

Squishymedia, Inc.

GSA Schedule 70 Information Technology (IT) Professional Services

Catalog and Service Information

Providing digital communications services since 2001 to government agencies

Design

Web Sites
CD-ROMs
Branding and Identity
Interface Design
Information Architecture

Develop

Web Programming
Database Development
CMS Systems
Email Communications
E-Commerce

Maintain

Web Site Maintenance
Web Hosting
Usability Testing
Section 508/ADA
Accessibility
Search Engine Optimization



Schedule

GSA Schedule Contract **GS-35F-0209T**
Contract Effective January 9, 2007 through January 8, 2012

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Overview

Making your digital communications more effective

Government web sites and online communication initiatives are no longer an ancillary communications channel; they are often the primary means of communication with citizens, government employees, legislators, and executive staff. Squishymedia works with government agencies to develop and maintain effective digital communications, including web sites, web applications, CD-ROMs, and online campaigns.

A solution isn't really a solution if it causes more work for agency staff. We work with client agencies to ensure that our work not only accomplishes organizational objectives but helps ease workload and simplifies management for agency staffers.

Making your job easier

Experience

Squishymedia brings a high level of experience and professionalism to all of our projects. In business since 2001, we've completed dozens of projects for our clients, many of whom continue to work with us today, and we're building our practice and our client relationships for the long term.

You don't have time to train a vendor. With years of experience working with public-sector organizations, we know what it takes to create and manage effective online communications, including developing for compliance with ADA/Section 508 accessibility requirements.

Expertise

Flexibility

Our flexible service offerings and affordable rates make it possible for agencies to do more with limited resources.

Services Offered

Since 2001 Squishymedia has offered a broad range of digital communication services. We've developed web sites, CD-ROMs, email campaigns, and applications for a broad range of government agencies. Services include:

Web Development and Administration of new and existing websites, including planning, design, creation, migration, testing, and maintenance

Database Development and Administration for online or in-house database development tasks

Application Interface Design for freestanding desktop-style applications to ensure high-quality user interfaces that are simple and easy to use

Web Application Development and Administration for database-driven online applications such as online registration systems, searchable online public records, or Service Oriented Architecture (SOA) driven applications

E-Commerce Application Development for online commerce applications and transaction processing

Helping government agencies organize and structure their digital communications through development and implementation of a comprehensive strategically driven **Information Architecture**, helping categorize and structure content into a coherent user experience

Development and implementation of **Identity and Branding** standards to ensure that your online communications and applications are consistent with the visual and textual identity of your organization

Providing **Web Site Maintenance** and **Web Hosting** services for government agencies, including content updates, incremental site updates and modifications, and migration services to new platforms or technologies

Usability Testing to identify strengths and weaknesses; this is often the first step in identifying needed modifications to ensure that your users and stakeholders can accomplish what they need to accomplish quickly, easily, and efficiently

Analysis and coding of sites and applications to ensure compliance with **Section 508 and ADA Accessibility** standards

Search Engine Optimization to ensure that your content can be found by users of commercial and in-house search engines

Company Information

Since 2000 Squishymedia has completed dozens of interactive development projects for a wide variety of clients. In recent years we've worked primarily for government clients. We believe that the unique and complex requirements of public-sector organizations can be best met by an agency focused on providing a breadth of understanding of the specific characteristics of public-sector interactive development projects.

Squishymedia has built lasting relationships with our public-sector clients. We believe that the most successful projects are based on understanding an organization's needs. Over the years we've developed a project process designed specifically to align the final project deliverables with the needs, processes, and audiences of the client. The result is a track record of successful projects and a history of long-term relationships with our clients.

For additional information about our past projects and our methodology, please visit squishymedia.com.

Company Name	Squishymedia, Inc.
SBA Socio-Economic Classification	Small Business
Business Established	Established 2001, incorporated 2004
EIN	20-0494097
DUNS	137318189
CAGE Code	4F8U1
GSA Schedule 70 Contract	GS-35F-0209T
NAICS Codes	516110, 518210, 519190, 541430, 541490, 541511, 541512
SIC Codes	7336, 7371, 7379
PSC Codes	R426, R499
SIN Classifications	132 51, 132 52

Government & Public Sector Clients, Past and Present

Oregon Department of Transportation	Oregon Cultural Trust
SUNLINK of Florida	City of Portland
Oregon State Library	Beaverton School District
SAIF	OHSU
Oregon Arts Commission	

References available upon request. For more projects and links to completed sites, please visit www.squishymedia.com.

