

RFP Response Form
Client Management Information System

PROPOSER INFORMATION

Proposer Name: CoreSphere LLC

Authorized Representative Name & Title: [REDACTED]

Address: 10411 Motor City Dr Suite 410, Bethesda, MD 20817

Telephone: [REDACTED]

Email [REDACTED]

Website: <https://www.coresphere.com/>

Legal Status: [REDACTED] Nonprofit Corp. Sole Proprietor Partnership

Date Incorporated: October 1, 2003

How did you hear about this RFP? Bid Board – GovWin

REQUIRED CONTACTS

	Name	Phone	Email
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

* [MPER](#) is DHS's provider and contract management system. Please list an administrative contract to update and manage this system for your agency.

BOARD INFORMATION

Provide a list of your board members as an attachment or in the space below.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

REFERENCES

Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization.
Please do not use employees of the Allegheny County Department of Human Services as references.

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The following are our Team's references

1. [Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

2. [Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

3. [Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

PROPOSAL INFORMATION

Date Submitted 4/18/2019

Amount Requested: [Redacted]
[Redacted]

Proposal Abstract:

Please provide a brief summary of your proposal that is at most 750 characters.

[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

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CERTIFICATION

Please check the following before submitting your Proposal, as applicable:

- I have read the standard County terms and conditions for County contracts and the requirements for DHS Cyber Security, EEOC/Non-Discrimination and HIPAA.

- By submitting this proposal, I certify and represent to the County that all submitted materials are true and accurate, and that I have not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

ATTACHMENTS

Please submit the following attachments with your Response Form. These can be found at <http://www.alleghenycounty.us/dhs/solicitations>.

- MWDBE documents
- Allegheny County Vendor Creation Form
- 3 years of audited financial reports
- W-9
- Screen shots or other visual aids as needed

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REQUIREMENTS

Please respond to the following. The maximum score a Proposal can receive is 140 points. Your response to this section should not exceed 35 pages. You may attach screen shots or other visual aids as needed. These will not count toward the page limit.

Qualifications and Experience (20 points)

1. Describe how you have assisted other clients with assessing the best way to implement, measure, manage changes to, and achieve business objectives via the proposed Solution, especially human services agencies and/or other public sector clients.

CoreSphere has been providing Customer/Citizen Relationship Management (CRM) solutions since 2003 and Software as a Service (SaaS) solution since 2010. CoreSphere is a Salesforce Gold [REDACTED] partner. With over 15 years of experience deploying Client Management types of systems, and over 9 years with such systems on SaaS platforms, we have delivered numerous similar solutions to Public Sector, Commercial and Non-Profit customers with a proven track record of success.

To ensure success, the CoreSphere team includes [REDACTED]. [REDACTED]. This will ensure the solution is designed and architected correctly so it can be fully leveraged by DHS.

CoreSphere specializes in the implementation of Salesforce [REDACTED]. [REDACTED]. Our business model is to provide customers with a full set of services ranging from business analysis, process reengineering to implementation of the Salesforce platform, and supporting platforms [REDACTED]. CoreSphere human services and public sector clients include [REDACTED]. [REDACTED]. Our qualifications for implementing the Salesforce platform and benefits to Allegheny County are listed in table below:

Team CoreSphere Qualifications	Benefits to Allegheny County
Salesforce Gold Partner [REDACTED]	Salesforce has created a rigorous process for organizations to achieve partner levels. Gold partnership is a prestigious designation that ensures Salesforce customers in the partners capability to deliver and manage the Salesforce implementations.
9+ years of Salesforce Implementation Experience with public sector clients.	[REDACTED] CoreSphere will bring to Allegheny county our wealth of knowledge and experience guiding public sector clients in meeting their business objectives.
50+ Salesforce Certified Staff	Implementations rely heavily on skilled resources with expertise to guide clients and deliver on expectations. Our resource pool of certified Salesforce staff will provide to Allegheny county with a labor pool that can

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	scale with its needs. We can deliver on multiple projects and meet timeline expectations.
40+ Salesforce Implementations	Our expertise in implementing Salesforce brings to bear a vendor that can manage the full lifecycle of a Salesforce SaaS platform. We have the knowhow of intricacies involved in managing the Salesforce platform. This expertise reduces the risk of project failure.
10.0 Customer Satisfaction Score	Every implementation and customer engagements are of the utmost importance. Our customers have valued our expertise and advice resulting in a 10.0 customer satisfaction rating. Allegheny county will work with a vendor that is customer focused. Allegheny can have the confidence that CoreSphere will deliver and achieve the business objects of this project.
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

As indicated above CoreSphere has implemented over 40 Salesforce projects. Described below are examples of projects that are similar in size and scope to Allegheny County delivered by Team CoreSphere.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

[Redacted]

[Redacted]

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[REDACTED]

[REDACTED]

As part of very engagement, CoreSphere assists clients with assessing the best way to implement, measure, manage changes to, and achieve business objectives using [REDACTED] Salesforce based solutions.

We leverage an Agile approach to ensure the delivered solution meets objectives and by leveraging Agile practices and constant feedback we consistently deliver high fidelity solutions. All CoreSphere projects start with what we consider as Sprint Zero. Sprint Zero serves as the key planning and strategy stage of the project. Leveraging our Agile methodology, CoreSphere will initiate the project and deliver the project solution and all associated deliverables.

CoreSphere will deploy a program management approach that enhances the quality of delivery and focuses on clear, constant and honest communications and collaboration between our team and DHS. DHS can be confident in receiving the highest quality service because our management approach:

- Has been developed and matured through delivering numerous complex system development contracts based on 15 years of experience
- [REDACTED]
- Is based on the leading practices contained in the Program Management Institute's PMBOK®, and Agile principles
- Utilizes and maximizes the use of tools (e.g., [REDACTED]), processes, and checkpoints to enable seamless communications across; and
- Includes a comprehensive approach to quality control through test driven development techniques

Collaboration is a key focus and core value at CoreSphere. At kickoff and soon after our project team will work with the DHS team to learn first-hand project background, validate objectives, understand expectations, and establish a cadence for working together. Our project Management approach and plan will not be developed in isolation but will be developed in a truly collaborative manner working with the DHS team.

