americaneagle·com.

May 27, 2021

PROPOSAL

Website Design & Development
Services Provided to:
RLDatix

Prepared for:
Mike Etzinger
1 Yonge St
Ste 2300
Toronto, ON M5E 1W7
metzinger@rldatix.com
416-871-8857

Prepared By:
Brian Colucci
2600 South River Road
Des Plaines, IL 60018
brian.colucci@americaneagle.com
847-699-0300

americaneagle·com.

Table of Contents

americaneagle·com.

INTRODUCTION

Laying the Foundation

Project Overview

RLDatix is interested in redeveloping its website with a focus on improving the existing UX and UI by supporting heavier animation, videos, and bold imagery to make the website more engaging, while also attracting new audiences by creating different journeys so that multiple personas have direct access to the information they need and want to see.

Americaneagle.com will design a modern, sophisticated website focused on user-friendliness on both the front and back-end. The new look and intuitive design will help users navigate the site; the easy-to-use yet robust CMS will help RLDatix manage and grow the site. In addition, the new website will feature a responsive design and will be fully functional on mobile and tablet. To achieve this, Americaneagle.com will deliver on the following project services:

Planning & Project Management: Americaneagle.com provides skilled project planning and management throughout the lifecycle of the project. The project will begin with a planning phase to fully identify all the creative, functional, and technical specifications of the project and will set up a project timeline with a full outline of all project tasks, deliverables, and associated dates. Your project manager will keep the project on track and will be your interface to all team members to deliver a successful project.

UX Design: Americaneagle.com will design a customized graphic layout that appeals to your target audiences. We gather information about your business, your goals, your audiences, and your landscape to create a new site design that generates results and ensures the best possible experience for your users. The website will feature a responsive design, allowing the site to function in a visually appealing, user-friendly way across all platforms (desktop, tablet, mobile). This not only increases your potential audience but also, to a certain degree, future-proofs your site against developing technologies with different display dimensions.

Kentico Platform Implementation: The cornerstone of the RLDatix project will be the implementation of the CMS platform. This robust system will support RLDatix's content requirements for this initial development and provide long term scalability for continued growth. Within the CMS's what-you-see-is-what-you-get environment, you can edit text, images, tables, and other content with word-processor-style tools; your project manager will train you on how to use and master the tools of this system. Additionally, the CMS allows for the simple integration of third-party components.

Integration: Another critical piece of the new website project will be the integration of the platform with RLDatix's back-office systems, to streamline business operations. To facilitate this integration, Americaneagle.com will enable data flow in and out of the platform.

Web Hosting: Americaneagle.com offers shared and dedicated hosting services. We provide 24/7 monitoring, flexibility, speed, and security for your site. Because Americaneagle.com offers comprehensive web services from development to hosting, clients need to contact only one source with questions or concerns.

Post-Launch Support: While this proposal speaks to the immediate needs of RLDatix, Americaneagle.com is a full-service firm that appreciates the value of a relationship after projects conclude. Aside from hosting and site Support, post-launch services consist of support representatives already familiar with your website and, more importantly, a full strategic team that can help you achieve long-term goals and business growth. Americaneagle.com further supports clients by holding customer-only workshops and events throughout the year. Additionally, we produce content for our clients related to industry trends, website strategy, marketing, and much more (e.g. Eaglevision magazine).

americaneagle·com.

Overview of Americaneagle.com

Americaneagle.com is a full service digital agency, offering a diverse, all-inclusive range of online services for those looking to succeed in today's global economy. Since 1995, Americaneagle.com has developed more than 12,000 total solutions for a wide range of clients, from start-ups to Fortune 500 companies, professional sports teams to government organizations, small online storefronts to large multi-channel retailers. Americaneagle.com is a family-owned, privately held company steadily committed to a spirit of ingenuity and incomparable service that has made us a leader in our industry.

Full Service Web Development & Technology Company

WEB & APP DEVELOPMENT
EXPERIENCE DESIGN
STRATEGY & INSIGHTS
HOSTING & SECURITY
DIGITAL MARKETING
CLIENT SERVICES
TECHNOLOGY TRAINING
ARTIFICIAL INTELLIGENCE CONSULTING

Established In
1978

12,000+
Projects

Offices
WORLDWIDE

500+
Employees

Inc.5000

AN INC. 5000 FASTEST GROWING COMPANY

americaneagle·com·

Xperience.
by Kentico

and

americaneagle·com

Kentico Xperience. **Gold Partner**

Kentico **Certified Marketer**

Kentico Xperience. **Quality Expert**

Kontent. **Qualified Partner**

Kentico Xperience. **Hosting Partner**

Kentico **Certified Developer**

MOST RECENT CLIENTS

sac lib SACRAMENTO PUBLIC LIBRARY

LERCH BATES
Building Insight

Forest Preserve District
OF WILL COUNTY
Bringing People and Nature Together

ISG
Independent Suppliers Group
Innovative Thinking. Purchasing Power.

CRITTER CONTROL

SUNFLOWER BANK

F1RST FINANCIAL BANK

AWEA AMERICAN WIND ENERGY ASSOCIATION

PaTTAN
Pennsylvania Training and Technical Assistance Network

americaneagle·com.

Our Experience

> "
>
> "I have been working with the team at Americaneagle.com over 5 years and have great understanding and respect for their capabilities. They quickly established a foundation with Kentico and excelled as a solution provider for Kentico client projects. Over the past years, Kentico Software has developed a very successful partner ecosystem, of which Americaneagle.com has proven to be a reliable go-to developer and system integrator. They have developed and launched numerous client sites built on Kentico and have consistently proven themselves an expert for Kentico implementations."

