



April 12, 2015

Larry Tarkowski  
Town Manager  
Town of Prescott Valley  
7401 E. Civic Circle  
Prescott Valley, AZ 86314

Dear Mr. Tarkowski,

This letter is intended to be a letter of understanding between the City and Selectron Technologies, Inc., regarding the Scope of Work and for the implementation of your *Relay* system with the utility pack functionality.

As accepted by the City below, this will constitute acceptance of the items within this letter, the enclosed Statement of Work and the terms and conditions currently in effect in the Professional Services Agreement, Software License Agreement and Support and Maintenance Agreement for the purchase of the Selectron *VoicePermits* Solution. If there is a conflict with a term within these documents, the order of precedence will be:

- Letter of Understanding
- Scope of Work starting on page 2 of this letter
- Statement of Work starting on page 6 of this letter
- Support and Maintenance Agreement dated October 3, 2005
- Software License Agreement dated October 3, 2005
- Professional Services Agreement dated October 3, 2005

If you have any questions or concerns, please do not hesitate to contact us at your earliest convenience.

Sincerely,

Todd A. Johnston  
President and CEO

Accepted By: \_\_\_\_\_  
Authorized Representative

Date Accepted: \_\_\_\_\_

Scope of Work

**RELAY UTILITY APPLICATION PACK**

Quantity	Item	Unit Price	Extended Price
<b>BASE APPLICATION PACKS</b>			
1	Utility Pack	\$35,000	\$35,000
<b>APPLICATION ADD ONS</b>			
1	Notification Add On(s)	\$5,000	\$5,000
1	Language Add On(s)	See Details	\$5,250

*RELAY APPLICATION PACKS SUBTOTAL \$45,250*

**CHANNEL LICENSES**

Quantity	Item	Unit Price	Extended Price
<b>PRODUCTION LICENSES</b>			
6	IVR Channel License (per port)	\$2,000	\$12,000
<b>Not Licensed</b>	Web Channel License (per virtual machine/ minimum 2 required)		
<b>Not Licensed</b>	Mobile View Channel License (requires Web Channel)		
1	Outbound Channel <i>Enables voice and email outbound messages</i>	\$8,500	\$8,500

*CHANNEL LICENSE SUBTOTAL \$20,500*

**INFRASTRUCTURE & THIRD PARTY COMPONENTS**

Quantity	Components	Unit Price	Extended Price
1	Standard Production Server	\$5,000	\$5,000

**HARDWARE & THIRD PARTY COMPONENTS SUBTOTAL \$5,000**

**CONFIGURATION & CUSTOMIZATION SERVICES**

Quantity	Tasks	Unit Price	Extended Price
1	Base Configuration & Project Services <i>Standard Project Management, Requirements, Design, Quality Assurance, Installation, Documentation, Training</i>	Included	Included
1	One Time Current Customer Discount (Expires June 30, 2015)	(\$1,250)	(\$1,250)

*CONFIGURATION & CUSTOMIZATION SERVICES SUBTOTAL (\$1,250)*

**TOTAL BASE RELAY INVESTMENT \$69,500**

**BASE ANNUAL MAINTENANCE After 12 Month Warranty \$10,613**

IVR	WEB	MOBILE VIEW	OUTBOUND
Licensed	Not Licensed	Not Licensed	Licensed

## UTILITY PACK

BASE			
Current Balance Owed	✓		
Last Billing Date & Amount (up to last 6)	✓		
Last Payment Date & Amount (up to last 6)	✓		
Next Billing Date	✓		
Manage User Name & Password			
Credit Card Payment	✓		
ACH Payment	✓		
Partial Payments	✓		
Send Static Notifications			
Pay-per-use using Relay Cloud Service			✓
NOTIFICATION ADD ONS			
Bill Delinquency Notification			✓
LANGUAGE ADD ONS			
Spanish	✓		

\* Each Application Pack enables functionality across various channels. However, this functionality must be enabled by licensing the appropriate channels

\*\* All functionality listed is contingent on the accessibility of the data and business logic from the application database via an API. This includes access to email addresses for email specific functionality. Services may be required for alternative application database access or to enhance the functionality and business rules of a functional component.