Organizational Change Management is a critical success factor to any major system implementation. Often organizations have a variety of team members with varied roles, workflow responsibilities and

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even varied experience and comfort with technology. CoreSphere emphasizes change management and adoption for all our implementations. Successful change management strategies ensure that change is strategically and systematically handled across the enterprise to minimize its impact on employees. Our change management approach in alignment with the Implementation Roadmap defines targeted stakeholders, transformation activities and planned communications designed to support effective adoption and use of the planned solution. The following exhibit provides a high-level framework of our Organization Change Management approach that will be leveraged at DHS.

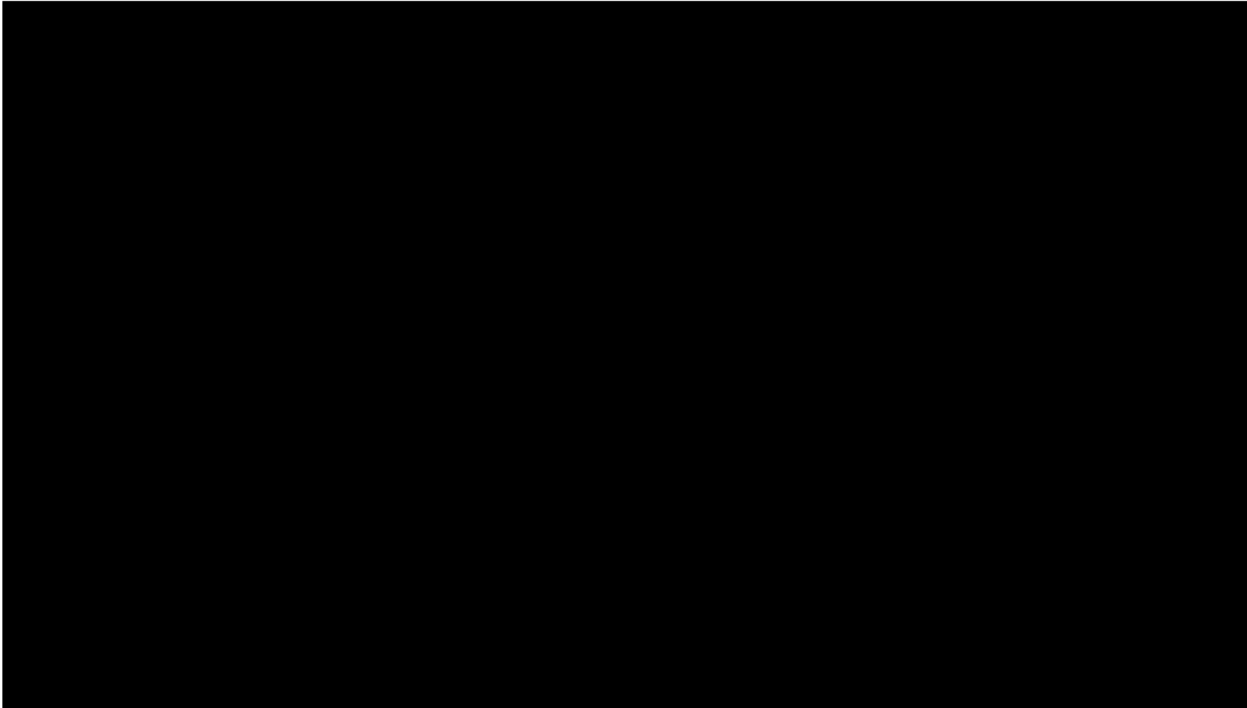


Exhibit 1. CoreSphere's Organization Change Management Framework

Functional Requirements (40 points)

- 2. Describe your capacity and capability to provide a Solution that flexibly supports the Core Features (Referral, Intake, etc.).**

CoreSphere has assessed DHS requirements in detail to propose an optimal solution that will meet current and future DHS needs. Amongst many considerations, we had two key considerations (1) ensuring DHS receives an application which provides the richest feature and function set to meet its requirements and (2) reducing the amount of customization and custom code that must be written – all while reducing development time, risk, and long-term maintenance costs.

To that end, CoreSphere is recommending that CMIS be built on [REDACTED] Salesforce. [REDACTED]
[REDACTED]
[REDACTED]. Even though Salesforce as a platform will be able to meet DHS requirements, it will require significant configuration and customization as the platform does not provide out of the box functionality and tools for Health and Human Services programs. [REDACTED]

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[REDACTED]

[REDACTED]

Our proposal outlines the features, scalability, security, and benefits of the Salesforce platform along with Platform configuration tools that allow for the development of an easy to use user interface, extension of the data model, development of workflows, and relationships. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

CoreSphere has implemented client management systems with our experienced staff of 50+ Salesforce certified engineers. We have the capacity and the capability to provide DHS with a flexible solution that can evolve. [REDACTED]

[REDACTED]

Exhibit 9 in the attached Appendix shows the core capabilities provided by the Salesforce Platform [REDACTED] available to DHS. **Exhibit 10** further highlights the capabilities [REDACTED] and how it adds capabilities to the Salesforce platform.

Our solutions core capabilities include:

- The industry leading cloud platform (Salesforce), adopted by more than 100,000 companies around the world to rapidly increase productivity and connect with customers and partners.
- A declarative user experience designer that enables business users to tailor the user experience to the specific needs of case workers or service providers.
- A human-services specific data model containing more than 250 objects including Household, Service providers, Program, Program Funding Source, Program Enrollment, Eligibility Determination, Benefit Case, Service Plan, and Outcomes.
- A point-and-click tool for building guided processes that can be used for applications, intake, assessments, change of circumstances and other situations where a multi-step guided process is required. The guided processes generate responsive and intuitive user interfaces that can be deployed to any channel without custom coding.
 - A point-and-click calculation engine and eligibility system that is rules driven and understands effective dates for both eligibility formulas and rate tables.
 - An assessment system that supports the creation of new assessments which are easy for a caseworker to perform in real time with a client.
 - Service planning processes that guide caseworkers to develop the individual care plan and outcomes for a client, and a provider matching engine to match each client with their ideal provider, based on required services and client needs.
- Self-service portals so that service providers can record their own activity for specific tasks along with the ability to upload documentation, verify the time spent on the activity, etc.