Vice President of Sales, North America
Kentico

americaneagle·com.
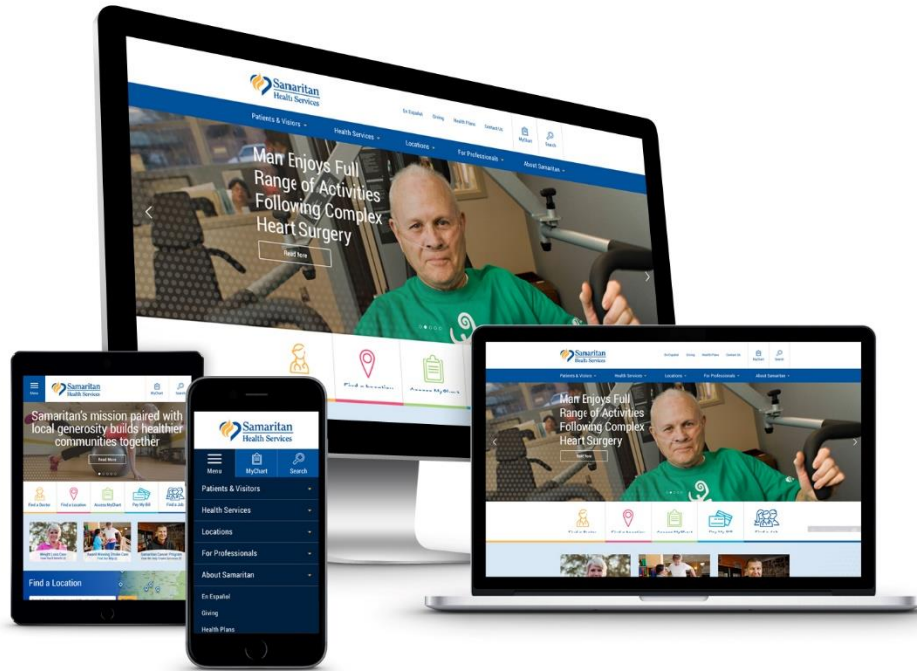
Samaritan Health Services • www.samhealth.org
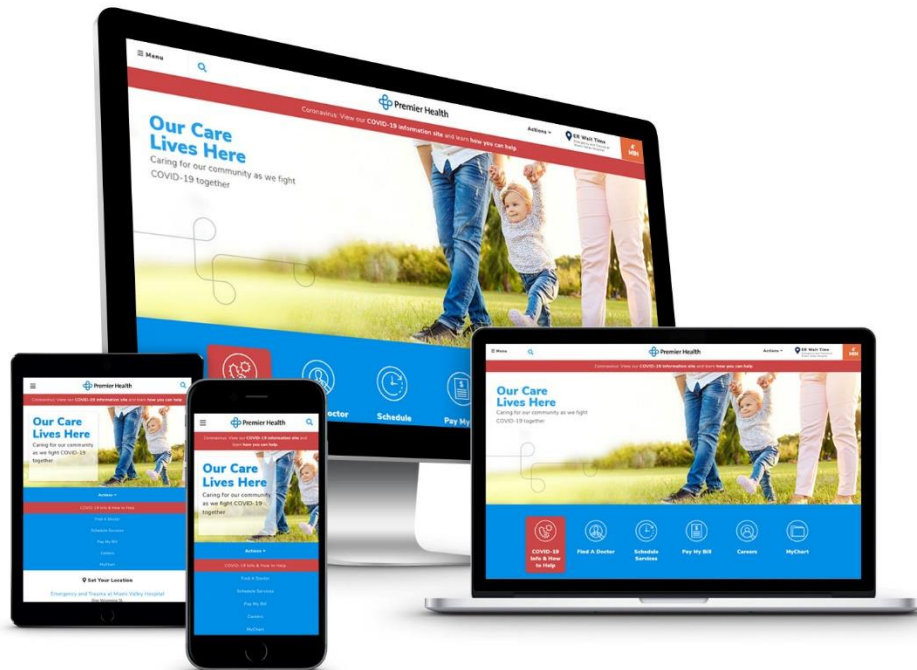
Premier Health • www.premierhealth.com

americaneagle·com.
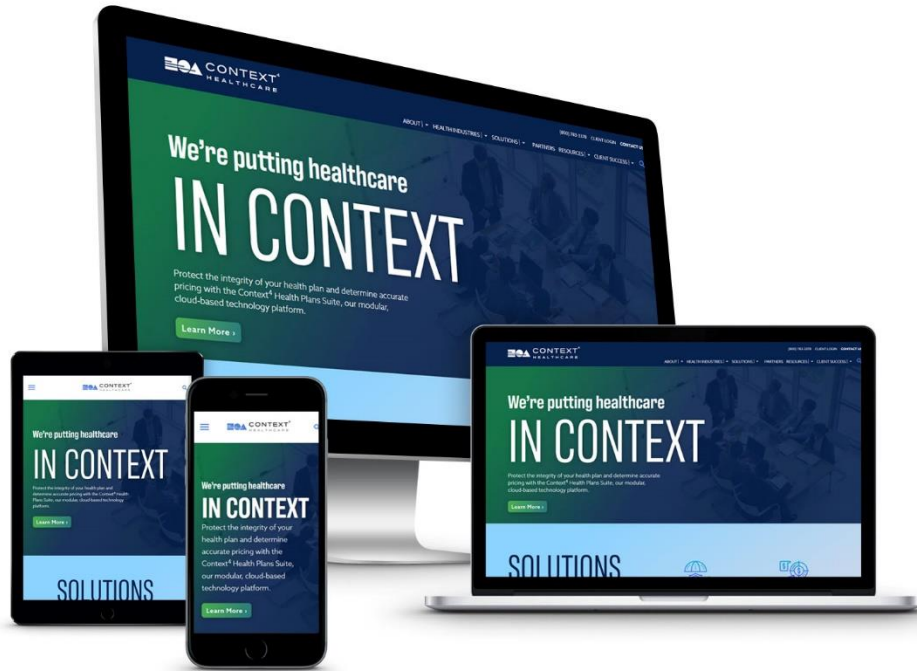
Context 4 Healthcare · www.context4healthcare.com
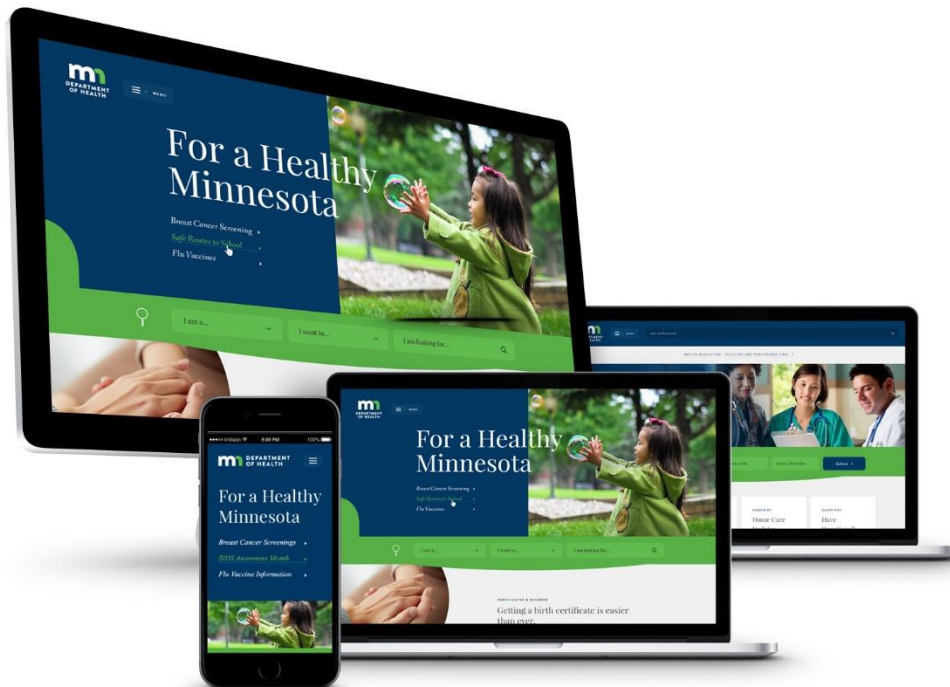
Minnesota Department of Health · Strategy & Design Work

