EPIK SOLUTIONS

GENERAL SERVICES ADMINISTRATION
Federal Supply Services
Authorized Federal Supply Schedule Catalog/Price List

Contract Number: 47QTCA19D00K3

SIN 54151S - Information Technology Professional Services
SIN 541613 - Marketing Consulting Services
SIN 541511 - Web Based Marketing Services
SIN 541910 - Market Research and Analysis Services
SIN 541430 - Graphic Design Services

CONTRACT PERIOD
08/29/2019 To 08/28/2024

For more information on ordering from federal supply schedules click on the GSA Schedules link at www.gsa.gov.

CONTRACTOR
Ashish Katatia
Epik Solution
3478 Buskirk AVE STE 210, Pleasant Hill, CA 94523
Website: www.epikso.com, Phone: (925)-444-0466
Email ID: contact@epikso.com, contracts@epikso.com

CONTRACTORS ADMINISTRATION SOURCE
Ashish Katatia
Epik Solution
3478 Buskirk AVE STE 210, Pleasant Hill, CA 94523
Website: www.epikso.com, Phone: (925)-444-0466
Email ID: contact@epikso.com, contracts@epikso.com

BUSINESS SIZE
Small Business

For more information on how to place an order with smart design, Inc. Please view our GSA catalog or visit our website www.epikso.com
1. (a) Table Of Awarded Special Item Numbers (SINS)

<table>
<thead>
<tr>
<th>SIN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIN 54151S</td>
<td>INFORMATION TECHNOLOGY (IT) PROFESSIONAL SERVICES</td>
</tr>
<tr>
<td>SIN 541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>SIN 541511</td>
<td>Web Based Marketing Services</td>
</tr>
<tr>
<td>SIN 541910</td>
<td>Market Research and Analysis Services</td>
</tr>
<tr>
<td>SIN 541430</td>
<td>Graphic Design Services</td>
</tr>
</tbody>
</table>

(b) Lowest price model number and price for each SIN

Prices shown in price list are net, all discount deducted, and valid for all areas.

(c) Hourly rates and job description are included after item #26 in this catalog

2. Maximum Order: SIN 54151S $500,000
   - SIN 541613 $1000,000
   - SIN 541511 $1000,000
   - SIN 541910 $1000,000
   - SIN 541430 $1000,000

3. Minimum Order: $100

4. Geographic Coverage: Worldwide

5. Points of Production: Pleasant Hill, California

6. Discount from list prices: Prices awarded under this contract are net and all discounts deducted, and valid for all areas including worldwide.

7. Quantity Discounts(s): 1% for contracts over $500,000

8. Prompt Payments Terms: 1.5% if payment paid within 15 days.

9. (a) Government Purchase/Credit Cards are accepted at or below the micro-purchase threshold
   (b) Government Purchase/Credit Cards are accepted above the micro-purchase threshold

10. Foreign Items: none

11. (a) Time of delivery: As specified on the Task Order.
    (b) Expedited Delivery: As specified on the Task Order.
CUSTOMER INFORMATION

(c) **Urgent Requirements:** Agencies Can Contact The Contractor’s Representative To Effect A Faster Delivery. Customers Are Encouraged To Contact The Contractor For The Purpose Of Requesting Accelerated Delivery.

12. (a) **Ordering Address:** Ashish Katatia  
Epik Solution, 3478 Buskirk AVE STE 210, Pleasant Hill, CA 94523  
Website: www.epikso.com, Phone: (925)-444-0466, Email ID: contact@epikso.com, contracts@epikso.com

(b) **Ordering Procedures:** For services, the ordering procedures, information on Blanket Purchase Agreements (BPS’s) are found in the Federal Acquisition Regulation (FAR) 8.405-3.

13. **Payment Address:** Ashish Katatia  
Epik Solution, 3478 Buskirk AVE STE 210, Pleasant Hill, CA 94523  
Website: www.epikso.com, Phone: (925)-444-0466, Email ID: contact@epikso.com, contracts@epikso.com

14. **Standard Commercial Warranty:** Not applicable

15. **Export Packing Charges:** Not applicable

16. **Terms & Conditions of Government Purchase Card Acceptance:** (any thresholds above the micro-purchase level)

17. **Terms & Conditions of Rental, Maintenance & Repair:** Not applicable

18. **Terms & Conditions of Installation:** Not applicable

19. **Terms & Conditions of Repair Parts etc:** Not applicable

(b) **Terms & Conditions of other services:** Not applicable

20. **List of Participating Dealers:** Not applicable

21. **List of Participating Dealers:** Not applicable

22. **Preventative Maintenance:** Not applicable

23. (a) **Special Attributes (Environmental Attributes):** Not applicable

(b) **Section 508 Compliance:** Section 508 compliance information technology (EIT) supplies and services will be addressed on a task order basis. The EIT standards can be found at www.section508.gov