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Following is our capability to meet the business objectives represented in each of the core features functional user stories in Section 3.0 of the RFP.

General Functional Requirements (RFP Section 3.0)

Ref #	User Story	[Redacted]
3.0 A	As a worker, I want to enter data in real time while working with a client.	[Redacted]
3.0 B	As a supervisor, I want to restrict a client's entire record (e.g., high-profile case, previous client becomes an employee) or specific data collection fields within a client's record, specifically phone number or address.	[Redacted]
3.0 C	As a worker, I want to update or amend existing data within a client's record at any point during the service episode.	[Redacted]
3.0 D	As a worker, I want to capture electronic signatures of clients, workers and supervisors.	[Redacted]
3.0 E	As a worker, I want data collection fields to carry over into other modules (e.g., previous module, assessment to case plan) to reduce redundant data entry.	[Redacted]
3.0 F	As a worker, I want to communicate with other users or clients from within the system through text, e-mail or internal messages.	[Redacted]

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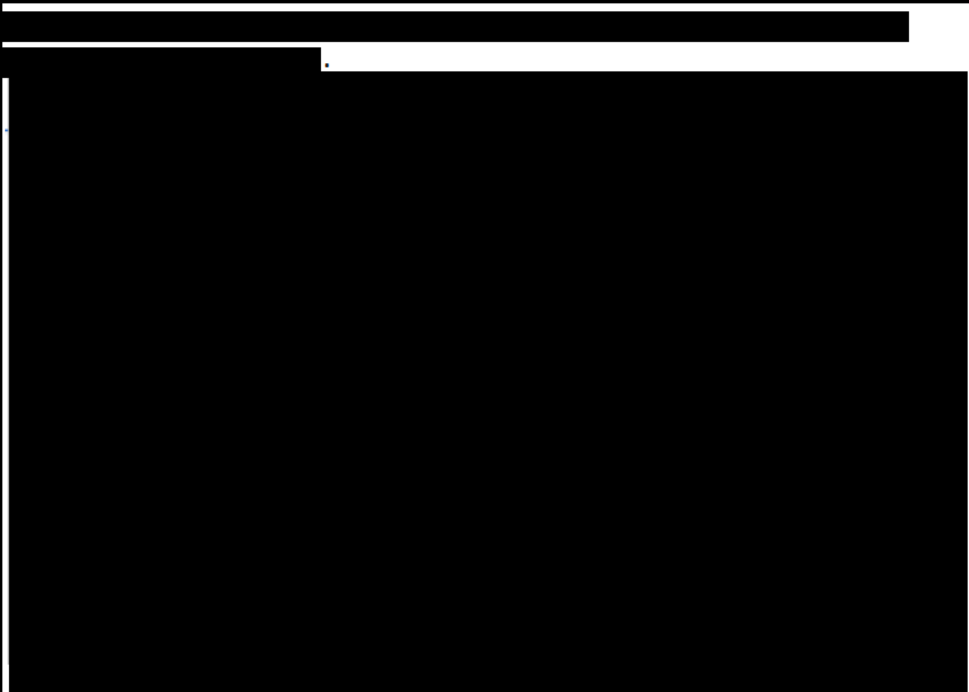
Referral (RFP Section 3.1)

Ref #	User Story	[Redacted]
3.1 A	As a supervisor, I want to accept referrals from a variety of sources and in any form (e.g., phone call, website submission, paper, e-mail, walk-in, electronic).	[Redacted]
3.1 B	As a worker, I want to receive referrals for any household composition (i.e., identified client, identified client within a household, or entire family).	See answer for 3.1 A.
3.1 C	As a supervisor, I want to waitlist a referral when there is no capacity to serve client in the immediate future.	[Redacted]
3.1 D	As a worker, I want the option to connect multiple referrals received over time for the same client to one record or keep them as separate records.	[Redacted]
3.1 E	As a worker, I want to enter attempts at engagement with the client and referral source.	[Redacted]
3.1 F	As a worker, I want to document the outcome of a referral.	[Redacted]

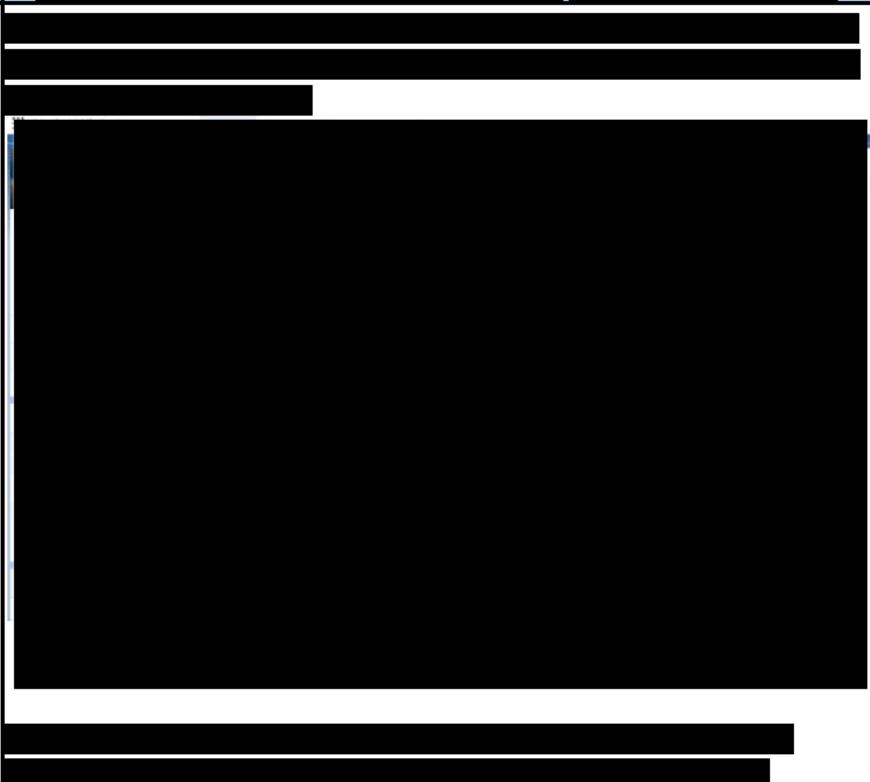
Intake (RFP Section 3.2)

Ref #	User Story	[Redacted]
3.2 A	As a worker, I want to see what services (within my own provider) a	[Redacted]

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Ref #	User Story	
	client is eligible for based on demographic information and other indicators.	