americaneagle·com.

Claro Healthcare • www.clarohealthcare.com

Sanford Health • www.sanfordhealth.org

americaneagle·com.

SCOPE OF WORK

A Tailored Implementation

The Team & Process

ORGANIZATIONAL CHART

DEPARTMENT MANAGER

PRE-LAUNCH
PROJECT TEAM

POST-LAUNCH
ACCOUNT TEAM

PROJECT MANAGER

ACCOUNT MANAGER

CREATIVE | FRONT END DEVELOPERS | PROGRAMMERS | INTEGRATION SPECIALISTS | QUALITY CONTROL SPECIALISTS | SERVER TECHNICIANS

DEVELOPMENT PROCESS

PLAN
1
Discover & Define

DESIGN
2
Create Visuals

BUILD
3
Develop & Construct

BETA
4
Test & Train

LAUNCH
5
Optimize & Go Live

6 SUPPORT
Monitor, Evaluate & Refine
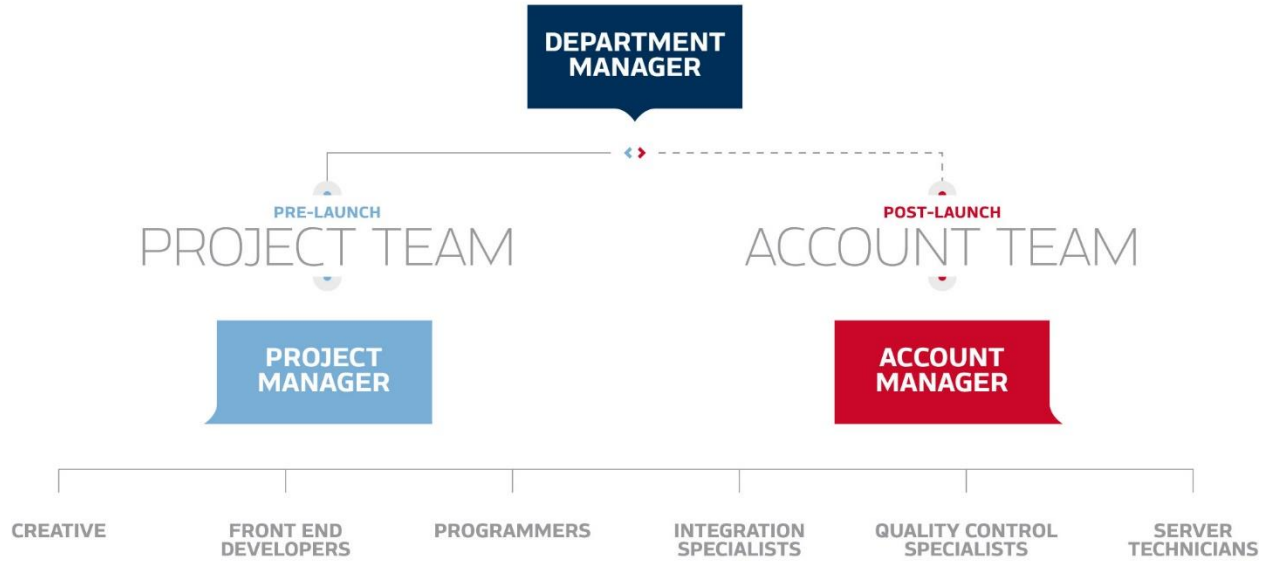
Project Management & Consulting

Approach

Americaneagle.com's approach to managing projects has been refined over the years based on client feedback and as a result, we're continually building the expertise of our team members, which is shared within the organization and leveraged with new projects. Americaneagle.com's project management services are integrated into every phase and service throughout the engagement, ensuring that there is effective communication, that the project stays on task, and that Americaneagle.com resources are able to execute their tasks and deliverables according to the agreed upon methodology and timeline established between all parties.

