



A Xerox Company

## SoCal-Office Response to:

City of Garden Grove

Request for Proposal

RFP No. S-1207

Replacement of 27 Multi-Function Copiers

Issued Date: January 11, 2017

Due Date: February 22, 2017

Xerox® Enterprise  
Print Services



**GARDEN GROVE**

Prepared by:

**Lori Simpson**

**Public Sector & Education Account Executive**

**SoCal Office Technologies, a Xerox Company**



Tuesday February 21, 2017

Sandra Segawa, Purchasing Agent  
City of Garden Grove  
11222 Acacia Parkway, Room 220  
Garden Grove, CA 92840

SoCal Office Technologies  
5700 Warland Drive  
Cypress, CA 90630  
800-769-2679

Dear Sandra,

At SoCal Office Technologies, we are excited about our enclosed proposal for our bid response and thank you for your interest in our products and services. Our goal is to listen to you and respond with the elements you are looking for in a professional partnership as well as to provide the most efficient and cost effective method for new output devices. We feel the enclosed proposal demonstrates our commitment to your strategy to implement a fleet of output devices with new state-of-the-art technology and integration. Our dedicated support team will demonstrate process improvements that enhance your level of satisfaction with your specific needs in mind. Some key consideration points include:

- Local billing to customize invoices, answer questions and resolve issues to provide a better customer experience.
- Local inventory for each SoCal location to provide faster access to our service technicians
- Local Executive team to make crucial decisions and better serve our customer's needs in a timely manner
- Compliance with all of the City's Insurance requirements/ Professional Services Agreement
- Online vendor portal for fleet management, online training and service requests
- Enterprise fleet monitoring and troubleshooting software to reduce printer downtime
- Auto supply monitoring program
- Best in class output devices with unsurpassed ease of use
- Specific detailed Implementation Plan with experience to execute on time
- Service level consistency through our Quarterly Business Reviews showing fleet performance, adherence to Service Level Agreement, recommendations for improvement and new technology review
- Genuine OEM Parts & Supplies to maximize reliability
- Factory-trained and certified technicians with proven track record
- Output device response time and replacement guarantee
- Financially backed performance guarantee
- Environmentally conscience best practices for materials and recycling
- Vendor financial stability that ensures ability to fulfill requirements for the term of the contract

We look forward to your response and anticipate your consideration for SoCal Office Technologies to be a future partner with the City of Garden Grove.

Sincerely,

Lori Simpson  
Public Sector & Education Account Executive  
562-342-7300 x5221  
[LSimpson@socal-office.com](mailto:LSimpson@socal-office.com)

Doug MacPhee  
Vice President of Sales  
562-342-7300 x5233  
[DMacphee@socal-xerox.com](mailto:DMacphee@socal-xerox.com)

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# Proposal Letter/ Certification of Acceptance

**RFP No. S-1207**

**CITY OF GARDEN GROVE**

**PROPOSAL REQUIREMENTS**

**PROPOSAL LETTER/CERTIFICATE OF ACCEPTANCE**

COMPANY NAME:

SoCal Office Technologies

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SANDRA SEGAWA, PURCHASING AGENT  
CITY OF GARDEN GROVE  
11222 ACACIA PARKWAY  
GARDEN GROVE, CALIFORNIA 92840

In response to the request to Provide Twenty-Seven (27) New and Unused Multi-Function Digital Copiers and Related Supplies, Maintenance and Support Services for Various Departments for the City of Garden Grove, per the Scope of Work which is attached as Attachment "A". We the undersigned hereby declare that we have carefully read and examined the RFP documents including any plans and specifications, and hereby propose to perform and complete the Work as required in the Contract.

This Contract is not exclusive. The CITY expressly reserves the right to contract for performance of services such as those described herein through other Contractors.

The undersigned agrees to supply the Scope of Work at the costs indicated in its cost proposal if its Proposal is accepted within 120 days from the date specified in the RFP for receipt of proposals.

The undersigned has reviewed the enclosed contract terms and conditions and agrees to accept all terms and conditions of the CITY's contract unless otherwise noted in the proposal response.

If recommended for Contract award, the undersigned agrees to execute a contract which will be prepared by the CITY for execution, within 10 calendar days following Notification of Award. It is understood that the recommendation for contract award will not be placed on the agenda for consideration by the City Council until the CITY has received the executed contract. The CITY will fully execute the contract subject to resolution of Protest filings, if any, and approval by the City Council.

The undersigned will also deliver to the CITY prior to the commencement of Scope of Work the necessary original Certificates of Insurance. If services are authorized to commence prior to the execution of the Contract pursuant to a Notice to Proceed issued by the CITY, pending the execution of the Contract, the services shall be subject to the terms and conditions of the Scope of Work and the Contract.

Incorporated herein and made a part of this Proposal are the Response Data and Proposal Forms required by the Proposal Requirements.

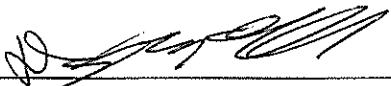
The undersigned acknowledges receipt, understanding and full consideration of the following Addenda to the RFP Documents:

Addenda No. 1,2,3, 4,5,6, 7, 8,9,10,11, and 12

Proposer represents that the following person is authorized to negotiate on its behalf with the CITY in connection with this RFP:

<u>Doug MacPhee</u>	<u>Vice President of Sales</u>	<u>562-342-7300</u>
(Name)	(Title)	(Phone)

The undersigned certifies that it has examined and is fully familiar with all of the provisions of the RFP Documents and is satisfied that they are accurate; that it has carefully checked all the words and figures and all statements made in the Proposal Requirements; that it has satisfied itself with respect to other matters pertaining to the proposal which in any way affect the Work or the cost thereof. The undersigned hereby agrees that the CITY will not be responsible for any errors or omissions in these RFP Documents.

BY:   
(Signature)

562-342-7300  
(Phone Number)

Doug MacPhee  
(Type or Print Name)

Vice President of Sales  
(Title)

DMacphee@socal-office.com  
(Email Address)

# Bidder/ Contractor Statement

**BIDDER/CONTRACTOR STATEMENT  
REGARDING INSURANCE COVERAGE  
(Submit with IFB/RFP Package)**

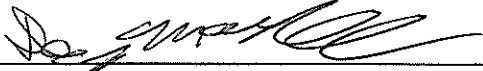
This signed document must be included with your bid package in order for your bid/proposal to be considered complete!

BIDDER/CONTRACTOR HEREBY CERTIFIES that he/she has reviewed and understands the insurance coverage requirements specified as in the attached Insurance Requirements Checklist.

Should we/I be awarded the contract, we/I certify that we/I can meet the specified requirements for insurance, including insurance coverage of the subcontractors, and agree to name the **City/Successor Agency/Sanitary District** and other additional insureds as per the agreement for the work specified And we/I will comply with the provisions of Section 3700 of the Labor Code, which require every employer to be insured against liability for worker's compensation or to undertake self-insurance in accordance with the provisions of that code, before commencing the performance of the work specified.

SoCal Office Technologies, A Xerox Corporation

\_\_\_\_\_  
Please Print (Person, Firm, or Corporation)



\_\_\_\_\_  
Signature of Authorized Representative

Doug MacPhee, Vice President of Sales

\_\_\_\_\_  
Please Print (Name & Title of Authorized Representative)

February 21, 2017

562-342-7300

DMacphee@socal-office.com

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email

Insurance Certificates and Endorsements will also be accepted via email and must be emailed to the following email address only: [sandras@garden-grove.org](mailto:sandras@garden-grove.org). This is the preferred and quickest method of submitting insurance certificates and endorsements.

Insurance Certificates and Endorsements can also be mailed to: City of Garden Grove  
Attention: Sandra Segawa:  
Purchasing Division  
11222 Acacia Parkway  
Garden Grove, CA 92840

**NOTE:** All insurance certificates and endorsements must be received by the City of Garden Grove Purchasing Division within ten (10) City working days of the original request or the City reserves the right to proceed with the next lowest responsible bidder or the next highest scoring proposer in the process.



# Proposal Form

**PROPOSAL PRICING  
RFP NO. S-1207  
MULTI-FUNCTION COPIERS  
"EXHIBIT B"**

THE HONORABLE MAYOR AND CITY COUNCIL  
CITY OF GARDEN GROVE  
11222 ACACIA PARKWAY  
GARDEN GROVE, CALIFORNIA 92840

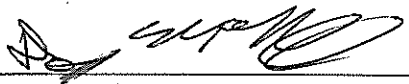
To: THE HONORABLE MAYOR AND CITY COUNCIL: The undersigned having carefully examined the Plans and Specifications to: Provide Twenty-Seven (27) New and Unused Multi-Function Digital Copiers and Related Supplies, Maintenance and Support Services for Various Departments for the City of Garden Grove. HEREBY PROPOSE to furnish all labor, materials and transportation, and do all the work required to complete work in accordance with the Scope of Work.

**DO NOT make any changes to this form or leave any lines blank. Incomplete Proposal Pricing forms will not be considered and may be deemed as non-responsive.**

The undersigned hereby certifies that this Proposal is genuine and is not sham or collusive, or made in the interest or in behalf of any person not herein named, and that the undersigned has not directly or indirectly induced or solicited any other bidder to put in a sham bid, or any other person, firm or corporation to refrain from bidding, and that the undersigned has not in any manner sought, by collusion, to secure for himself an advantage over any other bidder.

Please check your calculations before submitting your Proposal; the City of Garden Grove will not be responsible for Proposer miscalculations.