Client Management (RFP Section 3.3)

Ref #	User Story	
3.3 A	As a worker, I want to add natural or professional supports to a client's record.	

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Ref #	User Story	[Redacted]
		[Redacted]
3.3 B	As a worker, I want to document the details of critical incidents at the client or household level.	[Redacted]
3.3 C	As a worker, I want to schedule meetings and alert invitees of the meeting via e-mail, text or letter.	[Redacted]
3.3 D	As a worker, I want to store electronic documents related to the client's service provision within their record.	[Redacted]

Assessment (RFP Section 3.4)

Ref #	User Story	[Redacted]
3.4 A	As a worker, I want to assess the client and/or other household members.	[Redacted]
3.4 B	As a worker, I want to complete or update assessments at any point during the service episode.	[Redacted]
3.4 C	As a worker, I want to document different types of assessments, screenings or evaluations.	[Redacted]

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Service Planning (RFP Section 3.5)

Ref #	User Story	
3.5 A	As a worker, I want to select a domain for each goal and enter the goal in the client's own words.	[REDACTED]
3.5 B	As a worker, I want to edit and update service plans to document client's progress towards goals and action steps.	[REDACTED]
3.5 C	As a worker, I want each version of a client's service plan to act as a point-in-time snapshot for historical purposes.	[REDACTED]
3.5 D	As a worker, I want to document other types of plans (i.e., crisis, safety or discharge).	[REDACTED]

Services (RFP Section 3.6)

Ref #	User Story	
3.6 A	As a worker, I want to document interactions with and on behalf of a client at any point during the service episode.	[REDACTED]
3.6 B	As a worker, I want to record indirect time (i.e., paperwork, supervision, preparation for interactions or research) related to a client	[REDACTED]
3.6 C	3.6 C As a worker, I	[REDACTED]

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Ref #	User Story	[Redacted]
	want to enter referrals for other services or resources made on behalf of the client or other household members.	[Redacted]
3.6 D	3.6 D As a worker, I want to record a client's attendance at group activities, classes or events.	[Redacted]

Discharge (RFP Section 3.7)

Ref #	User Story	[Redacted]
3.7 A	As a worker, I want to discharge a client at any point during the service episode.	[Redacted]
3.7 B	As a worker, I want to document interactions after a service episode has ended.	[Redacted]

3. Describe your capacity and capability to provide a Solution that flexibly supports the Supporting Features (Provider/Facility Management, Forms & Reporting, etc.).

Following is our capability to meet the business objectives represented in each of the supporting features functional user stories in Section 3.0 of the RFP.

Provider/Facility Management (RFP Section 3.8)

Ref #	User Story	[Redacted]
3.8 A	As an administrator, I want to enter and update a program's description, eligibility requirements and capacity.	[Redacted]
3.8 B	3.8 B As a worker, I	[Redacted]

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Ref #	User Story	
	want to document professional development training I have completed.	[REDACTED]
3.8 C	3.8 C As a supervisor, I want to capture the details of supervision sessions with workers, including work not directly related to a client, such as administrative tasks, caseload management and professional development.	[REDACTED]
3.8 D	3.8 D As a supervisor, I want to view how productive a worker is with their time based on direct and indirect time spent with clients on their caseload.	[REDACTED]

User Administration/Security (RFP Section 3.9)

Ref #	User Story	
3.9 A	As an administrator, I want to add, manage and delete data	[REDACTED]

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Ref #	User Story	[Redacted]
	collection fields (e.g., text, numerical, calendar, currency, pick list) on an ongoing basis.	[Redacted]
3.9 B	As an administrator, I want to apply simple screen validation rules to specific fields.	[Redacted] <ul style="list-style-type: none"> ■ [Redacted] ■ [Redacted] ■ [Redacted] ■ [Redacted] ■ [Redacted] ■ [Redacted]
3.9 C	As an administrator, I want to modify or add custom data collection fields on top of standard screen flow.	[Redacted]
3.9 D	As an administrator, I want to configure the questions, ratings, types of responses, flow and scoring for different types of assessments, screenings and evaluations.	[Redacted]
3.9 E	As an administrator, I want to configure the domains, fields, statuses and flow for different types of service plans.	[Redacted]
3.9 F	As an administrator, I want to create user security profiles to control what fields users can edit or access.	[Redacted]
3.9 G	As an administrator, I	[Redacted]

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Ref #	User Story	[Redacted]
	want to grant and revoke user access in real-time.	[Redacted]
3.9 H	As an administrator, I want an audit log of what has been viewed and edited within a client's record, by whom, when, and what the information was changed from/to.	<ul style="list-style-type: none"> ■ [Redacted] ■ [Redacted] ■ [Redacted] ■ [Redacted] ■ [Redacted] <p>[Redacted]</p> <ul style="list-style-type: none"> ■ [Redacted]

Workflow Management (RFP Section 3.10)

Ref #	User Story	[Redacted]
3.10 A	As an administrator, I want to configure staffing units within each program.	[Redacted]
3.10 B	As an administrator, I want to create, manage and delete workflows (per user role) as items advance through the system.	[Redacted]
3.10 C	As a worker, I want to send completed items (e.g., assessments, service plans) to a designated supervisor for approval.	[Redacted]
3.10 D	As a supervisor, I want to approve or reject completed items sent for	[Redacted]

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Ref #	User Story	[Redacted]
	approval and provide user with feedback.	[Redacted]
3.10 E	As an administrator, I want to establish specific timeframes and items (e.g., intake, assessments, service plans, discharge) that require the generation of alerts.	[Redacted]
3.10 F	As a worker, I want to receive alerts when tasks or items (e.g., intake, assessments, service plans, discharge) need to be completed for a client.	[Redacted]