To navigate the phases of development and manage a successful project, Americaneagle.com adopts the following project philosophies:

Project Success Factors

- Commitment to timely decision making, reviews of deliverables, and sign-off
- Active participation by all stakeholders and subject matter experts
- Completion and dissemination of project deliverables within the timeframe
- Commitment from key content owners to be available to assist with content development & review
- A commitment to manage scope to achieve timelines
- Development of a communication plan that defines how and when information should be communicated
- Coordination of regular status meetings as defined by project stakeholders to gauge the success of the team
- Communication of issues to the project management team will be prompt and escalated where appropriate

Project Techniques

Americaneagle.com will use several techniques to manage the project and communication effectively. These techniques will include but are not limited to the following:

- Create a detailed project plan
- Monitor the progress of the project in relation to schedule and cost by tracking to the overall project plan
- Conduct weekly project status meetings / conference calls
- Distribute weekly project status reports
- Prepare meeting agendas and notes
- Ensure the quality of the project and all Americaneagle.com deliverables
- Identify, track, heighten awareness of and facilitate the resolution of issues
- Manage change requests

Planning & Documentation

In addition to the above techniques that guide the project, Americaneagle.com starts every project with consulting and planning to ensure that the project is set up for success from the beginning and establishes a reference point for all development work to follow. Initial project meetings held by Americaneagle.com and RLDatix will enable your Project Manager(s) to prepare the following:

Project Charter

The project charter will build a solid foundation for your project and ensure that all project team members are on the same page. Included in this document is:

- Project Team Members / Roles
- Project Overview
- Project Objectives/Goals/KPIs

americaneagle·com.

- Project Tools
- Project Risks
- Communication Plan
- Escalation Procedures
- Scope

Project Plan / Timeline
The project plan outlines tasks for all phases of the project including planning, design, construction, beta, and launch. It will outline the start date, end date, status, and the resources or organization responsible for each task. The project plan is a living document and will be updated during the project. You will see highlights of the updates in the weekly status emails.

Development Plan
The development plan will outline all the functionality and configurations required for implementation. This outline will give you clear visibility into the complete scope of your project. The development plan will list the main tasks that will be completed during construction, as well as a short description for each task. When needed, Americaneagle.com will supplement this development plan with additional documentation such as process flows, integration plan, content plan, migration plan, etc. Included with this deliverable is:

- Feature/Function Descriptions
- Additional Requirement Documents as Needed

Sitemap Creation
Our team will analyze content, images, and end-user objectives to identify the inherent purpose of each page of the site. Upon completing analysis, we will arrange pages into a hierarchy that will be most efficiently perceived by your site visitors.

✓ **DELIVERABLES**

✔ **Project Charter**
✔ **Project Plan**
✔ **Development Plan**
✔ **Sitemap**

---

americaneagle·com.

UX Design

Great design is more than just aesthetics. We employ thoughtful design to create a meaningful experience for your brand and your audience. Our award-winning creative team brings each brand's personality and positioning to life through compelling, integrated experiences that engage audiences and produce results.

The Principles of Design Thinking

At Americaneagle.com, we pride ourselves in being able to empathize not just with the organizations we serve, but also with those organization's users. In other words, we aim to serve not only our clients, but also our client's users. To accomplish this, we identify your strategic, organizational goals, as well as the motivations of your clients.

In the development of any website, or any product, for that matter, there will be a push and pull between form and function, between aesthetics and practicality. Design Thinking ensures that the pursuit of one does not come at the expense of the other, and that any sacrifices that need to be made around friction points are minimal.

This philosophy ensures that your team has all the tools necessary to lead your audience through the user journey while presenting a consistent example of brand authenticity across all channels.

Design Methodology

Americaneagle.com's decades of experience equips us with the tools, techniques and processes to allow for user-centric designs that align with your organizational goals. Design Thinking informs our non-linear process, ensuring proper UX techniques are applied throughout development as we Test, Learn and, Repeat to strengthen the bonds between form and function.

Wireframing

A wireframe removes the effort of visual design to establish a layout or composition that includes content structure, navigation and key elements for design that when assembled represent an entire flow or system. As such wireframes are conscious, influence and have influence on their surrounding screens, entry and exit points.

The role of wireframes is to create a foundation for designers to start from and to set a direction for the creative team. They give creative teams a chance to properly plan before moving forward, reducing the risk of going back because something was missed.

Wireframes also allow designers to quickly test their overall design strategy without getting bogged down in the details of a visual design. A limited number of visual elements enable the team to focus solely on core design decisions before diving into the details.

Wireframes clearly communicate design decisions to stakeholders and teammates and, by looking at a wireframe, they should have a good idea of what screens an app or website will have.

Wireframes are typically used as a reference point for functional specifications. As a design deliverable, wireframes can be shared with the entire team so that everyone's on the same page.

Americaneagle.com will develop four wireframes for this project

Concept Development

Americaneagle.com will begin with the creation of a homepage concept. Based on feedback gathered from RLDatix, up to two rounds of edits or additional concepts will be created until the homepage design accurately reflects the vision desired by RLDatix and approval has been provided. After approval of the homepage design, Americaneagle.com will create the interior page and most valuable page design compositions for your review and approval, each with up to two rounds of revisions. Americaneagle.com also conducts a creative

review internally to ensure that the graphics fully capture all the above information and are aligned with key performance indicators. With both client and internal approvals in place, we finalize the graphic files for cut and front-end development.

Technologies
- Sketch
- Adobe Creative Suite
- InVision: Prototyping and Collaboration Platform

✓ DELIVERABLES

✔ **Homepage Design (Wireframe and Design)**
✔ **Interior Design – Content Page (Design)**
✔ **Interior Design – Products (Design)**
✔ **Interior Design – Services & Support (Design)**

americaneagle·com.

Front-End Development

Once the graphic compositions are approved, Americaneagle.com moves into front-end development to produce the website's templates and establish the site's styles, interactions, performance, and accessibility. Americaneagle.com follows industry best practices for front-end development, utilizing the latest well-tested and supported languages and approaches to create functional, efficient, and innovative websites.

Approach

Mobile Up: Americaneagle.com takes a "mobile up" approach to development. Determining what will be the best interface in small screens usually scales well as the browser size increases. This approach prevents sites from becoming overly complex or overly simple in a way that would degrade the user experience on one device or another. Rather, it allows for a site experience that considers all devices and the impacts to the user.

Responsive Design: Americaneagle.com utilizes a fluid responsive grid framework to ensure the website will be viewable in screen sizes from mobile phones to desktop monitors. With the grid framework, content layout can be stacked and as a user increases their browser size the content will flow to fill in the available space.

