

**Proposal for BC Liquor Stores  
Website Design and Development**

**RFP2013-11-07**

Submitted by:



Proposal Due: Thursday, November 7, 2013. 2:00pm PST.

Proposal Validity: This proposal is valid for 60 days from

Project Commencement: We are prepared to commence work for BCLDB on December 1, 2013.

Proposal Authorization: This proposal has been authorized by:

A handwritten signature in black ink, appearing to be 'Ben West', with a long horizontal line extending to the right.

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Ben West, Co-founder  
Intergalactic Agency

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Thursday, November 7, 2013

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# 1. Proponent Overview

## 1.1 PROPOSAL SUMMARY

Intergalactic is excited to work as a technology partner for BCLDB, providing website strategy, design, development and administration of your current and future website properties. We would like to work with you for both the service-level maintenance of your website as well as ongoing enhancement and feature development.

Our team has a great deal of experience delivering strategic planning and execution, creative design, development, site maintenance, and technical administration of sites for leading brands including Concord Pacific, Westbank, BMW, Oracle, South By SouthWest (SXSW) and UBC. We also have a strong user experience (UX) focus, which we believe will be a valuable tool to improve the ease with which your customers use your website.

Importantly, our team already has a strong understanding of BC Liquor Stores's existing website and the BC Liquor Stores mobile app and mobile website. One member of our team, Ryan Ilg, has a good working knowledge of your existing Drupal-based website (bcliquorstores.com) after working in this system to develop modules and APIs to support your mobile app.

If desired, our team can also provide additional expertise including video production, the creation of touchscreens for your stores, 2D motion graphics and 3D animations.



## 1.2 ABOUT INTERGALACTIC

We are a design-focused digital agency that excels at the convergence of disparate media. At Intergalactic, we live and breathe mobile, interactive, web and visualization and it is the convergence of these disciplines that allow our team to produce something truly great. We have been lucky to work with some of the world's biggest brands delivering creative and technical solutions that get people talking.

### Web Technologies

Intergalactic's team creates compelling web experiences. We specialize in producing high-end websites, mobile websites and web tools that engage your audience and drive results. Far from ordinary, our web creations are injected with the latest web innovations like full-screen video backgrounds and social media hooks.



UPPER: Aldrich Pears website and mobile website - [www.aldrichpears.com](http://www.aldrichpears.com)  
LOWER: Telus Garden mobile website and website - [www.telusgarden.com](http://www.telusgarden.com)

## World Class Mobile Apps

Intergalactic creates custom mobile apps for brands including BMW, Oracle, the Canadian Tourism Commission and the University of British Columbia. We can deliver native apps on iPhone, iPad, Android, BlackBerry and Windows Phone devices, as well as HTML5. Our mobile event app company, Xomo, powers official apps for the London 2012 Olympics, Vancouver 2010 Olympics, South By SouthWest (SXSW), conferences like Gartner and Social Media Week, film festivals like Sundance and Tribeca, music festivals like Lollapalooza and Austin City Limits, and cultural events like Chicago Gourmet.

## Convergent Interactive

Perhaps you are looking for an iPad app that controls a video on a giant video wall? How about an interactive touchscreen that controls lighting on a scale model building? Or a presentation screen controlled by waving your hands in front of a screen? Well, we've done all this and more. We love blending technologies to create experiences that have real emotional impact and result in memorable customer interactions.

## 3D Visualizations

Intergalactic is a leader in the creation of 3D visualizations. We have extensive experience delivering stunning architectural visualizations and can make any object or scene come to life with emotion.

A great example of our work is the Telus Gardens video, which showcases the creation of this iconic new \$800 million Vancouver development set for completion in 2014. The video flies the viewer through a series of photo-realistic animated scenes as the architects' vision dynamically assembles itself. Incorporating real actors filmed in front of a large-scale green screen and captured using a feature-film quality camera and crane, the result is a video that goes far beyond the norm.



## 1.3 PROPONENT OVERVIEW CRITERIA

Criteria / Requirement	Intergalactic's Response
Nature of company (e.g. sole proprietorship, corporation, partnership, joint venture);	Intergalactic Agency Inc. is a corporation registered in British Columbia. Intergalactic is owned by the two Co-Founders: Ben West and Jeff Sinclair.
Corporate head office, and branch location address(es) if applicable;	Intergalactic's office is located at: Suite 200 - 1224 Hamilton Street, Vancouver, BC V6B 2S8
Description of your company, history and background, including years of operation and experience providing similar requirements;	<p>Intergalactic is a digital agency providing web, mobile, interactive and visualization services to clients and brands around the world. Intergalactic has been in continuous operation in Vancouver for nine years. Intergalactic has worked on a large number of complex, high intensity digital projects which have required robust performance and availability delivered with a focus on UX and brand fidelity. These projects include:</p> <p>Aldrich Pears (aldrichpears.com)  - Produced a website for exhibit design firm Aldrich Pears. Aldrich Pears designs massive exhibits around the globe including the Pearl Harbour Centre, Denali National Park, Sheikh Zayed Desert Learning Centre, YVR and the Vancouver Aquarium. Using a custom CMS and data scraping system we built to their specifications, Aldrich Pears staff can maintain their site content by updating external sites such as Flickr. This site utilizes parallax and imagery in conjunction with verbose typography to create a rich visual experience while at the same time creating strong SEO returns.</p>

## Proposal for BC Liquor Stores - Website Design & Development

<p>Description of your company, history and background, including years of operation and experience providing similar requirements continued.</p>	<p>Telus Garden (telusgarden.com)</p> <ul style="list-style-type: none"><li>- Produced an interactive website for both the commercial and residential components of this \$800m development. The site includes expansive video and 3D content which was also produced by Intergalactic. The site experienced extremely heavy traffic following its media launch across the province and we monitored performance and availability using a suite of dashboards and alerts.</li></ul> <p>SXSW Exhibitor Kiosk</p> <ul style="list-style-type: none"><li>- Produced a touch screen kiosk which used text search and an interactive 3D map of the exhibit floor to assist in way finding and discovery. This project is notable for this RFP as the Intergalactic team was required to work with the mobile app vendor to consume and format exhibitor data so both the mobile and interactive data points were consistent.</li></ul> <p>Sundance Film Festival</p> <ul style="list-style-type: none"><li>- Produced a high availability ticketing system for use by attendees, theatre managers, and administrators during the Sundance Film Festival. The system features a multi-tiered user account system and is built on a custom CMS using PHP and MySQL. The system consumes data from the Sundance mobile app provider's API to synchronize show times.</li></ul> <p>Hotel Georgia Concierge System (private URL)</p> <ul style="list-style-type: none"><li>- Produced a digital concierge system for the Private Residences at Hotel Georgia. This mobile friendly site is powered by a CMS which allows staff to maintain restaurant menus, concierge services, and resident's bookings.</li></ul>
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**Proposal for BC Liquor Stores - Website Design & Development**

<p>Describe your competitive or specialty advantage over others;</p>	<p>Intergalactic is an experienced digital agency with skills encompassing UX, strategy, web, mobile, interactive, visualization, audio/visual production, and the intersect of these varied disciplines. This broad set of tools will allow for an efficient and cost effective manner to realize BCL's creative, technical and business goals on the web.</p> <p>Furthermore, Intergalactic brings a strong competitive advantage to the bid by way of our sister company, Xomo. Xomo provides the current BCL mobile application and the Intergalactic team shares office space, methodology, and resources with Xomo. The ability to quickly coordinate with Xomo resources will allow for a tight, efficient and robust integration between web and mobile platforms. Furthermore Intergalactic will supplement its team with the addition of a Drupal resource who has extensive experience working on the current BCL web platform.</p>
<p>Describe your values and strengths as they relate to this requirement;</p>	<p>Intergalactic is guided by a set of core values:</p> <ul style="list-style-type: none"> <li>- Stay gold: earn the trust of our clients through hard work and dedication</li> <li>- Boldly go: we have a deep desire to innovate and create compelling digital experiences</li> <li>- Be excellent to each other: we succeed as a team and strive to bring out the best in others</li> <li>- Good times: we aim to have fun and be the place where everyone who is into technology and design wants to work</li> </ul> <p>Our core strength is the breadth of our team that gives us the unique ability to collaborate to create unique digital experiences.</p> <p>We're confident that our core values and strengths will be a good fit for the BCLDB, and make us a great choice to become your long term technology partner.</p>
<p>Complete the attached Schedule G; and</p>	<p>Please see attached Schedule G.</p>

<p>Outline how you intend to meet the BCLDB requirements.</p>	<p>This RFP is a starting point to help us understand the kinds of services you may require from us, but there is a lot of work to do in order to create a vision for where we can help you take your website properties over the next three to five years.</p> <p>We will begin by taking over the maintenance of your existing sites, and making recommendations to ensure they are stable and performing optimally.</p> <p>From there we will begin to explore what strategic direction makes sense for your organization's web presence. In order to fully understand your requirements beyond this RFP, we recommend an envisioning phase where we can work together to create a plan to achieve your objectives. We will work as your technology partner to help you make informed decisions, then deliver with creative and executional excellence.</p>
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## 1.4 APPROACH & METHODOLOGY

**1.4.1** - A brief overview of the approach and methodology that are proposed in this engagement / project, including tools and deliverables;

The Intergalactic team prefers to take a User-Centered Design approach to the creation of digital experiences. We begin with an Envisioning Phase, where we set out to gain a full understanding of the project goals and key use cases that we aim to bring to life. First we develop or adapt personas for the key target audience(s), then develop user stories to explain the intended use cases. s.21

s.21 Then we complete an initial round of usability testing where we show our creations to real users that resemble the personas we are targeting, and ask them to complete tasks based on key use cases. The ease with which users complete these tasks help validate our assumptions, and may reveal additional use cases that had not previously been considered.