Forms and Reporting (RFP Section 3.11)

Ref #	User Story	[Redacted]
3.11 A	As a worker, I want to download screens (and the corresponding fields) as forms to complete with a client outside of the system.	[Redacted]
3.11 B	As an administrator, I want access to the underlying data for each client, program, or organization.	[Redacted]
3.11 C	As an administrator, I want to configure reports from the underlying data for one-time or recurring use.	[Redacted]

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Ref #	User Story	
		<ul style="list-style-type: none"> ■ [REDACTED] ■ [REDACTED] ■ [REDACTED] ■ [REDACTED] ■ [REDACTED] ■ [REDACTED]
3.11 D	As an administrator, I want changes to data collection fields to be considered in generated reports.	[REDACTED]
3.11 E	As a worker, I want to receive notifications when events (e.g., birth of a child, other program involvement, recent criminal charges) have been documented for a client I am serving.	[REDACTED]
3.11 F	As a fiscal manager, I want a billing extract that shows information about the clients served during a specified period to assist with generation of invoices.	[REDACTED]

Non-Functional & Technical Considerations (35 points)
4. Describe your approach to the access to and integrity of data entered in to the proposed Solution (e.g., access to data, protecting data, documentation).

Data Access

Salesforce claims no ownership rights to Customer Data. Salesforce provides contractual assurance to its customers that the Customer Data hosted in the Salesforce Services will be kept confidential and not accessed by third parties except under narrow circumstances (such as a customer support issue or as required by law). In the case of customer support, Salesforce personnel will access a customer's org only with prior approval and subject to confidentiality obligations.

DHS can implement data security at user level via access permissions defined for user's Profile and Role. The user profile controls access permissions to defined standard and custom objects, as well as all functional capabilities in the application. The user role, as well as the placement of that role in the organization-defined Role Hierarchy, controls user access to specific data records. For example, a user's profile may indicate that a user has read, create, edit and delete permissions to the Contact object

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(table) in the database. However, the user's Role will determine which actual contact records the user will be able to access, which may be a subset of all defined contact records in the database. Authorized DHS users can access appropriate data via user interface, APIs and third-party integration tools.

Data Privacy and Protection

Our Proposed solution for DHS leverage Salesforce platform features and tools to meet HIPAA compliance needs and enforce data privacy and protection. Through out-of-the-box features, native platform security customizations and paid add-ons, DHS can build a Solution that adequately addresses HIPAA compliance needs. HIPAA compliance is a joint responsibility, DHS can utilize Salesforce features to implement the proper solution to safeguard PHI.

Salesforce HIPAA compliance features:

Salesforce is itself a Business Associate under HIPAA, as a provider to clients that host PHI on its servers. As such, Salesforce meets all its obligations as a Business Associate to help its clients maintain compliance. Salesforce enforces TLS 1.1 as its minimum standard security protocol and by default requires HTTPS connections for Salesforce access.

On top of these baseline security features, the platform offers DHS numerous ways of customizing their Salesforce Solution security to safeguard data. It includes all security basics from session settings to mobile security.

1. Salesforce Login Security
 - a. Control User Password Requirements
 - b. Implement Custom Domain and Single Sign on for Identity verification
 - c. Implement Login hours
 - d. Restrict login access to specific IP Ranges
2. Salesforce Object Security
 - a. Implement Role bases access control and customize CREAT, READ, EDIT and DELETE each profile
3. Salesforce Record Security
 - a. Define Org-wide Sharing Model
 - b. Setup Role Hierarchy to share Data between organization levels
 - c. Create custom sharing rules to give every user access to precisely what they need
4. Salesforce Field level Security
 - a. Restrict access to sensitive information by setting field-level security
 - b. Mask Data using Salesforce Shield Platform Encryption
5. Salesforce Mobile Security
 - a. For Salesforce Mobile App users, customize Salesforce mobile app security settings
6. Conduct Salesforce Security Health checks to identify gaps and provide recommendations

Once these steps have been taken, other security measures that are particularly helpful to organizations handling PHI include:

1. Tightening timeout sessions to log out idle users automatically.
2. Disabling caching and password autocomplete on Salesforce login pages to prevent access from a stolen device.
3. Keeping PHI out of sandbox and test environments, which eliminates the risk of accidental breaches in these orgs.

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Salesforce add-ons that support HIPAA compliance:

In addition to Customizing all the standard Salesforce settings listed above will go a long way toward complying with HIPAA regulations, Salesforce provides many add-on features licensed separately that enhance the security of its platform. Team CoreSphere will work with DHS to review these and assist DHS in determining if any of these should be licensed. One of these modules includes;

Shield Platform Encryption — While standard Salesforce allows you to encrypt specific types of fields, Shield Platform Encryption extends this functionality far beyond the native variety.

- ✓ Provides DHS ability to encrypt both standard and custom fields, not only custom text fields.
- ✓ Extend to other kinds of data at rest on your Salesforce org: Documents, Chatter posts, spreadsheets and databases.
- ✓ Provides a stronger 256-bit Advanced Encryption Standard key, instead of the 128-bit key used by Salesforce Classic encryption.
- ✓ Includes Salesforce Event Monitoring, which tracks user activity (such as data exports), access to PHI records and application usage. It provides not only clear advantages in combating security threats but also aids compliance with HIPAA audit requirements.
- ✓ Complies with HIPAA audits, Shield also comes with Field Audit Trail. While standard Salesforce allows limited data history tracking, this add-on monitors three times the fields and can archive up to 10 years of history.

In these ways, Shield Encryption not only lets you protect PHI in any form in the Salesforce platform — ensuring that you're meeting that addressable aspect of HIPAA — but also provides a comprehensive history of Salesforce Instance data and user access.

Data backup solutions — As described above, native Salesforce and its add-ons provide various means of tracking history but without a true backup solution. we recommend backing up Salesforce data onto a secure DHS server will be a critical means of complying with HIPAA concerns.

