**The Quilt**

VMware and Related Offerings Convenience Pricing Program

Request for Proposals

January 4, 2019

REQUEST FOR PROPOSAL RESPONSE FORM

This completed form and any requested attachments **must be received no later than Friday**, **February 15, 2019 by 11:59 pm ET.** Please upload your RFP documents to your individual and secure RFP page on The Quilt’s Group Hub. To request instructions and access to The Quilt’s Group Hub, please contact Jennifer Griffin at griffin@thequilt.net.

Any questions on the RFP documents should be sent to:

David Dennis

[quiltvmwarerfp@thequilt.net](mailto:quiltvmwarerfp@thequilt.net)

Only PDF or documents created in standard Microsoft office software will be accepted.

ALL RFP MATERIALS SUBMITTED BY THE PROVIDER WILL BE KEPT CONFIDENTIAL WITHIN THE QUILT.

**1.0               VMware Program Proposal Terms - (60% weighting)**

Please indicate your acknowledgment and acceptance of the following terms and where requested for each VMware and related Product Category listed on the attached, “Exhibit C” - The Quilt 2019 VMware and Related Product Terms and Conditions Matrix

You may use this section to note any exceptions or clarifications to the requested terms. More detailed descriptions of your solution may be provided in the "Comment" field, or on separate pages with the corresponding Proposal Term and Product Category clearly indicated.

a)     All VMware products (software, support, managed services, subscription services, training, professional services) that are generally available are included in this program.

b)     Any VMware products that become available during the term of this program shall be automatically included under these same general terms.

c)     These products and services will be made available to Authorized Quilt Buyers (AQBs) at a consistent discount level based upon the cumulative aggregate volume of products purchased to-date by all AQBs. (*See Exhibit A for a sample list of Quilt Members and their current AQBs.  An updated list of AQBs will be provided after award.*)

d)     As Quilt members serve many types of non-profit research and education institutions such as higher-ed, K-12 schools, health care, libraries, state/local/federal government and other non-profits, the proposal should recognize and support the spectrum of these non-profit entities served by our Quilt members. (*Please use section 1.1 to describe your proposed discount program.)*

e)     Additional discounts shall be made available to AQBs on purchases of multi-year support contracts. (*Please use section 1.3 to describe your proposed discount program for multi-year contracts.)*

f)       The discounts will be available uniformly and consistently to all AQBs. No AQB shall receive pricing that is superior or inferior to any other AQB. If the Authorized Quilt Provider (AQP) chooses to provide any of the products and services to any AQB at a price lower than the then current discount level, then this new discount level shall be made immediately available to all AQBs.

g)     The discount will be applied to all purchases by any AQB regardless of the size of any AQB’s individual purchase.

h) The discount on support contracts will be available on all VMware software products regardless of whether or not they were purchased under this agreement.

i)   The AQP will not require any AQB to execute a separate agreement with the AQP or The Quilt in order to participate in this program. AQBs may elect to enter into agreements with their chosen reseller(s).

j)   At the sole discretion of The Quilt, resellers preferred by, individual AQBs will be added and removed from The Quilt’s reseller list.  Quilt resellers will be identified based on the recommendations of our members and their institutions with prior experience and/or relationships with resellers. Please describe your process for adding resellers to the program with whom you do not currently have a relationship.

k) The AQP will provide a quarterly incentive payment to each participating Quilt member based upon the dollar volume of sales attributable to its AQBs. (*Please use section 1.4 to describe your proposed incentive program.)*

l)   The AQP will, on a quarterly basis, provide The Quilt with a detailed report regarding all purchases attributable to this program. The report will include for each purchase the name of the AQB, date of purchase, name of the product purchased, product SKU, quantity purchased, list price, and purchase price.

m) The AQP will, on a quarterly basis, provide The Quilt with a detailed pipeline report for sales not yet completed.

n) The AQP will provide pre-sales design support to each AQB, as well as program resellers. (*Please use section 1.5 to describe your proposed pre-sales design support program.)*

o) The AQP will provide product and sales training to participating Quilt Members, Research and Education Networks (RENs) and authorized resellers. (*Please use section 1.6 to describe your proposed training program.)*

p) The AQP will manage the order fulfillment process, including but not limited to: processing payments from resellers and/or AQBs, distributing software products and license keys, and accounting for and distributing incentive payments to participating Quilt Members. (*Please use section 1.7 to describe your proposed business process for order placement/fulfillment.)*

q) The AQP will provide The Quilt with notification of any changes to the program catalog, but will not withdraw any products or services from the catalog unless the Vendor has withdrawn the same from general availability.