**The City reserves the right to add and delete services related to this RFP at its discretion.**

BY:   
\_\_\_\_\_  
(Signature)

562-342-7300  
\_\_\_\_\_  
(Phone Number)

Doug MacPhee  
\_\_\_\_\_  
(Type or Print Name)

Vice President of Sales  
\_\_\_\_\_  
(Title)

DMacphee@socal-office.com  
\_\_\_\_\_  
(Email Address)

**EXHIBIT "B" (RFP S-1207)  
Proposed Equipment and Pricing Options**

Location	Current Equipment	Proposer's Recommended Equipment			Monthly Base Lease Payment 60 month lease (Option A)	Monthly Base Lease Payment 60 month lease (Option B)	Fair Market Trade In Value
		Model Name and Number	Model Name and Number	Monthly Volume Rating			
City Hall-Reprographics 2nd Floor 11222 Acacia Parkway	Ricoh MP 1357EX	Xerox D125	125	70K-700K	\$ 510.33	\$	Included in Price (Best Price Given)
City Hall-Reprographics 2nd Floor 11222 Acacia Parkway	Ricoh MP C651	Xerox C70 with Fiery	70	50K	\$427.57	\$	Included in Price (Best Price Given)
City Hall-Reprographics 2nd Floor 11222 Acacia Parkway	Ricoh MP 1107EX	Xerox D110	110	70K-700K	\$305.68	\$	Included in Price (Best Price Given)
City Hall-Personnel 2nd Floor 11222 Acacia Parkway	Ricoh MP C5502A	Xerox 7855	55	18K-22K	Xerox 7855 \$107.46	\$	Included in Price (Best Price Given)
City Hall-City Clerk 2nd Floor 11222 Acacia Parkway	Ricoh MP 6001SP	Xerox 5875/ Xerox 7970	75 70	25K-75K/ 40K	Xerox 5875 \$99.32	\$	Included in Price (Best Price Given)
City Hall-Econ Dev 3rd Floor 11222 Acacia Parkway	Ricoh MP C5502A	Xerox 7855	55	18K-22K	Xerox 7855 \$107.46	\$	Included in Price (Best Price Given)
City Hall-City Manager 3rd Floor 11222 Acacia Parkway	Ricoh MP 6001SP	Xerox 5875/ Xerox 7970	75 70	25K-75K/ 40K	Xerox 5875 \$99.32	\$	Included in Price (Best Price Given)

**EXHIBIT "B" (RFP S-1207)**  
**Proposed Equipment and Pricing Options**

Location	Current Equipment Model Name and Number	Proposer's Recommended Equipment			Monthly Base Lease Payment 60 month lease (Option A)	Monthly Base Lease Payment 60 month lease (Option B)	Fair Market Trade In Value
		Model Name and Number	PPM	Monthly Volume Rating			
City Hall-Water 1st Floor 11222 Acacia Parkway	Ricoh MP 601SP	Xerox 5875/ Xerox 7970	75 70	25K-75K 40K	\$ Xerox 5875 \$99.32	\$ Xerox 7970 \$130.63	\$ Included in Price (Best Price Given)
City Hall-Engineering 1st Floor 11222 Acacia Parkway	Ricoh MP C5502A	Xerox 7855	55	18K-22K	\$ \$107.46	\$ Same as Option A (Color)	\$ Included in Price (Best Price Given)
Community Meeting Center 11300 Stanford Avenue	Ricoh MP 6001SP	Xerox 5875/ Xerox 7970	75 70	25K-75K 40K	\$ Xerox 5875 \$99.32	\$ Xerox 7970 \$130.63	\$ Included in Price (Best Price Given)
Juvenile Justice Center 11301 Acacia Parkway	Ricoh MP 6001SP	Xerox 5875/ Xerox 7970	75 70	25K-75K 40K	\$ Xerox 5875 \$99.32	\$ Xerox 7970 \$130.63	\$ Included in Price (Best Price Given)
Fire Department 11301 Acacia Parkway	Ricoh MP C5502A	Xerox 7855	55	18K-22K	\$ \$107.46	\$ Same as Option A (Color)	\$ Included in Price (Best Price Given)
Central Stores 13802 Newhope Street	Ricoh MP 6001SP	Xerox 5875/ Xerox 7970	75 70	25K-75K 40K	\$ Xerox 5875 \$99.32	\$ Xerox 7970 \$130.63	\$ Included in Price (Best Price Given)
Police Department (Gang Unit) 11301 Acacia Parkway	Ricoh MP 6001SP	Xerox 5875/ Xerox 7970	75 70	25K-75K 40K	\$ Xerox 5875 \$99.32	\$ Xerox 7970 \$130.63	\$ Included in Price (Best Price Given)

**EXHIBIT "B" (RFP S-1207)**  
**Proposed Equipment and Pricing Options**

Location	Current Equipment Model Name and Number	Proposer's Recommended Equipment			Monthly Base Lease Payment 60 month lease (Option A)	Monthly Base Lease Payment 60 month lease (Option B)	Fair Market Trade In Value
		Model Name and Number	PPM	Monthly Volume Rating			
Public Works Main Office 13802 Newhope Street	<b>Ricoh MP C5502A</b>	Xerox 7855	55	18K-22K	\$ \$107.46	\$ Same as Option A (Color)	Included in Price (Best Price Given)
Public Works Portable 13802 Newhope Street	<b>Ricoh MP 6001SP</b>	Xerox 5875/ Xerox 7970	75 70	25K-75K 40K	\$ Xerox 5875 \$99.32	\$ Xerox 7970 \$130.63	Included in Price (Best Price Given)
Police Department (Records) 11301 Acacia Parkway	<b>Ricoh MP 7001SP</b>	Xerox 5875	75	25K-75K	\$ Xerox 5875 \$99.32	\$ Same as Option A	Included in Price (Best Price Given)
Police Department (Records) 11301 Acacia Parkway	<b>Ricoh MP 7001SP</b>	Xerox 5875	75	25K-75K	\$ Xerox 5875 \$99.32	\$ Same as Option A	Included in Price (Best Price Given)
Police Department (2nd Floor) 11301 Acacia Parkway	<b>Ricoh MP C5502A</b>	Xerox 7855	55	18K-22K	\$ \$107.46	\$ Same as Option A (Color)	Included in Price (Best Price Given)
Police Department (1st Floor Report Writing) 11301 Acacia Parkway	Ricoh MP6504SP	Xerox 5875/ Xerox 7970	75 70	25K-75K 40K	\$ Xerox 5875 \$99.32	\$ Xerox 7970 \$130.63	Included in Price (Best Price Given)
Housing Authority 11277 Garden Grove Blvd	<b>Ricoh MP C3002</b>	Xerox 7855	55	18K-22K	\$ \$107.46	\$ Same as Option A (Color)	Included in Price (Best Price Given)

**EXHIBIT "B" (RFP S-1207)**  
**Proposed Equipment and Pricing Options**

Location	Current Equipment	Proposer's Recommended Equipment			Monthly Base Lease Payment 60 month lease (Option A)	Monthly Base Lease Payment 60 month lease (Option B)	Fair Market Trade In Value
		Model Name and Number	PPM	Monthly Volume Rating			
Housing Authority 12966 Euclid St. Suite 150	Canon iR- 2830	Xerox 5955/ Xerox 7855	55 55	up to 20K/ 18K-22K	\$ \$78.70	\$ \$107.46	\$ Included in Price (Best Price Given)
Cable TV Production 11277 Garden Grove Blvd	Ricoh MP 2852	Xerox 5955/ Xerox 7855	55 55	up to 20K/ 18K-22K	\$ \$78.70	\$ \$107.46	\$ Included in Price (Best Price Given)
Magnolia Family Resource Center 11402 Magnolia Street	Ricoh MP 2852	Xerox 5955/ Xerox 7855	55 55	up to 20K/ 18K-22K	\$ \$78.70	\$ \$107.46	\$ Included in Price (Best Price Given)
Buena Clinton Family Resource Center	Ricoh MP2550SPF	Xerox 5955/ Xerox 7855	55 55	up to 20K/ 18K-22K	\$ \$78.70	\$ \$107.46	\$ Included in Price (Best Price Given)
Public Works Water Services 13802 Newhope Street	Ricoh C5501	Xerox 7855	55	18K-22K	\$ \$107.46	\$ Same as Option A (Color)	\$ Included in Price (Best Price Given)
Senior Center 11300 Stanford Avenue	Ricoh C2550	Xerox 7855	55	18K-22K	\$ \$107.46	\$ Same as Option A (Color)	\$ Included in Price (Best Price Given)

## Additional Pricing

Service Pricing	Black and White Cost Per Copy	Color Cost per Copy
All machines except Xerox D110 & D125	\$0.005	\$0.049
Xerox D110 & D125	\$0.0035	

*Service Pricing includes Staples*

Solutions Pricing	
Six Licenses of NSI AutoStore V7 for 6 machines	\$35.06 per machine
<b>Total</b>	<b>\$210.35 per month</b>

Additional Pricing:

Buyout	
Buyout Based on April Installation	\$190.12 per month

Optional Equipment- Xerox Color Press- 5 <sup>th</sup> Color	
Xerox Color Press Lease Payment	\$3,247.53 per month
Clear	\$645 per month
Gold	\$317 per month
Silver	\$232 per month
Maintenance Payment	\$ 1,250.00 per month

# References



## References

The table below lists SoCal Office Technologies' references with similar projects and backgrounds:

Account Name	Contact Name	Contact Phone/ Email	Project Start/End Dates	Project Description
City of Glendale	Walter Calles	818-551-4668 <a href="mailto:WCalles@glendaleca.gov">WCalles@glendaleca.gov</a>	2015-2020	Provides Multi-function devices and Managed Print Services
City of Orange	Glenn Kaye	714-744-2254 <a href="mailto:gkaye@gkaye@cityoforange.org">gkaye@gkaye@cityoforange.org</a>	2015-2020	Provides Multi-function devices and service
City of Palos Verdes Estates	Vickie Kroneberger	310-378-0383 x2251 <a href="mailto:vkronberger@pvestates.org">vkronberger@pvestates.org</a>	2014-2019	Provides Multi-function devices and Managed Print Service
City of South El Monte	Jennifer Vasquez	626-579-6540 x3202 <a href="mailto:jvasquez@soelmonte.org">jvasquez@soelmonte.org</a>	2014-2019	Provides Multi-function devices and service
City of South Pasadena	Cristopher Castruita	626-403-7237 <a href="mailto:CCastruita@southpasadenaca.gov">CCastruita@southpasadenaca.gov</a>	2016-2021	Provides Multi-function devices

# Qualification Statement

## Company Information

Headquartered in Cypress California, SoCal Office Technologies represents the industry's leading document imaging companies, Xerox MFP's and printers, 3D printers from 3D Systems, KIP and HP wide format printers, Sharp interactive white boards, Panasonic scanners and a wide variety of software solutions.