We prefer to use the Agile method of project management, which invites adaptive planning, encourages re-evaluation and results in a more robust end product. Agile methodology assumes that we know the least about our end product at the beginning of the project so setting deliverables in stone would be less than ideal. If we learn during our development that certain priorities should be shifted or that there are new and improved methods of engaging with an audience then we should be open to these changes. We develop using a series of rapid "Sprints", which will each result in a new improved build of your website functionality. At the end of each Sprint we will collectively evaluate the upcoming priorities and confirm that they are still top of mind.

Our team uses Basecamp to give everyone a clear picture of project progress and ongoing maintenance tasks. Each deliverable is entered into Basecamp and all relevant details and documents can be attached. Each task is assigned to the appropriate team member, and progress is reported.

We also use Harvest for time tracking and the preparation of estimates. Additional specific examples how this methodology has been utilized can be found in Schedule L.

**1.4.2** - An outline of other relevant methodologies, standards and best practices proposed;

For smaller projects or ongoing maintenance tasks, a more formal waterfall method of project management may be used. This involves a formal estimate and approval process, and often a fixed-price per deliverable.

**1.4.3** - Describe your ideal working relationship with the BCLDB. What steps will you take to ensure this ideal relationship occurs?

We want to earn your trust and become the digital agency that BCLDB turns to for all its creative digital projects. We are fortunate to have worked with a portfolio of great brands and long term clients who value Intergalactic as their technology partner, and we feel confident that we can provide this service to your organization.

We will carefully manage the creation of digital projects as well as ongoing maintenance to ensure that we are always exceeding your expectations and delivering on time and on budget. You will be assigned a producer who will be your single point of contact, and who will manage the project delivery team. At all times you will be able to escalate urgent issues to Intergalactic's co-founders, who will act in an account management capacity and provide strategic guidance on every digital project from the Envisioning Phase through to project launch.

**1.4.4** - Describe the qualities, services and attributes that distinguish you from the other Proponents that give you a competitive advantage;

Intergalactic is a creative technology company with a strong commitment to customer service and we offer services across a wide range of diverse technologies. Our team strives to create compelling interactive experiences, and we weave polished UX and elegant design through a range of technologies to achieve a desired goal. The reach of our skills includes the creation of stellar websites and mobile websites, video production, native app development, touch screens, motion graphics and 3D animation. Through our partners we can also provide SEO, SEM and social media consulting services.

Additionally, Intergalactic brings a strong competitive advantage to the bid by way of our sister company, Xomo. Xomo has the same ownership as Intergalactic and provides the current BCL mobile application. The Intergalactic team shares office space, methodology, and resources with Xomo. The ability to quickly coordinate with Xomo resources will allow for a tight, efficient and robust integration between web and mobile platforms. Furthermore Intergalactic will supplement its team with the addition of a Drupal resource who has extensive experience working on the current BCL web platform.

**1.4.5** - Describe in detail how the BCLDB's account will be managed, including your company's key proposed personnel, their roles and responsibilities, qualifications, level of knowledge, experience, areas of expertise and your escalation process to demonstrate your ability to meet the BCLDB's requirements;

Day to day the BCLDB account will be managed by Becky Holmes, an experienced Producer, who will be your single point of contact. Becky will provide regular updates on progress and will arrange weekly status calls throughout periods of active development.

Technical Lead will be Rhys Patterson.

Urgent issues can be escalated to Intergalactic's co-founders, Ben West and Jeff Sinclair.

Please see Schedule G for an in-depth description of key proposed personal.

## 1.5 Our Team

Intergalactic is based in Vancouver, Canada, and our European operations are located in Germany and London, UK. Our team includes an experienced creative team, mobile, web and interactive developers, an in-house visualization team, quality assurance and project management.

Ben West, Co-Founder  
Jeff Sinclair, Co-Founder  
Becky Holmes, Producer  
Rhys Patterson, PHP Developer (Technical Lead)  
Adam Marston, UX Designer  
Michael Qin, UX Designer  
Ryan Ilg, PHP Developer (contractor)  
Mhairi Petrovic, SEO/SEM, Social Media analyst (contractor)

Please see Schedule G for an in-depth description of key proposed personal.



## 2. Scope of Work

This proposal for both the service-level maintenance of your websites as well as ongoing enhancement and feature development. Our responses to your specific requirements is below.

Ongoing Enhancement & Feature Development	
Scope of Work	Intergalactic's Response
Strategic planning – web, social media, mobile strategy – to ensure BCLDB is current with online best practices; provide guidance and recommendations on enhancements and features or improvements to website;	Yes. Intergalactic can offer exceptional resources for strategic planning through co-founders Ben West and Jeff Sinclair. Ben West was previously CTO for large-scale web portal, StockHouse.com, which was at the time the busiest website in Canada. Jeff Sinclair also oversaw the creation of large-scale websites for dozens of major brands, including Google and Tourism Hawaii. Jeff also wrote the Games-time web, social media and mobile strategies for the Vancouver 2010 Olympics.
Develop, implement and maintain custom modules and website processes;	Yes. Our team is experienced in building and maintaining custom modules and website processes. From sophisticated photo galleries through to advanced embedded video services, our team will meet or exceed your needs.
Customization of Apache Solr;	Yes. Intergalactic's team can customize Apache Solr as required.
Integration of web services and plug-ins e.g. Google Services;	Yes. Intergalactic's team has experience integrating a range of web services and plug-ins.
Provide support to mobile app development (liaises with third-party mobile app developers as required);	Yes. In this we have the distinct advantage of being in the same room as Xomo, the developers of the BC Liquor Stores mobile app and mobile website.
Develop API as required to support mobile app and mobile site;	Yes. Our team has a distinct advantage here as well. We have an excellent knowledge of the website APIs required by the mobile app, as we created these within your current Drupal web environment. We will be able to extend these APIs as required.

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Digital creative design services – website design, page layout, page interactive elements, etc.;	Yes. Intergalactic's team has extensive experience providing creative digital design services. We always produce high quality work with a high degree of interactivity and function.
Design, development, and implementation solutions (including testing) for enhancements and new features – e.g.;	Yes. Our team is able to provide end-to-end services for the creation of enhancements and new features. We also have access to our own in-house QA team for testing.
Develop/maintain custom content management and content administration approval workflow process;	Yes. We have experience creating content workflows, and will be able to ensure this works smoothly for BCLDB.
Enhance product catalogue (integration of promotions);	Yes. We will be able to integrate promotions into your product catalogue.
Refine site search engine (implement auto fill, ranked and relevant results);	Yes. We have experience optimizing site search engines to ensure users always quickly find what they seek.
Secure email-to-friend functionality;	Yes. We have developed similar systems in past projects and have an excellent knowledge of what is required.
Secure (log-in) area of site for authenticated users;	Yes. We have extensive experience creating authentication systems, and will be able to implement a system that meets your needs.
Digitize print publications for online reading e.g. flipbook;	Yes. We have some experience digitizing print publications for online use, including the use of ePub for mobile optimized viewing.
Usability testing (creates use case/scenarios, writes test plans, conducts testing sessions, etc.);	Yes. We have extensive experience with usability testing, including the creation of personas, use cases and scenarios, writing test plans and the moderation of usability sessions. We can also recruit participants for testing if desired.
Online marketing campaigns – development, creation, tracking, goal setting, etc.;	Yes. Intergalactic has created a large number of online marketing campaigns for brands including Concord Pacific and Telus. We are also able to implement real-time analytics to let you track campaign effectiveness against goals.

Service Level Maintenance	
Scope of Work	Intergalactic's Response
Website bug fixes, Drupal core patches and updates, Drupal module patches and updates;	Yes. We will tackle bugs when they arise. We will also conduct preventative maintenance on the site and install patches and updates for Drupal as well as modules relied upon.
A ticketing system by which the BCLDB can call in or log in to report a problem;	Yes. We typically use Basecamp for tracking tickets. If desired, we also offer a more advanced ticket tracking and monitoring tool.
Dedicated response and resolution time to reported problems and escalation procedures;	Yes. We will commit to response, resolution and escalation times that meet your needs.
Monitoring and ensuring the daily imports are run and proactively take action when the import fails;	Yes. We will setup appropriate reporting tools to ensure the integrity of daily imports, and our team will respond promptly in the event of an import failure.
Liaison with server hosting provider on BCLDB's behalf for technical issues such as (but not limited to) server O/S patches and updates;	Yes. We will take responsibility for ensuring that your server infrastructure is well maintained and operating optimally.
Watch for and respond to server hosting provider ticketing system on technical issues;	Yes. We will provide technical support for tickets issues within the hosting provider's ticketing system.
Perform quarterly services that include the backup onto DVD of the full production website, the production mobile website, the database and other important server files;	Yes. We can do that.
Perform quarterly services that include web security penetration testing using recognized and PCI compliant software such as Qualys and TrustKeeper;	Yes. We can do that too.