# SELECTRON PRODUCT AND SERVICE PRICING & PAYMENT INFORMATION

Pricing does not include additional application integration charges that may be required as part of this solution. This includes Application Vendor API, user, or implementation fees, additional licensing fees, or other surcharges directly or indirectly charged by or remitted to the Application Vendor.

## **SCHEDULE**

\$25,000	Invoiced at time of execution of contracts (Prior to June 30, 2015)
\$25,000	Invoiced 30 days after on-site installation
\$25,000	Invoiced July 15, 2016

## **Initial Payment**

Invoiced upon receipt of purchase order. Enables Selectron Technologies to purchase necessary hardware, fund travel expenses, and invest the technical support hours to design and develop the application for your jurisdiction.

## **Second Payment**

Invoiced 30 days after the completion of the on-site installation. The Client is given thirty days to test functionality as defined by the contract and the agreed upon call flows. It is the Client's responsibility to ensure full testing is completed during this period.

## **Third Payment**

Invoiced on July 15, 2016. Support and maintenance are not included in the above schedule.

## **TAXES**

Sales Tax or any other applicable taxes are **NOT** included in any of this proposal's pricing information. If taxes become applicable, these taxes will then need to be added to the proposed pricing.

## **PAYMENT TERMS**

Terms are net 30 from date of invoice. Past due invoices are subject to a 1.5% per month late fee.

## **VENDOR INFORMATION**

Selectron Technologies, Inc.  
12323 SW 66th Avenue  
Portland, OR 97223  
Ph: 503.443.1400  
Fax: 503.443.2052

## TIME-AND-MATERIALS BILLING RATES

Selectron will provide custom programming and non-warranty maintenance Client support on a time-and-materials basis.

Requested design, programming, testing, documentation, implementation work, and customer support will be performed at our then current, standard published billing rates. Selectron will issue a quote and scope of work to the Client. A purchase order must be issued before work can be scheduled or begin.

## ADDITIONAL TRAINING AND ON-SITE SUPPORT

All travel and associated expenses for the on-site installation work during the initial setup are included in the base system price.

If the Client requests additional on-site work, travel and out-of-pocket expenses will be billed at \$1,750 per day (2 day minimum) with at least 14 day advance notice. If 8-14 days advance notice is provided the rate increases to \$2,000 per day; if the notice is less than 7 days the rate increases to \$2,500 per day.

If changes are made to a travel schedule after plans are confirmed, the Client is responsible for any change fees or price changes incurred for airfare, hotel or car rental.

## ON-GOING SUPPORT

Beginning upon LOU execution, Selectron Technologies' PremierPro Support Plan includes full replacement of any failed Selectron provided hardware component, with overnight shipping as required, a toll-free support hotline, and dial-in technical support for all software provided with the solution, as well as a quarterly system review and support for host or backend database updates.

### **Pricing**

Future Service Fee Estimates (for Renewal Terms following the Initial Term of this Agreement):

Item	Dates covered	Amount	Payment Due Date
Relay - Utility	May 1, 2015 to April 30, 2016	Included	Included
Relay - Utility	May 1, 2016 to April 30, 2017	\$10,613.00	April 15, 2016
Relay - Utility	May 1, 2017 to April 30, 2018	\$11,140.00	April 15, 2017
Relay - Utility	May 1, 2018 to April 30, 2019	\$11,695.00	April 15, 2018
Relay - Utility	May 1, 2019 to April 30, 2020	\$12,280.00	April 15, 2019
Relay - Utility	May 1, 2020 to April 30, 2021	\$12,895.00	April 15, 2020

#### Notes:

- LOU Execution Date is defined as the earlier of the Customer document signature date or Customer Purchase Order date for purchased product. If no dates are identified by Customer, Company signature date will then be identified as the effective date.
- The above coverage dates will be adjusted to reflect actual Contract Execution Date.
- Future service fee amounts in the table above for Renewal Terms are estimates, which may be increased or decreased. The future service fee estimates do not include increases to reflect additional functionality purchased.
- Future service fee estimates for Renewal Terms are not a guarantee that Company will agree to automatic renewal of this Agreement, and future service fee estimates shall not affect Company's right to provide notice of non-renewal under Section 2 of the Agreement.