Progressive Enhancement: Not all browsers support the latest front-end development techniques. As such, progressive enhancement is an important aspect to development at Americaneagle.com, in which we create a simplified experience for the lowest common denominator and layer in modern techniques on top. This approach ensures that the site is fully functional across all browsers, while the experience is enhanced and maximized for users operating on modern browsers.

Performance: Americaneagle.com uses front-end development techniques to improve site performance and download speed. We utilize image optimization, caching, lazy loading, minification, concatenation, and many other load reduction techniques. During discussions and planning we determine which techniques and designs will help with the needs of the site.

Technologies

- HTML5
- CSS3
- JavaScript

DELIVERABLES

✔ **Flat HTML Files**
✔ **Related CSS & JavaScript Files**
✔ **Templates**

americaneagle·com.

Accessibility Compliance (Optional)

There are major benefits of applying accessibility principles to web design and development methodologies, as an inclusive and universal design provides a better experience for all end-users, in addition to addressing accessibility compliance needs. Accessibility focused coding principles and content governance can also contribute to improved SEO, increased user engagement and conversions, by better accommodating users of all types and skill. Of significant importance, incorporating accessibility practices as part of any major design and/or development project will cost less, compared to retroactively addressing accessibility compliance after the fact.

Considering the above mentioned benefits and legal mandates around ADA 508 and AODA, Americaneagle.com is proactive in offering many services which may be appropriate for your website and accessibility goals.

Approach

Designing and developing a website which can adapt to changing accessibility regulations, with a long-term plan for continued compliance, can require a considerable amount of effort and ongoing subject matter expertise. In order to help meet these challenges, Americaneagle.com offers services to help Clients align their website(s) with applicable accessibility regulations. It is important to note that website accessibility is a joint effort, with ongoing compliance being heavily dependent upon proper content management practices.

As part of the project, we strive to meet WCAG (Web Content Accessibility Guidelines) 2.1 A and AA Standards. These accessibility levels will be a focal point during planning, design, and development. If specific WCAG 2.1 level compliance is required, Americaneagle.com can work with you to determine the appropriate scope and services.

Project phases that will involve accessibility services include:
- Functional planning
- Design planning
- Design concept reviews
- Code implementation and review
- Testing

Content and Decision Guidance

Please be aware that compliance with certain accessibility and WCAG 2.1 standards may restrict aspects of the creative design decisions (e.g. color choices). Any potential limitations will be discussed during the appropriate phase of the project.

Site owners are responsible for the accessibility of their site, as various business decisions and content management / governance practices will have the greatest impact on accessibility and ongoing compliance. It will be important for RLDatix to plan out content governance and ongoing maintenance aimed towards accessibility during the project. Americaneagle.com cannot make any guarantees about future interpretations of guidelines or government requirements for your site, nor can we provide you with any legal advice regarding current or future matters. If you have any legal concerns, we encourage you to seek competent legal counsel for advice.

Initial and Ongoing Support Services

The project shall include **75 hours** towards applying and implementing WCAG 2.1 AA recommended guidelines throughout the project process. Should it become evident that more time is necessary to achieve specific requirements and accessibly needs, your Project Manager will proactively provide a detailed estimate for any applicable considerations.

Prior to launch of the website, Americaneagle.com will provide an audit, detailing the website's compliance standing and any relevant supporting details. This audit document, which requires Client signature prior to

americaneagle·com.

launch, is provided to assist with your preparedness for website accessibility and help serve as a roadmap for relevant future business and content decisions, as well as ongoing support. Accessibility is not a one-and-done solution, as websites are constantly evolving when content is added or adjusted.

Audit Preparation and Audit Report to Include:
- Manual testing with accessibility software such as NVDA, JAWS, Voiceover, Talkback
- Testing results from keyboard and pointer events
- Global and page specific items for improvement
- Additional Automated Testing
- Prioritization and suggestions for improvements beyond compliance

Automated Testing: To better prepare and enable RLDatix's ongoing accessibility awareness, planning, and reporting, we suggest procuring a 3rd party solution, such as [Siteimprove](#). That type of solution can help provide immediate insight as to accessibility issues, suggestion and feedback on content governance. Americaneagle.com is happy to provide recommendations for 3rd party accessibility testing solution(s) which are the best fit for your needs.

✓ DELIVERABLES

✓ **75 Hours Towards Planning And Implementing WCAG 2.1 AA Guidelines**
✓ **Pre-Launch Accessibility Audit**

Ongoing Accessibility Services: As an additional consideration, Clients may opt to utilize our support service offerings, which include accessibility focused services that are tailored to each client's needs. These services are most commonly used for:
- Annual website accessibility audit (manual and automated testing)
- Ongoing optimizations to increase level of compliance
- Ongoing review of automated tests and mitigation of issues causing non-compliance
- Proactive accessibility education and training for best practices around content management and governance

americaneagle·com.

Technical Specifications

Americaneagle.com will implement and configure Kentico for RLDatix. The following are the anticipated configurations that will be required to support RLDatix's business goals either through standard Kentico configurations or through front-end development configurations and/or custom development. The chart below defines the technical scope of work for this project and the level of effort. For additional information regarding Kentico's platform please visit www.kentico.com/product/web-content-management.