With multiple product lines and partnerships, SoCal Office Technologies brings you the best solutions for your company at a great price without the hassle of juggling several different vendors.

### Global Imaging Systems

SoCal Office Technologies is a part of Global Imaging Systems (GIS), which currently operates in 38 states and the District of Columbia.

- GIS is designed to serve companies that demand local accountability from their partners with global abilities.
- All the GIS Companies are led locally by accountable and responsible leadership.
- Global Imaging companies are active members of their local communities, hire local employees, contribute to the local economy and support local charitable organizations.
- They manage all aspects of the customer relationship including sale, installation, training, product support and service.

Through Global Imaging Systems (GIS), our reach extends to over 30 states with more than 150 locations nationwide with solutions sold and serviced by over 5,000 employees.

### Xerox Partnership

Xerox is the world's leading enterprise for business process and document management. Xerox Acquired Global Imaging Systems in 2007 as a wholly owned subsidiary within Xerox's North American operations. Global Imaging Systems' companies give you fast, local access to Xerox Programs, solutions and quality, in addition to:

- Local staff trained by Xerox
- Genuine Xerox products, stocked locally and delivered from local warehouses
- Locally dispatched technicians with access to all Xerox engineering and service resources

As a wholly owned subsidiary of Xerox Corporation, we extend our reach globally with more than 57,000 employees. We align ourselves with best-in-class product and service manufacturers including Xerox, HP, and 3D Systems, KIP, Brother, and Panasonic.



### A Xerox Company

<b>2015 Revenue:</b>	<b>\$18 Billion</b>
Employees:	146,000
Fortune 500 ranking:	No. 147
NYSE symbol:	XRX
CEO:	Ursula Burns

## Company Information

### Making Business Easier

SoCal Office Technologies is a wholly owned subsidiary of Xerox Corporation, an \$18 billion dollar American company that invented the photocopier and pioneered this industry. It's a combination that provides your business with the substance and credibility of a worldwide corporation with the trustworthiness and reliability of a locally-owned company. Our local autonomy and leadership enables SoCal Office Technologies to be your single-source solution for every facet of document imaging.

#### Company Facts

- 8 locations in Southern California (Cypress, Woodland Hills, Downtown LA, Brentwood, Ontario, Ventura, Irvine and Apple Valley)
- SoCal Office provides Service for more than 101 million impressions per month
- SoCal Office provides Managed Print Services (MPS) for more than 11 million prints per month
- Over 5,100 contracted customers in Southern California
- 205 total employees, with 78 dedicated Service Technicians
- \$1.3 million in local parts and supplies inventory
- Organic expansion with 3 new branch offices in the last 2 years

#### Awards



- SoCal Office was presented the City of Cypress Business of the Year Award in 2014
- DeLange Landen Preferred Partner Award 2014
- US Bank Platinum Award (2011, 2012, 2013, and 2014) So Cal Office has also been awarded the "Top 100 Places to Work" in Orange County for 5 years running (2012-2016)
- Certificate of Appreciation at MFI Recovery Center's "A Woman's Place"

#### Donations

- LA Food Bank bi-annually
- Orangewood Children's Home
- Children's Institute
- MFI Recovery Center's "A Woman's Place"
- SoCal Office donated enough money for Royal Family Kids foundation so that 6 foster kids can participate in summer camp.
- Volunteers in the Red Cross Blood Drive yearly.
- SoCal's LDP (Leadership Development Program) team volunteered at the Second Harvest Food Bank



## Think Globally Act Locally

SoCal's corporate office has a dedicated warehouse and parts department dedicated to deliver equipment and parts in a reliable and professional manner. Our SoCal warehouse carries over \$2 million worth of new output technology and \$3 million worth of service parts that are readily accessible that are readily accessible to our Field Service Technicians so that they can provide exemplary customer service. As a Xerox Company, SoCal Office Technologies provides your business with the resources and credibility of the world's leading enterprise for business process and document management with the agility and leadership of a locally managed company. Whether your business is local or nationwide, SoCal can be your single-source provider for every facet of document workflow.

### Warehouse

- SoCal's local warehouse completes 7-10 deliveries per day to and from vendors
- Our local warehouse maintains inventory control of all printers, copiers, and MFPs.
- SoCal Office's local warehouse benefits customers to have the ability to upgrade or add new machines to their locations with reduced delivery time



### Parts



- SoCal's parts department is responsible for all parts inventory of all printer, copier, and MFD devices
- Our inventory is constantly restocked so that our Field Service Technicians can have parts readily available at all times.
- SoCal also has two dedicated parts runners dedicated to the delivery of customer parts
- Both parts runners combine an average of 15-20 service part deliveries per day.

### Green Program

- SoCal's Green Program is an innovative development in our parts department which ensures that all parts SoCal Office receives are used efficiently.
- This program is essential to customers whose parts become inoperable and need a replacement same or next day.
- Our Green Program also makes sure that any used and inoperable machines are disposed of environmentally safe through our EPEAT program.
  - The EPEAT Program uses all of SoCal's machines that are inoperable, strips them of their useable parts, and disposes them through Xerox approved recycler.
- SoCal has a full time Green Program employee whose responsibility is to ensure that the needed parts are located and then sent to the customer's location immediately.



## SoCal Office Technologies' Major Accounts

SoCal Office Technologies is among the nation's largest and most respected consultancy firms specializing in workflow assessment and optimization. Our business is uniquely positioned to help companies understand true cost breakdown, asset deployment, usage patterns and volumes along with the development of sustainable working practices and continuous improvement initiatives. We have successfully led Fortune 500 companies as well as small organizations - in every industry from healthcare to education and manufacturing - to achieve better financial results, improve operational efficiency and reduce environmental impact.

SoCal Office Technologies has been deploying large multi-unit installations for over 20 years. SoCal Office has a dedicated Major Account Care team focusing on commercial accounts, school districts, government agencies and numerous healthcare facilities across Southern California. Listed below is a table of a few of the major account SoCal Office Technologies have managed during the past 5 years. We consider a major account having more than 25 units.

Customer	Number of Devices/ Type	Status
Southern California Edison	1200 MFPs	Complete
Bonita USD	1353 devices	Complete
Prospect Mortgage	1037 devices	Complete
Live Nation Entertainment	797 devices	Complete
Young's Market Company	487 devices	Complete
Monarch Healthcare	450 devices	Complete
Arch Telecom	410 devices	Complete
4G Wireless	350 Printers	Complete
St Joseph Health	321 devices	Complete
Children's Institute Inc.	241 devices	Complete
Word & Brown	221 devices	Complete
Saddleback Valley USD	187 MFPs	Complete
Downey Unified School District	150 MFPs	Complete
REMAX	127 devices	Complete
St Jude Medical Center	100 MFPs & 500 printers	Complete
Pomona Valley Hospital	90 MFPs	Complete
City of Glendale	90 MFPs	Complete
Desert Sands Public	89 devices	Complete
Relativity Media LLC	85 devices	Complete
Alta Hospitals	50 devices	Complete

## SoCal Office Technologies' Contract Success

### Southern California Edison- Implement SoCal Printegration Process

- SCE was faced with the challenge of replacing a fleet of approximately 700 aging analog copiers. With the advancement of Copiers becoming Digital Multi-Functional Networked devices, SCE realized that this task would mean much more than a like for like replacement.
- After 12 months of analysis, SCE awarded the implementation of this project to SoCal Office Technologies through its Printegration process to acquire, install, implement and service over 900 new Multi-Functional Machines.
- As a result of the success of this project, SCE Renewed their contract with SoCal Office Technologies for another 8 years. SoCal Office and SCE continue to partner on bringing new and emerging technologies to the SCE Workforce. To date, SoCal Office manages over 1,200 devices at SCE on a cost per page basis.



### Live Nation Entertainment/ Ticketmaster- Streamlined Document Production

- The Ticketmaster IT Group, from its Southern California headquarter location, was faced with the growing challenge of managing a document technology infrastructure across 40 locations in the US from LA to San Francisco to New York to Miami and all points in between.
- The group was faced with the task of finding better ways to optimize their business processes and reduce their carbon footprint by using fewer devices and at the same time reducing costs.
- The company was currently contracted with multiple vendors and equipment technology from 8 manufacturers all using different print drivers and software. Over 30 contracts were in place for document output devices alone.
- After months of analysis and interviewing many leading document technology and support companies, the contract was awarded to the local SoCal Office through its Xerox Global Imaging National account program. In 2010 Ticketmaster Merged with Live Nation Entertainment and GIS through SoCal Office continues to manage the organizations entire fleet of MFP's and Desktop Printers nationwide.



### Prospect Mortgage- Implements Total Fleet Management

- Founded in 1989 with five employees, Prospect Mortgage takes pride in generating \$100 million in funding their inaugural year. Today, the company has grown to over 950 employees nationally and closed over \$4.6 billion in revenue by 2006.
- Because of this tremendous growth, along with an increase in administrative document volume, managing this process was taxing the Information Technology Department's resources. SoCal Office Technologies entered into a partnership agreement with Prospect to install, implement and manage all document production devices and services at the California Corporate Office resulting in increased employee productivity. The SoCal Office solution provided a 28% reduction in operational expenses and lead to a Nationwide Managed Print Services Contract in 2012 servicing over 100 Locations.
- Partnering with SoCal Office has created a single point of contact for all Prospects printing, copying and scanning needs. From a billing perspective, SoCal provides one invoice for all of the installed printers and MFP's along with Document Imaging Capabilities. Overall, SoCal was able to significantly reduce the amount of time the organization invested in managing document production.