# Statement of Work

Prescott Valley, AZ

## **Relay**

*Utilities*

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## 1. Overview

This Statement of Work (SOW) outlines the services provided by Selectron Technologies, Inc. (Selectron) to Prescott Valley, AZ (Prescott Valley or Customer). The features, functionality, and services are provided through Selectron Technologies' Relay communication platform (Relay).

### 1.1. Revision History

Version #	Details	Date
1.0	Initial Release	4/10/2015

## 2. Functionality

This section details the functionality of each application included in Relay. All functions and features are dependent upon the accessibility of the Prescott Valley's SunGard application database to provide the given data to Relay.

### 2.1. The Relay Platform

Prescott Valley's solution is powered by Selectron's Relay platform. Relay is a multi-channel, multi-agency platform that is designed to connect customers, constituents, and field workers to government agencies and utilities. Relay offers interactive voice response (IVR), web, mobile, outbound, call center agent, and field worker capabilities all in a single platform.

The following sections detail the functionality that will be implemented for Prescott Valley. Additional channels, applications, and integrations that are not specified in this SOW are not included, but may be able to be added to the system under a supplemental statement of work. Please contact your Selectron representative for more details for additional functionality.

#### 2.1.1. Application Packs and Channels

Prescott Valley's solution includes the following application pack and channels:

- Application packs:
  - Utility Pack
- Channels:
  - IVR

### 2.2. Utility Pack

Prescott Valley will be configured with the Utility Pack. The Utility Pack offers Prescott Valley's customers with a central point of access for account management and payments. Citizens will be able to enter an account number or phone number and access account data and activities, including:

- Current balance owed
- Last billing date and amount (up to last 6)
- Last payment date and amount (up to last 6)
- Next billing date
- Payment Processing – Credit Card and E-Check
- Partial Payments Acceptance (if desired)

All account information is made available through an API to the SunGard application database. For any of the features detailed below to function as described, data must be available in this database to be presented to users.

### **2.2.1. IVR Channel**

The IVR Channel for the Utility Pack provides callers with an Interactive Voice Response (IVR) system for accessing account information and making payments over the phone.

Citizens can call the Utility IVR channel in order to hear account information and to make a payment. Citizens will validate their account using an account or phone number and PIN. The IVR validates this data against the SunGard application database. Once the account is validated, the IVR will speak the current balance owed and due date. The total amount due includes an aggregate of all current and delinquent amounts owed. The caller will then be given the option of making a payment. If no payment is due, then the IVR will speak that there is currently no payment due.

Using the IVR, callers will also be able to hear other account information as listed under Utility Pack, above.

Callers will also be able to transfer to an agent. If a caller requests a transfer, the IVR performs a hook-flash transfer to a number specified by Prescott Valley.

## **2.3. Relay Outbound**

Relay Outbound provides Prescott Valley with a multi-channel outbound communication platform capable of sending Voice, SMS, and email messages to citizens. Two kinds of notifications can be sent: Targeted Notifications, which include dynamic account data and are designed to be sent to specific recipients; and static notifications, which do not include customer-specific data and are designed as more 'general information' style messaging. Static Notifications can be designed and recorded by Prescott Valley staff using the Relay Portal. All Notifications are scheduled via the Relay Portal.

Prescott Valley's Relay Outbound will include targeted notification messaging in the following language(s): English, Spanish. Additionally, recipients receiving a call due to payments owed will have the option of requesting a transfer into the IVR Channel to make a payment.

Dynamic Notifications require development and are designed during the implementation process. This project includes the following Dynamic Notifications:

### **2.3.1. Bill Delinquency Notification**

The Delinquency Notification is used to warn citizens that their account is delinquent. It includes customer-specific data including account number, delinquent amount, and due date.