24. **Dunns Number:** 080231424
<table>
<thead>
<tr>
<th>SIN</th>
<th>SERVICES</th>
<th>UNIT OF ISSUE</th>
<th>GSA RATE (With IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>54151S</td>
<td>IT Director</td>
<td>Per Hour</td>
<td>$ 114.86</td>
</tr>
<tr>
<td>54151S</td>
<td>Senior Business SME</td>
<td>Per Hour</td>
<td>$ 98.58</td>
</tr>
<tr>
<td>54151S</td>
<td>Senior Project Manager</td>
<td>Per Hour</td>
<td>$ 90.93</td>
</tr>
<tr>
<td>54151S</td>
<td>Senior Business Analyst</td>
<td>Per Hour</td>
<td>$ 86.14</td>
</tr>
<tr>
<td>54151S</td>
<td>Junior Business Analyst</td>
<td>Per Hour</td>
<td>$ 55.51</td>
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<tr>
<td>54151S</td>
<td>UX/UI Head</td>
<td>Per Hour</td>
<td>$ 87.10</td>
</tr>
<tr>
<td>54151S</td>
<td>Applications Designer</td>
<td>Per Hour</td>
<td>$ 74.66</td>
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<tr>
<td>54151S</td>
<td>Senior Web Designer</td>
<td>Per Hour</td>
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<tr>
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<td>Graphics Specialist</td>
<td>Per Hour</td>
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<td>54151S</td>
<td>Quality Assurance Manager</td>
<td>Per Hour</td>
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<td>Senior Quality Assurance Analyst</td>
<td>Per Hour</td>
<td>$ 67.00</td>
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<td>Junior Quality Assurance Analyst</td>
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<td>$ 46.90</td>
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<tr>
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<td>Web Development Manager</td>
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<tr>
<td>54151S</td>
<td>Application Developer</td>
<td>Per Hour</td>
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<tr>
<td>54151S</td>
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<tr>
<td>54151S</td>
<td>Junior Web Developer</td>
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<tr>
<td>54151S</td>
<td>Senior Technical Writer</td>
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<td>Help Desk Manager</td>
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<td>Junior Help Desk</td>
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<td>54151S</td>
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<tr>
<td>54151S</td>
<td>QC Support Engineer</td>
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<td>$ 105.28</td>
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<tr>
<td>SIN</td>
<td>SERVICES</td>
<td>UNIT OF ISSUE</td>
<td>GSA RATE (With IFF)</td>
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<td>Graphic Artist</td>
<td>Per Hour</td>
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<td>SEM / SEO Specialist</td>
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<tr>
<td>541613</td>
<td>Director, Marketing Technology</td>
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<tr>
<td>541613</td>
<td>Project Manager</td>
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<tr>
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<td>Senior Digital Strategist</td>
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<tr>
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<td>Senior Communications Specialist</td>
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<tr>
<td>541511</td>
<td>Creative Director</td>
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<tr>
<td>541613</td>
<td>Content Manager</td>
<td>Per Hour</td>
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<tr>
<td>541511</td>
<td>Application Developer</td>
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<tr>
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<td>Senior Web Developer</td>
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<tr>
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<td>Copywriter</td>
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<tr>
<td>541613</td>
<td>Senior Editor</td>
<td>Per Hour</td>
<td>$143.58</td>
</tr>
<tr>
<td>541613</td>
<td>Senior DevOps Engineer</td>
<td>Per Hour</td>
<td>$115.82</td>
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<tr>
<td>541910</td>
<td>Senior SME</td>
<td>Per Hour</td>
<td>$260.35</td>
</tr>
<tr>
<td>541910</td>
<td>Research Manager</td>
<td>Per Hour</td>
<td>$134.01</td>
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<tr>
<td>541910</td>
<td>Public Relations Specialist</td>
<td>Per Hour</td>
<td>$116.78</td>
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<tr>
<td>541910</td>
<td>Project Administrator</td>
<td>Per Hour</td>
<td>$143.58</td>
</tr>
<tr>
<td>541910</td>
<td>Researcher</td>
<td>Per Hour</td>
<td>$119.65</td>
</tr>
</tbody>
</table>
LABOR CATEGORIES

1. **Relevant SIN(S): SIN 54151S**
   
   **Title:** IT Director
   
   **General Experience:** Master’s Degree With Over 10 Years Of General Experience
   
   **Responsibilities:**
   
   - Oversees The Development Of Analytical And Computational Techniques And Methodology For Problem Solutions. Directs Enterprise-Wide Strategic Systems Planning, Business Information Planning, Business, And Analysis.
   - Directs Enterprise-Wide Strategic Systems Planning, Business Information Planning, Business, And Analysis.
   - Manages Process And Data Modeling In Support Of The Planning And Analysis Efforts Using Both Manual And Automated Tools.
   - As Applicable, Directs Team In The Application Of Reverse Engineering And Re-Engineering Disciplines To Develop Migration Strategic And Planning Documents.
   - May Perform A Quality Assurance Role. Identifies All Task Responsibilities And Reports Any Changes Or Suggestions Accordingly To The Client And/Or Corporate Senior Management.

2. **Relevant SIN(S): SIN 54151S**
   
   **Title:** Senior Business SME
   
   **General Experience:** Master’s Degree With Over 7 Years Of Experience In Business And Technology Consulting With Experience In Leadership Roles On Major Information Technology Initiatives Using A Variety Of Technologies For Integration
   
   **Responsibilities:**
   
   - Assists clients in developing strategic plans and concepts.
   - Advises client on the impact of new legislation or new technologies that are relevant to their agency.
   - Demonstrates exceptional oral and written communication skills.
   - Possesses requisite knowledge and expertise so recognized in the professional community that the individual is considered “expert” in the technical/specialty area being addressed.

3. **Relevant SIN(S): SIN 54151S**
   
   **Title:** Senior Project Manager
   
   **General Experience:** Master’s Degree And 8 Years Of Industry Experience
   
   **Responsibilities:**
   
   - To lead the projects and do complex data analysis and reporting along with system design and implementation.
   - The position also provides project management and oversight.
   - Will be doing client interaction, preparing executive reports, and do briefings.
4. **Relevant SIN(S):** SIN 54151S  
**Title:** Senior Business Analyst  
**General Experience:** Bachelor’s Degree And 5 Years Of Experience In Business And Technology Consulting And analyzing Business Processes Along With Developing Automated Solutions For Improvement.  
**Responsibilities:**  
- Responsibilities include analyzing data sets to determine trends, patterns, and correlations that are useful for management decision making.  
- The individual will help lead the effort to develop white papers, briefings, and technical reports that coincide with the systemic applications being developed.  
- This position includes conducting data quality review and correction.