## SoCal Office Technologies' Relevant Knowledge

As a leader in providing innovative document management solutions, SoCal Office Technologies is a technology partner with a long term strategy to ensure you get the most out of your investment. With our product and solution experts, professional service team, expert local billing department and tenured account management team, SoCal Office Technologies is the number one solution the City of Garden Grove has been looking for.

### Relevant Knowledge

SoCal Office Technologies has been in the document output technology business since 1977. Mid volume Multi-function devices is our longest standing core competency and area of expertise. While we have organically grown to provide other products and services (Software Solutions, Production Color, Wide Format, 3D Printing and Scanning), multi-function devices make up 90+% of our business. To give you an example of our ability to manage large customers, our largest current customer is Southern California Edison (SCE). SCE has been a SoCal Office customer for 15 consecutive years (starting in 2000). We have currently implemented over 1,200 MFPs in their environment. More importantly, we have successfully managed this account through three product refreshes (ever 5 years) and was just awarded their MFP refresh once again. This should provide reassurance to the City of Garden Grove that your RFP requirements are indeed our area of expertise.

### Availability

Because we are locally operated, our staff understands the regional dynamics that impact our customers differently. We have the ability to make decisions in the best interest of our customers

- We have a dedicated Public Sector Sales Executive who is assigned to the Orange County territory
- We have a dedicated Solutions software engineer who focuses on the Orange County territory
- We have a dedicated Service Manager who focuses on the Orange County territory
- We have multiple trained Xerox Color techs who cover the Orange County territory
- We have a dedicated Implementation Team who only focuses on the transactions over 25 units
- We have a dedicated customer Training Department
- We have the local inventory available to deliver the products and/or supplies same business day
- SoCal Office Technologies own the trucks used to deliver our products
- The people who drive our trucks, and deliver our products, are SoCal Office employees
- In summary, any and all resources needed are available for immediate support for the City of Garden Grove

### Experience

As documented above, SoCal Office Technologies has been a leader in the deployment and implementation of multi-function products. Our area of expertise is multiple unit installations.

- Our Executive Team has 200 years of industry experience
- Our Solutions & Technology department has 180 years of technical experience
- Our Service Management Team has 125 years of Service experience
- Our Major Account Implementation Team has over 100 years of industry experience
- Our Service Techs average 15.5 years of experience
- SoCal Office Technologies has been delivering Quarterly Business Reviews for the last 16 years (showing fleet performance, adherence to Service Level Agreement, recommendations for improvement and new technology review)
- We continue to refine our dedicated process for Major account implementation (staging, connectivity, cloning and print driver distribution)



# Work Plan/ Technical Description

## Scope of Work- Attachment A

Minimum Requirements of all Copiers	SoCal's Compliance
Producing double-sided prints/copiers	Confirmed
Automatic stapling system and capable of stapling a minimum of 25 sheets of 8 ½ x 11 paper	Confirmed
Stacking and finishing capabilities	Confirmed
Auto document feeder capable of feeding a minimum amount of 50 sheets of paper	Confirmed
Enlarging up to 200%	Confirmed
Reducing down to 64%	Confirmed
Paper Capacity <ul style="list-style-type: none"> <li>• 8 ½ x 11- minimum of 1,000 sheets of 20lb paper</li> <li>• 11 x 17 minimum of 250 sheets of 20lb paper</li> </ul>	Confirmed
Adjustable trays needed	Confirmed
Ppm of <b>55</b> or greater	Confirmed
Scanning capability to network drive or email	Confirmed
Integrated LAN interface, can be used as a network printer	Confirmed
Integrated fax capability (send and receive faxes)	Confirmed
Inbound fax to email routing (can be turned off/on)	Confirmed
Ability to review inbound queued faxes on computer, then email, print, or delete	Confirmed
Per user accounting of color copies/ prints on color machines. The City currently uses 6-digit codes to track color usage by user and perform internal chargebacks at cost. Color codes should be able to be stored in the print driver	Confirmed
Maintenance and Support, Warranty	
Proposal shall state the warranty period, which shall include parts and labor	Confirmed
The warranty period shall commence from the date of installation and acceptance of the equipment by the City of Garden Grove	Confirmed
The maintenance and service agreement shall commence upon expiration of the warranty period	Confirmed
Vendor shall provide telephone and website support that is available Monday through Friday from 8:00am to 5:00pm	Confirmed
Vendor shall respond within two hours of receiving a service call to establish an estimated time of arrival	Confirmed
Vendor shall provide comparable loaner equipment to the City at no charge, if the problem cannot be resolved in five (5) business days	Confirmed
<i>Please see the Proposed Manpower Analysis for more details</i>	

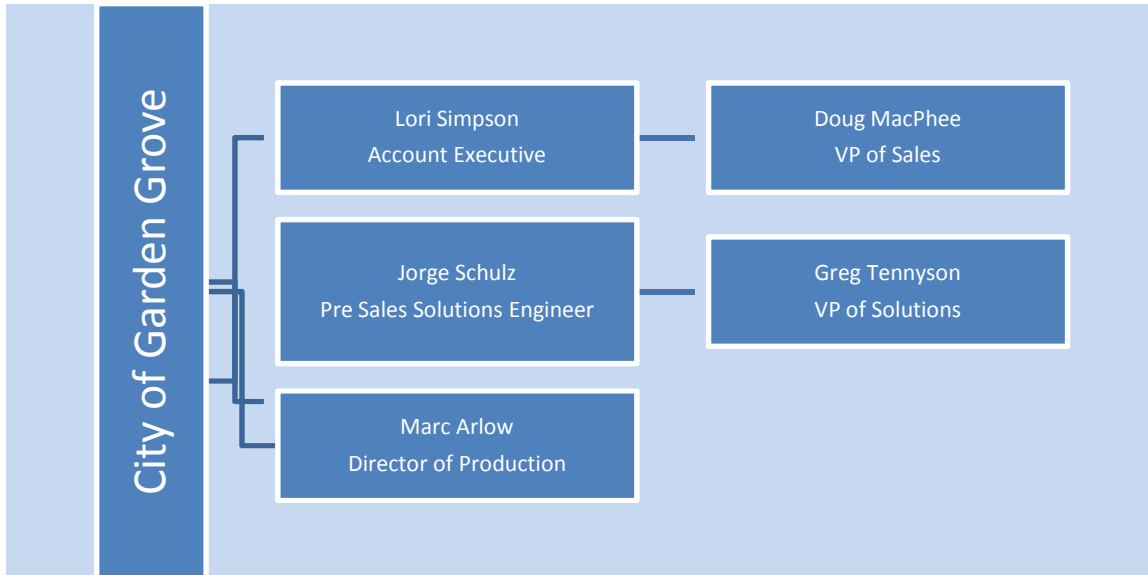
Training	
Proposer shall accept as trade-ins the current inventory of existing equipment at fair market value	Confirmed
The existing equipment will be transferred as is/where is with the Proposer responsible for pick up	Confirmed
Proposer shall document the fair market value of each individual unit and submit the pricing with the proposal (Exhibit B).	Confirmed
Those attend the Pre-proposal will be allowed to attend a site walk following the pre-proposal meeting to inspect the existing equipment which is located in City Hall. Existing equipment that is located in other locations of the City will be available for inspection by appointment only.	Confirmed
Network Technical Requirements	
Standard 1-/100 Base- TX Ethernet interface for LAN connection	Confirmed
TCP/ IP protocol support	Confirmed
Driver support for Windows (7/10/2012 server) and Red Hat Linux	Confirmed
PCL5e/ PCL6 required	Confirmed
Adobe Postscript 3 required on certain copiers noted in the Appendix A	Confirmed
Pricing Option A (like kind replacement)	
Lease Options	Confirmed
Trade in value-current inventory for fair market value <ul style="list-style-type: none"> <li>• Applied as a credit towards purchase price of new equipment</li> <li>• Itemized for each machine</li> </ul>	Confirmed
Buy out of remaining lease term of existing equipment	Confirmed
Per copy price for black/white and color above specified amount	Confirmed
Delivery cost	Confirmed
<b>All proposers must submit a proposal for Option A and Option B or the proposal may be deemed at non-responsive. The evaluation process will be based on the option that the City selects.</b>	Confirmed
Pricing Option B (all color)	
Provide a second pricing option with the same details as Option A, but replacing all black and white copiers with color copiers EXCEPT: <ul style="list-style-type: none"> <li>• Two police records copiers</li> <li>• Black and White production copiers in Reprographics</li> </ul>	Confirmed
All proposers must submit a proposal for Option A and Option B or the proposal may be deemed at non- responsive The evaluation process will be based on the option that the City selects.	Confirmed