## Proposal for BC Liquor Stores - Website Design & Development

Provide web application security (ensure that site application is secure);	Yes. We are accustomed to supporting mission critical web applications with intense security requirements. We will ensure that your website and other related web applications are secure.
Perform web penetration test, TrustKeeper, etc. analyze test results and provide recommendations;	Yes. We can do that.
Provide guidance on server selection as required;	Yes. We can do that.
Provide technical maintenance and support for website backend;	Yes. We have extensive experience supporting backend web tools.
Web server support (act as server administrator).	Yes. We can do that. We currently support all of our own server infrastructure.

Additional Services	
Scope of Work	Intergalactic's Response
Search Engine Optimization (SEO)	Yes. We can offer SEO services through a contractor with whom we used to share an office.
Graphic design	Yes. We have two full-time user experience (UX) designers who can provide exceptional graphic design services.
Content Information Architecture	Yes. We have two full-time user experience (UX) designers who are experts at taking complex data and designing an information architecture that is intuitive.
Wireframe	Yes. We have two full-time user experience (UX) designers who spend a lot of time creating wireframes for a variety of projects.
Online advertising	Yes. Our internal team has considerable expertise creating online advertisements. We can also offer the management of online advertising campaigns through a contractor with whom we used to share an office.

## Proposal for BC Liquor Stores - Website Design & Development

Email marketing	Yes. We can offer email marketing through a contractor with whom we used to share an office.
Social media	Yes. We can offer social media consulting and monitoring through a contractor with whom we used to share an office.
Ecommerce	Yes. We have experience building a variety of off-the-shelf and custom e-commerce solutions.
Video marketing	Yes. Our internal team has extensive experience creating online videos, and has consulted on video distribution. We can offer video marketing through a contractor with whom we used to share an office.
Other Services	Description
Touch Screens	Intergalactic has extensive experience creating touch screen installations for retail, real estate and other markets.
2D Motion Graphics	Our team includes a very talented motion graphic artist who is capable of telling compelling digital stories through 2D animation.
3D Animation	Intergalactic's team also includes in-house 3D animation artists, as well as a producer specializing in the creation of 3D rendering and animations.

Required Skills	
Scope of Work	Intergalactic's Response
Successfully maintaining and administering live (production) websites;	Yes. Intergalactic has extensive experience maintaining and administering high profile live websites. We will go to great lengths to ensure the maximum uptime for your website.

**Proposal for BC Liquor Stores - Website Design & Development**

Managing changes across multiple environments (development, test, live);	Yes. In addition to a local development environment, we will setup and maintain a testing server that closely mirrors the live production environment.
Managing source code (versioning). Describe source code migration process and management of source code control and what tools are used;	Yes. We have extensive experience managing source code libraries through version control using systems including Github.
Design and development using Drupal core, Drupal common modules and creating custom Drupal modules;	Yes. We have experience designing and developing for Drupal, including the use of common modules and the creation of custom modules.
Design and development using PHP Hypertext Preprocessor (PHP), jQuery and JavaScript Object Notation (JSON);	Yes. We have extensive experience developing in PHP, jQuery and JSON.
Installing, configuring and optimizing of MySQL;	Yes. We have extensive experience working with MySQL.
Customization and integrating Apache Solr with Drupal;	Yes. We are able to customize Apache Solr with Drupal.
Installing, configuring and optimizing Apache web server;	Yes. We have extensive experience working with Apache web server.
Server maintenance (such as configuration, administration, utilities, etc.);	Yes. We have extensive experience maintaining servers using common tools.
Database management e.g. MySQL;	Yes. We have extensive experience managing databases including MySQL.
Developing, planning and executing testing including but not limited to regression testing, browser compatibility, quality assurance, and usability;	Yes. We aim to build in quality assurance and usability into each phase of a project - and utilize our in-house UX and QA teams for this. To ensure web applications are tested end-to-end, we create and execute test plans that mirror the use cases and user stories created during the Envisioning Phase. We can also complete regression testing when adding new features. Our team also has extensive experience in solving cross-browser compatibility issues, and optimizing sites for modern browsers.

**Proposal for BC Liquor Stores - Website Design & Development**

Visual (graphic) design of websites and development of content information architectures;	Yes. We have an experienced UX team capable of producing elegant visual designs and information architecture.
Application of best practices for web design and development;	Yes. Our team has been producing high profile websites for many years, and follow best practices including User Centered Design and Agile Methodology for development.
Project management and business analysis;	Yes. Our talented producers provide clients with exceptional project management and business analysis skills. In addition, Intergalactic's co-founders often contribute to business analysis and web strategy.
Planning, requirements gathering, and documentation;	Yes. Our team is experienced at managing successful web projects, from the initial Envisioning Phase, through requirements gathering and creation. We will ensure that our designers and developers use best practices to document their work in order to make the task of maintaining these creations easier over time.
Web analytics, data capture and custom reporting;	Yes. We have extensive experience implementing web analytics systems, and can setup data capture and custom reporting as required.
Effective communication (verbal and written); ability to convey technical solutions effectively; and	Yes. Our team prides itself on a clear and consistent level of communication. Our developers are very capable of conveying tech concepts concisely for technical and non-technical audiences.
Ability to deliver projects on time and within the estimated (quoted) price.	Yes. We have an excellent track record of delivering projects on time and budget.
Due to the complexity of this service, the key resources should be available to meet in person with the BCLDB within the same day on an "as and when required" basis.	Yes. Our team is located a short drive from BCLDB's offices, and we would be happy to meet in person as needed.

Desired Skills	
Scope of Work	Intergalactic's Response
Experience in support for mobile website application programming interface (API) (e.g. JSON);	Yes. We have extensive experience creating and supporting APIs written in JSON. Our team created the APIs that connect BCLDB's existing website content with the BCLDB mobile app created by Xomo.
Experience working with large retail corporations and/or government agencies;	Yes. Intergalactic has experience working with retailers as well as many interactive real-estate presentation centers and trade show exhibitions. We have also done some work for government clients.
Demonstrated experience in retail and ecommerce sites;	Yes. We have created a number of websites for retail and ecommerce sites - including Mink Chocolates <a href="http://www.minkchocolates.com">www.minkchocolates.com</a> .
Certified project management designation;	Our team has extensive experience with project management for large global brands and utilizes Agile project management. Some of our team members have attended project management courses and one member is an Agile scrum masters, however we do not currently have PMP certified project managers.
Strong understanding of retail business;	Yes. In working with BCLDB for the past few years, our team has gained an excellent understanding of your organization and industry. After completing a number of retail-focused websites, we also have a solid understanding of retail business.
Working knowledge of internet marketing strategies such as search engine optimization and social media integration;	Yes. We have good knowledge of internet marketing strategies. We also offer SEO, SEM and Social Media consulting services through a partner who used to share an office with us.



## Proposal for BC Liquor Stores - Website Design & Development

Working knowledge or experience in mobile site and application design and development;	Yes. We have extensive experience creating mobile sites and apps. We have created mobile websites for groups including Sundance Film Festival, Aldrich Pears, Telus Gardens, Concord Pacific and many more. We have also created custom mobile apps for UBC, ICBC and BC Hydro, as well as many apps for clients through our event app business, Xomo.
Application of web security best practices;	Yes. We are adept at providing highly secure web applications, and conform to best practices to ensure these remain that way.
Successful experience in applying brand design to online medium.	Yes. Our internal UX team has many examples of bringing high profile brands to life on the web.

Mandatory Criteria	
Requirement	Intergalactic's Response
The proposal must be received by the Closing Date;	Yes
The proposal must be in English;	Yes
Schedule A must be completed and include pricing information, as requested;	Yes
The Proponent Section in Schedule B is to be completed and must be signed by an authorized signatory in the format required; and	Yes
Schedule G must be completed and included in your proposal.	Yes

### 3. Additional Criteria / Requirements

Section 8 Criteria / Requirement	Intergalactic's Response
Nature of company (e.g. sole proprietorship, corporation, partnership, joint venture);	Intergalactic Agency Inc. is a corporation incorporated in the province of British Columbia. It is owned and operated by two co-founders: Ben West and Jeff Sinclair.
Corporate head office, and branch location address(es) if applicable;	Intergalactic Agency Inc. Suite 200 - 1224 Hamilton Street Vancouver, BC V6B 2S8
Description of your company, history and background, including years of operation and experience providing similar requirements;	<p>Intergalactic is a digital agency providing web, mobile, interactive and visualization services to clients and brands around the world. Intergalactic has been in continuous operation in Vancouver for nine years. Intergalactic has worked on a large number of complex, high intensity digital projects which have required robust performance and availability delivered with a focus on UX and brand fidelity. These projects include:</p> <p>Aldrich Pears (aldrichpears.com)  - Produced a website for exhibit design firm Aldrich Pears. Aldrich Pears designs massive exhibits around the globe including the Pearl Harbour Centre, Denali National Park, Sheikh Zayed Desert Learning Centre, YVR and the Vancouver Aquarium. <sup>s.21</sup></p> <p><sup>s.21</sup> we built to their specifications, Aldrich Pears staff can maintain their site content by updating external sites such as Flickr. This site utilizes parallax and imagery in conjunction with verbose typography to create a rich visual experience while at the same time creating strong SEO returns.</p> <p>Telus Garden (telusgarden.com)  - Produced an interactive website for both the commercial and residential components of this \$800m development. The site includes expansive video and 3D content which was also produced by Intergalactic. The site experienced extremely heavy traffic following its media launch across the province and we monitored performance and availability using a suite of dashboards and alerts.</p>