5. **Relevant SIN(S):** SIN 54151S  
**Title:** Junior Business Analyst  
**General Experience:** Bachelor’s Degree And 2 Years Of Experience In Business And Technology Consulting  
**Responsibilities:**  
- Responsibilities include analyzing data sets to determine trends, patterns, and correlations that are useful for management decision making.  
- The individual will support the effort to develop white papers, briefings, and technical reports that coincide with the systemic applications being developed.  
- To conduct data quality review and correction.  
- The individual will support the effort to develop white papers, briefings, and technical reports that coincide with the systemic applications being developed.  
- The individual will support the effort to develop white papers, briefings, and technical reports that coincide with the systemic applications being developed.

6. **Relevant SIN(S):** SIN 54151S  
**Title:** UX/UI Head  
**General Experience:** Master’s Degree And 12 Years Of Industry Experience.  
- Knowledgeable of Section 508 compliance and Web browser optimization are also highly desirable.  
**Responsibilities:**  
- To work with proficiency on Photoshop, Flash, HTML, DHTML, XML, CSS, RSS feeds and JavaScript  
- Wherever required need to work with advanced proficiency with a variety of professional software packages such as Flash and Creative Suite 6.
7. **Relevant SIN(S): SIN 54151S**

**Title:** Applications Designer  
**General Experience:** 3 Years Of Industry Related Experience.
- Bachelor's degree in Multimedia Production, Graphic Design, Applied Art, or related discipline, and three years of industry experience, or an Associate’s degree and five years of experience in Web design or development.
- Have proficiency with Photoshop Creative Suite, Flash, HTML, DHTML, XML, CSS, RSS feeds, JQuery and JavaScript.
- Proficient with a variety of professional software packages such as Flash, Dreamweaver, Fireworks, Photoshop, and Illustrator.
- Knowledgeable of Section 508 compliance and Web browser optimization are highly desirable.
- Possess dynamic design skills combined with an understanding of the latest in cutting-edge multimedia technologies in support of Public Domain Web sites.

**Responsibilities:**
- Manage, populate and edit graphic/web content for a high traffic website and its social media pages.
- Create, develop, design codes and web solutions that have a high visual impact.
- To work closely with an Online Content Management Team to realize optimal web, social and mobile technology solutions for websites.
- Develop creative solutions for a wide range of projects across a broad range of media including web, print, and interactive and social media
- Responsible for designing, developing, modifying and implementing computer generated and photographic artwork, images, and layouts for web and social media platforms as well as managing all aspects of the functional website.
- Responsible for designing, developing, modifying and implementing computer generated and photographic artwork, images, and layouts for web and social media platforms as well as managing all aspects of the functional website.

8. **Relevant SIN(S): SIN 54151S**

**Title:** Senior Web Designer  
**General Experience:** Bachelor's Degree And 5 Years Of Related Professional Experience As A Web Designer
- Expert with the Adobe Creative Suite
- Excellent HTML5, CSS3 ans UX/UI knowledge
- Experience of managing multiple projects simultaneously
- Strong team management skills
- Experience of responsive and mobile design

**Responsibilities:**
- Responsible for the design and management of all creative and technical design projects
- Ensure projects are delivered on time and that each meets the client brief
- Manage a team of junior web designers, providing training as and when necessary
- Produce design collateral and website mock-ups for use in client pitches
- Work with a team of UX designers to ensure all designs deliver great user experience
- Ensure every design produced, whether it’s a banner or new website template, delivers an effective experience across desktop, mobile and tablet
- Liaise with clients to collect briefs and ensure all work produced meets their standards
9. **Relevant SIN(S): SIN 54151S**  
**Title:** Graphics Specialist  
**General Experience:** Bachelor’s Degree In Design, Art, Or Industry-Related Topic Required (Or Relevant Work Experience).  
- 5 plus years of related professional experience as a web designer.  
**Responsibilities:**  
- Responsible for designing, building out, and supporting cutting edge web design solutions.  
- Graphic designers combine art and technology to communicate ideas through images and the layout of websites and printed pages. They may use a variety of design elements to achieve artistic or decorative effects.  
- Graphic designers work with both text and images. They often select the type, font, size, color, and line length of headlines, headings, and text. Graphic designers also decide how images and text will go together on a print or webpage, including how much space each will have.  
- Create images that identify a product or convey a message  
- Develop graphics for product illustrations, logos, and websites  
- Select colors, images, text style, and layout  
- Review designs for errors before printing or publishing them

10. **Relevant SIN(S): SIN 54151S**  
**Title:** Quality Assurance Head  
**General Experience:** Bachelor’s Degree In Computer Science With 10 Years Of Experience.  
**Responsibilities:**  
- With minimal direction, carries out procedures to ensure that all information, systems, products, and services meet organization standards and end-user requirements.  
- Performs and leads tests of software to ensure proper operation and freedom from defects.  
- May create test data for applications. Documents it and works to resolve all complex problems.  
- Reports progress on problem and resolution to management.  
- Devise improvements to current procedures and develops models of possible future configurations.  
- Acts as an information resource about assigned areas to technical writers and other Quality Assurance Analysts.  
- Performs complex workflow analysis and recommends quality improvements.