Level of Effort

- **Core Set-up:** Included with a standard fixed bid website implementation on Kentico
- **Configuration:** A configuration of the platform to support a specific requirement for RLDatix
- **X Hours:** A defined allotment of hours to be allocated towards the task identified

FEATURE	NOTES	LEVEL OF EFFORT
Template Implementation	Installation of page templates into the Kentico Platform • Homepage Template • Interior Template	Core Setup
Content Pages	• Setup of shell pages per sitemap	Core Setup
Configuration of Kentico	• Rich Text Editor • Embed YouTube • 404 page	Core Setup
Additional Content Tools	• Banners • Call to Action • Forms – Pardot forms using embed codes	Configuration
Multilingual Functionality	• Via the Kentico Cultures tool. Kentico Cultures allows for multilingual functionality but does not provide translations	Configuration
Social Sharing	Americaneagle.com will place social tracking embed codes for Uberflip, Hotjar, drift, and social pixels for LinkedIn, Facebook, Twitter and Instagram.	Configuration
Contact Us Form	• Setup of Contact Us form	Core Setup
Content Migration	All content and files such as copy, photographs, and branding materials should be delivered to Americaneagle.com in digital format (MS Word, MS Excel, .JPEG, etc.) at the outset of this project. This will conserve development time and ensure the website is completed on schedule. Americaneagle.com will perform up to 40 hours of content-migration for RLDatix although additional services can be	Up to 40 Hours

	contracted outside of this allocation if needed. All databased content for the website will be uploaded by RLDatix through the CMS after training or after the site goes live. The Project Plan will include details regarding specific file format and delivery requirements.	
SEO	As part of the standard development process, Americaneagle.com establishes foundational SEO elements through: • Crawlable Pages • Logical URL Structure • Quick Load Time • Auto-Generated Title Tags • Meta Description Fields • Heading Fields • Image Alternate Text Fields • XML Sitemap File(s) • Robots.txt File • 301 Redirect Entry • Essential Structured Data Markup • Canonical Tags • Hreflang Tags • 404 Error Page • Favicon SEO performance can always be enhanced through additional research, strategy, and collaboration. It is recommended to opt in to the 'SEO Strategy & Support' add-on to maximize organic growth potential.	Core Setup
Integration with Back-Office & Third Party Systems	Americaneagle.com looks at every integration project individually. The first step in every integration project is information gathering and understanding all the business units that will be interfacing with the system. After all integration requirements are gathered, an in-depth field by field integration plan will be created with the client and any 3rd party providers. The integration plan will also detail how the data flows between the website and the various systems. Americaneagle.com anticipates the following integrations and integration points: Salesforce – Americaneagle.com will configure Kentico so that information entered in Kentico will flow into Salesforce. This is a one-directional integration, updates within Salesforce will not be replicated in Kentico. This configuration will include Pardot email signup. It is assumed that internal RLDatix resources or partner resources will be available to help facilitate the	Up to 60 Hours

americaneagle·com.

	planning, development, and testing of the integration points with internal RLDatix systems. Within the scope of this proposal, Americaneagle.com is allocating up to 60 hours to carry out the custom implementation and integration. While we believe this to be an accurate estimate based on our previous experience, your project manager will keep you updated on the progress of the project. Should it become evident that more time will be necessary to complete the desired integration points, your Project Manager will let you know as soon as possible and will provide a quote to complete the additional work at that time. Additional work will be billed at the industry standard of $200 USD per hour.	
Analytics	• Google Analytics account setup through Google Tag Manager • Setup of one (1) goal. • Google Search Console setup • Setup of Google Data Studio Additional analytics consulting / setup services available upon request.	Core setup

Testing & Training

Testing

A series of tests are conducted by Americaneagle.com for every web application. These tests come in several phases, but can also be performed concurrently:

The programmer(s) that created the site and then the project manager perform tests. These tests verify that each of the site's main functions works correctly, that all aspects of the project plan have been implemented and function correctly, and that all areas of the site are finalized. For standard processes and best practices, our programmers perform the following:

- **Code Reviews:** A senior level developer reviews the programming for architectural and security flaws. They confirm code adheres to our security standards and also ensure the code is optimized and performs as expected.
- **Security Vulnerability:** We run security scans using 3rd party software that test the website against known security vulnerabilities, such as SQL Injection and Cross Site Scripting and remedy all issues before going live.

The Quality Control team reviews the site. The quality control team uses a customized test plan to test each field and function of the site looking for bugs, errors, broken links, and missing or incorrect information. After the reported issues are fixed, each issue is retested by the QC team for final verification. Specifically, several different types of testing are used:

- **HTML & Design Review:** This type of testing involves comparing the approved graphic designs to the HTML templates and completed front end.
- **Cross Browser:** This is a process to test web applications across multiple browsers to ensure compatibility.
- **Functional:** This includes test cases based on the specifications for each component and is typically based on the requirements documentation. These tests also confirm which conversions can be completed.
- **CMS:** This type of test focuses on the back end of the website. The project manager will provide the QC team with further direction based on the project's needs.
- **Responsive / Device / Mobile:** This includes testing across different devices and different screen sizes to make sure the front end functions as expected.
- **Regression:** This is a type of software testing that seeks to uncover new software bugs, or regressions, in existing functional and non-functional areas of a system after changes such as enhancements, patches, or configuration changes have been made.

✓ DELIVERABLES

✓ **Updated Beta Site**

---

americaneagle·com.

Training

This proposal includes 8 hours to be used towards training related to the project and the individual client's unique needs.

With this training budget, the Project Manager and client will work to determine how the hours should be used to best suit the client's needs. In developing the training plan, Project Managers will consider the ability levels of the user groups, the optimal timing for training, and the immediate goals for maintaining the website. The Project Manager can make best practices recommendations for how the hours are utilized.

The goal of the training is to equip the site administrators with the knowledge to successfully manage their website. Additionally, Americaneagle.com can continue to provide training as part of our client services maintenance program after the site is live.

Training hours can be used for:

- CMS Author Training
- Marketer Training
- Developer Training

Training Sessions

Author, Marketer, and/or Developer Training sessions can be held at Americaneagle.com's office (Des Plaines, IL), the client's offices (travel fees may apply) or via web demo. These training sessions can also be recorded and provided to the client.

Process Documentation and Screencasts

Americaneagle.com can provide written materials such as user manuals and demo screencasts, which are specific to the client's content and implementation.

✔ **DELIVERABLES**

✔ **Training Plan**
✔ **Training Session(s)**

americaneagle·com.