Installation Plan	
Time line	Confirmed
Install New	Confirmed
To be delivered to each location	Confirmed
Uninstall and remove old copiers/MFCs	Confirmed
Power Issues to be addressed (for any copiers that require non-standard power outlets, amperage, or voltage)	Confirmed
Optional wireless printing from mobile devices (except Reprographics production machines)	
Ability to print wirelessly from a nearby mobile device, tablet, or phone	Confirmed
Ability to print from Android, IOS (apply), and Windows mobile devices	Confirmed
Ideally, this would be a walk up feature using WIFI or Bluetooth wireless technology. However, a web/cloud based solution is acceptable depending on cost.	Confirmed
Ability to restrict color printing from mobile devices by requiring an additional code or password	Confirmed
This is a need at several locations, but may not be needed at all locations	Confirmed
NSI version 6+ AutoStore feature required for several PD copiers	
OD currently uses NSI/ Nuance AutoStore on 3 copiers to allow scanning to specific network folders, saved with specific file names. These files are then imported into the Spillman PD application by another process.	Confirmed
Configuration and installation of AutoStore must be done as part of the installation process for these copiers	Confirmed
In addition to the requirements in number 1 above, the two copiers in Police Records shall be capable of the following:	
Ppm of <b>75</b> or greater, black/white only	Confirmed
Extended 8 ½ x 11 and 11 x 17 paper capacity of 2,000 sheets	Confirmed
In addition to the requirements in number 1 above, the B/W copier in Reprographics shall be capable of the following minimum requirements:	Confirmed
Ppm of 120 or greater	Confirmed
Extended 8 ½ x 11 and 11 x 17 paper capacity of 5,000 sheets	Confirmed
Special paper handling: NCR, up to 110lb Cover	Confirmed
Finishing: folding, booklet trimmer	Confirmed
No fax capability	Confirmed

In addition to the requirements in number 1 above, the second B/W copier in Reprographics shall be capable of the following minimum requirements:	
Ppm of <b>110</b> or greater	Confirmed
Extended 8 ½ x 11 paper capacity of 5,000 sheets	Confirmed
Special paper handling: NCR, up to 110lb. cover, 80lb. gloss coat, Kromekote plus cover long 8pt	Confirmed
No fax capability	Confirmed
In addition to the requirements in number 1 above, the full color copier in Reprographics shall be capable of the following minimum requirements:	
Pp of <b>65</b> or greater	Confirmed
Extended 8 ½ x 11 paper capacity of 5,000 sheets	Confirmed
Special paper handling: NCR, up to 110lb. cover, 80lb. gloss coat, Kromekote plus cover long 8pts	Confirmed
Finishing: folding, booklet trimmer	Confirmed
No fax capability	Confirmed
Highly desired but not required feature would be the ability to use colors beyond CMYK, for example, gold, silver, white, clear	Confirmed
Trade- In of Existing Photocopiers	
Proposer shall accept as trade-ins the current inventory of existing equipment at fair market value	Confirmed
The existing equipment will be transferred as is/where is with the Proposer responsible for pick up	Confirmed
Proposer shall document the fair market value of each individual unit and submit the pricing with the proposal (Exhibit B)	Confirmed
Those attend the Pre-proposal meeting will be allowed to attend a site walk following the pre-proposal meeting to inspect the existing equipment which is located in City Hall. Existing equipment that is located in other locations of the City will be available for inspection by appointment only.	Confirmed
Proposer shall de-install and remove the existing equipment at the time of the installation of the new equipment	Confirmed
City's Contract/ Terms of Agreement	
This RFP document contains a sample City Contract (Pages 20-25). This is the contractor that the successful proposer will be required to agree to and sign. Complying with all terms of this RFP is part of the scoring process, however if your company is unable to sign the City's contract, please include a sample of the contract that you would like to the City to review. The City will review the agreement but cannot guarantee that the contractor's agreement will be acceptable or be signed by the City. The City reserves the right to accept or reject the contractor's proposed agreement.	Confirmed

## Pre- Installation

SoCal Office Technologies has been deploying large multi-unit installations for over 20 years. SoCal Office has a dedicated Support Team focusing on commercial accounts, school districts, government agencies, and numerous healthcare facilities across Southern California. For each deployment, SoCal Office Technologies has a dedicated support team to ensure that all objectives are met during the installation process.



### Roles and Responsibilities

- **Account Executive (Lori Simpson)**- Point of authority for central administration, contract, finance and project management. Responsible for ensuring RFP objectives are met, Service Level Agreement is upheld and long-term initiatives are implemented.
- **Customer Experience Professional (Angel Palma)** - Acts as central point of administration. Responsible for setup and updating of the Implementation schedule, delivery coordination, training, customized billing, transition, change management, overseeing implementation of future state process, account management and quarterly performance reviews.
- **Production Specialist (Marc Arlow)**- Point of Contact for all Production/ High Print device. Responsible for providing information on all proposed Production devices when requested.
- **Professional Services Engineer (Jorge Schulz)** - Responsible for installing all solutions software and training the each department/ location as needed.
- **Inventory Control Manager (Emilio Rios)**- Will coordinate delivery teams with timeline expectations, onsite technical staff, and inform trainers.
- **Customer Care Department**- Tony's team is the first point of contact after implementation has been completed. His team can initiate remote technical support for end-users or determine a service tech needs to be dispatched onsite. Tony's team handles all software/ IT related questions involving the installed devices.

At SoCal Office Technologies, we strive to insure we can provide an exceptional level of customer support from every area of our business.

## Installation Process

The table below lists a typical schedule of events of all the tasks we do in our Implementation Plan.

Event	Date	Notes
Award Date	TBD	
Develop communication plan for customer and SoCal employees	TBD	<ul style="list-style-type: none"> <li>Review Implementation Plan to City of Garden Grove</li> <li>Outline Support Team's Roles and Responsibilities during Implementation Plan.</li> </ul>
Verify Equipment to Order	TBD	<ul style="list-style-type: none"> <li>Validate all locations and delivery requirements.</li> <li>Verify that SoCal complies with all delivery expectations</li> </ul>
Contract Execution	TBD	<ul style="list-style-type: none"> <li>Introduce SoCal Support Team to City of Garden Grove</li> <li>Implement contract execution</li> </ul>
Implementation Meeting	TBD	<ul style="list-style-type: none"> <li>Outline all customer requirements for installation</li> <li>Designate point of contact for all categories in the installation process.</li> </ul>
Receive Equipment into Inventory	TBD	5-7 days from order date
In-house Make-ready	TBD	<ul style="list-style-type: none"> <li>Includes testing, set-up and pre-configuration</li> <li>Updates all software/ firmware to the latest version for the device</li> <li>Inputs any specific information requested by City of Garden Grove (address books, default icon settings, etc).</li> <li>Test all trays in the device to ensure that it is ready for use by install</li> </ul>
Pre-Delivery checklist	TBD	<ul style="list-style-type: none"> <li>Confirm network and electrical requirements</li> <li>Troubleshoot the device to ensure that there are no issues during installed.</li> <li>Insure SoCal ID Labels are applied and final checklist</li> </ul>
Contact Client to Schedule Delivery	TBD	Logistics Schedule Delivery and update Daily Delivery List
Commence delivery of hardware for staging purposes	TBD	<ul style="list-style-type: none"> <li>Connect &amp; install all device software</li> <li>Pick up previous vendor's equipment (if necessary)</li> <li>Check all software/ networks connected to installed equipment</li> </ul>
Customer Care to contact Client IT	TBD	Creation of Print Queues, Loading of Print Drivers, etc.
Customer Care Open Service Call for Network Tech	TBD	<ul style="list-style-type: none"> <li>In preparation of a network technician onsite</li> <li>Set print drivers to closest/ preferred device</li> </ul>
Commence implementation	TBD	Per Major Account Implementation Plan
Verify Training Schedule	TBD	<ul style="list-style-type: none"> <li>Plan training according to customer's schedule</li> <li>Confirm that proposed training schedule meets Customer's availability</li> <li>Facilitate additional/ specific training needed by department.</li> </ul>

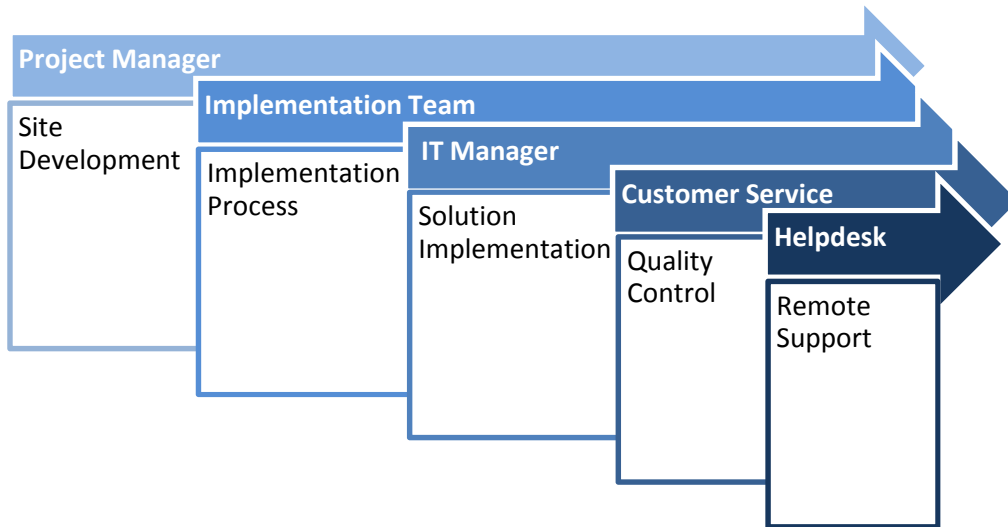
## Post-Installation

### Transition and Change Management Deployment Plan

Our ability to continuously meet and exceed our customers’ expectations rests in our care in defining measurable objectives each step of the way. An incredible level of detail goes into an Implementation plan—and our goals—for each project.