11. **Relevant SIN(S): SIN 54151S**  
**Title:** Senior Quality Assurance (QA) Analyst  
**General Experience:** Bachelor’s Degree And 4.5 Years Of Experience  
**Responsibilities:**  
- Carries out procedures to ensure that all information systems products and services meet organization standards and end-user requirements.  
- Performs and leads tests of software to ensure proper operation and freedom from defects.  
- May create test data for applications. Documents it and works to resolve all complex problems.  
- Reports progress on problem resolution to management.  
- Devises improvements to current procedures and develops models of possible future configurations.  
- Acts as an information resource about assigned areas to technical writers and other Quality Assurance Analysts.  
- Performs complex workflow analysis and recommends quality improvements.
12. **Relevant SIN(S): SIN 54151S**
   
   **Title:** Junior Quality Assurance (QA) Analyst
   
   **General Experience:** Bachelor’s Degree And 2 Years Of Experience
   
   - This position is staffed by beginners who have had sufficient educational background and/or experience to qualify them to start in quality assurance analysis.
   - Devises improvements to current procedures and develops models of possible future configurations.
   - Acts as an information resource about assigned areas to technical writers and other Quality Assurance Analysts.
   - Performs complex workflow analysis and recommends quality improvements.

   **Responsibilities:**
   
   - Under direct supervision, carries out procedures to ensure that all information, systems, products, and services meet organization standards and end-user requirements.
   - Assists in the testing of software to ensure proper operation and freedom from defects.
   - Documents and works to resolve basic problems.
   - Reports progress on problem resolution to management.

13. **Relevant SIN(S): SIN 54151S**
   
   **Title:** Web Development Head
   
   **General Experience:** Master Degree And 10 Years Of Experience In Managing Agile Software Development Projects.

   **Responsibilities:**
   
   - To lead scrum teams, daily stand-ups, write user stories, backlog grooming, coordinating team activities.
   - To work on software and systems design, architecture, and development.

14. **Relevant SIN(S): SIN 54151S**
   
   **Title:** Application Developer
   
   **General Experience:** 3 Years Of Industry Related Experience.
   
   - Bachelor’s degree in Multimedia Production, Graphic Design, Applied Art, or related discipline, and three years of industry experience, or an Associate's degree and five years of experience in Web design or development.
   - Have proficiency with Photoshop Creative Suite, Flash, HTML, DHTML, XML, CSS, RSS feeds, JQuery and JavaScript.
   - Proficient with a variety of professional software packages such as Flash, Dreamweaver, Fireworks Photoshop, and Illustrator.
   - Knowledgeable of Section 508 compliance and Web browser optimization are highly desirable.
   - Possess dynamic design skills combined with an understanding of the latest in cutting-edge multimedia technologies in support of Public Domain Web sites.

   **Responsibilities:**
   
   - Manage, populate and edit graphic/web content for a high traffic website and its social media pages.
   - Create, develop, design codes and web solutions that have a high visual impact.
   - To work closely with an Online Content Management Team to realize optimal web, social and mobile technology solutions for websites.
   - Responsible for designing, developing, modifying and implementing computer generated and photographic artwork, images, and layouts for web and social media platforms as well as managing all aspects of the functional website.
   - Develop creative solutions for a wide range of projects across a broad range of media including web, print, and interactive and
LABOR CATEGORIES

15. Relevant SIN(S): SIN 54151S
Title: Senior Web Developer

General Experience: Bachelor’s Degree And 3.5 Years Of Industry Experience.
- The Developer shall be experienced in:
  - Major hardware and system software components
  - Structured analysis and design methodologies
  - Computer language characteristics

Responsibilities:
- Analyzing and evaluating system requirements
- Translating requirements into detailed systematic flowcharts and program design responses
- Designs and codes superior technical solutions.
- Easily recognizes system deficiencies and implements effective solutions.
- Designs and codes superior technical solutions.
- Easily recognizes system deficiencies and implements effective solutions.
- Understands complex database concepts as well as the implications of different database designs
- Creates and executes project work plans and revises as appropriate to meet changing needs and requirements.
- Communicates and enforces coding standards
- Manages resources within budget and project schedule.
- Reviews work of team & Consistently delivers high-quality services to clients.

16. Relevant SIN(S): SIN 54151S
Title: Junior Web Developer

General Experience: Bachelor’s Degree And 1 Years Industry Experience

Responsibilities:
- Use computer programming, testing, and documentation methods and techniques including job control, utility routines, and decision tables
- Use computer programming, testing, and documentation methods and techniques including job control, utility routines, and decision tables
- Utilize the work process and rules governing file design & computer-related, and clerical procedures
- Analyze computer programming problems; identify relevant factors; and acquire information pertinent to their solution
- Test and document computer programs and modifications.

17. Relevant SIN(S): SIN 54151S
Title: Senior Technical Writer

General Experience: Bachelor’s Degree And 4 Years Of Industry Experience

Responsibilities:
- Review and edit documents for technical clarity and proper grammatical style
- Prepare technical documents to describe objects and processes.
- To write scripts for print, broadcast, direct mail and all other forms of media for information, promotion, marketing, and advertising to meet client objectives.
LABOR CATEGORIES

- Research products/services/images to ensure the write up is done accurately.
- Assists in writing proposals, marketing plans, publicity, etc., as assigned
- Reports to Creative Director or Producer.

18. **Relevant SIN(S): SIN 54151S**
   **Title:** Help Desk Manager
   **General Experience:** Bachelor’s Degree & 4.5 Years Of Experience
   **Responsibilities:**
   - Provides support to end users on a variety of issues.
   - Identifies, researches, and resolves technical problems.
   - Responds to telephone calls, email and personnel requests for technical support.
   - Tracks and monitors the problem to ensure timely resolution.
   - Familiar with a variety of the field’s concepts, practices, and procedures.
   - Relies on experience and judgment to plan and accomplish goals.