1.1   VMware Product Discount Program

The Quilt offers preference to programs that incorporate incentive-based discounts. Please use this section (or an attachment) to describe in detail your proposed VMware discount program. For each product category (i.e., software, support, managed services, subscription services, training, professional services, etc.) you wish to include in your proposal, please list the initial discount level available to AQBs, the sales thresholds at which additional discounts will become available, and the associated AQB discounts for each threshold.

a.) Describe your proposed VMware discount program. Competitive pricing points should be consistent with The Quilt’s collective buying power and reflect significant reductions from list pricing and pricing currently available to any individual Quilt member.

b.) Pricing models and contract pricing matrix should be unambiguous, as well as, easy to understand and administer.

1.2   Authorized Quilt Buyers

Please state any restrictions on types of nonprofit organizations that would not be eligible to purchase through The Quilt contract.  Note that the AQB list can be updated at any time by a Quilt member organization. *(Please see Exhibit A for the current list of AQBs).*

1.3   Discount for Multi-Year Support Contracts

Some AQBs may wish to purchase multi-year support contracts separately or in-conjunction with the purchase of VMware and related products. Please use this section (or an attachment) to describe in detail your proposed discount program on multi-year support contract purchases, including additional discounts for reaching specified sales volume thresholds.

1.4   Incentive Payment Program

The Quilt Members participating in this program (please see Exhibit A) anticipate incurring administrative costs related to investments they each would make to implement, support, and promote the success of this program. Please use this section to describe how you propose to compensate and incentivize each Quilt Members for its contributions.

1.5   Marketing and Pre-Sales Support Services

Vendor / Resellers should work as advocates for The Quilt and participate as constructive distribution partner making available knowledgeable pre-sales engineering, product promotion and implementation support in coordination with the Quilt Members.

Participating Quilt Members and their resellers may from time-to-time wish to utilize the AQP’s product expertise to help engineer solutions for AQBs. Some Quilt Members may wish to actively promote the products covered by the RFP. Other Quilt Members may wish to utilize the AQP’s implementation experience when developing a project plan for large implementations.

Please use this section (or an attachment) to describe in detail the pre-sales services that you will provide to the AQBs and their selected resellers including your capabilities to generate awareness about the benefits of VMware and Related Products solutions, support pre-sales engineering activities and implementation guidance and support.

1.6   VMware Product & Service Training

To ensure the success of the program, the Quilt Members and their chosen resellers will need to be knowledgeable about the offerings contained within the VMware and Related Offerings software and service catalog, and the applications of these offerings. Please use this section (or attachment) to describe the program you will put in place to satisfy this need including your capabilities to support Quilt, and/or AQB webinars and AQB training events as requested such as the ability to provide marketing, outreach and materials support through sponsorships, training and professional services hosted webinars, assist in the working and capturing of grants.

a.) Describe how the solutions team is well versed in providing solution support for different customer segments such as education, healthcare, non-profit, and government.

1.7   Software Product Order Fulfillment

Please use this section (or an attachment) to describe the order fulfillment process for program products, from placement of customer order through delivery of license keys to the end user, as well as tracking renewals.

a.) Describe the organizational systems that are capable of tracking and reporting program activity on at least a monthly basis to ensure world-class customer support.

b.) Confirm familiarity with management of my.vmware.com portal.

c.) Define how the dedicated program manager’s role will provide a single interface to The Quilt program while managing all internal relationships related to the customer lifecycle.

d.) Describe a solutions team that is well-versed in providing solution support for different customer segments such as education, healthcare, non-profit, and government.

e.) Explain how technical advisors are available for consultation on solutions-based as well as cost-effective purchases, renewals, and support.

**2.0 Related VMware Service Offerings Program (20% weighting)**

For additional VMware related services offerings, please indicate your acknowledgment and acceptance of the following terms and where requested for each VMware and related Product Category listed on the attached, “Exhibit C” - The Quilt 2019 VMware and Related Product Terms and Conditions Matrix

You may use this section to note any exceptions or clarifications to the requested terms. More detailed descriptions of your solution may be provided in the "Comment" field, or on separate pages with the corresponding Proposal Term and Product Category clearly indicated.

