



Objective Results, Inc.

Response to LFUCG RFP #5-2021

Information Technology Consulting and Technical Services

March 29, 2021

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Company Overview

Objective Results, previously named the RFP company, has been in business since 1996. We have over 50 years of combined experience guiding clients through solution selection, project management, business analysis and decision facilitation to help them achieve their goals.

As a Kentucky-based company, we have provided value to clients across many different industries (including insurance, technology, consumer goods and manufacturing) and sectors (public, private and non-profit), with extensive experience in the public sector at both the local and state levels. Since responding to LFUCG RFP#13-2016, we have furthered our collaborative relationships at LFUCG, specifically with Community Corrections, Lexington Police Department, Fire & Emergency Services, E911, and the Division of Water Quality. Our repeat business rate of over 90% is a clear indicator of our clients' satisfaction.

Objective Results is pleased to be responding to RFP #5-2021 in the area of consulting services. Our responses to the Request for Proposal are included.

Both partners, Linda Borkosky and Michael Campbell, are authorized to commit Objective Results, Inc. to the terms and conditions of this Request for Proposal.

Linda Borkosky, Partner

Linda M Borkosky

Michael Campbell, Partner

Michael Campbell

Vendor Requirements

Requested Company Information	Objective Results Response
1. Company name and address	Objective Results, Inc. 5510 Pearce Way, Crestwood, KY 40014
2. Identify all business partners you have with technology and consulting firms	None
3. Provide resumes for all individuals being submitted for work under this RFP, along with the following information: <ul style="list-style-type: none"> a. Location of Staff b. Hourly rate of Pay c. Travel and living expenses per week d. Indicate if the staff is sub-contracted or an employee 	Linda Borkosky – resume attached Michael Campbell – resume attached <ul style="list-style-type: none"> a. Lexington and Crestwood, KY b. \$135/hour c. None d. Both are employees
4. Number of years your company has been providing technology/consulting services	25 years
5. Provide two references for IT services work your company has performed over the last year	1. Aldona Valicenti, Chief Information Officer, LFUCG avalicenti@lexingtonky.gov 2. Lisa Farmer, Director of Community Corrections lfarmer@lexingtonky.gov 3. Eric Lowe, Assistant Chief, Lexington Police Department elowe@lexingtonpolice.ky.gov 4. Charles H. Martin, P.E. Director, LFUCG Division of Water Quality Chmartin@lexingtonky.gov

Services Offered

The services offered by Objective Results are summarized in the following table.

Service Offering	Experience	Approach/Applied Methodology
1. Solution Selection and RFP Assistance	50 + years of combined experience across public, private and non-profit sectors	<p>We have evolved our own Solution Selection methodology, comprised of the following major activities:</p> <ul style="list-style-type: none"> • Defining the business objectives to be achieved by the solution • Defining requirements that must be fulfilled by the solution • Developing and publishing a Request for Proposal, and managing the vendor communication around it • Creating an Evaluation Model that provides clear, objective comparisons of vendor responses • Presenting key findings and recommendations to key stakeholders • Providing negotiation assistance
2. Project Management	20 + years across public, private and non-profit sectors	<p>Certified in project management by IBM, our “lean” PM approach is to apply just enough rigor to successfully complete the project, rather than create bureaucracy and paperwork of negligible value. Clear, open and timely communication of issues, pleasant or not, is another guiding principle of ours.</p> <p>In addition to traditional Project Management considerations, we realize that the pandemic and post-pandemic period will bring its own challenges, as work places cope with in-person, remote and hybrid worker location scenarios. Building trust in these environments take on a renewed emphasis in our approach.</p>

Service Offering	Experience	Approach/Applied Methodology
3. Business Analysis	20 + years across public, private and non-profit sectors	<p>Although Business Analysis is arguably embedded in all that we do, the primary aspects we perform fall into these categories:</p> <ul style="list-style-type: none"> • Requirements facilitation • Requirements reconciliation (clients requirements with vendor capabilities) • Process definition • Process documentation • Process optimization <p>Consistent with our lean approach to project management, we tailor the deliverables to the needs of the clients' situation.</p>
4. Strategic Planning	20 + years across public, private and non-profit sectors	<p>We have recognized that most strategic plans are neither strategic (too tactical), nor a plan (too "blue sky"). We first validate where on this continuum our clients' needs reside, and then construct the optimal approach. As practitioners of the Balanced Scorecard, which is a strategy method that employs metrics, we have assisted with long-term, rigorous strategic "makeovers", as well as organizations wishing to simply align their next planning and budget cycle to the general goals of their organization.</p>

Cost of Services

Responding to the Cost of Services requirement on RFP page 39, Objective Results will charge LFUCG a rate of \$135/hour for all of the above services. No additional charges are required for travel for work performed at LFUCG locations.

Required Forms/Attachments

Attachment A

Attachment A contains a list of the technologies used by the Lexington-Fayette Urban County Government. Please enter the average experience (years) of qualified employees who may provide IT services in the Experience column. You may enter the number of employees the average applies to, e.g. "5 years, 3 employees". The Comments column should be used to provide LFUCG with information that should be considered during the vendor selection process.

