



**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

Schedule Title: Professional Services Schedule
FSC Group: 00CORP
Contract Number: 47QRAA20D000J
Contract Period: October 24th, 2019 October 23rd, 2024

For more information on ordering from Federal Supply Schedules click on the **GSA Schedules link** at www.gsa.gov

Contractor:
Moonstone Interactive, Inc.
1007 Jennifers Meadows CT
Danville, CA 94506
Phone number: 1-866-246-9091
Fax number: 1-866-246-9091
<https://www.msinteractive.com>

Contractor's Administration Source:
Stephen M Herz

Business Size:
Small Business

Moonstone Interactive is a group of both talented business, and Web professionals based in the San Francisco Bay Area. Unlike other companies, we're specialists in Internet marketing consulting and advanced contentmanagement systems (CMS) because we take a holistic approach to your success.

Moonstone is a certified developer and solution provider for Kentico EMS, Ektron WCMS, and Episerver CMS. We deliver advanced CMS capabilities integrating personalization and marketing automation.

We combine best practices learned at some of the best Fortune 1000 companies with an entrepreneurial spirit, which makes us so unique among Bay Area we design and development companies. To that end, we blend business intelligence, user-centered design, and technological expertise with proven web marketing strategies.



CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

SIN	DESCRIPTION
541 3	Web Based Marketing Services

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: Not Applicable

1c. HOURLY & SERVICE RATES:

SIN	Service	Unit of Issue	GSA Price
541 3	Senior Software Architect	HR	\$ 177.73
541 3	Senior Web Designer	HR	\$ 160.00
541 3	Senior Back-end Developer	HR	\$ 165.00
541 3	Senior Front-end Developer (HTML, Javascript)	HR	\$ 148.11
541 3	Content Editor	HR	\$ 98.74
541 3	QA Manager	HR	\$ 138.00
541 3	Senior Project Manager	HR	\$ 148.11

2. MAXIMUM ORDER*: \$1,000,000

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic Only, 50 States, DC, Puerto Rico

5. POINT(S) OF PRODUCTION: Not Applicable

6. DISCOUNT FROM LIST PRICES: Prices shown are GSA Net, discount deducted.



7. **QUANTITY DISCOUNT(S):** 1% \$250,000

8. **PROMPT PAYMENT TERMS:** 1% NET 10 Days

Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**

9b. **Government Purchase Cards are accepted above the micro-purchase threshold.**

10. **FOREIGN ITEMS:** Not Applicable

11a. **TIME OF DELIVERY:** Determined on task order level

11b. **EXPEDITED DELIVERY:** Contact contractor

11c. **OVERNIGHT AND 2-DAY DELIVERY:** Contact contractor

11d. **URGENT REQUIRMENTS:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. **FOB POINT:** Not Applicable

13a. **ORDERING ADDRESS:**
1007 Jennifers Meadows CT
Danville, CA 94506

13b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. **PAYMENT ADDRESS:**
1007 Jennifers Meadows CT
Danville, CA 94506

15. **WARRANTY PROVISION:** Not Applicable

16. **EXPORT PACKING CHARGES:** N/A



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17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:**
Contact Contractor
 18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
 19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
 20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
 - 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
 21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
 22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
 23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
 - 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
 - 24b. **Section 508 Compliance for EIT:** N/A
 25. **DUNS NUMBER:** 024035110
 26. **Contractor has an active registration in the SAM database.**



Moonstone Interactive, Inc. Job & Service Descriptions

Job Title	Detailed Position Description and functional responsibilities	Min Education Level	Min Years of Experience	Any Applicable Training
Senior Software Architect	<p>Software Architect make high-level choices on browser based software structure design. As a designer, the architect has thought through all the aspects of a web based software, just like a designer that builds a house. Depending on the project scope, Software Architects may also be engaged in the design of the hardware environment, or in particular business solution needing interactions between multiple web based applications, or may focus entirely on the methodology the code.</p> <p>During project discovery the architect designs technical/structural direction and solutions. Deliverables are based on the project scope. can produce detail technical requirements addressing security (e.g. encryption), load balancing, bandwidth, interface APIs, and content management system features such as workflow and permission approval hierarchy, multi-language features, editor controls, etc.</p>	BS	10 Years	<p>Experience with either Kentico EMS, Ektron, Episerver CMS, ASP.NET, MVC frameworks, and SQL Server experience, Knowledge of a C#, JavaScript, HTML5/CSS3 Familiarity with architecture styles/APIs (REST, RPC), and both Microsoft and Linux server environments</p>
Senior Web Designer	<p>Responsible for <u>interpreting</u> branding guidelines, target market segments and personas, information architecture and business goals into a cohesive creative design direction and user interface. Deliverables include wireframes, visual design composition, graphic elements e.g. fonts, color palate, artistic treatments, icons, prototypes and final behavior and interactive specifications.</p> <p>All deliverables must include responsive behaviors, scaling and treatments to support all screens sizing, e.g. desktop, laptop, tablet, phone. And conform to industry best practices.</p> <p>Ongoing support across all job positions for .NET / MVC websites, depending of requirements for each enhancement or maintenance request.</p> <p>These requests can include; updating page content, adding new pages, designing new page templates, implementing new website features, updating website to support browser updates, security advancements, software version upgrades, remedial training, consulting for KPI optimization (e.g. conversion rate improvements)</p>	BA	10 years	<p>Knowledge of Visual Communications, Graphic Design. Skilled in Photoshop and Illustrator. Experience will enterprise-level CMS Platforms, such as Kentico, Ektron, and Episerver.</p>