Specifically, we are looking for: Palo Alto, Veeam, Amazon Web Services, HP Enterprise, and Dell / EMC as related service offerings. The Quilt acknowledges that Vendors may not represent all requested Product Categories.

a)    All VMware related products (software, support, managed services, subscription services, training, professional services) that are currently generally available are included in this program.

b)    Any VMware related products that become available during the term of this program shall be automatically included under these same general terms.

c)     These related products and services will be made available to AQBs at a consistent discount level based upon the cumulative aggregate volume of products purchased to-date by all AQBs. (*See Exhibit A for a sample list of Quilt Members and their current AQBs.  An updated list of AQBs will be provided after award.*)

d)    As Quilt members serve many types of non-profit research and education institutions such as higher-ed, K-12 schools, health care, libraries, state/local/federal government and other non-profits, the proposal should recognize and support the spectrum of these non-profit entities served by our Quilt members. (*Please use section 2.1 to describe your proposed discount program.)*

e)    Additional discounts shall be made available to AQBs on purchases of multi -year support contracts. (*Please use section 2.3 to describe your proposed discount program for multi-year contracts.)*

f)       The discounts will be available uniformly and consistently to all AQBs. No AQB shall receive pricing that is superior or inferior to any other AQB. If the AQP chooses to provide any of the products and services to any AQB at a price lower than the then current discount level, then this new discount level shall be immediately available to all AQBs.

g)     The discount will be applied to all purchases by any AQB regardless of the size of any AQB’s individual purchase.

h) The discount on support contracts will be available on all VMware software products regardless of whether or not they were purchased under this agreement.

i)   The AQP will not require any AQB to execute a separate agreement with the AQP or The Quilt in order to participate in this program. AQBs may elect to enter into agreements with their chosen reseller(s).

j)   At the sole discretion of The Quilt, resellers preferred by, individual AQBs will be added and removed from The Quilt’s reseller list.  Quilt resellers will be identified based on the recommendations of our members and their institutions with prior experience and/or relationships with resellers. Please describe your process for adding resellers to the program with whom you do not currently have a relationship.

k) The AQP will provide a quarterly incentive payment to each participating Quilt member based upon the dollar volume of sales attributable to its AQBs. (*Please use section 2.4 to describe your proposed incentive program.)*

l)   The AQP will, on a quarterly basis, provide The Quilt with a detailed report regarding all purchases attributable to this program. The report will include for each purchase the name of the AQB, date of purchase, name of the product purchased, product SKU, quantity purchased, list price, and purchase price.

m)   The AQP will, on a quarterly basis, provide The Quilt with a detailed pipeline report for sales not yet completed.

n) The AQP will provide pre-sales design support to each AQB, as well as program resellers. (*Please use section 2.5 to describe your proposed pre-sales design support program.)*

o) The AQP will provide product and sales training to participating Quilt Members, Research and Education Networks (RENs) and authorized resellers. (*Please use section 2.6 to describe your proposed training program.)*

p) The AQP will manage the order fulfillment process, including but not limited to: processing payments from resellers and/or AQBs, distributing software products and license keys, and accounting for and distributing incentive payments to participating Quilt Members. (*Please use section 2.7 to describe your proposed business process for order placement/fulfillment.)*

q) The AQP will provide The Quilt with notification of any changes to the program catalog, but will not withdraw any products or services from the catalog unless the Vendor has withdrawn the same from general availability.

2.1   Related VMware Service Offerings Discount Program

Please use this section (or an attachment) to describe in detail a discount pricing program for any or all of the following related VMware service offerings: Palo Alto, Veeam, Amazon Web Services, HP Enterprise, and Dell / EMC.  For each product category (i.e., software, support, managed services, subscription services, training, professional services, etc.) you wish to include in your proposal, please list the initial discount level available to AQBs, the sales thresholds at which additional discounts will become available, and the associated AQB discounts for each threshold.

a.) Describe your proposed related VMware discount program by service offering.  Competitive pricing points should be consistent with The Quilt’s collective buying power and reflect significant reductions from list pricing and pricing currently available to any individual Quilt member.

b.) Pricing models and contract pricing matrix should be unambiguous, as well as, easy to understand and administer.