**Proposal for BC Liquor Stores - Website Design & Development**

<p>Description of your company, history and background, including years of operation and experience providing similar requirements continued.</p>	<p>SXSW Exhibitor Kiosk - Produced a touch screen kiosk which used text search and an interactive 3D map of the exhibit floor to assist in way finding and discovery. This project is notable for this RFP as the Intergalactic team was required to work with the s.21</p> <p align="center">s.21</p> <p>Sundance Film Festival - Produced a high availability ticketing system for use by attendees, theatre managers, and administrators during the Sundance Film Festival. s.21</p> <p align="center">s.21</p> <p>Hotel Georgia Concierge System (private URL) - Produced a digital concierge system for the Private Residences at Hotel Georgia. This mobile friendly site is powered by a CMS which allows staff to maintain restaurant menus, concierge services, and resident's bookings.</p>
<p>Describe your competitive or specialty advantage over others;</p>	<p>Intergalactic is an experienced digital agency with skills encompassing UX, strategy, web, mobile, interactive, visualization, audio/visual production, and the intersect of these varied disciplines. This broad set of tools will allow for an efficient and cost effective manner to realize BCL's creative, technical and business goals on the web.</p> <p>Additionally, Intergalactic brings a strong competitive advantage to the bid by way of our sister company, Xomo. Xomo has the same ownership as Intergalactic and provides the current BCL mobile application. The Intergalactic team shares office space, methodology, and resources with Xomo. The ability to quickly coordinate with Xomo resources will allow for a tight, efficient and robust integration between web and mobile platforms. Furthermore Intergalactic will supplement its team with the addition of a Drupal resource who has extensive experience working on the current BCL web platform.</p>

## Proposal for BC Liquor Stores - Website Design & Development

<p>Describe your values and strengths as they relate to this requirement;</p>	<p>Intergalactic is guided by a set of core values:</p> <ul style="list-style-type: none"> <li>- Stay gold: earn the trust of our clients through hard work and dedication</li> <li>Boldly go: we have a deep desire to innovate and create compelling digital experiences</li> <li>Be excellent to each other: we succeed as a team and strive to bring out the best in others</li> <li>Good times: we aim to have fun and be the place where everyone who is into technology and design wants to work.</li> </ul> <p>Our core strength is the breadth of our team that gives us the unique ability to collaborate to create unique digital experiences.</p> <p>We are confident that our core values and strengths will be a good fit for the BCLDB, and make us a great choice to become your long term technology partner.</p>
<p>Complete the attached Schedule G; and</p>	<p>Please see Schedule G.</p>
<p>Outline how you intend to meet the BCLDB requirements.</p>	<p>This RFP is a starting point to help us understand the kinds of services you may require from us, but there is a lot of work to do in order to create a vision for where we can help you take your website properties over the next three to five years.</p> <p>We will begin by taking over the maintenance of your existing sites, and making recommendations to ensure they are stable and performing optimally.</p> <p>From there we will begin to explore what strategic direction makes sense for your organization's web presence. In order to fully understand your requirements beyond this RFP, we recommend an envisioning phase where we can work together to create a plan to achieve your objectives. We will work as your technology partner to help you make informed decisions, then deliver with creative and executional excellence.</p>
<p>A brief overview of the approach and methodology that are proposed in this engagement / project, including tools and deliverables;</p>	<p>Please see Section 1.4</p>

## Proposal for BC Liquor Stores - Website Design & Development

An outline of other relevant methodologies, standards and best practices proposed;	Please see Section 1.4.2
Describe your ideal working relationship with the BCLDB. What steps will you take to ensure this ideal relationship occurs?	Please see Section 1.4.3
Describe the qualities, services and attributes that distinguish you from the other Proponents that give you a competitive advantage;	Intergalactic brings a strong competitive advantage to the bid by way of our sister company, Xomo. Xomo provides the current BCL mobile application and the Intergalactic team shares office space, methodology, and resources with Xomo. The ability to quickly coordinate with Xomo resources will allow for a tight, efficient and robust integration between web and mobile platforms. Furthermore Intergalactic will supplement its team with the addition of a Drupal resource who has extensive experience working on the current BCL web platform.
Describe in detail how the BCLDB's account will be managed, including your company's key proposed personnel, their roles and responsibilities, qualifications, level of knowledge, experience, areas of expertise and your escalation process to demonstrate your ability to meet the BCLDB's requirements;	Day to day the BCLDB account will be managed by Becky Holmes, an experienced Project Manager, who will be your single point of contact. Becky will provide regular updates on progress and will arrange weekly status calls throughout periods of active development.
Provide financial documentation and/or other assurances of corporate and financial stability to perform this service. Have you, the Proponent, ever materially defaulted on its contractual commitments? If Yes, please explain;	Revenues for 3 fiscal years ending July 31st  s.21

**Proposal for BC Liquor Stores - Website Design & Development**

<p>Recent and relevant references (minimum of 3) for the Proponent (or Proponent's employee(s) or subcontractor(s), as applicable) of clients that have similar requirements as stated in this document. Include contact information, duration of engagement, and brief description of work;</p>	<p>Aldrich Pears Isaac Marshall - s.22 We built a new website for Aldrich Pears based on a custom CMS we developed in-house. The site utilizes both local content as well as third party sources such as Flickr. Length of engagement: one year and ongoing.</p> <p>South by Southwest Michael Brown - s.22 We built multi-screen touchscreen kiosks for South by Southwest (SXSW) which operated on a custom built CMS which we built in-house. The system allows users to search for exhibitors by a variety of criteria or use a 3D map of the exhibit floor. Exhibitors could adjust their content remotely by way of the CMS including adjusting their messaging and linking social media content such as Vine videos. Exhibitor data was regularly pulled in from the mobile app provider's data feed to ensure synchronized content and centralized updates for the client. Length of engagement: one year and ongoing.</p> <p>Mink Chocolates Mark Lieberman - s.22 Our team worked with Mink Chocolates to build their website and online store. The site features a variety of e-commerce components and is built on the Magento platform. We worked with Mink Length of engagement: four years.</p>
<p>Provide a copy of your company's WorkSafeBC clearance letter;</p>	<p>Please see Schedule K.</p>
<p>Provide your Business Continuity and Emergency Management Plan with reference to parts of the plan that may affect the services being provided to the BCLDB, including a sample copy of your Organization's Escalation List; and respond to the following questions:</p>	<p>Please see Schedule H.</p>

<p>Describe in detail the approach to providing uninterrupted service to the BCLDB province wide. Indicate what backup resources are available and what plans you have in place to respond to potential business interruptions?</p>	<p>Intergalactic employs strict protocols to ensure continuous service and data protection in accordance with our Business Continuity Plan (see Schedule H). Items specific to BCLDB include: Redundant staffing for all resources including management, coordination, technical and creative. Documentation and Agile project management methodologies facilitate constant knowledge sharing. Regular automated local and multiple offsite backup systems with weekly restoration tests. Distributed management systems including cloud storage, VPNs, redundant managed email servers, and cloud-based project management tools allow work to be executed from multiple locations. Hot offsite backup with less than 24 hour data latency of all current and legacy files.</p>
<p>What contingency and emergency plans does your company follow to ensure contractual obligations occur during any event (e.g. local disaster affecting your primary facility, service disruptions, pandemic outbreak, etc.)?</p>	<p>Intergalactic employs strict protocols to ensure continuous service and data protection in accordance with our Business Continuity Plans (see Schedule H). Items specific to BCLDB include: Redundant staffing for all resources including management, coordination, technical and creative. Creative and production resources located in both Vancouver and Kamloops. Regular automated local and multiple offsite backup systems with weekly restoration tests. Distributed management systems including cloud storage, VPNs, redundant managed email servers, and cloud-based project management tools allow work to be executed from multiple locations. Hot offsite backup with less than 24 hour data latency of all current and legacy files.</p>
<p>Completed Environmental Questionnaire;</p>	<p>Please see Schedule C.</p>

## Proposal for BC Liquor Stores - Website Design & Development

<p>Provide information on the company's Green Initiatives</p>	<p>Intergalactic is committed to conducting our business in an environmentally responsible and sustainable manner. A few examples of our corporate environmental policy in action are:</p> <ul style="list-style-type: none"> <li>• Installation of adaptive HVAC systems with light and motion sensors, predictive control systems and reporting to dramatically reduce energy consumption.</li> <li>• Investment in remote management software and practices to reduce the need for travel to client sites thereby reducing our carbon footprint.</li> <li>• Purchase of carbon offset credits.</li> <li>• Purchase of low powered computer servers to reduce energy consumption.</li> <li>• Review of new clients to determine their environmental and business practices.</li> <li>• Office recycling program including a centralized battery disposal and electronic waste recycling for staff.</li> <li>• Purchase of office foods using organic and local sustainable food producers.</li> <li>• Preference for projects with a focus on sustainability or attention to LEED standards. Examples include Dockside Green and SXSW Eco.</li> </ul>
<p>Identify any Value Added Services or functions as they relate to this requirement. These value added services would be in addition to what is required, but would complement the services or function you provide, at no additional charge to the BCLDB. Unless addressed elsewhere in this proposal, is there anything else about the Proponent's experience, whether directly or indirectly relevant that may be useful background information if awarded this contract?</p>	<p>The team at Intergalactic benefits from shared experience, knowledge, office space, and methodology with our sister company Xomo. Xomo is the current provider of the BCL mobile apps. Intergalactic is owned by two former key employees of the stockhouse.com network which was the largest website in Canada by traffic volume with over one billion page views and which operated a complex CMS system across seven countries. Intergalactic has extensive experience in the production of video, photography, interactive and multimedia projects and could provide these services to BCL.</p>