<p>Senior Back-End Developer</p>	<p>Responsibilities include participate in requirements analysis, collaborate with internal teams to produce software design and architecture, write clean, scalable code using, .NET and MVC programming languages, build required SQL databases, test and deploy applications and systems, revise, update, refactor and debug code, improve existing software. During project discovery the back-end developer defines technical requirements for website features e.g. search features, ecommerce features, interactive features such as calculators, videos, demos, location finders, etc. and content management system features such as workflow and permission approval hierarchy, multi-language features, editor controls, etc. Ongoing support across all job positions for .NET / MVC websites, depending of requirements for each enhancement or maintenance request. These requests can include; adding new pages, designing new page templates.</p>	<p>BS</p>	<p>7 years</p>	<p>Experience with Kentico EMS, Ektron, Episerver CMS, ASP.NET, MVC frameworks, and SQL Server experience plus knowledge of JavaScript, HTML5/CSS3 Familiarity with architecture styles/APIs (REST, RPC)</p>
<p>Senior Front-end Developer (HTML, Javascript)</p>	<p>Responsibilities include designing and developing .NET / MVC websites with front-end applications that support complex UX/UI interfaces that support both web and mobile interactions, unit and functional testing of applications before deployment, supporting deployments and production debugging, work closely with cross-functional team leads in the design and development of new applications. Ongoing support .NET / MVC websites, depending of requirements for each enhancement or maintenance request. These requests can include; adding new pages, implementing new website features, updating website to support browser updates, security advancements, software version upgrades,</p>	<p>BS</p>	<p>7 years</p>	<p>Expert level HTML5, CSS-4, JavaScript/ES6, Bootstrap UI/UX development best practices. Experience will enterprise-level CMS Platforms, such as Kentico, Ektron, and Episerver.</p>
<p>Content Editor</p>	<p>Responsibilities include creating, editing and publishing information (copy, images, documents) on website through a enterprise-level Content Management System (CMS) such as Kentico EMS, Ektron WCMS, Episerver CMS. They work the client company communication departments or external organizations, such as marketing, PR and media companies. Web content editors apply special requirements of writing for the Web, such as the use of keywords, metadata, hyperlinks, navigation.</p>	<p>BA</p>	<p>7 years</p>	<p>Knowledge of multiple CMS platforms. Experience will enterprise-level CMS Platforms, such as Kentico, Ektron, and Episerver.</p>



<p>QA Manager</p>	<p>Directs and coordinates the activities of the quality control function to ensure achievement of the Statement of Work, scope of multi-browser / device testing, and client objectives. Defines QA exceptions for immediate prioritization and facilitates correction. Insures that QA requirements and tools are maintained and follow industry best practices.</p>	<p>BA</p>	<p>8 years</p>	<p>TQM or equivalent training or certification, e.g. ISTQB. Experience with BrowserStack. Experience with enterprise-level CMS Platforms, such as Kentico, Ektron, and Episerver.</p>
<p>Senior Project Manager</p>	<p>Responsibilities include leading cross-functional, multi-project team resources to ensure digital strategy, creative, and interactive web development solutions are delivered on-time and on-budget according to defined scope, timeline and cost parameters. Also plans, schedules and controls all project activities toward these objectives, applying technical, theoretical and managerial skills to satisfy project requirements, while building positive professional relationships with enterprise-level clients.</p> <p>During project discovery the project manager facilitates or performs defining detail requirements, assessing solutions, creating approaches and determining impact on schedule and budget. Deliverables are based on the project scope and the capabilities of enterprise-level CMS Platforms. Typically, discovery can produce: Key Performance Indicators (metrics for measuring success such as conversion rate), detail functional requirements (e.g. search features, ecommerce features, interactive features such as calculators, videos, demos, location finders, etc.) for website features, detail technical requirements addressing security (e.g. encryption), load balancing, bandwidth, interface APIs, and content management system features such as workflow and permission approval hierarchy, multi-language features, editor controls, etc.</p> <p>Ongoing support across all job positions for .NET / MVC websites, depending of requirements for each enhancement or maintenance request. These requests can include; updating page content, adding new pages, designing new page templates, implementing new website features, updating website to support browser updates, security advancements, software version upgrades, remedial training, consulting for KPI optimization (e.g. conversion rate improvements)</p>	<p>BS/BA</p>	<p>10 Years</p>	<p>Experience implementing enterprise-level CMS Platforms, such as Kentico, Ektron, and Episerver, plus managing multiple large complex website projects.</p>

Website design and development agency that “Designs with Purpose”. We provide creative business strategy through technology sophistication to achieve your goals. We listen to your goals and work toward your success. Work with senior professionals who adopt your goals as their mission.

C O R E C A P A B I L I T I E S

- Optimize Results: Improved website results with visitor behavior analysis and campaign measurement
- Enrich User Experience: More effective User Interface Design with interactive prototyping
- Elevate Brand Image: Custom website design that reinforces brand essence, business strategy, and competitive positioning
- Encourage Mobile Engagement: Responsive design, image optimization, speed, specific content for the mobile user
- Reduce time and cost: Advanced CMS capabilities that expedite content updates, enable significant flexibility for new content, ensure information integrity, and integrate marketing and CRM systems
- Differentiate with custom web-based applications: Creative process design, prototyping and application development leveraging digital transformation for field applications

D I F F E R E N T I A T O R S

- 22 years in business
- Results – oriented design
- Personalized responsive services
- Contemporary formal project management and client collaboration
- 60-day Warranty
- Certified solutions partner for:
 - Kentico CMS/EMS
 - Ektron WCMS
 - Episerver CMS

C L I E N T S



GSA: 47QRAA20D000J

DUNS: 024035110

CAGE: 1WCT4

NAICS: 541511

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