Technology	Experience	Comments
Microsoft Windows 2003, 2008, 2012, 2016	N/A	
Microsoft Windows 7, 8, 10 Desktop	N/A	
Microsoft Office 365, Architecture and Design	N/A	
Microsoft PowerShell	N/A	
Microsoft Active Directory	N/A	
Microsoft Exchange 2010, 2013	N/A	
AIX versions 5.x, 6.x, 7.x	N/A	
Linux	N/A	
Internet Information Server (IIS)	N/A	
F5 BigIP	N/A	
VMware	N/A	
VMware VirtualCenter	N/A	
VMware ESX	N/A	
Microsoft Access	N/A	
Microsoft SQL Server 2008, 2012, 2014, 2016	N/A	
Oracle Database 10, 11, 12, 13	N/A	
SharePoint Services (on premise and cloud)	N/A	
Microsoft Office SharePoint Server	N/A	
Microsoft .NET Framework 2+	N/A	
Microsoft Project Server	N/A	
ESRI Geodatabase (10.2.1 and higher)	N/A	
ESRI ArcGIS for Server (10.2.1 and higher)	N/A	
ESRI ArcGIS for Desktop (10.2.1 and higher)	N/A	
ESRI ArcGIS Online (10.2.1 and higher)	N/A	
ESRI ArcReader (10.2.1 and higher)	N/A	
Visual Studio	N/A	
VBA	N/A	
Python	N/A	
JavaScript	N/A	
HTML5	N/A	
C#	N/A	
C++	N/A	
Ruby	N/A	
Ruby on Rails	N/A	
Visual Basic 6.0	N/A	

Technology	Experience	Comments
ASP.NET	N/A	
VB.NET	N/A	
jQuery	N/A	
Web Services	N/A	
PHP Development	N/A	
RPG IV	N/A	
BCD Presto	N/A	
ADO	N/A	
Moodle	N/A	
AJAX	N/A	
Technology	Experience	Comments
Node.js	N/A	
Chef, Puppet, Troposphere	N/A	
Amazon Web Services (AWS) Architecture	N/A	
Amazon Web Services (AWS) DevOps	N/A	
Microsoft Azure Architecture	N/A	
Microsoft Azure DevOps	N/A	
Palo Alto Firewalls	N/A	
Splunk	N/A	
Switching & Routing	N/A	
Vulnerability Scanning (Nessus)	N/A	
Patch Management	N/A	
IBM BigFix	N/A	
PeopleSoft HCM 9.0	N/A	
PeopleSoft FSCM 8.9	N/A	
PeopleTools 8.49	N/A	

Attachment B

Attachment B contains a list of services the Lexington-Fayette Urban County Government may need provided. Please use the notes column to identify any information that should be considered during the vendor selection process. Exceptions to billing should be included in the notes, e.g. weekend rate adjustments.

Service		Rate	Notes
Software Development	ASP.NET C# JavaScript Ruby Ruby on Rails C++ HTML5 VB.NET Python Visual Basic 6.0 ESRI ArcGIS ADO 2.X + Web Services Microsoft Access		
Database Design	SQL Server SQL Server Express MySQL ESRI Enterprise Geodatabase Oracle		
Consulting	Disaster Recovery/Bus Continuity Technical Requirements Gathering IT Strategic Planning IT Governance IT Project Management Certified Project Management (PMP) Network Technologies Software Development PeopleSoft HCM (9.0) PeopleSoft FSCM (8.9)	\$135 \$135 \$135	<i>Objective Results' hourly rate is \$135 for all services.</i>
Server Application Implementation	Microsoft SharePoint Microsoft Project Server Microsoft SQL Server Microsoft Exchange Microsoft Windows VMware Virtual Center VMware ESX ESRI ArcGIS Server		

Service		Rate	Notes
Training	Microsoft SharePoint Microsoft Project Server Microsoft SQL Server Visual Studio Team Suite Visual Studio 2008 VMware		
Network Support	F5 BigIP Microsoft Active Directory Microsoft Windows VMware		
Information Security	Policy Development and Review Planning and Analysis Penetration Testing Vulnerability Testing Risk Management Assessment Info Security Audit and Compliance Info Security Remediation Info Security End-User Training		
Enterprise DevOps & "Cloud"	Cloud Architecture and Design Code Deployment and Maintenance Enterprise System Administration Version Control Infrastructure as Code (IaC) Platform as a Service (Paas) Software as a Service (SaaS) Infrastructure as a Service (IaaS)		

Resumes

Michael Campbell

michael.campbell@objectiveresults.net

502.468.0181

Here is a summary of Mr. Campbell's pertinent experience:

- Conducted Solution Selection and managed projects for a variety of public sector organizations, including Corrections, Police and Fire Departments.
- Established Program and Project Management Office for Kentucky's largest property & casualty insurance company. Provided program direction and project oversight for \$100M+ strategic transformation portfolio including oversight of programs for policy, claims and billing systems replacements.
- Oversaw planning, mobilization and implementation of other P&C insurance systems
- Managed multi-million dollar application development projects for Fortune 500 companies.
- Co-developed methodologies for Project Acceleration Services and Solution Selection Services
- Developed and presented the topic *Driving Strategic Initiatives* to executives of major Chinese Property & Casualty insurers at a P&C insurance industry conference in Shanghai, co-sponsored by Guidewire Software, McKinsey Consulting, Deloitte Consulting and IBM
- Authored *Consulting Between the Lines*, a view of the consulting industry for the 21st century. Available in print and at <http://www.consultingmag-digital.com/consultingmag/201211#pg20>
- Facilitated over 100 requirements definition and Solution Selection sessions to high customer satisfaction.
- Facilitated and managed strategic planning for private, public and non-profit sector clients
- Practitioner of Balanced Scorecard strategy and measurement methods
- Over 20 years in the systems integration business, dealing with product and service providers to architect, negotiate, and deliver business solutions.
- Recognized by the Governor of Kentucky for contributions to the Kentucky Strategic Plan for Economic Development.
- Founding member of Forrester Research Leadership Board for Vendor Management & Outsourcing Council
- Certified in project management by IBM and PMI.

Michael Campbell Specific Experience

Public Sector

Lexington, Kentucky

Elicited requirements, developed RFP with evaluation criteria, and managed vendors pursuant to the selection and implementation of an integrated security system for one of the state's largest detention facilities. Subsequently provided project management services for the implementation, which was completed under budget during the pandemic.

Public Sector

Lexington, Kentucky

Elicited requirements, developed RFP with evaluation criteria, and managed vendors pursuant to the selection of a Computer Aided Dispatch and Records Management solution. Subsequently provided project management services for the implementation, which is currently in progress.

Public Sector

Lexington, Kentucky

Elicited requirements, developed RFP with evaluation criteria, and managed vendors pursuant to the selection of a software solution to replace an enterprise-level budgeting system

Public Sector

Lexington, Kentucky

Elicited requirements, developed RFP with evaluation criteria, and managed vendors pursuant to the selection of a software solution to manage one of the state's largest detention facilities. Subsequently provided project management services for the implementation.

Insurance Industry

Louisville, Kentucky

Provided facilitation and strategy development consulting pursuant to an enterprise-level business strategy for largest property & casualty insurance company in Kentucky. Duties included facilitation, content development and project management

Public Sector

Frankfort, Kentucky

Facilitated requirements definition and solution selection services for a major state government agency pursuant to a \$25 million systems integration project. Provided project management support, evaluation criteria and process, and RFP editing, as well as vendor management guidance.

Public Sector

Frankfort, Kentucky

Provided Solution Selection Services for first responders at both local and state levels for E911 Dispatch and Records Management solutions. Conducted a competitive selection process, including RFP development. Other duties included project management, requirements definition, and vendor management.

Linda Borkosky

linda.borkosky@objectiveresults.net

859.312.7690

An instinct for value fueled by an efficient, rigorous approach has compelled Linda's clients to engage her again and again. The range of roles in her seventeen years of consulting experience has provided her insights from both the client and consultant perspective, including solution selection, project management, business analysis and process improvement.

Here is a summary of Mrs. Borkosky's pertinent experience:

- Over 20 years of experience providing Solution Selection and Project Management with experience in various sectors of business
- Experienced JAD facilitator, gathering, synthesizing, and prioritizing requirements using interviews, document analysis and requirements workshops
- Extensive experience preparing business requirements documents, RFPs, functional and technical specifications and defining project plans
- Facilitated over 50 requirements definition and Solution Selection sessions to high customer satisfaction
- Provided project management, financial oversight and business analysis services for longitudinal education and workforce data analysis effort
 - Managed a grant application that resulted in a \$6+ million grant award
 - Mentoring and directing business analysts
- Provided Solution Selection services, including requirements definition, RFP development, vendor management and negotiation, to one of the state's largest municipalities on a variety of applications.
- Provided Solution Selection services for enterprise-wide project for a \$25 million systems integration state government project.
- FAST Certified facilitator
- Bachelor's degree in Accounting

Linda Borkosky Specific Experience

Public Sector

Lexington, Kentucky

Elicited requirements, developed RFP with evaluation criteria, and managed vendors pursuant to the selection and implementation of an integrated security system for one of the state's largest detention facilities.

Public Sector

Lexington, Kentucky

Elicited requirements, developed RFP with evaluation criteria, and managed vendors pursuant to the selection of a software solution to replace an enterprise-level budgeting system

Public Sector

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Public Sector

Frankfort, Kentucky

Provided Solution Selection Services for first responders at both local and state levels for E911 Dispatch and Records Management solutions. Conducted a competitive selection process, including RFP development. Other duties included project management, requirements definition, and vendor management.

Public Sector

Lexington, Kentucky

Provided Solution Selection Services, including requirements definition, RFP development, vendor evaluation criteria development, vendor contract negotiation assistance and project management for a government agency to select technology to monitor and manage environmental assets in accordance with The Environmental Protection Agency.