External Hosting

If RLDatix chooses to host the website internally and not host with Americaneagle.com, then upon completion of the project, which will be developed within the Americaneagle.com hosting environment, the full copy of the site, including the database, will be delivered via FTP or on CD / DVD disc. The project is considered fully completed upon delivery of the full copy of the website and database to RLDatix. Furthermore, RLDatix is responsible for the costs of any additional hardware and/or software needed to run the website or database. Americaneagle.com will supply RLDatix with a list of software, if requested. Americaneagle.com does not use any proprietary software and all software that may be needed is commonly found on a site such as www.cdw.com. Americaneagle.com is not responsible for the set-up of the hosting environment or the deployment of the site within that hosting environment. Should RLDatix need any set-up assistance, additional time can be billed separately as necessary.

On Premise Hosting:

For development of the website, Americaneagle.com will use Microsoft SQL Server 2017, unless otherwise specified below or as defined in project planning documents. After development work has started, downgrading a database to an older SQL edition (e.g. 2016 to 2008 R2) is not recommended, nor officially supported and will require additional fees on a time and materials basis (in cases where a downgrade is possible).

Launch Support

Americaneagle.com can provide RLDatix with launch support, including migration of the site from Americaneagle.com's development site to RLDatix's servers. Americaneagle.com's external hosting support services include the following: remote into RLDatix servers, coach RLDatix through the set up on the phone, reply to emails about issues, and inspect files via screen sharing. This external hosting and launch support service is estimated at ten (10) hours of support.

Environment Setup Assumptions

1. Americaneagle.com assumes the client has qualified staff members with availability and proper access to production servers to perform or help americaneagle.com perform all the necessary tasks related to live deployments.
2. Americaneagle.com assumes the client has proper backup/restore procedures in place for all databases and source code on the production servers.
3. Americaneagle.com assumes that the client has proper procedures for maintaining hardware and software on the productions servers including installation of security patches on a strict schedule.
4. Americaneagle.com assumes the client has proper performance monitoring tools available on the production servers.

General Expectations & Assumptions

Browser Compatibility

In the development of your site, Americaneagle.com will establish compatibility with multiple browsers and multiple platforms. We will design and test the new site in the latest vendor supported browser version at the time of launching your site. Additional browsers or browser updates can be added at an additional cost. Specifically, this will include:

Supported Devices:
Americaneagle.com will design and test the responsive site for optimization in the following device versions:

BROWSER COMPATIBILITY	
Mac	**PC**
• Chrome • Safari • Firefox	• Chrome • Firefox • Edge

- Latest version of Safari and Chrome at time of site launch available on the latest version of Apple iOS on the iPhone and iPad.
- Latest version of Chrome and Firefox at the time of site launch available on the latest version of Android OS on phone and tablet.

Image Use

It is the responsibility of the client to provide images and other digital assets for use on the website. It is the client's responsibility to obtain proper permission to use any images provided to Americaneagle.com. Logo development and image manipulation are not included as part of this proposal.

Stock Photography

If RLDatix does not have imagery readily available for your new website, stock photography can be used. If needed, we will include 3 hours of stock photography research within the scope of this project. If desired, Americaneagle.com's design team can do additional stock photography research for you at a rate of $150/hour. Our design team will do the research and present photography options that you can select from for use on your website.

Equal Opportunity Employment

Americaneagle.com maintains our healthy working environment by adhering to our policy to provide equal employment and individual opportunity to all job applicants and employees without regard to race, color, religion, sex, age or national origin. Americaneagle.com is committed to the provisions outlined in the Equal Opportunity Clauses of Executive Order 11246 (41 CFR 60-1.4), section 503 of the Rehabilitation Act of 1973 (41 CFR 60-741.5(a)), section 402 of the Vietnam Era Veterans Readjustment Act of 1974 (41 CFR 60-250.5(a)) and the Jobs for Veterans Act of 2003 (41 CFR 60-300.5(a)), as well as any other regulations pertaining to these orders.

SSL Certificate

The implementation of a SSL certificate will be involved in this project. The certificate will be an additional cost. While it is important for you to register this in your name so that you are the legal owner of it, please keep in mind that we will handle the paperwork to make it easier for you.

Atlassian Project Management Tools

Americaneagle.com provides clients with powerful and transparent project tracking through access to our project management tool (Jira) and also provides collaborative project documentation and communication tailored to our client's needs through a documentation hub (Confluence). For the duration of your project, one user license will be included. Your project manager will work with you to determine if additional licenses are necessary.

Business Hours

Normal business hours are Monday - Friday, 8:00am – 5:00pm (CST), excluding major holidays.

Scheduled After Hours Requests

Work and/or support can be scheduled outside of our normal business hours, with written pre-approval from Client (two-week advance notice preferred). After hour requests may be billed at the overtime rate.

SUPPORT

Ongoing Services to Maintain & Grow Your Organization

Post-Launch Support

Client Services Team

To support your evolving online needs, Americaneagle.com offers our clients efficient and timely support services through our Client Services Team's Support Program. The Support Program enables Americaneagle.com to allocate a consistent bucket of hours each month to be used by RLDatix for a myriad of support services – from designing new banner ads, implementing new site features, making database changes, and more. Support hours can be used for any Americaneagle.com service, including:

- Strategy & Consulting
- Graphics
- Technical Support

- Account Management
- Content
- Analytics

- Training
- Programming
- And More

Key Benefits

Here are some of the key benefits of the Support Program:

Budgeting: Not only is the Support Program offered at a reduced hourly rate, it is easier for RLDatix to budget web development expenses if it is fixed from month to month.

Scalability: The Support Program can be scaled up or down depending on demand over time. This initial hour allocation is based on expected need.

Timing: Because we know that RLDatix will be investing in these support hours every month, we are able to allocate sufficient resources to guarantee timely implementations.

Quoting: Formal quotes will not be as necessary as many upgrades will simply be requested on an as-needed basis. However, larger projects that require a team of experts will require a separate quote.

Talent: Some of our most skilled programming staff is dedicated to our Client Services Team to ensure that we are providing the highest quality of service as your site evolves and grows over time.

Support Hours

Post Launch RLDatix's can purchase a Support Program hours per month. This is a rolling block of time that will accrue and roll over month after month. The support hours do not expire. If more work is needed after the allotted time, Americaneagle.com's staff will complete the work at the standard rate of $200 per hour. Large projects may require a separate proposal and additional fees.