Section 9 Requirements	Intergalactic's Response
a) Completed Schedule A – Pricing Information (Mandatory Requirement), include Pricing model(s) and hourly rates proposed for enhancement/feature contract AND service level maintenance contract;	See Pricing Information in Schedule A.
b) Completed Schedule B – Proponent Section (Mandatory Requirement) completed and signed by a Proponent's authorized signatory in the format required;	Please see Schedule B.
c) Completed Schedule G – Company Profile Questionnaire (Mandatory Requirement) completed;	Please see Schedule G.
d) A Proponent Overview, as noted in Section 8.0 ADDITIONAL CRITERIA;	Please see Section 1.3
e) Proposed employees identified and subcontractor(s);	Please see Section 1.5

<p>f) An overview of the approach and methodology, including tools and deliverables: demonstrated website design experience. Provide examples of wireframes, visual design, and content layout documentation from previous projects; demonstrated usability testing experience. Provide usability documentation such as use cases, scenarios and test plans, usability test reporting and recommendations from previous projects; demonstrated expertise in web strategy, design, development, maintenance, and implementation. Provide case studies that demonstrated such experience. For each case study, please include details such as the key deliverables/outcomes, the risks and critical success factors, the scope of work, the issue (e.g. business challenge), approach to solution, and success metrics;</p>	<p>Please see Schedule L.</p>
<p>Demonstrated web analytics reporting. Provide examples of custom web analytics reports created for previous projects.</p>	<p>Selected analytics reports examples are located in Schedule I.</p>
<p>Explain/describe method of regression testing used for sites your company has developed. E.g. automated/scripted, manual/ad-hoc, etc.). Provide documents from previous similar projects including business requirements documents, test plans, project plans, etc.;</p>	<p>Please see Schedule J.</p>
<p>g) An outline of other relevant methodologies, standards and best practices proposed by the Proponent;</p>	<p>Please see Section 1.4.2</p>
<p>h) Ideal working relationship with the BCLDB;</p>	<p>Please see Section 1.4.3</p>
<p>i) Financial documentation (proving financial stability);</p>	<p>Please see Section 3.0</p>

<p>j) Provide a minimum of three (3) recent Drupal sites similar to BC Liquor Stores (<a href="http://www.bcliquorstores.com">www.bcliquorstores.com</a>) that your company has developed and/or maintained/administered. For each example, please include details such as your company's role (identify where sub-contracts existed), scope of work, contributed Drupal modules used, customized Drupal modules created, length of project, team members involved. List the services provided (e.g. support hours, back-up, escalation model, etc.). Provide client references for each site.</p>	<p>Our team has extensive experience working on a wide range of CMS Systems both off the shelf and custom built. In addition to Drupal work on sites such as the current BC Liquor Stores platform and our own corporate site, our team brings the following Drupal experience to the proposal.</p> <p>Sid Dickens - <a href="http://siddickens.com">siddickens.com</a> Resource: Ryan Ilg, contract Sid Dickens employs a huge amount of custom code and modules. One of the biggest sections of the site for the build was the social Tile Gallery tool. It allows users to select products from the site, and arrange them on a virtual wall. Dragging and dropping the user can position the products, and upon dropping, it stores the location in the database. Once the user has finished positioning all their tiles, they can name the gallery, give it a description, and publish it for the world to see. The galleries are then listed in the community section where other users can view, and add all the tiles on the wall to their cart in 1 click. Perfect for when someone does not know what they want until they see it. Another social aspect of the site is the Tales &amp; Tributes, which is an custom advanced commenting system, allowing users to add their own stories and memories about a specific tile. Other sections include a blog, a retailer search, and a retailer only section of the site, to name a few.</p> <p>BC Council for Families - <a href="http://bccf.ca">bccf.ca</a> Resource: Ryan Ilg, contract Built on Drupal, the new BCCF site allows their internal team to update and manage their website and the events &amp; programs listed. Using CCK &amp; Views, the site content is populated based on the published content. Using CiviCRM, BCCF is able to manage their contact database, as well as have users sign up for events directly on the site. Ubercart is also configured, and used to sell informative publications online.</p> <p>[Continued]</p>
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## Proposal for BC Liquor Stores - Website Design & Development

<p>j) Provide a minimum of three (3) recent Drupal sites similar to BC Liquor Stores (<a href="http://www.bcliquorstores.com">www.bcliquorstores.com</a>) that your company has developed and/or maintained/administered. Continued...</p>	<p>Home for the Games - <a href="http://hfg.archive.ryanilg.com">hfg.archive.ryanilg.com</a>  Using Drupal at its core, Home For The Games is one of the most customized Drupal sites I have ever built. With  s.21  s.21 built from scratch integrated with Paypal. The use of jQuery, and a  s.21  s.21 Home For The Games allows hosts/homeowners to create a profile, and allows a visitor to book individual days to stay. You can learn more about the systems that operate HFG on my blog post.</p>
<p>k) WorkSafeBC clearance letter;</p>	<p>Please see attached Schedule K.</p>
<p>l) Valid certification(s) and/or licensing documentation;</p>	<p>We have a valid business license. We would be happy to provide additional certifications or documentation as required. Please specify.</p>
<p>m) Business Continuity and Emergency Management Plan;</p>	<p>Please see Schedule H.</p>
<p>n) Completed Environmental Questionnaire;</p>	<p>Please see Schedule C.</p>

<p>o) Green Initiatives;</p>	<p>Intergalactic is committed to conducting our business in an environmentally responsible and sustainable manner. A few examples of our corporate environmental policy in action are:</p> <ul style="list-style-type: none"> <li>• Installation of adaptive HVAC systems with light and motion sensors, predictive control systems and reporting to dramatically reduce energy consumption.</li> <li>• Investment in remote management software and practices to reduce the need for travel to client sites thereby reducing our carbon footprint</li> <li>• Purchase of carbon offset credits</li> <li>• Purchase of low powered computer servers to reduce energy consumption</li> <li>• Review of new clients to determine their environmental and business practices</li> <li>• Office recycling program including a centralized battery disposal and electronic waste recycling for staff.</li> <li>• Purchase of office foods using local sustainable food producers</li> <li>• Preference for projects with a focus on sustainability or attention to LEED standards. Examples include Dockside Green and SXSW Eco.</li> </ul>
<p>p) Value Added Services;</p>	<p>The team at Intergalactic benefits from shared experience, knowledge, office space, and methodology with our sister company Xomo. Xomo is the current provider of the BCL mobile apps. Intergalactic is owned by two former key employees of the stockhouse.com network which was the largest website in Canada by traffic volume and which operated a complex CMS system across seven countries. Intergalactic has extensive experience in the production of video, photography, interactive and multimedia projects and could provide these services to BCL.</p>
<p>q) Other information the Proponent is providing in response to this RFP including as applicable: Table of Contents and a short summary of the key features of the Proponent's proposal;</p>	<p>Yes, please see Section 1.0</p>

**Proposal for BC Liquor Stores - Website Design & Development**

r) Appendices, as applicable appropriately tabbed and referenced; and	Yes, All appendices and Schedules are attached.
s) Written confirmation of Proponent's ability to commence the contract on or about Dec 1, 2013	Yes, please see page 2.

## Schedule A: Financial / Pricing Information

- Prices are in Canadian dollars and are valid for 60 days from the date of this proposal.
- Intergalactic's team delivers custom development services at a blended rate of

s.21

- Prices are exclusive of applicable sales taxes (PST, GST)

Ongoing Enhancement & Feature Development	Price Per Hour (Blended rates)
Strategic planning	s.21
Development, implementation and maintain custom modules and website processes	
Customization of Apache Solr	
Integration of web services and plug-ins	
Provide support to mobile app development	
Develop API as required to support mobile app and mobile site	
Digital creative design services	
Design, development and implementation solutions for enhancement and new features	
Digitize print publications for online reading	
Usability testing	
Online marketing campaigns	
Tag/label web content to enable specific analytic reporting	
Provide analysis of web analytic reports and create custom Google Analytics reporting	

Service Level Maintenance	Price Per Hour
Service level maintenance performed in accordance with the procedures and specifications outlined in Section 9	s.21

Additional Services	Price Per Hour
SEO Services	s.21
Graphic Design	
Content Information Architecture	
Wireframe Creation	
Online Advertising	
Email Marketing	
Social Media	
E-Commerce	
Video Marketing	
Interactive customer surveys	



## Schedule B: Proponent Section

The enclosed proposal is submitted in response to the BCLDB RFP2013-11-07 – WEB DESIGN AND DEVELOPMENT including any addenda. Through the submission of this proposal, we agree to all the terms and conditions of the Request for Proposal including that should our proposal be successful, we will enter into a Contract with the BCLDB in the form of the attached the government's Information Technology & Management Consulting Professional Services Agreement and proposed Appendices. We agree that any inconsistent provisions in our proposal will be as if not written and do not exist. We have carefully read and examined the Request for Proposal, including the Proposal and Submission section, and have conducted such other investigations as were prudent and reasonable in preparing the proposal. We agree to be bound by statements and representations made in our proposal.