Data Hosting

Our proposed Software as a Service (SaaS) solution is built on the Salesforce Lightning Platform and includes all needed infrastructure, which is fully hosted, managed, and maintained by Salesforce on a FedRAMP Moderate Government Cloud. Salesforce only requires a computer that can run a web browser and an Internet connection or a mobile device. No other software or hardware is required. Salesforce applications are delivered on-demand over the Internet, so DHS will not need to worry about licensing software or setting up and managing hardware platforms.

The Salesforce Platform as a Service (PaaS) is built for cloud computing, with multi tenancy inherent in its design. To meet the high demands of its large user population, the Salesforce Platform's foundation is a metadata-driven software architecture that enables multi-tenant applications. Salesforce combines several different persistence technologies, including a custom-designed relational database schema, which are innately designed for clouds and multi tenancy—no virtualization required.

Salesforce's multi-tenant cloud solutions provide a single, shared infrastructure, one code base, one platform that is all centrally managed, with platform-based Application Programming Interfaces (APIs) to support all integration traffic, and (3) three major release upgrades a year included as part of the subscription service at no additional cost. The Salesforce Platform offers a core set of technologies that not only power the Salesforce Software as a Service (SaaS) and Platform as a Service (PaaS) products, but also allows organizations to build and deploy custom apps with just a few clicks all from a single

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canvas, connect data from any system, and manage it from anywhere on any desktop and mobile device.

Data Documentation

CoreSphere will work with DHS to document solution architecture, configuration specifications including entity relationship (ER) diagrams, admin guides and standard operating procedures for the proposed solution. Additionally, Salesforce provides complete documentation of its service offering including ER diagrams, features, knowledge articles, answers and known issues. All Salesforce documentation can be accessed from a dedicated customer support portal <https://help.salesforce.com/home>.

Data Quality Tools

Data Validation

Salesforce offers many features to ensure the capture of effective and relevant customer data. The system offers features such as validation rules with red-highlighted error messages, administrator-defined field picklists, field default values, required fields, and bubble help text on data entry screens. Additionally, we provide field history tracking that records all field changes, with user, date and changed value, for selected tracking fields. These are the most common attributes of Salesforce fields:

1. All entity names must be non-null
2. All dates and times must be parsable with respect to the user's chosen locale setting
3. All email addresses must contain an '@' symbol
4. US-style phone numbers with 10 digits are formatted as (xxx) xxx-xxxx.

Duplicate Management

Salesforce provides a native duplicate management capability to control whether and when you allow users to create duplicate records inside Salesforce. DHS can customize the logic that's used to identify duplicates, determine whether duplicates are permissible, and create reports on the duplicates you do allow users to save (if applicable). When a user attempts to save a new record, the record is first compared with existing Salesforce records to identify possible duplicates. The criteria used to compare records and identify the possible duplicates are defined by a matching rule. A matching rule is made up of individual fields that are assembled into an equation. Each field contains matching criteria that tell the rule how to compare the fields and what conditions need to be met for the specific field to be considered a match. A simple matching rule might specify that if two records' Email and Phone values match exactly, they are possible duplicates. Or you can use a variety of "fuzzy" matching methods to compare the fields. You can use the standard matching rules or create your own custom matching rule.

Next, a list of possible duplicates is returned. What happens when the record being saved is identified as a possible duplicate depends on what's defined in the duplicate rule. For example, the duplicate rule could block users from saving the possible duplicate record or allow them to save it anyway. Both the Block and Allow options include an alert, which tells users why they can't save the record and what they need to do. The Allow option includes the ability to report on the duplicate records.

With Salesforce Lightning Experience, duplicate rules are run as users' complete fields on a record, alerting users before saving that they are entering data that matches a record already in Salesforce. Duplicate Management also covers person accounts. Users can compare and merge duplicates by accessing duplicate record sets. By using a new action on Salesforce account and contact records, your team can compare and integrate third-party industry data field by field.

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5. Describe how the proposed Solution enables a high level of interoperability and integration.

Enable High Interoperability

[Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

[Redacted]

Additional native Salesforce integration options range from native Web Services support (APIs, outbound workflow, etc.) to import/export utilities to middleware integration via packaged connectors to toolkits for Java, .NET, and other open platforms. Our solution provides DHS ability to call out to virtually all common APIs, to enable synchronization, push / pull, and mash-ups with external apps/systems. Salesforce itself is based on web-service based APIs that in turn simplify access to Salesforce data from external systems. API-based integration is heavily leveraged by our customers. The APIs are provided with the Salesforce Platform to build integration interfaces with third party applications or by Salesforce integration partners to use in their connectors. Any 3rd party application that accesses your Salesforce instance via the APIs, will be subject to the same security protections that are used in your Salesforce user interface. Therefore, the third-party application will need to use a "granted" user in order to access the Salesforce data. These are open APIs (based on industry-standards

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such as REST and SOAP) that you can use to integrate Salesforce endpoints with external endpoints such as apps or enterprise integration hubs. DHS can have the Batch and Bulk APIs used in the Data integration patterns or the SOAP and REST APIs used for UI integration patterns.

