

Attachment A

OFFICE OF THE CHIEF TECHNOLOGY OFFICER DIRECTOR, BUSINESS UNIT DC-NET

STATEMENT OF WORK

C.1 SCOPE:

C.1.1 The District of Columbia Government, Office of the Chief Technology Officer (OCTO) is responsible for the design, build, and operational management of DC-NET. OCTO is in search of a contractor to provide services to the DC-NET program related to its business unit.

C.2 BACKGROUND

C.2.1 The Business Unit (BU) for DC-NET is responsible for all communications between existing and potential DC-NET voice and data customers as it relates to providing new services and technology solutions. Representatives from the Business Unit meet with intra and inter-agency customers to explain DC-NET's product offerings, gather customer requirements, and consult on value added solutions to customers' voice and data needs. Included in the activities of the BU are customer consultations, response to requests for proposals, project initiation, project management related tasks, and customer satisfaction.

Internally, Business Unit managers are responsible for assessing the profitability and operational impacts related to providing services to new and existing customers. To accomplish these BU managers will author business cases that will be used to inform decision makers from the program and agency. They will also be responsible for fully understanding DC-NET's technical capabilities and will work DC-NET's engineering staff to develop new products and insure DC-NET's product line and customer satisfaction is exceeding industry standards.

C.3 REQUIREMENTS

The contractor shall be responsible for the following tasks/duties:

- C.3.1 The contractor shall be the leader of the Business Unit for DC-Net and manage all activities and personnel within that unit.
- C.3.2 Develop plans and programs to meet the objectives of the administrative or operational responsibility; negotiates agreements; coordinates and consults with other agencies to assure that objectives are consistent.
- C.3.3 Produce feasibility studies and business cases for complex voice and data services, products and platforms including, for example: call center solutions, billing, mediation and CRM systems.
- C.3.4 Meet with groups to explain program policies and procedures, evaluate their interests and concerns and negotiate among conflicting interests to achieve solutions.
- C.3.5 Prepare operational strategies, including policy requirements or changes; identifies projects, funding needs and sources, and time frames.

- C.3.6** Coordinate activities involving other District agencies; acts as a representative to outside groups interested in programs and operations of the DC-NET organization.
- C.3.7** Lead and prepare RFPs and RFQs for voice and data products and platforms including call center solutions, billing, mediation and CRM systems.
- C.3.8** Lead and respond to vendor and service provider bid proposals for complex voice and data services, products and platforms.
- C.3.9** Plan, organizes, control, integrate and evaluate the work of the assigned Business Unit staff staff.
- C.3.10** Develop, implement and monitor work plans related to sales, order processing, customer interface, product catalog, pricing guides and service delivery to achieve mission.
- C.3.11** Create goals and performance metrics; develop and monitor those metrics.
- C.3.12** Manages and directs the development, implementation and evaluation of work programs, plans, processes, systems and procedures to achieve District and DC-NET goals, objectives, and performance measures consistent with DC-NET quality and customer service expectations.
- C.3.13** Provide leadership to develop and retain highly competent, service-oriented staff through selection, compensation, training, and day-to-day management practices that support the District's and DC-NET's mission, objectives and service expectations; provides leadership and participates in programs and activities that promote workplace diversity and a positive employee relations environment.
- C.3.14** Act as expert telecommunications resource, advising the DC-NET director, other Division heads, elected officials, and clients or other outside agencies regarding industry trends and innovations, equipment improvements, network features and potentials, and related policy issues.
- C.3.15** Collaborate with the Engineering and Operations sections to design, develop and enforce standards for telecommunication system access, modification, enhancement and replacement of system hardware and software.
- C.3.16** Assists with development and pricing for DC-NET services
- C.3.17** Attains and exceeds revenue goals.
- C.3.18** Perform strategic business analysis for prospective future locations at DC-NET based on ROI (Capital cost vs. Revenue projections). The Business Unit Director assumes responsibility for implementing initiatives that ensure DC-NET's financial solvency.
- C.3.19** Prepares budgets, capital and operating cost estimates, cash flows, variances, and work break down structures.

- C.3.20** Participate in development and implementation of new businesses and coordinate presales meetings to review proposed plan and participate in final sales meetings. Provide sales analysis for promotional strategy.
- C.3.21** Direct the provision to end users of all District-wide telecommunication services and related activities, of DC-NET, including voice, data, wireless and video systems; recommends and administers associated policies and procedures.
- C.3.22** Acts as the Primary Point of Contact for DC-NET with customer on assigned projects and work items.
- C.3.23** Develops and makes presentations to current and potential customers related to DC-NET's products and services.
- C.3.24** Coordinates all activities among the customer and DC-NET resources, including responsibilities for schedule creation and timeliness related to the delivery of new services.
- C.3.25** Coordinates and presents Intra-District tradeshow initiatives that highlight and identify new product and service offering for Agency clients.