19. **Relevant SIN(S): SIN 54151S**
    **Title:** Junior Help Desk
    **General Experience:** Bachelor’s Degree & 2 Years Of Experience
    - Has knowledge of commonly-used concepts, practices, and procedures within a particular field.
    **Responsibilities:**
    - Provides support to end users on a variety of issues.
    - Identifies, researches, and resolves technical problems.
    - Responds to telephone calls, email and personnel requests for technical support.
    - Tracks and monitors the problem to ensure timely resolution.
    - Relies on instructions and pre-established guidelines to perform the functions of the job.
    - Works under immediate supervision. Typically reports to a supervisor or manager.

20. **Relevant SIN(S): SIN 54151S**
    **Title:** Senior Database Administrator
    **General Experience:** Bachelor’s Degree In Computer Science & 5 Years Of Experience Of Which At Least One Year Must Be Of Specialized Experience In Administrating Databases And Database Operations.
    **Responsibilities:**
    - Ensures efficient operation of a multi-computer site that supports database administration, analysis, and report production data dictionary administration and system development.
    - Performs database administration, backups and recoveries, and works with users to resolve database questions or problems.
    - Coordinates systems resource availability with database analysts, system and application programmers, and other users.
    - Provides advice and assistance to users on equipment operations.
    - Maintains and updates databases and data dictionaries.
    - May provide assistance to less experienced database administrators.
LABOR CATEGORIES

21. Relevant SIN(S): SIN 54151S
   Title: Network Specialist
   General Experience: Bachelor’s Degree And 6 Years Of Experience
   Responsibilities:
   • To design, install, troubleshoot and support LAN/MAN/WAN hardware, software, and applications.
   • To install and configure hardware such as routers, switches, hubs, and network monitoring devices.
   • Develops and maintains cable plants and architecture, communications transmission lines and all other attached devices.
   • Analyzes Ethernet protocol packets and provide reports and recommendations on traffic analysis. Acts as point of contact for client needs.

22. Relevant SIN(S): SIN 54151S
   Title: IT Project Lead
   General Experience: Bachelor’s Degree And 2 Years Of Industry Experience.
   Responsibilities:
   • To demonstrate limited to full use and/or application of standard principles, theories, concepts and techniques (IT Program Management Associate);
   • To provide solutions to a variety of problems which have limited scope;
   • To supervise closely or generally while following established procedures;
   • Contact is primarily intra-organizational with infrequent inter-organizational and outside customer contacts.
   • Typically, will act as a team lead or small project coordinator, and work with or supervise Admin roles for on the project.

23. Relevant SIN(S): SIN 54151S
   Title: Senior Trainer
   General Experience: Bachelor’s Degree And 5 Years Of Experience
   Responsibilities:
   • Under general direction develops and delivers training, outreach and facilitation programs in support of complex Information Technology systems and services.
   • Works with clients to establish learning objectives, training platforms, and delivery channels.
   • Interacts with stakeholders and subject matter experts to ensure technical accuracy of instructional content.
   • May oversee or perform the development of multi-media Computer Based Training (CBT) materials.
   • Interacts with stakeholders and subject matter experts to ensure technical accuracy of instructional content.
   • May oversee or perform the development of multi-media Computer Based Training (CBT) materials.
LABOR CATEGORIES

24. Relevant SIN(S): SIN 541515
   Title: Junior Computer Programmer
   General Experience: Bachelor’s Degree In Computer Science & 2 Years Of Experience
   Responsibilities:
   - Will be responsible for writing the code of the application to be developed. The senior programmer on the other hand will just be
     the one to assign the functions and specify the methods and events needed for the program and the junior programmer will do it.
   - They will carry out the debugging and troubleshooting of the program. Record the results and identify the possible problems in
     the application.
   - Provide the basic user manual to be use by the end users. They also offer functional specifications to writers who will create the
     manual. They are the ones who will create the complete documentation of the entire application.
   - Responsible for Maintenance and Application upgrade

25. Relevant SIN(S): SIN 541910
   Job Title: Senior SME
   Minimum Education/Experience: Master’s Degree/12 years
   Certification: None
   Responsibilities:
   Subject Matter Experts (SME) gather and organize information on problems or procedures, including present operating procedures.
   SMEs analyse data, develop information and assess available solutions or alternative methods of proceeding. They coordinate with
   clients and train users to ensure smooth implementation and functional performance of new systems, procedures or organizations.
   They develop and implement operational tests and assessments and maintain functional and operating documentation. SMEs plan the
   study of work problems and procedures such as: organizational change, communications, information flow, decision-making
   processes, control processes, operational effectiveness, and cost analyses. They organize and document technical findings and prepare
   recommendations for the implementation of new systems, procedures or organizational changes. They oversee and manage projects
   and programs. SMEs also provide specialized knowledge in specific functional or operational domains or in analysis methods or
   disciplines.

26. Relevant SIN(S): SIN 541511, 541613, 541430
   Job Title: Creative Director
   Minimum Education/Experience: Master’s Degree/10 years
   Certification: None
   Responsibilities:
   Implements print and multimedia design projects, as well as animation and illustration. May design marketing materials, direct mail
   campaigns, and Web pages. Works under some supervision.