2.2   Authorized Quilt Buyers

Please state any restrictions on types of nonprofit organizations that would not be eligible to purchase through The Quilt contract.  Note that the AQB list can be updated at any time by a Quilt member organization. *(Please see Exhibit A for the current list of AQBs).*

2.3   Discount for Multi-Year Support Contracts

Some AQBs may wish to purchase multi-year support contracts separately or in-conjunction with the purchase of VMware and related products. Please use this section (or an attachment) to describe in detail your proposed discount program on multi-year contract purchases, including discounts for reaching sales volume thresholds.

2.4   Incentive Payment Program

The Quilt Members participating in this program (*see Exhibit A)* anticipate incurring administrative costs related to investments they each would make to implement, support, and promote the success of this program. Please use this section to describe how you propose to compensate and incentivize each Quilt Member and The Quilt for their contributions such as administrative support for the program.

2.5   Marketing and Pre-Sales Support Services

Vendor / Resellers should work as advocates for The Quilt and participate as constructive distribution partner making available knowledgeable pre-sales engineering, product promotion and implementation support in coordination with the Quilt Members.

Participating Quilt Members and their resellers may from time-to-time wish to utilize the AQP’s product expertise to help engineer solutions for AQBs. Some Quilt Members may wish to actively promote the products covered by the RFP. Other Quilt Members may wish to utilize the AQP’s implementation experience when developing a project plan for large implementations.

Please use this section (or an attachment) to describe in detail the pre-sales services that you will provide to the AQBs and their selected resellers including your capabilities to generate awareness about the benefits of VMware and Related Products solutions, support pre-sales engineering activities and implementation guidance and support.

2.6   Product & Service Training

To ensure the success of the program, the Quilt Members and their chosen resellers will need to be knowledgeable about the offerings contained within the VMware and Related Offerings software and service catalog, and the applications of these offerings. Please use this section (or attachment) to describe the program you will put in place to satisfy this need including your capabilities to support Quilt, and/or AQB webinars and AQB training events as requested such as the ability to provide marketing, outreach and materials support through sponsorships, training and professional services hosted webinars, assist in the working and capturing of grants.

a.) Describe how the solutions team is well versed in providing solution support for different customer segments such as education, healthcare, non-profit, and government.

2.7   Software Product Order Fulfillment

Please use this section (or attachment) to describe the order fulfillment process for program products, from placement of customer order through delivery of license keys to the end user, as well as tracking renewals.

a.) Describe the organizational systems that are capable of tracking and reporting program activity on at least a monthly basis to ensure world-class customer support.

b.) Define how the dedicated program manager will provide a single interface to The Quilt program while managing all internal relationships related to the customer lifecycle.

d.) Describe a solutions team that is well-versed in providing solution support for different customer segments such as education, healthcare, non-profit, and government.

c.) Explain how technical advisors available for consultation on solutions-based as well as cost-effective purchases, renewals and support.

**3.0   Technical Support, Operations and Billing Practices (10% weighting)**

a.) Please provide an overview of the systems, tools and processes your organization uses to pull existing AQB customer data, including a sample report.

b.) Please provide a brief document detailing your company’s history, current organization, and funding sources.

c.) Please provide the name, title and contact information for the VP-Level Executive Contact in your organization who will be responsible for overseeing the Quilt relationship.

d.)     Please provide the names, titles and contact information for the individuals who will compose the administrative support team responsible for managing the program on a day-to-day basis.

e.) Please provide additional documentation that supports commitments of competence, reliability, and responsiveness in quoting, contracting, technical support services, renewals and billing for services and solutions included in the RFP response.

f.) Please provide evidence of sound corporate practices and indicators of financial viability in conjunction with continued commitment to delivering high quality services.

g.) Please explain the capabilities in managing a varied and mutually successful set of channel partner and reseller relationships.

**4.0**   **Review of Sample MSA (8% weighting)**

Please review the sample MSA (*see Exhibit B*) and then respond to the following questions:

a.)    Would you like to request any changes to the agreement? If so, please describe the changes

b.)    Will you agree to an MSA with a 3-year initial term and two one-year options for renewal?

**5.0   References (2% weighting)**

Please provide the names and contact information for three references.  Please include representatives from research and education organizations where possible.

**ATTACHMENTS:**

* **Exhibit A – The Quilt VMware AQB List**
* **Exhibit B – Sample Master Services Agreement**
* **Exhibit C - The Quilt 2019 VMware and Related Product Terms and Conditions Matrix**