Key elements include:

- Develop service level expectations
- Set clear expectations through written implementation plan
- Involve key stakeholders in process development
- Provide timely updates and change notices
- Define escalation procedures
- Measure and communicate compliance to objectives
- Seek feedback to develop best practices



Upon completion of the implementation, our Client can use several ways to engage SoCal Office for additional support

<p><b>Supply Orders:</b></p> <p><b>CALL:</b> (800) 736-8989 Prompt 2  <b>EMAIL:</b> SOContractSupplies@SoCal-Office.com  <b>GO ONLINE:</b> www.SoCal-Office.com/order_supplies</p>	<p><b>Service Requests:</b></p> <p><b>CALL:</b> (800) 736-8989 Prompt 1  <b>EMAIL:</b> SOCCustomerCare@SoCal-Office.com  <b>GO ONLINE:</b> www.SoCal-Office.com/place_service_call</p>
<p>Customer Care representatives are on hand Monday through Friday 8:00am- 5:00pm</p>	



## Training Overview

At SoCal Office Technologies, we understand the difference between having the latest technology and making the full use of that technology to realize your company's goals. Our Customer Experience Professionals are certified to train all Xerox Multi-Function devices and proven to provide excellent customer service in their training programs. SoCal has the most complete multi-tiered training program available to maximize your return on investment. Our training plan includes:

- Notification to end user of upcoming training
- "In-service" training that shadow the installation team to provide on-site immediate hands-on demonstrations of new devices and procedures for contacting the Customer Care/Supplies team.
- Follow-up training on-site for all users including advance features.
- Workflow application training
- Onsite and webinar training for Managers and Accounts Payable department on usage report generation
- Helpdesk Training on call escalation procedures and SoCal's knowledge base
- Administration training on online portal usage.

Our Customer Experience Professionals understand that each training plan is different, and will accommodate to the needs and requirements made by the City of Garden Grove. SoCal Office Technologies will provide the following training accommodations:

- SoCal's Customer Experience Professionals will schedule training date/ time at the City's request.
- They can also train on any specific functions that the department/ location deems important
- Follow up trainings can be possible at the City's request.
- Training forms will be completed and signed after all training sessions. An example of this training form can be found on the right of the page.

The goal at SoCal Office Technologies is to provide an unsurpassable customer service experience with every interaction with us. SoCal Office's certified Customer Experience Professionals will be available to train and assist your employees in the use of new equipment and document management tools. Any questions or service needs will be addressed promptly and comprehensively. We encourage our customers to come to us as often as they need assistance.



**Customer Training Form - Training Specialist**

SoCal Office Technologies  
A Xerox Company

If you're happy with the training you received today, please write a review on Yelp!

**yelp**

Sales Representative: \_\_\_\_\_ Branch: \_\_\_\_\_

Client / Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Model	Model	Model	Model
DL	DL	DL	DL
Meter	Meter	Meter	Meter

Training Completed:	Yes	No	Comments/Notes
Equipment Overview:			
Input - (Including Loading Paper and Toner)			
Throughput - (Midweight/late Toner/Other)			
Output - Finishing / Staples/DRP			
Copy Features - Demo/Basic/Toy			
Scan Features - Name/Flash/Format			
Face Features - ID/Photo			
Print/Draw - (Resolutions/Labels)			
Admin Access - (Default Settings)			
Remove unused ICC/IC			
Website/Supplies/Remote			
Remote/Line Support / Web App			
Drive to HDD / Forms			
USB - Scan/Print / Calibration			
CMIS - Internal Services (IT)			
ICSA - Account Codes			
Fluxy Driver - Commercial Workstation			
Option to make product training	<input type="checkbox"/>		
Additional Training Request:			

**Customer Training Satisfaction Approval**

SoCal Office Technologies would like to thank you for trusting us with your office technology needs. Our intent is to offer complete product training to utilize the functionality that our products are designed to deliver. Please indicate below that training was performed to your satisfaction.

Wanted Title: \_\_\_\_\_ Date: \_\_\_\_\_

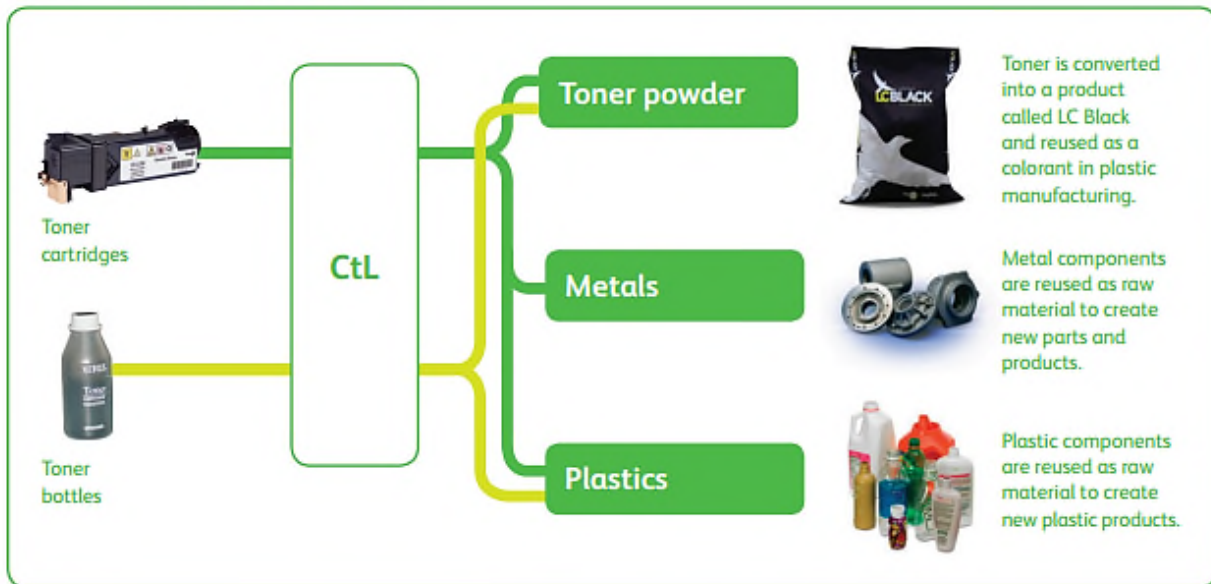
E-mail Address: \_\_\_\_\_ Phone: \_\_\_\_\_

## Toner/ Recycling Program

At SoCal Office Technologies, we support waste-free practices under the hierarchy of “reduce, reuse, recycle.” We design product packaging and supplies that make efficient use of resources, reuse materials where feasible and recycle what can’t be reused. When you replace your spent consumable, save the box the new consumable comes in. Place your spent consumable inside the box, then put that box into the Eco Box to return the spent supply item to Xerox.

- Step 1: - To order a free kit of 3 Eco Boxes, click "order boxes" (<http://www.xerox.com/about-xerox/recycling/stand-enus.html>) and add the kit to your shopping cart. Each Eco Box can hold 5-30 used items. Provide your shipping information and submit your order. Eco Box orders cannot be shipped to a P.O. Box. Please be sure to provide a valid shipping address to avoid cancellation of your order. See the FAQs to learn how to track your Eco Box Order.
- Step 2: Ship - For your convenience, your Eco Box comes with a pre-paid return label applied to the box. To return your Eco Box for recycling:
  - Hand the return to the UPS driver when they deliver your next supplies order.
  - Returns can be dropped off at any UPS location or UPS Store.
  - A pick up can be scheduled by calling 1-800-PICK-UPS (742-5877) or online at [www.ups.com](http://www.ups.com). Indicate to UPS that this is a "Pre-paid return shipment."

### Close the Loop's recycling process



Our supplies recycling programs have kept millions of pounds of waste out of landfills. Xerox customers return more than 2.5 million cartridges and toner containers annually through the Green World Alliance recycling program. Together, we've kept more than 145 million pounds of waste out of landfills over the past 20 years.

# Proposed Manpower Analysis

## City of Garden Grove's Support Team

Task Description	Project Manager (Lori Simpson)	Production/ Solutions Management	Customer Care/360	Service	Billing	Grand Total
<b>HOURS</b>						
Pre-Installation	4	4	1		1	<b>10</b>
Implementation Plan	10	10	2			<b>22</b>
Post-implementation	8	8	1	1	4	<b>22</b>
	22	22	4	1	5	<b>54</b>

	<p>Lori Simpson Public Sector &amp; Education Account Executive 562-342-7300 x5221 <a href="mailto:LSimpson@socal-xerox.com">LSimpson@socal-xerox.com</a></p>	<ul style="list-style-type: none"> <li>Lori has been with SoCal Office Technologies for 8 years and has successful experience implementing Audio Visual Solutions through our Smart Board Technology Program.</li> <li>She has 8 years of Major Account Management experience implementing technology solutions and providing account management for larger accounts</li> <li>Lori also has 5 years' experience in the Public Sector including major accounts and is certified in the following:               <ul style="list-style-type: none"> <li>SMART Board Technology Certified</li> <li>SoCal 360 Certified</li> </ul> </li> </ul>
	<p>Doug MacPhee Vice President of Sales 562-342-7300 x5233 <a href="mailto:DMacphee@socal-xerox.com">DMacphee@socal-xerox.com</a></p>	<ul style="list-style-type: none"> <li>Doug has 9 years with Public Sector Marketplace and 5 years with SoCal Office Technologies.</li> <li>He earned a Double Bachelor's degree in Marketing and E-Commerce (St. John Brunswick, Canada)</li> <li>Doug is SoCal 360 Assessment Certified and has expertise in onsite print management assessments and implementation strategy</li> <li>His goal for the City is to oversee the Account Managers for central administration, contract, finance, and project management.</li> </ul>
	<p>Marc Arlow Director of Production Print 562-342-7300 x5211 <a href="mailto:MARlow@socal-office.com">MARlow@socal-office.com</a></p>	<ul style="list-style-type: none"> <li>15+ years of experience in the Copier Industry</li> <li>10 Years Tenure At SoCal Office</li> <li>Expert in production print</li> <li>Heavily involved in training of Fiery products to end customer</li> <li>Fiery trained</li> <li>Experience Supporting 100's of production installs</li> </ul>

