not disclose trade secrets or proprietary financial information included in a Firm's response, so long as the information is specifically identified and clearly marked as such."

6. Please indicate what experience your company has working with California districts, California Charter Management Organizations, of the California Department of Education as it relates to standing up an Ed-Fi data infrastructure. If you do not have experience with any of the above, please affirmatively state that you do not.

Certica is commencing work in June, standing up an Ed-Fi data infrastructure for Chico USD. Chico will be an early adopter of the Data Connect hosted edition, which is hosted and fully managed by Certica. Palo Alto USD and San Ramon Valley USD have also agreed to be early adopters of the hosted Data Connect offering.

Certica has been a leading proponent of Ed-Fi technologies in California and has been engaging districts that will want to implement Ed-Fi with Data Connect once their application vendors support the Ed-Fi API with native integration. Due to the popularity of Certica's Certify offering, which is utilized by 70 districts in California, Certica has strong relationships and an outstanding reputation, which has allowed many productive conversations to occur over the past several months, as Certica has been rolling out its Data Connect Early Adopter program.

Moreover, as described above, Certica has been working closely with CASDAAP to give districts a group forum where they can join voices in their vendor requests for native API integration. The California CDE has

joined these meetings and has expressed interest in Ed-Fi technologies. Lastly, Certica has a working relationship with the California CORE District Data Collaborative, which is highly supportive of districts' use of the Ed-Fi data standard and technology assets.

7. Please explain in greater detail your proposed plan for securing SFUSD data as it moves to the cloud. For instance, if you are proposing a VPN, please specify the type of VPN you intend to use/recommend and what work you anticipate doing versus expect of the SFUSD project team.

1. All ingested data received by the ODS API will be encrypted via HTTP over TLS.
2. Regarding applications that don't currently support the Ed-Fi API, which, to the best of our knowledge includes all the other applications listed in the RFP except for Edupoint Synergy: these applications will make use of the Ed-Fi Bulk Loader, which makes calls to the API to transfer data to the cloud-hosted ODS.

Thus, there is no VPN connection required and SFUSD data is transferred securely via the APIs which use HTTPS. Certica staff will advise and guide SFUSD staff for the application integration tasks.

8. Please provide in detail, what level of initial capacity building and knowledge transfer (including documentation and staff training), as well as on-going support you are prepared to and are proposing to provide to the SFUSD project team in your proposed response. Specifically, please identify the individuals who will be responsible for that support, their experience with new Ed-Fi implementations, number of hours of support assumed/included in your proposal, and their availability to the project team (virtual/onsite, working hours).

For Certify:

Jeff Putnam, Senior Certify Consultant, will be the hands-on lead for the Certify implementation. Jeff will provide support during the initial Year 1 period of implementation, training and knowledge transfer. On an ongoing basis, Jeff will be supported by Certica's Certify Customer Support team, providing email and phone support on an as-needed basis. In addition to Certify product and user documentation, Jeff will provide SFUSD-specific documentation for the Certify implementation.

During the October-November 2018 time frame, Jeff Putnam will work on-site and remotely with designated SFUSD staff to provide Certify administrative training which will enable SFUSD to apply Certify data validation rules to multiple applications and report results to stakeholders throughout the district. Certica's goal is to enable SFUSD to be self-sufficient in the administration and use of Certify, but Certica will continue to support SFUSD staff as needed.

Jeff is a Certify data quality application specialist; he does not have experience with Ed-Fi, but has extensive knowledge of district source applications and databases. His work hours are noted in the table in question #4, above.

For Data Connect Ed-Fi and Data Vault Infrastructure:

During the October-November 2019 time frame, following the installation and configuration of the ODS and Data Vault Staging/Test/Prod infrastructure, Micah Ledbetter, Mike Radlicz and Rafferty McDonald will provide training and knowledge transfer to designated SFUSD staff, working on-site and remotely as needed. Certica will retain responsibility for ongoing maintenance, support, upgrades and data model extensions. In addition to Data Connect product and user documentation, the team will provide SFUSD-specific documentation for the Data Connect implementation.

As noted above, the team members included on the Data Connect Ed-Fi team all have experience with Ed-Fi implementation. The team’s working hours are noted in the table in question #4.

Following is the project timeline included in the Certica proposal, which includes training and knowledge transfer tasks.

Tasks	SFUSD	Certica	App Vendor	JULY	AUG	SEPT	OCT	NOV	DEC	2019 +
On-site Kick-Off Meeting	✓	✓								
Finalize Project Plan	✓	✓								
Weekly Project Status Meeting										
CERTIFY										
Install Certify Application		✓								
Configure Certify Rules - Synergy		✓								
Certify Training / Knowledge Transfer	✓	✓								
Maint/Support		✓								
USER ACCEPTANCE										
User Acceptance Plan - Draft	✓	✓								
User Acceptance Plan - Final	✓	✓								
User Acceptance - Testing/Demo	✓	✓								
ODS / Data Vault Infrastructure										
Operational Test/Sandbox	✓	✓								
Load Foundational Data	✓	✓								
Staging/Test/Prod - Limited Prod	✓	✓								
Staging/Test/Prod - Full Prod	✓	✓								
SysAdmin/DevOps Training/KT	✓	✓								
Maint/Support/Schema Mgmt		✓								
Application Integration										
Define App Priorities / 2018 Objectives	✓	✓								
Assess App Resources for Integ Success	✓	✓	✓							
App 1 Integration (e.g., Synergy)	✓	✓	✓							
App 2 Integration	✓	✓	✓							
App 3 Integration	✓	✓	✓							
App Integrations - Ongoing										