Integration Options as Various Layers of a Solution

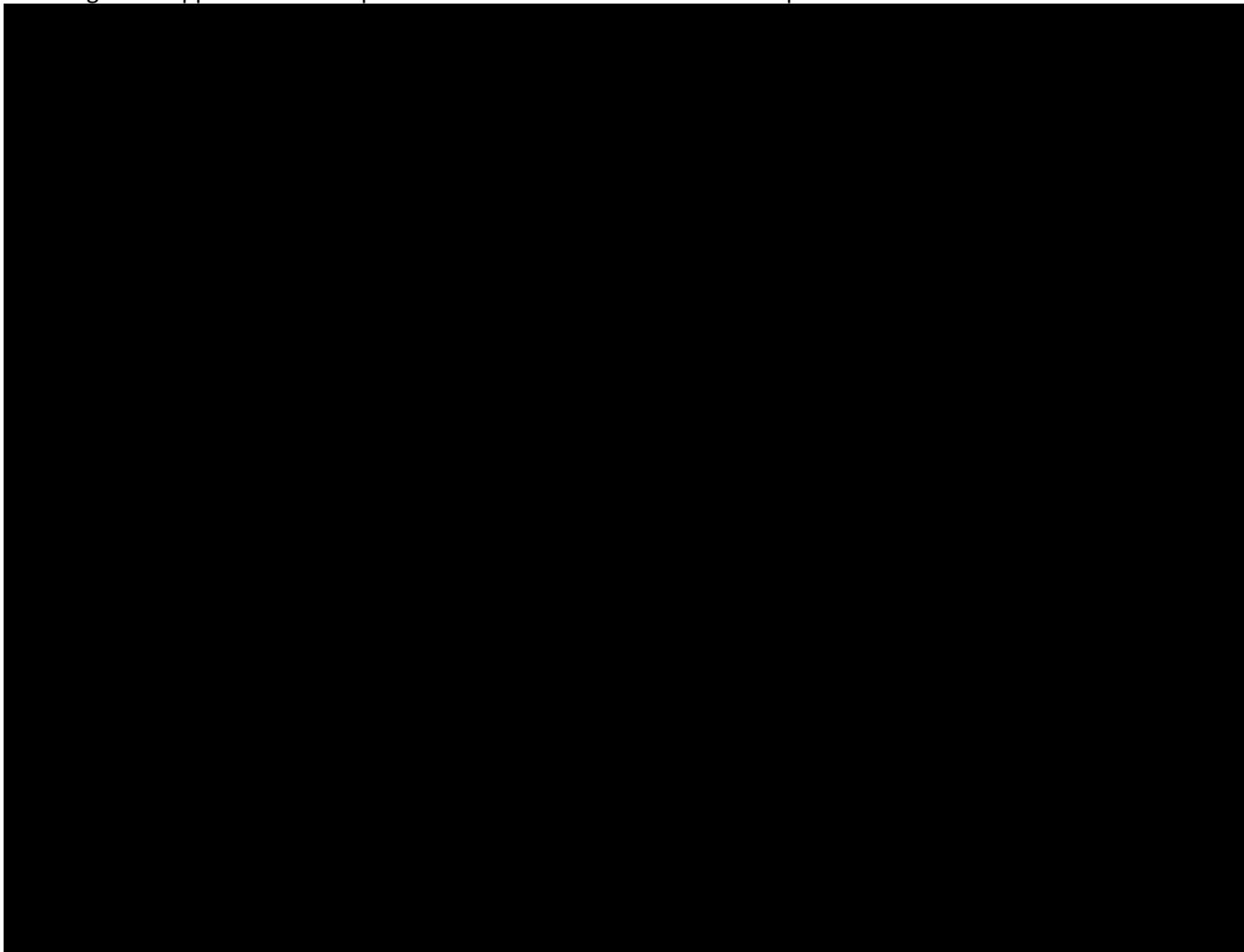
Salesforce lets you choose integration methods at different layers to optimally align with business requirements, security policies, and master data management guidelines. Specifically, your organization can choose how best to integrate across Security, User Interface, Business Logic and Data Integration layers. For more details on optimal design patterns for integration, see the Whitepaper “Integration Patterns and Practices” at:

https://resources.docs.salesforce.com/sfdc/pdf/integration_patterns_and_practices.pdf

CoreSphere has extensive Salesforce integration experience, [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] **Exhibit 5** below depicts the broad array of integration approaches CoreSphere recommends with the Salesforce platform.



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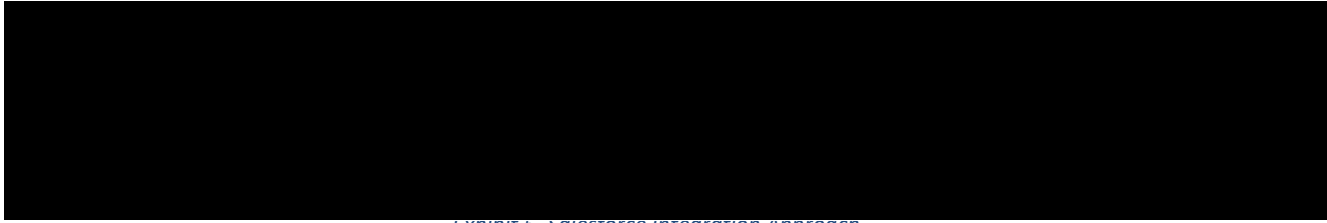


Exhibit 5. Salesforce Integration Approach

Our team applies industry best practices for integration, and our approach to integration design is

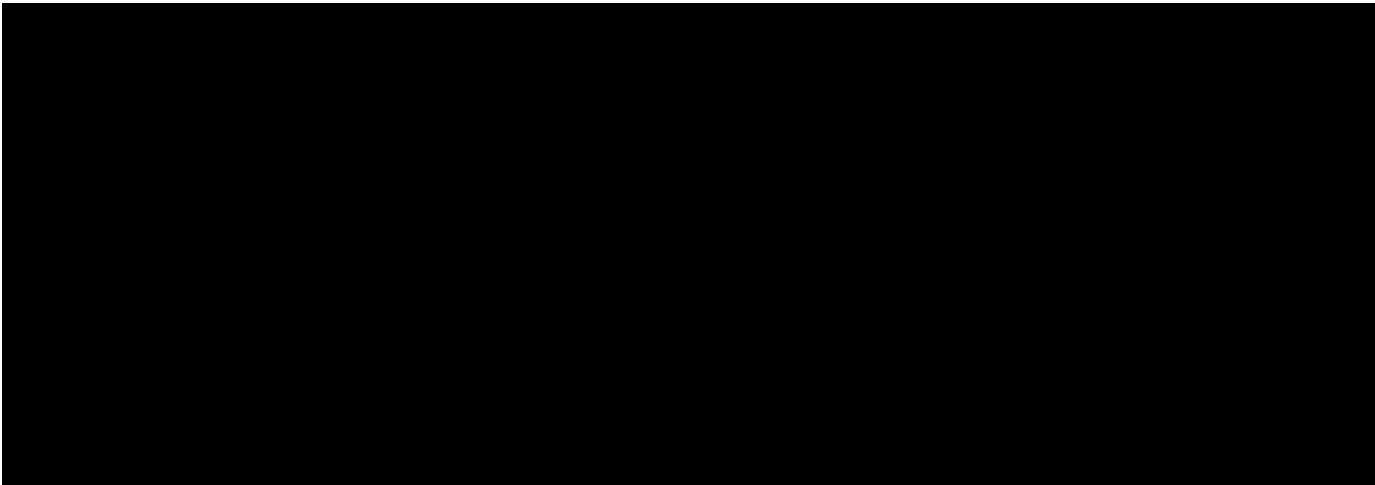


Exhibit 6. CoreSphere Approach with Integration

A combination of the integration technique and approach allows us to determine the right integration framework for each integration.