27. Relevant SIN(S): SIN 541511, 541613, 541430
   Job Title: Director, Marketing Technology
   Minimum Education/Experience: Bachelor’s Degree/10 years
   Certification: None
   Responsibilities:
   Directors of Marketing Technology play a lead role in overseeing the technical development and implementation of web-based
   solutions and technology applications created for clients. They lead the ongoing review, troubleshooting and testing of technology
   solutions and systems, as well as recommending proposed software and coding languages for designated projects. They also advise,
   guide, and direct teams of digital and technical specialists from project inception to completion.
LABOR CATEGORIES

28. Relevant SIN(S): SIN 541613
   Job Title: Project Manager
   Minimum Education/Experience: Bachelor’s Degree/8 years
   Certification: None
   Responsibilities:
   Coordinates and monitors status of client projects. Prepares status reports and briefs for account team members, clients or others. Participates in the day-to-day activities of the project.

29. Relevant SIN(S): SIN 541910
   Job Title: Research Manager
   Minimum Education/Experience: Bachelor’s Degree/7 years
   Certification: None
   Responsibilities:
   The Research Manager recommends and oversees the implementation of a broad array of qualitative and quantitative research programs, and advises on strategic issues and research requirements. They analyse and interpret research results and survey data and develop research reports, presentations, white papers and other communications. They are aware of and understand the variety of traditional and online research tools and methodologies that can be utilized for client success.

30. Relevant SIN(S): SIN 541613, 541511
   Job Title: Content Manager
   Minimum Education/Experience: Bachelor’s Degree/5 years
   Certification: None
   Responsibilities:
   Plans, writes, edits, and disseminates information on behalf of the Company and/or clients to promote goodwill and improve relationships internally and with external parties - typically through a variety of methods - website, SharePoint or similar collaborative technologies. Writes, edits, and prepares materials including group emails, intranet pages, and training materials. Writes, edits, and prepares external communications including industry articles, press releases, speeches, scripts, blog posts, and webcasts. Assigns and/or directs graphic design and approves final proofs for print pages, web pages, and navigation.

31. Relevant SIN(S): SIN 541613
   Job Title: SEM / SEO Specialist
   Minimum Education/Experience: Bachelor’s Degree/4 years
   Certification: None
   Responsibilities:
   The SEM/SEO Specialist is responsible for day-to-day execution of paid and natural/organic search engine marketing (SEM) campaigns. They use search engine optimization (SEO) strategies to increase traffic and customer interactions to client websites and microsites, and have strong knowledge and experience using search marketing bid management and analytic tools.
LABOR CATEGORIES

32. Relevant SIN(S): SIN 541430
   Job Title: Graphic Artist**
   Minimum Education/Experience: Bachelor’s Degree/3 years
   Certifications: None
   Responsibilities:
   Integrates all elements of a product or document (text, graphic illustrations, photos) into a cohesive whole that is visually appealing. Assesses readability of layout and improves/revises it by changing the page layout as required. Prepare high quality artwork for printing. Must be familiar with commonly used typefaces and a variety of graphic design software packages (Adobe Creative Suite CS6 Master Collection, CorelDRAW Graphics Suite, and Microsoft PowerPoint). May be required to perform page layout using QuarkXPress or other packages.

33. Relevant SIN(S): SIN 541430
   Job Title: Senior Graphic Designer
   Minimum Education/Experience: Bachelor’s Degree/5 years
   Certifications: None
   Responsibilities:
   Defines and determines style, technique and medium best suited to produce desired effects. Designs appropriate graphics to be used in material to promote technologies and/or programs. Creates and produces graphic designs for Web pages, multimedia, 3-D modelling, animation, database management and other applications. Expert in all software programs related to graphic design. Serves as primary director of development of creative templates, printed materials, interactive materials (DVDs/CD ROMS, video and audio).

34. Relevant SIN(S): SIN 541511
   Job Title: Application Developer
   Minimum Education/Experience: Bachelor’s Degree/5 years
   Certification: None
   Responsibilities:
   Develops, tests, implements, and maintains web-based application systems. Troubleshoots system problems and issues and looks for ways to improve the application. Has knowledge of commonly used concepts, practices, and procedures within a particular field (i.e., HTML, Java, etc.). Familiar with a variety of the field’s concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. A wide degree of creativity and latitude is expected.

35. Relevant SIN(S): SIN 541511
   Job Title: Senior Web Developer
   Minimum Education/Experience: Bachelor’s Degree/5 years
   Certification: None
   Responsibilities:
   Programming experience in all database applications, database environments including system integration and low-level driver development.
LABOR CATEGORIES

36. Relevant SIN(S): SIN 541613
   Job Title: Copywriter
   Minimum Education/Experience: Bachelor’s Degree/4 years
   Certification: None
   Responsibilities:
   Responsible for assembling and writing descriptive copy for reports, summary reports, newsletters, abstracts, research publications, monographs, multimedia materials, trip reports, media advisories, scripts, training materials, proposals, public relations materials, and other technical and non-technical information.

37. Relevant SIN(S): SIN 541910
   Job Title: Public Relations Specialist
   Minimum Education/Experience: Bachelor’s Degree/5 years
   Certification: None
   Responsibilities:
   Meets with clients to clarify the scope of work for public relations projects and task orders. Analyses previous public relations campaigns and collateral for their effectiveness and, based on this analysis, provides recommendations on better ways to promote public awareness. Arranges for a variety of events (press conferences, radio/TV advertisements, conferences, etc.) designed to promote client activities. Develops draft and final articles for newspapers, magazines, websites, and other media. Works with graphic professionals to develop visual elements of campaigns. Tests campaigns and products in limited markets and modifies them in response to feedback received.

