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: Multiple Award Schedule
FSC Group: Professional Services
Contract Number: 47QRAA20D000J
Contract Period: October 24th, 2019 to October 23rd, 2024

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

Price list current as of Modification # PS-A812 effective February 10, 2020

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, optimization, and advanced content management 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 modernization and user experience strategies.
CUSTOMER INFORMATION:

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

<table>
<thead>
<tr>
<th>SIN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Web Based Marketing Services</td>
</tr>
</tbody>
</table>

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

1c. HOURLY & SERVICE RATES:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Service</th>
<th>Unit of Issue</th>
<th>GSA Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Senior Software Architect</td>
<td>HR</td>
<td>$ 177.73</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Web Designer</td>
<td>HR</td>
<td>$ 160.00</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Back-end Developer</td>
<td>HR</td>
<td>$ 165.00</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Front-end Developer (HTML, Javascript)</td>
<td>HR</td>
<td>$ 148.11</td>
</tr>
<tr>
<td>541511</td>
<td>Content Editor</td>
<td>HR</td>
<td>$ 98.74</td>
</tr>
<tr>
<td>541511</td>
<td>QA Manager</td>
<td>HR</td>
<td>$ 138.00</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Project Manager</td>
<td>HR</td>
<td>$ 148.11</td>
</tr>
</tbody>
</table>

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.

9. **FOREIGN ITEMS:** Not Applicable

10a. **TIME OF DELIVERY:** Determined on task order level

10b. **EXPEDITED DELIVERY:** Contact contractor

10c. **OVERNIGHT AND 2-DAY DELIVERY:** Contact contractor

10d. **URGENT REQUIREMENTS:** 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.

11. **FOB POINT:** Destination

12a. **ORDERING ADDRESS:**
    1007 Jennifers Meadows CT
    Danville, CA 94506

12b. **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

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

14. **WARRANTY PROVISION:** 90 day bug-free warranty

15. **EXPORT PACKING CHARGES:** N/A
16. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

17. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

18. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

18a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

19. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

20. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

21. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

22a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

22b. Section 508 Compliance for EIT: N/A

23. DUNS NUMBER: 024035110

24. Contractor has active registration in the SAM database.
### Moonstone Interactive, Inc. Job & Service Descriptions

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Detailed Position Description and functional responsibilities</th>
<th>Min Education Level</th>
<th>Min Years of Experience</th>
<th>Any Applicable Training</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Senior Software Architect</strong></td>
<td>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. 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.</td>
<td>BS</td>
<td>10 Years</td>
<td>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 Micrososft and Linux server environments</td>
</tr>
<tr>
<td><strong>Senior Web Designer</strong></td>
<td>Responsible for interpreting 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. 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. 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)</td>
<td>BA</td>
<td>10 years</td>
<td>Knowledge of Visual Communications, Graphic Design. Skilled in Photoshop and Illustrator. Experience will enterprise-level CMS Platforms, such as Kentico, Ektron, and Episerver.</td>
</tr>
<tr>
<td>Role</td>
<td>Responsibilities</td>
<td>Education</td>
<td>Experience</td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
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<td></td>
</tr>
<tr>
<td>Senior Back-End Developer</td>
<td>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.</td>
<td>BS</td>
<td>7 years, 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)</td>
<td></td>
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<tr>
<td>Senior Front-end Developer</td>
<td>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.</td>
<td>BS</td>
<td>7 years, 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.</td>
<td></td>
</tr>
<tr>
<td>Content Editor</td>
<td>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.</td>
<td>BA</td>
<td>7 years, Knowledge of multiple CMS platforms. Experience will enterprise-level CMS Platforms, such as Kentico, Ektron, and Episerver.</td>
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<td>Role</td>
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<td>Degree</td>
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<td>--------------------------</td>
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<tr>
<td>QA Manager</td>
<td>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.</td>
<td>BA</td>
<td>8 years</td>
<td></td>
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<tr>
<td>Senior Project Manager</td>
<td>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. 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. 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)</td>
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**CAPABILITIES STATEMENT**

**CORE CAPABILITIES**

- Modernize Information Delivery: satisfy growing user expectations: Improve digital experience and measure success with user-centered behavior analysis
- Enrich User Experience: User Interface Design with interactive prototyping and mobile-first design
- Migrate Legacy Systems: elevate to emerging technology platform and capabilities, such as MVC architectural pattern and cloud technology
- Reduce time and cost: advance CMS capabilities that expedite content updates, digitize services, digitize forms, ensure information integrity with advanced compliance and QA controls
- Customize web-based applications: design process improvements, prototyping and application development leveraging digital transformation capabilities
- Enhance Mobile User Experience with custom mobile app development using local device capabilities

**DIFFERENTIATORS**

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

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