The Proponent acknowledges receipt of the following RFP Addenda (if applicable):

Addendum No.	Date
#1 Questions & Answers	November 4, 2013

<b>Signature of Authorized Representative</b>  	<b>Legal Name of Proponent (and doing business as name, if applicable)</b>  INTERGALACTIC AGENCY INC.
<b>Printed Name of Authorized Representative</b>  BEN WEST	200-1224 Hamilton Street Vancouver, BC V6B 2S8
<b>Title:</b> CO-FOUNDER	<b>Authorized Representative</b> Phone: 604-738-3311 Fax: 604-608-9085
Date: November 5, 2013	E-mail: <a href="mailto:ben@intergalactic.com">ben@intergalactic.com</a>

## Schedule C: General Environment-Related Questionnaire

General Environment-Related Questions	
1	<p>Does your organization have management system that assesses and mitigates any negative environmental impacts of your operations and supports positive sustainability results?</p> <ul style="list-style-type: none"> <li>• Registered and ISO 14000 certified environmental management system (4)</li> <li>• Unregistered sustainability or environmental system (3)</li> <li>• Registered and ISO 18001 certified health and safety program (4)</li> <li>• <b>Sustainability training, education and awareness program for employees (2)</b></li> <li>• No system or approach (0)</li> </ul>
<b>Total: 2</b>	
2	<p>How does your organization reduce waste and resource use and promote recycling?</p> <ul style="list-style-type: none"> <li>• Zero Waste Policy (5)</li> <li>• <b>Eco-efficiency to reduce material use (4)</b></li> <li>• <b>Take-back programs for products and packaging or stewardship programs (3)</b></li> <li>• <b>Office recycling programs (2)</b></li> <li>• None (0)</li> </ul>
<b>Total: 9</b>	
3	<p>How does your organization reduce energy use and greenhouse gas emissions?</p> <ul style="list-style-type: none"> <li>• <b>Carbon neutral commitment or carbon offsets (5)</b></li> <li>• <b>Employee trip reduction program and/or fleet management program (4)</b></li> <li>• Shift means of transportation/freight to those less energy demanding (4)</li> <li>• Purchase of renewable or sustainable energy and/or alternative fuels (3)</li> <li>• <b>Energy efficiency retrofits and strategies (3)</b></li> <li>• None (0)</li> </ul>
<b>Total: 12</b>	
4	<p>Does your organization have a formal (written) policy to purchase environmentally responsible products and services?</p> <ul style="list-style-type: none"> <li>• <b>Formalized and extensive (4)</b></li> <li>• Formalized (3)</li> <li>• Informal guide (2)</li> <li>• No (0)</li> </ul>

General Environment-Related Questions	
	<b>Total: 4</b>
5	<p>When feasible, does your organization give preference to products or services that are manufactured close to the delivery point?</p> <ul style="list-style-type: none"> <li>• <b>Regularly (4)</b></li> <li>• Sometimes (3)</li> <li>• Never (0)</li> </ul>
	<b>Total: 4</b>
6	<p>How much weight does your organization give to environmental attributes while evaluating bids?</p> <ul style="list-style-type: none"> <li>• <b>Considerable (5)</b></li> <li>• Significant (4)</li> <li>• A little (2)</li> <li>• None (0)</li> </ul>
	<b>Total: 5</b>
	<b>Total Points: 36</b>

## Schedule D: FOI & POPA

We agree to comply with the FOI and POPA as required.

Page 41 redacted for the following reason:

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s.21

## Schedule F: IT & Mgmt. Consulting Professional Services Agreement

**We agree to commit to the terms of the Sample "INFORMATION TECHNOLOGY & MANAGEMENT CONSULTING PROFESSIONAL SERVICES AGREEMENT" provided.**

## Schedule G: Company Profile Questionnaire

Company name: Intergalactic Agency Inc.

Size of organization: 13

Founded in 2004, we have been designing and developing websites for 9.5 years.

Our head office is located in Vancouver and we have satellite offices in London, UK and Germany.

Head Office  
200 - 1224 Hamilton Street  
Vancouver, BC  
V6B 2S8  
604.738.3311

Our office hours for full-time employees are 9:00 - 5:00 Monday to Friday.

Identify core team members assigned to the BCLDB account (include organization chart, if applicable). Note which ones are full time.

- Ben West, Co-Founder (Full-time)
- Jeff Sinclair, Co-Founder (Full-time)
- Becky Holmes, Project Manager (Full-time)
- Rhys Patterson, Technical Lead (Full-time)
- Adam Marston, Senior UX Designer (Full-time)
- Michael Qin, UX Designer (Full-time)
- Ryan Ilg, Drupal Developer (Contractor)
- Mhairi Petrovic, SEO/SEM (Contractor)

Bios/resumes for each individual proposed to perform work for and support BCLDB and bio for the owners/founders.

### **Ben West, Co-Founder**

s.22

**Jeff Sinclair, Co-Founder**

s.22

**Becky Holmes, Project Manager**

s.22

**Rhys Patterson, PHP Developer, Technical Lead**

s.22

**Adam Marston, Senior UX Designer**

s.22

**Michael Qin, UX Designer**

s.22



s.22

**Ryan Ilg, Drupal Developer (Contractor)**

s.22

**SEO**

**Out-Smarts Marketing (Contractor)**

s.22

## Schedule H: Business Continuity, Escalation and Disaster Recovery

### INTERGALACTIC AGENCY INC. BUSINESS CONTINUITY PLAN

Activation of this Plan is the responsibility of either co-founder.  
This plan was last reviewed on October 31, 2013.

PLAN DISTRIBUTION LIST		
Copy No.	Name	Location
1	Ben West	Office (physical) and within Google Docs
2	Jeff Sinclair	Office (physical) and within Google Docs
3	Dana Harkness	Office (physical) and within Google Docs
4	Becky Holmes	Office (physical) and within Google Docs
5	Won Ng	Office (physical) and within Google Docs

STAFF CASCADE - CONTACTS			
Name	Telephone Numbers		
	WORK	HOME	MOBILE
Ben West	604-738-3311	s.22	s.22
Jeff Sinclair	604-738-3311		
Dana Harkness	604-738-3311		
Becky Holmes	604-738-3311		
Won Ng	604-568-2988		
Adam Marston	604-738-3311		
Rhys Patterson	604-738-3311		

Additional resources to be contacted on a case by case basis. Contact information can be found in Basecamp.

KEY STAFF - ROLES & RESPONSIBILITIES		
Name	Role	Responsibilities
Ben West	Recovery Lead	Contact key staff to provide summary and assign responsibilities. Ensure data security and availability, restore from backups if necessary. Distribute necessary hardware or begin procurement of specialty hardware items.
Jeff Sinclair	Recovery Lead should Ben West not be available	Contact key staff to provide summary and assign responsibilities. Ensure data security and availability, restore from backups if necessary. Distribute necessary hardware or begin procurement of specialty hardware items.
Dana Harkness	Recovery management	Manage resources, existing client requests, and new client requests. Perform a review of all tasks and prioritize based on current events.
Becky Holmes	Recovery management - Backup	Manage resources, existing client requests, and new client requests. Perform a review of all tasks and prioritize based on current events.
Rhys Pattersion	Application review and restoration	Review client products and advise coordinators of items requiring attention so that they may be prioritized.

OFF-SITE RECOVERY	
<b>Muster Location</b>	A full data set of less than 24 hours latency is available from our online backup sets located both within the lower mainland and outside in a cloud backup. Our emergency second site is at s.15 Vancouver which is equipped with a business grade high speed internet connection. Our tools and data allow us to work in a distributed manner but our emergency second site allows for quick mustering, planning and data retrieval.
<b>Contact Numbers</b>	s.22
<b>Contact Name</b>	Ben West

RECOVERY ACTION PLAN			
Task	Detail	Instructions/Contact Numbers	Completed
<b>IN THE FIRST HOUR</b>	Contact key resources in accordance with Call List Meet at backup location if required	Ben West s.22	

<b>IN THE FIRST 24 HOURS</b>	Provide hardware to resources as required Review data and content integrity. Identify items that require restoration from backups. Check integrity of local backups. If insufficient, restore from offsite. Communicate with clients	Ben West s.22	
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**Proposal for BC Liquor Stores - Website Design & Development**

<b>IN THE FIRST 48 HOURS</b>	Complete restoration of files from backups. Ongoing communication with clients Begin procurement of specialty equipment as required	Ben West s.22	
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<b>RECOVERY ACTION PLAN</b> (Continued)			
<b>Task</b>	<b>Detail</b>	<b>Instructions/Contact Numbers</b>	<b>Completed</b>
<b>WITHIN THE FIRST WEEK</b>	Re-assign roles if required Begin hiring as necessary Install new hardware as it becomes available	Ben West s.22	