### **2.3.2. Static Notifications**

Prescott Valley will be able to send Customer-defined static notifications to citizens via phone, email, or SMS text. Prescott Valley is responsible for defining and configuring these notifications which can be done via the Relay Portal. Training for configuring and recording static notifications will be provided at the end of the implementation process.

## 2.4. Payment Processing

The Relay solution is configured to accept credit card and e-check payments, allowing customers to make payments against their account. The payment processing engine is a PA-DSS-Verified payment system that **does not** retain any payment information. Users will need to enter their payment information for each transaction.

The Relay payment application interacts with Prescott Valley's selected payment gateway to provide payment functionality. Users will need to authenticate and provide valid payment information in order to make a payment. Relay validates the user's payment information before passing it to the payment gateway. When a payment is reported as successful, Relay will post an update to Prescott Valley's SunGard application database in real time (if an API for such an update is available).

Prescott Valley will be able to take payments from citizens via the following payment methods:

- Credit Card
- E-Check

### 2.4.1. Credit Card

The interactive solution accepts Visa®, MasterCard®, Discover®, and American Express®. Prescott Valley can elect to accept all or a subset of these card types. Any credit card types not accepted by Prescott Valley will not be accepted by the solution. When taking a payment, Relay verifies the credit card number and expiration date. For more security, Prescott Valley can choose to verify the card holder's zip code and/or security code. All credit card transactions are sent through the designated payment gateway.

### 2.4.2. E-Check

Users wishing to pay via E-Check will need to enter their bank routing number, bank account number, bank account type, payment amount, and driver's license number. All E-Check transactions are sent through the designated payment gateway.

## 2.5. Languages

The Customer's Relay application will be configured to support English and the following other language(s):

### 2.5.1. Spanish Language

The Spanish Language module enables the solution to support Spanish language users. Additionally, all dates, numbers, ordinals, currencies, and letters are translated (and voice recorded) to the proper language.

The professionally-recorded Spanish prompts use a vocabulary and dialect predetermined by Selectron. Additions and changes to the prompts to account for regional differences are subject to time and materials billing.

## 3. System Integration

Depending on the implemented features, Relay requires varying levels of integration with other Prescott Valley components. These are described in the following sections.

### 3.1. Application Database Interfaces

It is anticipated that Selectron will be integrating with Prescott Valley's SunGard application database. All data-based interactivity on the solution is reliant upon data being available via the API. Selectron typically integrates to the application database in the following manner:

- Authenticate user credentials input to access account data
- Read account information (see Application Pack descriptions for account data being queried)
- Post payment reconciliation data (amount paid, date/time, associated with account)

### 3.2. Payment Gateway Interfaces

The payment processing service is PA-DSS Verified. Integration to the payment gateway initiates the collection and reconciliation of the payments being gathered by the department. It is required that the payment gateway be on the list of Selectron-certified payment gateways and that it integrates utilizing a REST/Web Service implementation.

The Customer must select from the list of Selectron's approved payment gateways. Approved gateways are:

- USA ePay (AMS)
- **PayFlowPro (PayPal)**
- Invoice Cloud
- Global Gateway e4 (FirstData)
- PayPoint (FirstData)
- Simple Order (CyberSource)
- Authorize.net

It is understood that Prescott Valley will be using PayFlowPro for payment processing. If the Customer elects to use a different processor and does not pick a vendor on this list, Selectron will work with Prescott Valley to get the gateway of choice approved. This may require additional professional services costs, as will changes to the payment processing vendor after system development.

The following payment processing fees and services are not covered by the purchase of the application:

- Transaction fees
- Merchant accounts

- Third-party payment processing services, fees, and software

## 4. Deployment Model

This implementation of Relay will be deployed on premise at Prescott Valley. Selectron will be providing the following hardware to support the Relay solution: 1 physical production server.