38. Relevant SIN(S): SIN 541511
   Job Title: Web Developer
   Minimum Education/Experience: Bachelor’s Degree/3 years
   Certification: None
   Responsibilities:
   Supports successful development, implementation, and day-to-day management of all the web services programs for accounts as assigned. Uses advanced technologies including but not limited to: Active Server Pages, JavaScript, XML, etc. to produce cross-browser, cross platform, modular, reusable code and other applicable technologies. Works independently and supervises junior staff.

40. Relevant SIN(S): SIN 541430
   Job Title: Graphic Designer
   Minimum Education/Experience: Bachelor’s Degree/3 years
   Certification: None
   Responsibilities:
   Assists senior staff members in design and development of posters, exhibits, publications, photos, graphic designs, brochures, reports and other outreach materials. Designs and develops presentations, partner templates, kiosks, speeches, and fact sheets. Coordinates production process of all printed and interactive pieces. Works under some supervision.
LABOR CATEGORIES

41. Relevant SIN(S): SIN 541613
   
   **Job Title:** Senior Editor
   
   **Minimum Education/Experience:** Bachelor’s Degree/10 years
   
   **Certification:** None
   
   **Responsibilities:**
   
   Reviews and edits a variety of complex written materials to ensure their readability, logical organization, grammatical correctness, and adherence to prescribed style guides. Reviews complex documents and determines how they can be reorganized so that facts are presented in a concise, clear manner. For sales and marketing products, edits and/or rewrites text to ensure that copy is persuasive and convincing. Reads materials to ensure that text is well organized, logically presented, and supported by appropriate details. Reorganizes text as required to improve flow and readability. Requires excellent written and verbal communication skills and familiarity with required style guides used in assigned areas.

42. Relevant SIN(S): SIN 541910
   
   **Job Title:** Project Administrator
   
   **Minimum Education/Experience:** Bachelor’s Degree/5 years
   
   **Certification:** None
   
   **Responsibilities:**
   
   Assists a Conference Coordinator III in fulfilling all aspects of meetings, conferences, exhibits, and trade show plans. Follows each aspect of a work plan as developed by a senior manager to ensure its fulfilment. Identifies potential meeting sites and participates in site visits. Oversees the work of meeting support personnel to ensure that all meeting materials are prepared and shipped according to schedule. Oversees onsite activities (registration, speaker liaison, press room, audio-visual equipment operation). Tabulates responses from meeting evaluation forms to assist in the completion of post-meeting evaluations. Performs first-level review of supported attendees’ reimbursement request forms and maintains event.

43. Relevant SIN(S): SIN 541613
   
   **Job Title:** Senior Communications Specialist
   
   **Minimum Education/Experience:** Bachelor’s Degree/8 years
   
   **Certification:** None
   
   **Responsibilities:**
   
   Meets with clients to clarify the scope of work for marketing and communications projects and task orders. Leads teams of communications specialists in identifying the best methods of communication, by identifying resistance to any previously tested communication techniques, analysing previous campaigns for their effectiveness, and reviewing all available data on behavioural change and its causes. Designs, develops, modifies, and implements communication campaigns that incorporate print, video, radio, TV, and Web technology. Develops draft and final marketing text. Works with graphic professionals to develop visual elements of marketing campaigns. Designs and implements campaigns to test products in limited markets and modifies campaigns in response to feedback received.

44. Relevant SIN(S): SIN 541910
   
   **Job Title:** Researcher
   
   **Minimum Education/Experience:** Bachelor’s Degree/3 years
   
   **Certification:** None
   
   **Responsibilities:**
   
   Working under the direction of a Senior Researcher, implements research and study designs for market research, following approved protocols and using approved instruments. Manages the data collection process and maintains study database, ensuring the integrity
and confidentiality of data. Collects, synthesizes, and analyses qualitative and quantitative research data using a variety of approved methodological approaches. Demonstrates excellent communication skills (both verbal and written) and the ability to assist in the development and revision of concise and well-written research reports. May be assigned to direct the work of Research Associates.

45. Relevant SIN(S): SIN 541613, 541511
   Job Title: Senior DevOps Engineer
   Minimum Education/Experience: Bachelor’s Degree/6 years
   Certification: None
   Responsibilities:
   Works closely with clients and marketing team members to understand stakeholder requirements that drive the analysis and design of quality technical solutions. Involved in the full life cycle of an application, team members of an agile development process. Responsible for the design and implementation of applications’ build, release, deployment, and configuration activities. Works with internal business partners to gather requirements, prototype, architect, implement/update solutions, build and execute test plans, perform quality reviews, manage operations, and triage and fix operational issues. Responsible for managing IT infrastructure needed to support software code and website design.

46. Relevant SIN(S): SIN 541613
   Job Title: Senior Digital Strategist
   Minimum Education/Experience: Bachelor’s Degree/7 years
   Certification: None
   Responsibilities:
   Provides strategic planning of marketing projects or a significant segment of a strategic planning portion of a large complex project. Provides the overall approach to clarify mission statements so they can be used as springboards in envisioning their desired future. Assists in developing mission and vision statements, subsequent goal delineation, provides guidance for building operational plans and specifying measurable outcomes to include capital outlay planning efforts in a consolidated strategic planning process and prioritizes those initiatives.

TERMS AND CONDITIONS APPLICABLE TO INFORMATION TECHNOLOGY (IT) PROFESSIONAL SERVICES (SPECIAL ITEM NUMBER 54151S, 541613, 541511, 541910, 541430)

1. SCOPE
   • The prices, terms and conditions stated under Special Item Number 54151S, 541613, 541511, 541910, 541430 Information Technology Professional Services apply exclusively to IT Professional Services within the scope of this Information Technology Schedule.
   • The Contractor shall provide services at the Contractor’s facility and/or at the ordering activity location, as agreed to by the Contractor and the ordering activity.

