

Sample Proposal to Embraceable Pickle Corporation

Cover Letter

29 August, 2005
John Q. Public Software
1600 Pennsylvania Ave.
Washington, D.C. 20405
(202) 555-6789

Ms. Dee Cision
Vice President for Project Development
Embraceable Pickle Corporation
P.O. Box 12345
El Segundo, CA 90245

Dear Ms. Cision:

Enclosed please find our proposal for the solution to your temperature converter application. As you can see, our idea will provide you with an excellent solution at an extremely competitive price.

By way of introduction, I have provided some details of the work our company is currently involved in. We have several product lines, and our development processes are well-defined and mature. We feel certain that these factors will contribute to the success of the project.

Thank you for the opportunity to submit our proposal. We look forward to working with you on this challenging project.

Sincerely,

Gompus D. Reekus, PMP
Project Manager

gdr:encl

Proposal Response to Embraceable Pickle RFP

Introduction

John Q. Public Software supplies software to simplify and accelerate the development, deployment, integration, and management of business applications. Users of information technology today demand software applications that are responsive, comprehensive, reliable and cost-effective. JQP products address their needs by:

- boosting application developer productivity, reducing time to application deployment, and accelerating the realization of business benefits,
- enabling highly distributed deployment of responsive applications across internal networks, the Internet, disconnected users, and
- simplifying the connectivity and integration of applications and data across the enterprise and between enterprises.

Our goal is to maximize the benefits of information automation while minimizing its total cost of ownership.

Our Products and Services

John Q. Public Software Corporation delivers products and services through its operating units:

John Q. Public OpenEdge Division

The John Q. Public OpenEdge Division offers a complete platform for developing and deploying business applications. Through its standards-based, service-oriented architecture OpenEdge allows the development of business applications that can be deployed and managed over a wide range of computing platforms and across the Internet. OpenEdge offers a unified environment including development tools, application servers, flexible integration options, its market leading embedded John Q. Public database, and systems management tools.

DataDirect Technologies

DataDirect Technologies is the leading provider of components for connecting software to data. Products from DataDirect use industry standard interfaces such as ODBC, JDBC and, ADO.NET to ensure consistent behavior and performance across diverse environments such as J2EE, .NET, Web and client/server. DataDirect also offers an XML development tool, Stylus Studio, and has been instrumental in the development of the XQuery standard for querying and processing XML data.

Sonic Software

Our Sonic Software subsidiary is the inventor and leading provider of the Enterprise Service Bus (ESB), the standards-based foundation for building a Service Oriented Architecture, or SOA. Sonic products provide reliable, manageable and cost-effective distributed

infrastructure to integrate applications and orchestrate business processes across the extended enterprise.

John Q. Public Real Time Division

Our John Q. Public Real Time Division provides event stream processing, data management, data access, and synchronization products to enable the real-time enterprise. Our products monitor and analyze real-time event stream data for applications such as algorithmic trading and RFID; accelerate the performance of existing databases through sophisticated caching; manage and process complex data in the industry's leading object database; and support occasionally connected or mobile users requiring real-time access to enterprise applications.

Our Mission

To deliver superior software products and services that empower our partners and customers to dramatically improve their development, deployment, integration and management of quality applications worldwide.

Our Markets and Partners

Our companies deliver products and services directly to user organizations, through OEMs and distributors, and through our Application Partners (APs).

2,000 Application Partners worldwide utilize our technology to deliver over 5,000 business solutions configured to the needs of organizations in manufacturing, distribution, financial, retail, health care and many other markets. Over 60,000 organizations, including 80 percent of Fortune 100 companies, utilize annually over five billion dollars of our technology and partner applications and services at over 100,000 sites in over 120 countries.

Proposal

We propose a system consisting of a Java applet which will be displayed in a Web Browser page. This solution provides the platform independence required for your needs, while simultaneously providing an easily maintainable architecture.

The applet will consist of labeled entry fields into which temperature values may be typed. Conversions between temperatures are performed real-time during entries, to provide the user with instant feedback. Empty and/or non-numeric values will be flagged as an error; in these cases erroneous field will be set to a value of zero, and all other fields will be updated appropriately.

In addition, there will be a labeled button to allow the user to clear all the fields at once, and a labeled button to bring up a help and information window.

Technical Section

Timelines, Personnel Requirements, and Schedule

The project will conform to the manpower requirements over the timeline provided in the following schedule breakdown. The manpower column shows number of persons (heads) required for each task per week. For deliverables that are from the customer to the vendor, it is unknown what the required manpower will be; thus, the word "customer" is indicated.

Item	Date Due	Deliverable	Manpower
1	08-Sep-2005	Customer Response to Proposal	customer
2	15-Sep-2005	Statement of Work (SOW) / Contract	customer
3	22-Sep-2005	Needs analysis	1
4	29-Sep-2005	Plan Specification / Estimation	1
5	29-Sep-2005	Requirements Specification	1
6	06-Oct-2005	Software Development Plan	1
7	13-Oct-2005	System Architecture	2
8	21-Oct-2005	Concept of Operations (Storyboards)	2
9	21-Oct-2005	Process Model	2
10	06-Oct-2005	Configuration Management Plan	1
11	13-Oct-2005	Unit Test Plan	1
12	13-Oct-2005	Integration Test Plan	1
13	28-Oct-2005	Coding	3
14	05-Nov-2005	Unit Testing	3
15	12-Nov-2005	Integration / Final Testing	2
16	19-Nov-2005	Release and Distribution	1
17	19-Nov-2005	Tutorial Documentation	1
18	26-Nov-2005	Tutorial instruction to customer (if required)	1
19	26-Nov-2005	Installation and recurring support	1

Time-cost Section

Project Proposed Schedule

Weeks run from Friday through Thursday. The proposed project schedule is as follows:

Item	Manpower	September															October									
		16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10
3	1																									
4	1																									
5	1																									
6	1																									
7	2																									
8	2																									
9	2																									
10	1																									
11	1																									
12	1																									
13	3																									
14	3																									
15	2																									
16	1																									

Item	Manpower	October															November								
		14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6
3	1																								
4	1																								
5	1																								
6	1																								
7	2																								
8	2																								
9	2																								
10	1																								
11	1																								
12	1																								
13	3																								
14	3																								
15	2																								
16	1																								

Item	Manpower	November												
		11	12	13	14	15	16	17	18	19	20	21	22	23
3	1													
4	1													
5	1													
6	1													
7	2													
8	2													
9	2													
10	1													
11	1													
12	1													
13	3													
14	3													
15	2													
16	1													

Project Manpower Projection

The manpower requirements of the project are as follows:

W.E. Date	Heads Required
22-Sep-2005	One
29-Sep-2005	Two
06-Oct-2005	Two
13-Oct-2005	Four
20-Oct-2005	Four
27-Oct-2005	Three
03-Nov-2005	Three
10-Nov-2005	Three
17-Nov-2005	Two
25-Nov-2005	Two

Notice that this manpower spread shows a maximum of four people required during the two weeks ending 20-Oct-2005, and three people needed during the next three weeks ending 10-Nov-2005. The manpower will be drawn from our current pool of Java and HTML programmers, mitigating any risk due to staffing.

Additional Information

Configuration Management Plan

To facilitate the development during this project, a Software Configuration Management plan will be incorporated into the Software Development Plan.

Distribution Plan

The completed software will be distributed as a set of Java "class" files, along with the corresponding HTTP web page, on a standard CD-ROM disk. Installation files and instructions will be provided for all three platforms specified.