For virtual or physical servers, relay requires these minimum specifications:

- Quad-Core Intel Processor
- 16G RAM
- RAID 5 drives
- MS Windows 2012 R2, 64-bit

If the customer is providing SQL, you **must** provide:

- Microsoft SQL Server 2008 or 2012

Prescott Valley's solution is licensed for:

- **Six** (6) inbound/outbound VoIP/SIP IVR ports allowing for up to **six** concurrent calls

## 5. Administrative Tasks

This section details administrative tasks that can be performed in order to manage Relay. All system administration for Relay is handled through the Relay Portal web application. Prescott Valley will be provided with a single set of user credentials for the Relay Portal application during the implementation process. Additional users can be created by the Prescott Valley's System Administrator as needed.

The Relay Portal provides Prescott Valley administrators with a single platform for viewing system usage and health, running reports, and configuring various system settings.

### 5.1. Run System Reports

Relay features extensive channel logging. Prescott Valley administrators will be able to run system reports via the Relay Portal. Reports that can be run by the administrator include:

- System Usage (overall (by channel), by port (for IVR), or by hour)
- System Statistics
- Call Activity Details
- Actions
- Payments
- Email Activity

### 5.2. Configure Transfer Rules

Operator transfer settings (such as destination numbers and times) can be managed using the Relay Portal.

### **5.3. Set Office Hours and Holidays**

Relay will check against the defined office hours and holidays schedule to determine the correct action when transferring calls. Administration of office hours and holidays can be accomplished through the Relay Portal.

### **5.4. Append an Optional Message**

Optional messages are configurable voice messages that can be enabled on the IVR. When enabled, the optional message will be played for all callers who access the solution. An example of an optional message would be informing callers of changes in office hours or upcoming holidays. The Prescott Valley system administrator is responsible for recording the optional greeting by calling the IVR and accessing the hidden administrative menu.

### **5.5. Set Payment Processing Guidelines**

Setting payment processing guidelines consists of updating the password Relay uses to securely interface with the payment vendor and directing how the interactive solution processes payments from callers. Setting payment processing guidelines is currently managed by Selectron.

### **5.6. Schedule Outbound Campaigns**

Using the Relay Portal, administrators can create, edit, and review outbound campaigns made using Relay Outbound. Each instance of an outbound campaign must be scheduled individually. This includes selecting the type of notification, the date/time of delivery, and (for static notifications) the configuration of the message.

The administrator will also need to upload a contact list in .csv format for the notification. The exact formatting of the .csv file will vary depending on the notification being scheduled. Selectron will provide Prescott Valley with example .csv files for the configured notifications included in this project, as well as assistance in generating the outbound call list.

## **6. Responsibilities**

### **6.1. Selectron Technologies, Inc.**

This section outlines Selectron Technologies' responsibilities regarding service initiation and operation.

#### **6.1.1. Provide Project Management**

Selectron Technologies assigns a Project Manager to the service initiation. The Project Manager is the Customer's primary contact at Selectron Technologies and coordinates all necessary communication and resources.

### **6.1.2. Provide Documentation**

The Project Manager provides the Customer with the following documents to help facilitate the service initiation process:

- Implementation Questionnaire- gathers critical information needed to setup and initiate the service. This includes information on the toll-free numbers, call volume, APIs, account validation information, and the types of payments being gathered.
- Remote Access Questionnaire- details information needed by Selectron Technologies to remotely access the Customer's network and application database, prior to system initiation, to allow for complete system testing.
- Implementation Timetable- details project schedule and all project milestones.
- Quality Assurance Test Plan- assists the Customer in determining that the interactive solution is functioning as specified in the Contract.
- Service Acceptance Sign-off Form- indicates that the Customer has verified service functionality.

### **6.1.3. Develop Channel Design**

The Project Manager works with the Customer to develop and complete the following portions of channel design:

- IVR call flow design
- Outbound messaging configuration

Software development cannot begin until these design elements are completed and approved by the Customer.

### **6.1.4. Perform Quality Assurance Testing**

Selectron Technologies thoroughly tests all applications and integration points prior to initiation, ensuring system functionality. This includes data read from and written to the application database and the general ability for a customer to successfully access live data and complete a transaction.