Staff Service Categories

Category	Description and Typical Tasks	Experience, Degrees, Accreditation
Senior Information Architect	Responsible for test plans, usability analysis, information architecture design, documentation	MA/MS in technical or scientific field, 8+ years experience
Senior Design Manager/ Architect	Responsible for overall systems design, management of junior staff, QA processes, documentation	MA/MS in technical or scientific field, 8+ years experience
Senior Project Manager	Responsible for communications, documentation, issue tracking, overall project management	BA/BS, 8+ years industry experience, PMI PMP/CAPM accreditation
Project Manager	Responsible for communications, documentation, issue tracking	BA/BS, 5+ years industry experience
Information Designer	Design, prototyping, and implementation of user interfaces	BA/BS, 5+ years industry experience
Programmer/ Developer	Code architecture and development of applications, systems	BA/BS, 5+ years industry experience
Usability/QA Analyst	QA verification and usability analysis tasks for existing systems or systems under development	BA/BS, 5+ years industry experience
Junior Designer/ Developer	Design and coding of systems under supervision of senior staff, managers	AA/2 years college, course of study directly related to design/development
Administrative Assistant	Administrative support tasks, data entry, communications support	AA/2 years college, course of study related to design/development

Geographic Coverage

Squishymedia can provide services to the 48 contiguous states, Alaska, Hawaii, Puerto Rico, the District of Columbia, the U.S. territories and commonwealths and overseas U.S. Government installations including international organizations of which the U.S. is a member.

Squishymedia can provide most services remotely. Other services may require on-site presence for activities such as meetings or training sessions. These will be arranged by mutual agreement between Squishymedia and the client.

Ordering and Payment Information

Services are available to all Federal agencies and other organizations eligible to purchase through the GSA Schedule program, including state and local governments and international organizations eligible to purchase through the GSA Co-Op Purchasing Agreement.

Contact Information

Squishymedia, Inc

Att: Eric Miller

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Skype: Squishymedia

www.squishymedia.com

Terms: Net 30

Volume Terms: Negotiable

Blanket Purchase Agreements (BPA) for our services are also possible, please contact us to discuss options and potential discount rates.

GSA Contract Rates and Fees

Squishymedia has two methods for billing for services: fixed project fee billing and hourly time & materials billing.

Within these two categories we can scale our work to a budget to a certain extent. We will work with you to ensure that our deliverables and activities are a match for your requirements and budget.

Project Fee Billing

Fixed fee project price billing is used for individual projects with a defined scope. Each fixed fee project is defined by a scope of work that outlines deliverables, timelines, hours available, and costs. Fixed fee projects have the advantage of providing 'no surprises' pricing for larger projects, helping greatly with budgeting and planning. We typically arrive at a price point for fixed fee projects through initial budget discussions with clients, creating or working from an existing clearly defined scope of work, then generating an estimate of the hours required multiplied by the applicable billing rates for each service category.

Government organizations vary widely in their needs, requirements, objectives, and resources. Every project is different, but often we can provide approximate fee estimates and deliverable schedules based on our experience with similar sized projects and organizations. Please contact us for additional information.

Hourly Time & Materials Billing

Time & materials billing is typically used for recurring or ongoing project expenses such as web hosting and ongoing as-needed maintenance activities.

Category	GSA Net Rate
Senior Information Architect	\$ 110
Senior Design Manager/Architect	\$ 110
Senior Project Manager	\$ 110
Project Manager	\$ 100
Information Designer	\$ 100
Programmer/Developer	\$ 100
Usability/QA Analyst	\$ 100
Junior Designer/Developer	\$ 60
Administrative Assistant	\$ 45

These fees are inclusive of the Industrial Funding Fee (IFF) of .75% as of 2007.

Billing Policies

Third-party expenses (such as stock photography, fonts, or software licensing) specific to a project are billed to time-and-materials projects on a cost-plus-15% basis. On fixed fee projects, these expenses are included in the scope of work and the project fee.

Time and materials billing is provided to the nearest quarter hour, half hour daily minimum.

Time and materials projects are billed monthly, terms Net 30.

Fixed-fee projects are billed periodically based on completion of predefined milestones. Terms are Net 30.