

QUESTIONNAIRE NAME	SECTION NAME	QUESTION NUMBER	QUESTION TITLE	QUESTION WEIGHT	RESPONSE OPTIONS	Advent, LLC
7. Company Profile, General :-		1	<p>* Are you a National Supplier offering a national program that other Public Participating Agencies will be able to access through the resulting Master Agreement with the University of California? If Yes, I am offering a national program. * Please acknowledge that you reviewed all of the following information. OMNIA Partners Exhibit C – For information only. The Master Intergovernmental Cooperative Purchasing Agreement is the agreement Participating Agencies, wanting to use the cooperative contract, will execute to register with OMNIA Partners to participate in the program. Participating Agencies agree to the document one time for access to all the contracts available in the portfolio. Supplier does not need to complete this form. This agreement is not between the Supplier and OMNIA Partners.</p>	50.00%	Yes, I am offering a national program.; No, I am not offering a national program.	Yes, I am offering a national program.
7. Company Profile, General :-		1.4	<p>OMNIA Partners Exhibit D – For information only. The Principal Procurement Agency Certificate is the document executed by the lead agency and OMNIA Partners to partner to create a Master Agreement which can be used as a national cooperative contract. Supplier does not need to complete this form. OMNIA Partners Exhibit E – For information only. The Contract Sales Reporting Template is the template the awarded supplier would use to report monthly sales to OMNIA Partners. Supplier does not need to fill this form. OMNIA Partners Exhibit H – For information only. Due to advertising requirements within certain states for public solicitations, the OMNIA Partners Advertising Compliance Requirement lists agencies within certain states that require all agencies be listed in a solicitation in order to</p> <p>If Yes, I am offering a national program. * Confirm that Supplier will be proactive in direct sales of Supplier's goods and services to Public Agencies nationwide and the timely follow up to leads established by OMNIA Partners.</p>	N/A	Yes; No	Yes
7. Company Profile, General :-		3.3	<p>All sales materials are to use the OMNIA Partners logo. At a minimum, the Supplier's sales initiatives should communicate that the Master agreement was competitively solicited and publicly awarded by the University of California. Also, the Supplier should communicate that the contract has the best government pricing, has no cost to participate, and is non-exclusive.</p>	N/A	Confirmed; Will not confirm	Confirmed
7. Company Profile, General :-		3.4	<p>If Yes, I am offering a national program. * Confirm that the Supplier will train its national sales force on the Master Agreement. At a minimum, sales training should include key features of the Master Agreement, working</p>	N/A	Yes; No	Yes

7. Company Profile, General	Marketing and Sales	17	* The University utilizes a Bank Card program for efficient,	8.00%	Yes; No	Yes
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<b>Questionnaire Name: *</b>	8. Technical Competency
<b>Questionnaire Type:</b>	Technical
<b>Questionnaire Description:</b>	Questions focused on services and potential deliverables

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<b>Questionnaire Name: *</b>	10. Pricing Terms
<b>Questionnaire Type:</b>	Technical
<b>Questionnaire Description:</b>	Questions focused on services pricing and example project scopes

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10. Pricing Terms	-	1	* What is the cost structure for developing and implement	16.67%	-
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Exact costs are developed on a project-by-project basis, however the cost-structure parameters are built around to following phases:

- 1) Strategy / Discovery
- 2) Prototyping - optional phase driven by complexity
- 3) Full scoping
- 4) Complete application design build (software/ui/ux/backend) as defined in (3)
- 5) Media/content development as required
- 6) Ongoing licensing/maintenance/support fees

10. Pricing Terms	-	2	* Does your company quote hourly professional services?	16.67%	- Role	Advent contracts are quoted and proposed on a project-by-project basis.  Unless specifically noted, Advent does not bill hourly professional services.
10. Pricing Terms	-	2	* Does your company quote hourly professional services?	16.67%	- Hourly Rate	
10. Pricing Terms	-	2	* Does your company quote hourly professional services?	16.67%	- Role	
10. Pricing Terms	-	2	* Does your company quote hourly professional services?	16.67%	- Hourly Rate	
10. Pricing Terms	-	2	* Does your company quote hourly professional services?	16.67%	- Role	
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10. Pricing Terms	-	2	* Does your company quote hourly professional services?	16.67%	- Hourly Rate	

10. Pricing Terms	-	3	* Are there any additional fees for customization or scalab	16.67%	-	<p>Cost-structure parameters are built around to following phases:</p> <ol style="list-style-type: none"> <li>1) Strategy / Discovery</li> <li>2) Prototyping - optional phase driven by complexity</li> <li>3) Full scoping</li> <li>4) Complete application design build (software/ui/ux/backend) as defined in (3)</li> <li>5) Media/content development as required</li> <li>6) Ongoing licensing/maintenance/support fees</li> </ol>
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10. Pricing Terms	-	4	* What are the pricing tiers for creating immersive media	16.67%	-	<p>Cost-structure parameters are built around to following phases:</p> <ol style="list-style-type: none"> <li>1) Strategy / Discovery</li> <li>2) Prototyping - optional phase driven by complexity</li> <li>3) Full scoping</li> <li>4) Complete application design build (software/ui/ux/backend) as defined in (3)</li> <li>5) Media/content development as required</li> <li>6) Ongoing licensing/maintenance/support fees</li> </ol>
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10. Pricing Terms	-	5	* What are the estimated costs for integrating storytelling	16.67%	-	<p>Cost-structure parameters are built around to following phases:</p> <ol style="list-style-type: none"><li>1) Strategy / Discovery</li><li>2) Prototyping - optional phase driven by complexity</li><li>3) Full scoping</li><li>4) Complete application design build (software/ui/ux/backend) as defined in (3)</li><li>5) Media/content development as required</li><li>6) Ongoing licensing/maintenance/support fees</li></ol>
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10. Pricing Terms	-	6	* How do you approach pricing partnerships and collabora	16.67%	-
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Advent is successful at creating experiences that move people by harnessing research, technology, and storytelling to inspire and drive value. Because of this, the described collaborations live within the full-service team at Advent. ALL of the areas of expertise are held by team members our clients work with every day.

**Questionnaire Name: \*** 11. Value Add  
**Questionnaire Type:** Technical  
**Questionnaire Description:** Questions to gauge interest in programs outside of contracted goods/services. This section has no weight in the evaluation.

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11. Value Add	-	1	Is your company interested in partnerships with the University that may exist outside of the average business transaction? Select all that apply.	-	Scholarships; Internships; Marketing Opportunities to the UC Community; Hosting/sponsoring events; Local community partnerships around campuses; Sustainable practices partnership; Gifts/Donations	Internships
11. Value Add	-	2	What types of partnerships do you have with other higher education institutions? Please be concise as the University reserves the right to ask for details at a later date.	-		Advent maintains multiple master services agreements with multiple higher education institutions. More information can be provided upon request.
11. Value Add	-	3	Would your company be interested in impacting student d	-	Yes; No	Yes
11. Value Add	-	4	Are you willing to provide guaranteed internship opportun	-	Yes; No	No