### **6.1.5. Provide Installation and Administrative Training**

Selectron will provide two days of onsite installation and training for Prescott Valley's Relay solution.

### **6.1.6. Provide Marketing Materials**

Selectron Technologies provides marketing collateral that the Customer can use to promote the interactive solution to citizens. Marketing collateral includes a poster, tri-fold brochure, and business card; standard templates for each item are used. Collateral is provided to the Customer in PDF format (original Adobe InDesign files are provided upon request).

Marketing collateral will be provided for each department included in this project. Selectron Technologies' Project Manager will assist in gathering the correct information to be displayed on the marketing collateral. Information displayed includes the following:

- Toll free phone number(s)
- Web addresses
- Department logo (preferably in EPS format)
- Department address
- A description of functionality
- Additional contact/informational phone numbers
- Samples: where to find account/ permit/ case numbers, etc.

Any changes to the collateral that do not include the items listed above (e.g., design changes to the template) are billed on a time and materials basis. Any changes to the marketing materials after final delivery are also billed on a time and materials basis.

### **6.1.7. Interface Upgrades**

After service initiation, Prescott Valley's SunGard database application may release new updates to their application or its interface. Upgrading the Relay interface to be compatible with any Prescott Valley application database (or other application database software) may require professional services outside the scope of this service.

## **6.2. Prescott Valley, AZ**

This section outlines the Customer's service initiation and maintenance requirements and responsibilities.

### **6.2.1. Return Questionnaires and Information**

Selectron Technologies' Project Manager provides Prescott Valley with an implementation questionnaire. The implementation questionnaire must be returned prior to developing the call flow design and the implementation timetable.

### **6.2.2. Provide Customer Specific Information**

The following information should be supplied to Selectron Technologies, in conjunction with the Implementation Questionnaire, to help create a precisely integrated product. For further clarification on the format and detail of the following data, refer to the Implementation Questionnaire or contact your Selectron Technologies' Project Manager.

- Street names
- Observed holidays
- Extensions used for transfer functions
- Utility account numbering scheme
- Validations used for receiving payment on a utility bill

### **6.2.3. Approve Channel Configuration**

The Customer is responsible for approving the application design developed by Selectron Technologies' Project Manager. This includes reviewing:

- Call flow for the IVR solution
- Outbound messaging format

Once the channel design(s) have been approved, software development begins.

### **6.2.4. Provide Remote Network Access to Application Database(s)**

In order to fully test the interactive solution, Selectron Technologies requires access to Prescott Valley's application database(s) prior to installation. Selectron Technologies' Project Manager provides a Remote Access Questionnaire to help Prescott Valley identify the necessary requirements.

If remote access is not granted, the Customer should inform the Project Manager immediately. While system installation can be successful without prior access to the database, additional, post-installation development and testing time will be necessary, delaying system activation by 1-2 weeks.

### **6.2.5. Provide System Access**

Selectron Technologies requires access to the Customer's network and database/system. Changing or deleting access accounts could lead to disruption in service for the interactive solution and/or Selectron Technologies' ability to provide timely support. Please notify Selectron Technologies immediately if the accounts for the Application database, payment gateway or network are modified. Prescott Valley is responsible for providing Selectron with appropriate application database and payment gateway network access as defined in the System Integration section.

### **6.2.6. Confirm Service Functionality**

Prescott Valley, AZ has 30 calendar days after service initiation to verify the functionality of the interactive solutions. Within the 30-day system acceptance period the Customer should test system functionality using the provided Quality Assurance Test Plan. Additionally, the System Acceptance Sign-off form must be sent to Selectron Technologies' Project Manager within this period.

### **6.2.7. Contact Customer Support**

Anytime the Customer requests a significant change to their Selectron interactive solution, an authorized contact from the agency must provide acknowledgement to Selectron's Customer Support Department. A significant change is a modification that will A) change system behavior, B) allow users to change the system, or C) allow access to protected data.