	<p>Jorge Schulz          Pre Sales Solutions Engineer          562-342-7300 x5237  <a href="mailto:JSchulz@socal-office.com">JSchulz@socal-office.com</a></p>	<ul style="list-style-type: none"> <li>• 10 Years Industry Experience</li> <li>• Subject matter expert in Solutions, Multi-Function Devices, Wide Format Devices and Scanners</li> <li>• Solutions deployment experience with large accounts</li> <li>• BS in Computer Information Systems</li> </ul>
	<p>Greg Tennyson          Vice President of Solutions          562-342-7300 x3219  <a href="mailto:GTennyson@socal-office.com">GTennyson@socal-office.com</a></p>	<ul style="list-style-type: none"> <li>• Greg has a Bachelor of Science Degree in Computer Science from the University Of Southern California (USC).</li> <li>• He has been with SoCal Office Technologies for 13 years and has over 25 years of Copier Industry experience.</li> <li>• Greg has maintained excellent presentation and communication skills as well as developing new solution opportunities to benefit SoCal Office Technologies.</li> <li>• His goal for the City is to implement a solution strategy that will benefit the District's daily printing needs.</li> </ul>
	<p>Ron Nakasone          Field Service Manager          562-342-7300 x3233  <a href="mailto:RNakasone@socal-office.com">RNakasone@socal-office.com</a></p>	<ul style="list-style-type: none"> <li>• Ron maintains an excellent relationship with his team and develops new strategies to exceed the client's expectations.</li> <li>• Ron's goal for the City is to ensure that his technicians provide above and beyond customer service and that all service inquiries directed to him are resolved immediately.</li> </ul>
	<p>Jim Baughman          Service Technician          714- 718-5826  <a href="mailto:JBaughman@socal-office.com">JBaughman@socal-office.com</a></p>	<ul style="list-style-type: none"> <li>• Jim has over 15 year's industry experience with SoCal Office Technologies as a Field Service Technician for the Orange County territory.</li> <li>• He maintains a professional relationship with all clients and ensures that all of their multi-function issues are resolved.</li> <li>• Jim's goal for the City is to provide outstanding customer service to all locations.</li> </ul>

## SoCal Maintenance Agreement

**SoCal Office Technologies Full Service Maintenance Agreement** is a comprehensive program for all your document printing, supplies, maintenance and service for all your Production, MFP and Printer devices. At SoCal Office, we manage over 101 million impressions per month including over 11 million prints from our customer's printer fleets. Given we are a wholly owned subsidiary of Xerox Corporation, all of our service technicians are factory certified.

### SoCal Maintenance Includes:

- All parts and labor to the City
- Agreement will commence from the date of installation and acceptance of the equipment by the City of Garden Grove.
- The maintenance and service agreement will commence upon expiration of the warranty period
- SoCal Office will provide a telephone and website support that is available Monday through Friday from 8:00am to 5:00pm.
- SoCal will respond within 1 hour of receiving a service call to establish an estimated time of arrival
- SoCal will provide comparable loaner equipment to the City at no charge, if the problem cannot be resolve in five (5) business days.
- SoCal's Service Technicians come to each site equipped and prepare with many parts on hand to fix machines on the first visit
- All preventative maintenance, device cleaning etc.
- 4 hour average service response time. For machines located beyond 30 miles of your SoCal Office Servicing location, the guarantee will be 8 hour average response time (minimum of 2 calls).
- On-site supplies and parts as needed to develop a pro-active service model
- Remote service for "I can't print" issues for quicker resolution, driver configurations and training.
- SoCal 360 app provides supply monitoring and replenishment
- In-service and on-going on-site training of MFP features by SoCal Office trainer(s).
- Quarterly Business Reviews of performance metrics



### Common Sense Guarantee

- If the equipment you ordered under this agreement does not perform according to any of the guarantees listed below, SoCal Office Technologies will, at your request, replace it with a machine of comparable performance and features at no additional cost. This guarantee will be effective for the term of your lease/rental or for 36 months from date of installation on purchased equipment. This guarantee applies only to equipment which has been continuously maintained by SoCal Office Technologies under a SoCal Office Technologies Full Service Agreement.

Every option is backed by a team of experienced support personnel who are equipped with the latest skills, tools and technology. At SoCal Office Technologies, our goal is to provide an unsurpassable customer service experience with every interaction

# Attachments

## Evaluation Criteria

Price	40%
Has the proposer provided complete pricing that addresses all requirements of the Scope of Work including hardware, supplies and annual service/ maintenance?	Yes
Has the proposer provided a fair market trade-in value for the existing copier? (See Appendix A)	Yes
Has the proposer submitted a complete pricing (EXHIBIT "B") for both Option A and Option B?	Yes
Project Plan	30%
Does the proposer provide and overall description of the chronology of the installation of equipment, outlining the plans for accomplishing the required work, including a timeline with deadlines for all tasks from delivery and installation and training of the end-users?	Yes
Does the proposal specific all electrical requirement, including the necessity for special electrical receptacles, dedicated lines, etc?	Yes
Has the proposer submitted a detailed maintenance, service and support plan?	Yes
Did the proposer provide the best plan and equipment for the City's needs?	Yes
Do the proposed equipment user-friendly and easy to operate and manage?	Yes
Has the proposer demonstrated their experience in this industry?	Yes
Qualifications of the Proposer	30%
Does the proposing company have a demonstrated experience in this industry?	Yes
Does the proposing company have a demonstrated record of providing successful solutions for similar projects in terms of size, scope, and time frame?	Yes
Has the proposer provided all required information for references? Were the references verifiable, current, positive, and professional references?	Yes
Was the proposer responsive to all questions and communication during the RFP evaluation process?	Yes
Has the proposer taken any exceptions to the RFP requirements? Is the proposer agreeable to all the documents and terms and conditions contained in this Request for Proposal?	Yes
Proposer's performance in interview. <i>Interviews will be conducted at the discretion of the City.</i>	TBD



## 360 App

Our 360 App is designed to help customers with tracking meter reads and supply ordering at SoCal Office Technologies. SoCal will install, setup and train your team on our 360 App. Once configured, all meter reads for network attached devices (printers and MFPS) are automatically gathered and submitted to SoCal Office Technologies monthly for billing purposes. In addition to meter collection, the 360 App also monitors toner levels in the Xerox MFPS. The benefits of the 360 App are:

- **Automated meter reads-** No more calling/emailing your meter reads to SoCal every month/quarter! We can gather and track your meter reads through the App.
- **Automated supplies replenishment-** No more calling/ emailing SoCal for more toner! We will be notified when your device is running low.
- **Remote service diagnostics-** No more waiting for a Field Service technician to come to your location! Customer Care can troubleshoot your device over the phone.
- **Client dashboard-** No Xerox equipment, no problem! The 360 App can connect to both Xerox and non-Xerox equipment to check the status of your device's usage.

### Volume Usage (Meter Reads)

Account Name	Location	SP Address	Manufacturer Model	Serial Number	Combined ID	QRC Page ID	Total Pages	Mono Pages	Color Pages	Average Monthly	Total Pages	Mono Pages	Color Pages	Next Meter Date	Total Pages	Mono Pages	Color Pages	Last Meter Date	Total Pages	Mono Pages	Color Pages	
Seigal Univ	WESTGARD HIGH SCHOOL	11.7.7.91	88020	81119 121-48-801 New Cartridge	802848102	10211	2048	2048	0	1024	1024	0	0	11/20/15	1,156,111,407	894,230	261,881	0	11/20/15	11,561,111,407	8,942,300	2,618,810
Seigal Univ	Seigal Univ	11.7.7.229	3721	21204-100 Cartridge	802792	202	202	0	104	104	0	0	0	11/20/15	1,156,111,407	894,230	261,881	0	11/20/15	11,561,111,407	8,942,300	2,618,810
Seigal Univ	Seigal Univ	11.7.7.91	88020	81119 121-48-801 New Cartridge	802848104	10211	2048	2048	0	1024	1024	0	0	11/20/15	1,156,111,407	894,230	261,881	0	11/20/15	11,561,111,407	8,942,300	2,618,810
Seigal Univ	Seigal Univ	11.7.7.91	88020	81119 121-48-801 New Cartridge	802848101	10211	2048	2048	0	1024	1024	0	0	11/20/15	1,156,111,407	894,230	261,881	0	11/20/15	11,561,111,407	8,942,300	2,618,810
Seigal Univ	Seigal Univ	11.7.7.91	88020	81119 121-48-801 New Cartridge	802848103	10211	2048	2048	0	1024	1024	0	0	11/20/15	1,156,111,407	894,230	261,881	0	11/20/15	11,561,111,407	8,942,300	2,618,810

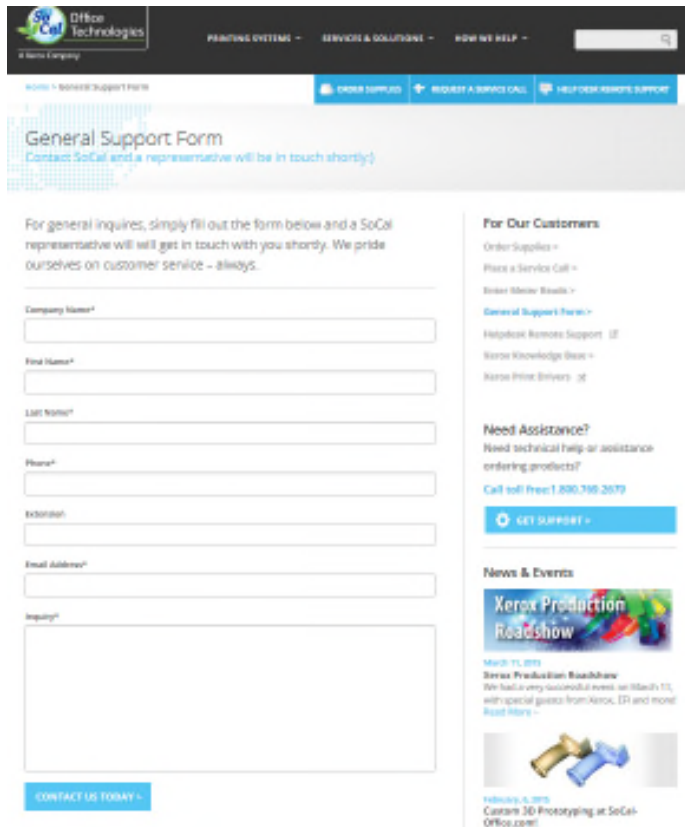
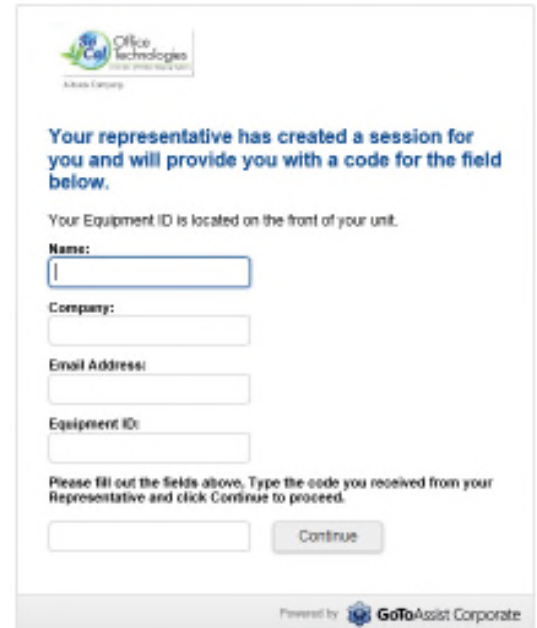
### Ordering Supplies (Consumables)