<b>WITHIN 2 WEEKS</b>	Begin looking for new primary office space if required	Ben West s.22	
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<b>WITHIN THE FIRST MONTH</b>	Review success of continuity plan and revise as necessary		
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BUSINESS CONTACT LIST			
Client/Supplier	Company	Contact	Tel. Number(s)
Insurance Agents	HUB International	Derek May	604-331-5464
Lawyers	Clark Wilson	Bernard Pinsky	604-643-3153
Accountants	Goldsmith & Poulos	Peter Poulos	604-633-2400
Landlord		Vincent Burt	604-808-5159

OTHER USEFUL TELEPHONE NUMBERS			
Company	Contact	Tel. Number	
Shaw	Hoai Dang-Lachance	604-336-8249	
INSURANCE DETAILS			
Company	Contact	Tel. Number	
Insurance Agents	HUB International	Derek May	604-331-5464

BACK-UP INFORMATION/EQUIPMENT	
Back-up Computer records/data location	s.15
Critical paper records/information location	All paper records scanned and converted to PDFs and synchronized to Dropbox

KEY EQUIPMENT REQUIREMENTS	
Key Business Function Area	Equipment

Proposal for BC Liquor Stores - Website Design & Development

Production	Laptops
Production	Location storage - s.15 s.15

## INTERGALACTIC AGENCY INC. Escalation Procedures for BCLDB

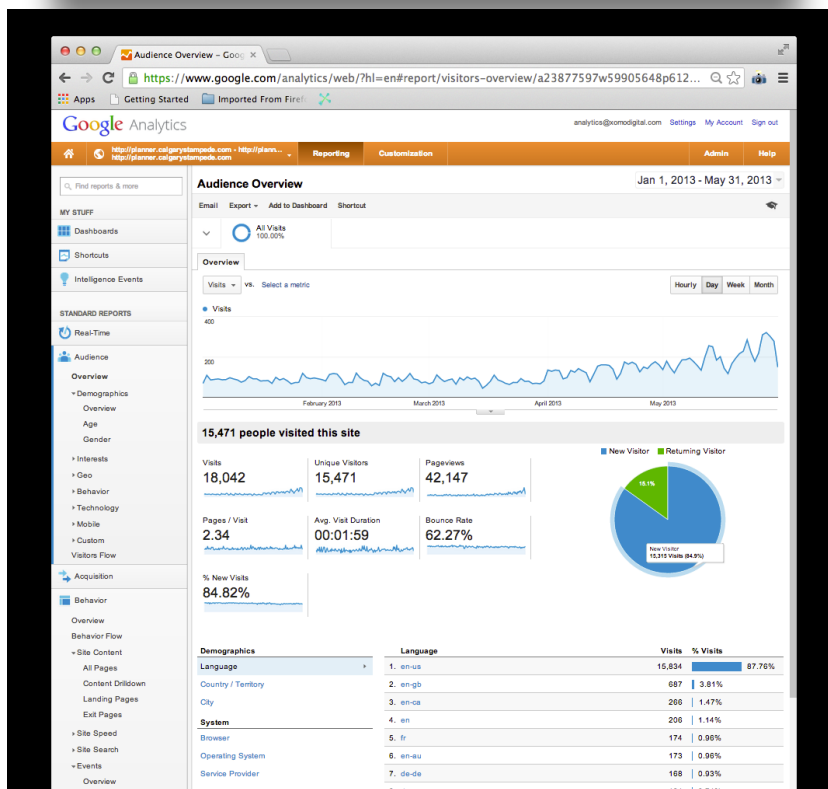
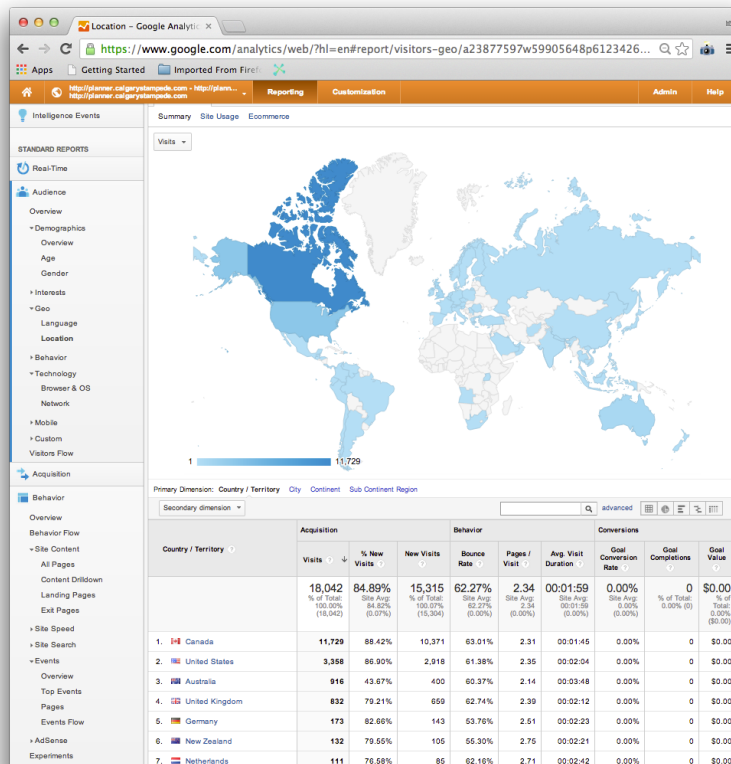
This plan was last reviewed on October 31, 2013.

Escalation Plan	
Content Adjustments, Updates, Code or Data Integration	
Initial Ticket	Becky Holmes <a href="mailto:becky@intergalactic.com">becky@intergalactic.com</a> 604-738-3311
1st level escalation	Dana Harkness <a href="mailto:dana@intergalactic.com">dana@intergalactic.com</a> 604-738-3311
2nd level escalation	Ben West <a href="mailto:ben@intergalactic.com">ben@intergalactic.com</a> 604-738-3311
Network Issues and Outages	
Initial Ticket	Becky Holmes <a href="mailto:becky@intergalactic.com">becky@intergalactic.com</a> 604-738-3311
1st level escalation	Ben West <a href="mailto:ben@intergalactic.com">ben@intergalactic.com</a> 604-738-3311
Financial	
Initial Ticket	Becky Holmes <a href="mailto:becky@intergalactic.com">becky@intergalactic.com</a> 604-738-3311
1st level escalation	Guy Wang <a href="mailto:guy@intergalactic.com">guy@intergalactic.com</a> 604-738-3311
2nd level escalation	Ben West <a href="mailto:ben@intergalactic.com">ben@intergalactic.com</a> 604-738-3311

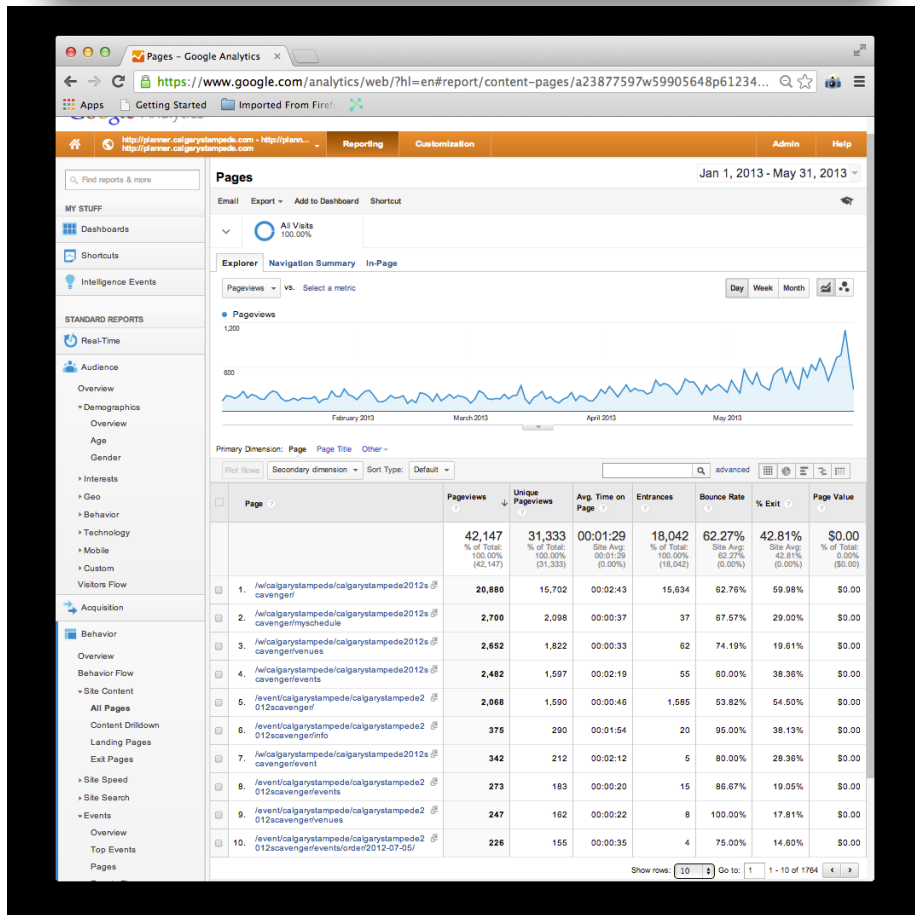
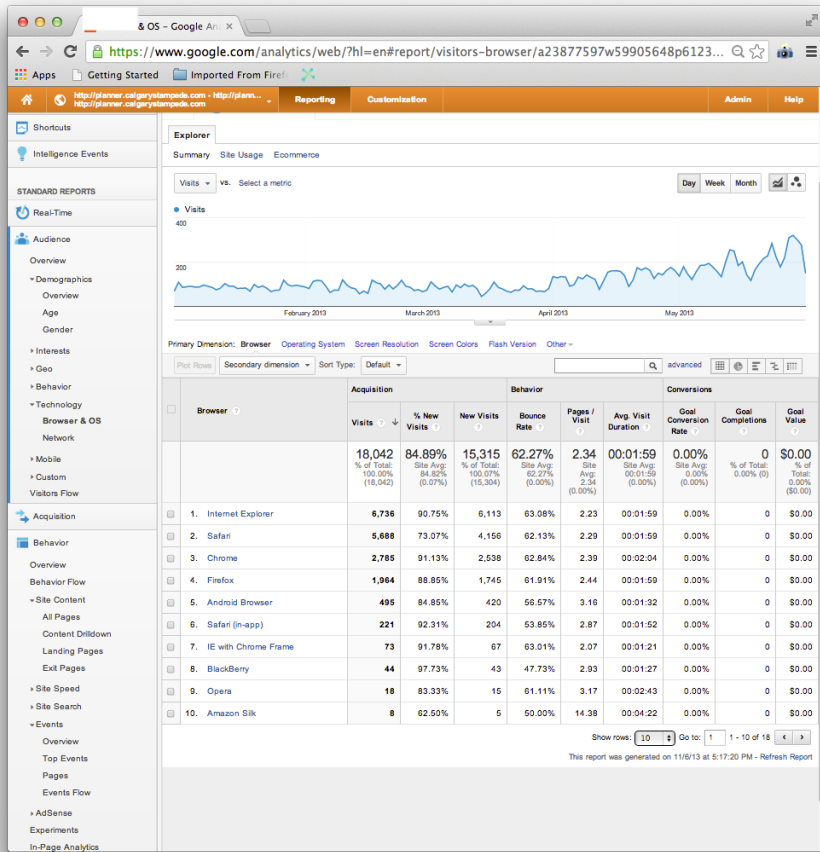