SUPPORT TEAM

| DIRECTOR OF CLIENT MGT. | PRODUCTION MANAGER | PROJECT MANAGER | SENIOR DEVELOPER | FRONT-END DEVELOPER | PROGRAMMER | SERVER TECHNICIAN |

americaneagle·com.

INVESTMENT

Investment

ITEM	ONE TIME COSTS	RECURRING COSTS
Design, Consulting & Implementation (910 hours) Option 1	$133,620	N/A
~~**Design, Consulting & Implementation (1104 hours)** Option 2~~	~~$175,400~~	~~N/A~~

TOTAL INVESTMENT	**$133,620**	**Per Above**

Travel Expense

Americaneagle.com has budgeted $0 for non-refundable travel expenses related to this project. Any additional travel expenses will be billed to RLDatix, as long as said travel and expenses are pre-approved by customer.

*Hosting fees commence once website is deployed to production server environment.

Kentico License Subscription Renewals

All Kentico commercial licenses include a one-year subscription, for access to new releases, product updates including new features, bug fixes, and technical support for the CMS.

If a subscription license expires, there is a 30-day grace period during which the license is still fully operational. After the grace period, Kentico Xperience will stop working, and the website will no longer be accessible online.

Americaneagle.com is a reseller of the Kentico User Licensing Agreement. You will be invoiced separately by American Eagle Licensing, Inc. The purchase of the Kentico license must occur prior to any development work and your project manager will coordinate this with you.

You will be charged appropriate Sales Tax if you are located in the state of Illinois. Otherwise, you agree to file the appropriate tax returns and pay all excise taxes, sales and/or use taxes, personal property taxes, and all other taxes and charges which may be imposed during the term of this Agreement arising from the use, acquisition or ownership of the Software License, whether due before or after termination of the Agreement.

Additional information on the Kentico terms and licensing can be viewed here at the link below. Approval of this proposal is inclusive of the acceptance of the Kentico license terms as of May 19, 2021. http://www.kentico.com/purchase/licensing.

americaneagle·com.

Terms & Warranty

PAYMENTS	PAYMENT MILESTONES
50% of Total Amount Due	Upon Contract Signing
Remaining 50% of Total Amount Due	Upon 60 Days After signing of proposal or Upon Completion of the Site, whichever is Sooner

In the event that RLDatix has not accepted or provided feedback or required deliverable(s) on the beta test site within any sixty (60) day period after presentation of the beta test site, such beta test site shall be deemed accepted as of the sixty-first (61st) day.

A payment processor fee of 3% will be assessed to all transactions for any payments made by credit card or debit card. For ongoing monthly charges, Americaneagle.com will establish an ACH (electronic payment) withdraw or a monthly credit card payment with you.

All information, logos, addresses, pictures, domain names, and website are property of RLDatix. Americaneagle.com will provide RLDatix with a perpetual, royalty-free license to any programming code created by Americaneagle.com, with the exception of the Broadcast Email System and the Hawk Search Tool. This allows RLDatix to continue to use the code, even if no longer an Americaneagle.com client; however, RLDatix may not resell the source code to other companies or web developers.

Limited Website Warranty

Upon launch of your website, your website will be covered under a ninety (90) day limited warranty. The limited warranty provides assurance that the web application will meet its functionality specifications, as set forth in the approved project document(s). This limited warranty covers any bugs (programming errors) reported to Americaneagle.com within ninety (90) days of the site launch date; any bugs reported within this time period will be fixed at no additional charge to the client. After the ninety (90) day limited warranty period is over, all bugs, web application changes and improvements, web application support, consulting and system analysis, and additional training is billable work and will be deducted from your Support retainer or is subject to charge at Americaneagle.com's standard hourly rate.

This limited warranty is limited to the functionalities and features of the web application, as defined by the approved project document(s). Any changes requested outside the scope of the approved project document(s) will be subject to additional charges. Any bugs with third party products (including: servers, database integration, software, and plug-ins) that are determined to be the error of the third party are not covered under the limited warranty and are subject to additional charges.

The right to this limited warranty is forfeit if the website or the codes are accessed by the client or any third party company. This limited warranty will not be honored if any payments are overdue.

AMERICANEAGLE.COM MAKES NO EXPRESS OR IMPLIED WARRANTY, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTY OF QUALITY, PERFORMANCE, MERCHANTABILITY OR FITNESS FOR ANY PURPOSE, WITH RESPECT TO ANY SERVICES PERFORMED OR ANY GOODS INCLUDING, BUT NOT LIMITED TO SOFTWARE, DEVELOPED HEREUNDER. AMERICANEAGLE.COM SHALL NOT BE LIABLE TO CLIENT OR ANY OTHER PARTY FOR ANY DAMAGES, EXPENSES, FEES OR LOSSES (LOSSES) ARISING AS A RESULT OF THIS AGREEMENT OR THE SERVICES PROVIDED HEREUNDER, WHETHER FOR WORK PERFORMED, GOODS OR SERVICES DEVELOPED, OR OTHERWISE WHICH ARE IN THE AGGREGATE IN EXCESS OF THE APPLICABLE AMOUNT OF FEES ACTUALLY PAID TO AMERICANEAGLE.COM BY CLIENT WITH RESPECT TO THE ASSIGNMENT RESULTING IN SUCH LOSSES. IN NO EVENT SHALL AMERICANEAGLE.COM BE LIABLE TO CLIENT OR ANY OTHER PARTY FOR ANY INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES OR LOSSES, INCLUDING BUT NOT LIMITED TO LOST PROFITS, ARISING FROM OR RELATED TO ANY SERVICES PERFORMED OR GOODS DEVELOPED PURSUANT TO THE AGREEMENT.

ACCESSIBILITY COMPLIANCE SERVICES
*Please Note Initials Required: We strongly recommend including the aforementioned accessibility compliance services with your project. Please initial below to indicate how you plan to proceed.

X	
Yes, Opt In	No, Opt Out

CONTRACT ACCEPTANCE

Name _Mike Etzinger_   Date _07/12/21_

Signature _(signature)_

americaneagle·com.

americaneagle·com.