2. PERFORMANCE INCENTIVES
   • Performance incentives may be agreed upon between the Contractor and the ordering activity on individual fixed price orders or Blanket Purchase Agreements under this contract.
The ordering activity must establish a maximum performance incentive price for these services and/or total solutions on individual orders or Blanket Purchase Agreements. Agencies may use written orders, blanket purchase agreements, individual purchase orders, or task orders for ordering services under this contract. Blanket Purchase Agreements shall not extend beyond the end of the contract period; all services and delivery shall be made and the contract terms and conditions shall continue in effect until the completion of the order. Orders for tasks which extend beyond the fiscal year for which funds are available shall include FAR 52.232-19 (Deviation – May 2003) Availability of Funds for the Next Fiscal Year. The purchase order shall specify the availability of funds and the period for which funds are available.

All task orders are subject to the terms and conditions of the contract. In the event of conflict between a task order and the contract, the contract will take precedence.

The minimum order is $100.00. Payment terms are Net 30 days from receipt of invoice.

3. PERFORMANCE OF SERVICES

- The Contractor shall commence performance of services on the date agreed to by the Contractor and the ordering activity. The Contractor agrees to render services only during normal working hours, unless otherwise agreed to by the Contractor and the ordering activity.
- The ordering activity should include the criteria for satisfactory completion for each task in the Statement of Work or Delivery Order. Services shall be completed in a good and workmanlike manner.
- Any Contractor travel required in the performance of IT Services must comply with the Federal Travel Regulation or Joint Travel Regulations, as applicable, in effect on the date(s) the travel is performed. Established Federal Government per diem rates will apply to all Contractor travel. Contractors cannot use GSA city pair contracts.

4. INVOICES

- If a stop-work order issued under this clause is canceled or the period of the order or any extension thereof expires, the Contractor shall resume work. The Contracting Officer shall make an equitable adjustment in the delivery schedule or contract price, or both, and the contract shall be modified, in writing, accordingly, if:
  - Terminate the work covered by the order as provided in the Default, or the Termination for Convenience of the Government, clause of this contract.
- If a stop-work order issued under this clause is canceled or the period of the order or any extension thereof expires, the Contractor shall resume work. The Contracting Officer shall make an equitable adjustment in the delivery schedule or contract price, or both, and the contract shall be modified, in writing, accordingly, if:
  - The stop-work order results in an increase in the time required for, or in the Contractor's cost properly allocable to, the performance of any part of this contract; and
  - The Contractor asserts its right to the adjustment within 30 days after the end of the period of work stoppage; provided, that, if the Contracting Officer decides the facts justify the action, the Contracting Officer may receive and act upon the claim submitted at any time before final payment under this contract.
- If a stop-work order is not canceled and the work covered by the order is terminated for the convenience of the Government, the Contracting Officer shall allow reasonable costs resulting from the stop-work order in arriving at the termination settlement.
- If a stop-work order is not canceled and the work covered by the order is terminated for default, the contracting Officer shall allow, by equitable adjustment or otherwise, reasonable costs resulting from the stop-work order.
5. INSPECTION OF SERVICES

The Inspection of Services–Fixed Price (AUG 1996) (Deviation 1 – May 2003) clause at FAR 52.246-4 applies to firm-fixed price orders placed under this contract. The Inspection–Time-and-Materials and Labor-Hour (May 2001) (Deviation 1 – May 2003) clause at FAR 52.246-6 applies to time-and-materials and labor-hour orders placed under this contract.

6. RESPONSIBILITIES OF THE CONTRACTOR

The Contractor shall comply with all laws, ordinances, and regulations (Federal, State, City, or otherwise) covering work of this character. If the end product of a task order is software, then FAR 52.227-14 (Deviation – Dec 2007) Rights in Data – General, may apply.

7. RESPONSIBILITIES OF THE ORDERING

Activity Subject to security regulations, the ordering activity shall permit Contractor access to all facilities necessary to perform the requisite IT Professional Services.

8. INDEPENDENT CONTRACTOR

All IT Professional Services performed by the Contractor under the terms of this contract shall be as an independent Contractor, and not as an agent or employee of the ordering activity.

9. ORGANIZATIONAL CONFLICTS OF INTEREST

Definitions.“Contractor” means the person, firm, unincorporated association, joint venture, partnership, or corporation that is a party to this contract.“Contractor and its affiliates” and “Contractor or its affiliates” refers to the Contractor, its chief executives, directors, officers, subsidiaries, affiliates, subcontractors at any tier, and consultants and any joint venture involving the Contractor, any entity into or with which the Contractor subsequently merges or affiliates, or any other successor or assignee of the Contractor.An “Organizational conflict of interest” exists when the nature of the work to be performed under a proposed ordering activity contract, without some restriction on ordering activities by the Contractor and its affiliates, may either (i) result in an unfair competitive advantage to the Contractor or its affiliates or (ii) impair the Contractor’s or its affiliates’ objectivity in performing contract work.

10. PAYMENTS

For firm-fixed price orders the ordering activity shall pay the Contractor, upon submission of proper invoices or vouchers, the prices stipulated in this contract for service rendered and accepted. Progress payments shall be made only when authorized by the order.

11. APPROVAL OF SUBCONTRACTS

The ordering activity may require that the Contractor receive, from the ordering activity’s Contracting Officer, written consent before placing any subcontract for furnishing any of the work called for in a task order.