Component	Status	Life Remaining	Estimated Pages / Days
Black Toner	OK	100%	26532 / 155
Cyan Toner	OK	40%	8428 / 48
Magenta Toner	OK	70%	18238 / 76
Yellow Toner	OK	90%	9785 / 73
Drum Cartridge (01)	OK	71%	98880 / 390
Drum Cartridge (02)	OK	85%	115680 / 462
Drum Cartridge (03)	OK	89%	113880 / 462
Drum Cartridge (04)	OK	85%	115680 / 462
Waste Toner Container	OK	OK	
Reversible Rolls	OK	OK	
Transfer Belt Cleaner	OK	99%	42839818 / 281108
Second Side Transfer Roll	OK	99%	42839818 / 281108

SoCal's 360 App has a proven track record of success and relieves the customer from inputting monthly meter reads and ordering supplies. If you do not wish to use our 360 App, you can also visit our website to order supplies at [www.socal-office.com/order\\_supplies](http://www.socal-office.com/order_supplies)

## Online Customer Service Interface Giving You Support Your Business Deserves

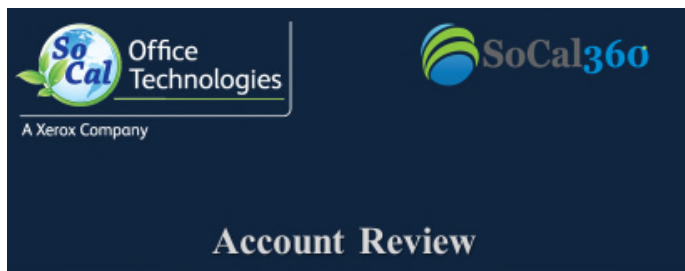
SoCal Office’s highly trained team of Customer Service Representatives provides a total solution — insuring that equipment is operating at peak performance levels. As part of our customer care program, SoCal Office Technologies uses the latest in remote support technology, Remote Customer Assistance. This program produces device uptime and can resolve issues immediately over the phone. We have local (Cypress, California) customer care personnel who are ready and waiting to remote into your environment to resolve your issue as quickly as possible. Our Customer Care Representatives deliver attentive support to all phone calls/email and have been very successful at solving customer issues remotely which insure that you are back up and running faster than ever before.



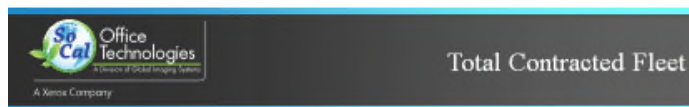
For all other general inquiries, SoCal Office Technologies has a general support form that customers can fill out for a SoCal representative to respond to them quickly. With this form, customers have the ability to ask any additional questions that do not relate to the customer care or supplies department. To receive the best and quickest service, customers are asked to be detailed in their inquiry so that the SoCal representative can efficiently direct their question to the correct department. The goal at SoCal Office Technologies is to provide an unsurpassable customer service experience with every interaction with us

## Quarterly Reviews

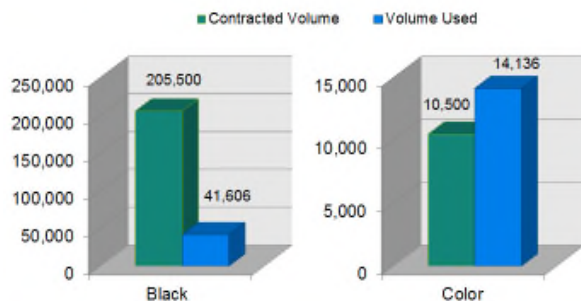
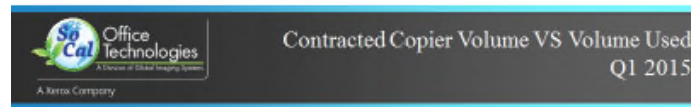
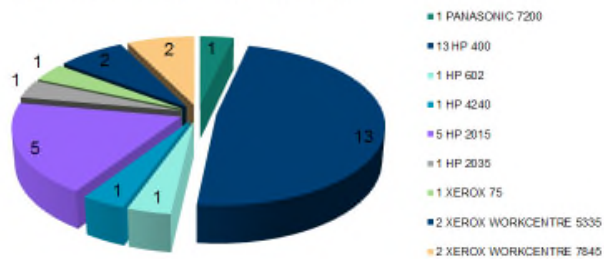
SoCal Office Technologies offers quarterly review meetings for our large clients to offer new and innovative ways we can continue providing excellent customer service and meet all of the City of Garden Grove's expectations and needs. Our QBR's include categories such as Current Fleet Analysis, Volume Analysis, Service History, Items to Review, the City of Garden Grove's scorecard to assess SoCal Office Technologies' services, and any Questions that SoCal or the City may have. Our QBR's can also be personalized to only show categories that are deemed important to the City of Garden Grove. The Screen shots below are examples that were pulled from our recent QBR meetings.



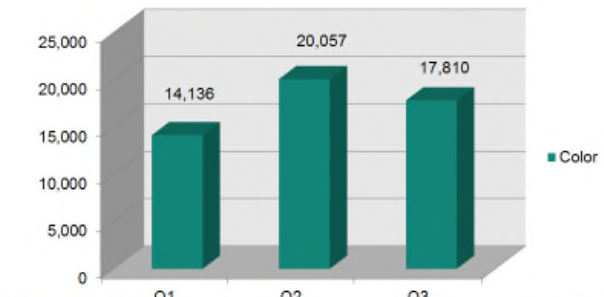
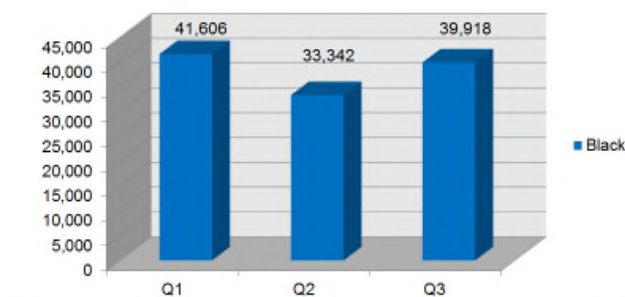
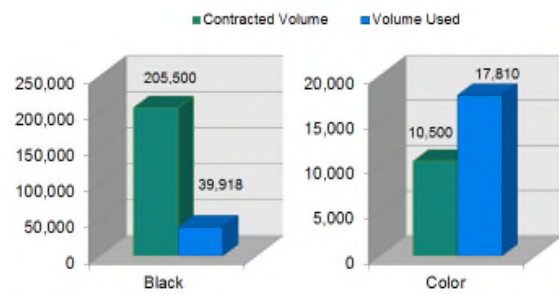
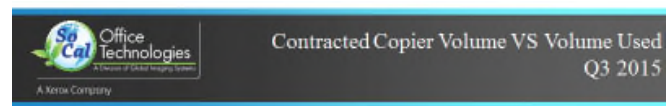
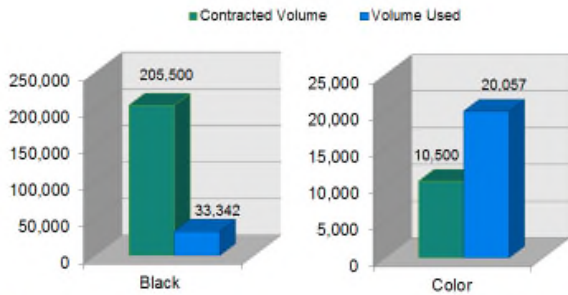
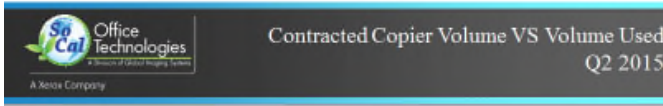
Prepared for:



Equipment Placements by Manufacturer 0 Devices



## Quarterly Reviews



- 2 Units Serviced in Report Period
- 3 Total Calls
- 1 Call Cleared by Helpdesk



- Average Monthly Usage Per Unit – 6,860 Pages



- Average Response Time – 3.9 Hours
- 99% Actual Uptime



EQUIP ID	MODEL	INSTALL DATE	DATE	CALLER	Call type desc.
	XIC750P	08/30/2013	01/29/2015	ARNOLD – ###-###-#### –	IT-08-Phone Clr Help Desk
	XWC7845	09/30/2013	03/11/2015	LISA – ###-###-#### –	EM-E-Operational
	XWC7845	09/30/2013	01/29/2015	LISA – ###-###-#### –	EM-E-Operational

**<< End of RFP Response >>**