## Schedule I: Analytics Examples

The reports below are for the events schedule component we created for the Calgary Stampede 2013.



## Proposal for BC Liquor Stores - Website Design & Development



## Schedule J: Project Documentation

Below is an example of our Project management tool, Basecamp.

[Back to Dashboard](#) | [Switch to a different project](#)

### UBC App v3 2013 UBC

[Overview](#)
[Messages](#)
[To-Dos](#)
[Calendar](#)
[Writeboards](#)
[Time](#)
[Files](#)

**To-do lists**
[Reorder lists](#)

#### QA iOS

☐ ==== new bugs ====

☐ P1 - iOS7 - Explore-> Create Photo Message crashing/ doesn't work s.22 2

☐ P2 - iOS7 - Augmented Reality: closing Aurasma app closes UBC app (should return to UBC app) s.22 3

[Add an item](#)

☒ Oct 1 P2 - iOS7 - UBC(middle button)-> Rate This App: opens a blank page in Apple Store s.22 3

☒ Oct 1 P3 - NAVIGATION - "Explore" photo navigation tabs look different from one another s.22 2

☒ Oct 1 P3 - iPad iOS7 - Community pages don't display properly s.22 2

[View all 4 completed items](#)

#### Support

☐ Android Updates Sept 2013 s.22 12

[Add an item](#)

☒ Sep 19 Pinch and zoom on blog page - iOS Updates Sept 2013 s.22 4

☒ Sep 16 iOS Updates Sept 2013 s.22 3

#### Design Assets

[Add an item](#)

#### QA Android Private

☐ (backlog) need to downsize app

☐ =====Client Feedback=====

☐ Crashes on Samsung Galaxy 3 s.22 5

☐ ===== fixed =====

☐ ===== will not fix =====

☐ When user attempted to share her message to Twitter, she was prompted to sign in to Twitter. Once she had done so, she clicked Return to Discover UBC. The app returned that user to m.ubc.ca — not to the Create a Photo Message section of the app. Please fix this wrong link. Angela Shen 1

☐ Aurasma problems - not working s.22 4

## Schedule K: WorkSafe BC Letter



**Assessment Department**

**Mailing Address**

PO Box 5350  
Station Terminal  
Vancouver BC V6B 5L5

**Location**

6951 Westminster Highway  
Richmond BC  
V7C 1C6  
www.worksafebc.com

**Clearance Section**

Telephone 604 244 6380  
Toll Free within Canada  
1 888 922 2768  
Fax 604 244 6390

BC Liquor Distribution Branch  
2625 Rupert Street  
VANCOUVER, BC V5M 3T5

October 23, 2013

**Person/Business : INTERGALACTIC AGENCY INC.**

s.15

This letter provides clearance information for the purposes of Section 51 of the *Workers Compensation Act*.

We confirm that the above-referenced firm is active, in good standing, and has met WorkSafeBC's criteria for advance clearance. Accordingly, if the addressee on this letter is the prime contractor, the addressee will not be held liable for the amount of any assessment payable for work undertaken by the above-referenced firm to **January 01, 2014**.

This firm has had continuous coverage with us since January 01, 2004.

Employer Service Centre  
Assessment Department

**Clearance Reference # :**

CLRAAA

s.15

**For more information about Section 51 and clearance letters visit [WorkSafeBC.com](http://WorkSafeBC.com)**

Please refer to your account number in your correspondence or when contacting the Assessment Department

**To alter this document constitutes fraud.**

- 1 -

## Schedule L: Methodology, Skills, and Case Study

The Intergalactic team has experience in all required stages of websites, interactive, and mobile development. These competencies include assisting clients in strategy, planning, the development of use cases, wireframing, design, coding, testing, deployment and support.

The Intergalactic team prefers to take a User-Centred Design approach to the creation of digital experiences. We begin with an Envisioning Phase, where we set out to gain a full understanding of the project goals and key use cases that we aim to bring to life. First we develop or adapt personas for the key target audience(s), then develop user stories to explain the intended use cases. We then create wireframes to depict the key areas of functionality, and may proceed to creating rapid prototypes. Then we complete an initial round of usability testing where we show our creations to real users that resemble the personas we are targeting, and as them to complete tasks based on key use cases. These ease with which users complete these tasks help validate our assumptions, and may reveal additional use cases that had not previously been considered.

We prefer to use the Agile method of project management, which invites adaptive planning, encourages re-evaluation and results in a more robust end product. Agile methodology assumes that we know the least about our end product at the beginning of the project so setting deliverables in stone would be less than ideal. If we learn during our development that certain priorities should be shifted or that there are new and improved methods of engaging with an audience then we should be open to these changes. We develop using a series of rapid "Sprints", which will each result in a new improved build of your website functionality. At the end of each Sprint we will collectively evaluate the upcoming priorities and confirm that they are still top of mind.

Our team uses Basecamp to give everyone a clear picture of project progress and ongoing maintenance tasks. Each deliverable is entered into Basecamp and all relevant details and documents can be attached. Each task is assigned to the appropriate team member, and progress is reported.

We also use Harvest for time tracking and the preparation of estimates.

### Website Design Experience

Intergalactic's designers have experience working on a range of interactive projects and aesthetics styles. We work with the client to either establish a style guide or to move forward within the confines of an established brand and direction. Some examples of our websites include:

#### Aldrich Pears ([aldrichpears.com](http://aldrichpears.com))

- Produced a website for exhibit design firm Aldrich Pears. Aldrich Pears designs massive exhibits around the globe including the Pearl Harbour Centre, Denali National Park, Sheikh Zayed Desert Learning Centre, YVR and the Vancouver Aquarium. Using a custom CMS and data scraping system we built to their specifications, Aldrich Pears staff can maintain their site content by updating external sites such as Flickr. This site utilizes parallax and imagery in conjunction with verbose typography to create a rich visual experience while at the same time creating strong SEO returns.

#### Telus Garden ([telusgarden.com](http://telusgarden.com))

Produced an interactive website for both the commercial and residential components of this \$800m development. The site includes expansive video and 3D content which was also produced by Intergalactic. The site experienced extremely heavy traffic following it's media launch across the province and we monitored performance and availability using a suite of dashboards and alerts.

#### Westbank Corporate Site ([westbankcorp.com](http://westbankcorp.com))

Westbank is a prestige developer responsible for projects such as Woodward's, Shangri-La, and the newly announced Vancouver House. This image rich site serves as a showcase to Westbank's projects, both past and present. The site utilizes scalable imagery and a dynamic menu structure while avoids the use of Flash and specialized plugins. The result is a site that reflects the polish and brand of this distinctive company.

### **Wireframing, Visual Design and Layout Documentation**

Intergalactic guides clients through a structured process of turning their ideas into designs by way of wireframing, documentation and sign off. On complex projects with multiple stakeholders this process ensures a successful design. Examples include:

s.21

Pages 60 through 63 redacted for the following reasons:

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s.21