6. Describe your experience in user interface design, user experience design, usability and information architecture and provide examples.



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[REDACTED]

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- [REDACTED]
- [REDACTED]

7. Describe the proposed Solution’s technical support capabilities (e.g., event logging, audit capability, production support, high availability).

Event Tracking/Audit Capabilities

Core Auditing Capabilities

Within Salesforce, the creator and last updater, as well as timestamps, are recorded for every record. Additionally, the Salesforce Platform and Salesforce Applications have a multitude of history tracking and auditing features that provide valuable information about the use of an DHS applications and data, which in turn can be a critical tool in diagnosing potential or real security issues. Features include:

Record Modification Fields - All objects include fields to store the name of the user who created the record and who last modified the record. This provides some basic auditing information.

Login History - DHS can review a list of successful and failed login attempts to DHS for the past six months within Salesforce. DHS can also track the geographic location of the IP addresses of your logins in your personal settings. DHS can track the geographic location of the login IP addresses for any of your users in the user’s detail page. To get more detailed geographic information, such as city and postal code, you can download the login history. Due to the nature of geolocation technology, the accuracy of geolocation fields (for example, country, city, postal code) can vary.

Field History Tracking – DHS can enable auditing for individual fields (up to 20 fields per object), which will automatically track any changes in the values of selected fields. Although auditing is available for all custom objects, only some standard objects allow field-level auditing.

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Setup Audit Trail - Administrators can also view a Setup Audit Trail for the past six months within Salesforce, which logs when modifications are made to DHS's configuration. This trail can be downloaded into Excel or as a csv file. While the Login History and Setup Audit Trail are available for six months within Salesforce, audit trails can be downloaded and stored locally to meet longer audit log retention requirements. Detailed application logs can be used for forensics investigations by customers. These logs are stored for 18 months and are available for a fee.

Event Monitoring (Additional License Option)

In addition to Salesforce's core auditing capabilities, Salesforce offers Event Monitoring as an additional license option. DHS can use event monitoring to discover how often and at what times your users are logging into and out of DHS. This includes insight into what Salesforce applications are being adopted by users, who is logging in and from where, what pages users are viewing, what knowledge articles users are viewing, what reports users are running and exporting, which search terms users are using and what individual users click, and other aspects of application usage. This capability helps you discriminate between valid and invalid login requests and track user login patterns for future reference. For example, depending on your org settings, admins can log into Salesforce as another user. You can use Login As event type data to review those actions to identify any security breaches or vulnerabilities, and to inform your users what occurred. Not only can DHS better understand how your apps are being utilized, you can also monitor if users download large amounts of data that might put DHS at risk. In addition, DHS can also determine if an employee is unnecessarily downloading sensitive customer information, pinpointing the exact time and location of that event. Event Monitoring is delivered as an API-first feature and there are Salesforce partners with visualization tools available.

Use the SOAP API and REST API resources to retrieve event log files that contain information useful for assessing organizational usage trends and user behavior. Because event log files are accessed through the Salesforce Lightning Platform SOAP API and REST API, you can integrate log data with your own back-end storage and data marts so that you can correlate data from multiple organizations and across disparate systems easily. When using event monitoring, keep the following in mind:

1. Log data can be deleted by your Salesforce administrator. You can't insert or update log data.
2. Use the Event Type field to determine which files were generated for DHS.
3. An event generates log data in real time. However, log files are generated the day after an event takes place, during non-peak hours. Therefore, daily log file data is unavailable for at least one day after an event. For hourly log files, depending on event delivery and final processing time, an event is expected to take three to six hours from the time of the event to be available in the log file. However, it can take longer.
4. Log files, represented by the Event Type field, are only generated if there is at least one event of that type for the day or hour. If no events took place, the file isn't generated.
5. Log files are available based on CreatedDate for the last 30 days when organizations purchase User Event Monitoring
6. Event monitoring logs are exposed to the API through the EventLogFile object. However, there is no access through the user interface, except through the Event Monitoring Analytics app.
7. Hourly event log files are provided for you to review events in your orgs on an accelerated basis. However, it's possible that you don't get all event log data in hourly event log files, especially during site switches, instance refreshes, or unplanned system outages. For complete data, use the daily log files.

Event monitoring can be used with 46 different event types. For more information please see:

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https://developer.salesforce.com/docs/atlas.en-us.216.0.object_reference.meta/object_reference/sforce_api_objects_eventlogfile_supportedeventtypes.htm.

Event Monitoring Transaction Security

Transaction Security policies give DHS the ability to take real-time security actions based on event triggers. With Transaction Security, you can monitor events according to the policies that you establish. When a policy is triggered, you can receive a notification and/or take an action.

For example, suppose that you activate a policy to limit the number of concurrent sessions per user to three. A user with three login sessions tries to create a fourth session. DHS can require a user to end one of their existing sessions before proceeding with the new session. At the same time, you are notified that the policy was triggered. For more information on transaction security, please see:

https://help.salesforce.com/articleView?id=security_transactions.htm.

Event Monitoring Analytics App

DHS can use the built-in Event Monitoring Analytics App to explore your monitoring data in Salesforce. The Event Monitoring Analytics App integrates with Event Monitoring and Setup Audit Trail data to give you insights into your user and org behavior. App creation is easy and with its pre-built dashboards and datasets, you can start exploring right away. This app helps you drill into your org's data and swiftly identify suspicious behavior, slow page performance, and poor user adoption. Get valuable information instantly from your Salesforce event logs, such as the number of people and IP addresses accessing your org, which Visualforce requests are timing out, and which users make changes in Setup. DHS can detect performance problems early, such as queries taking too much time, by getting notifications when a KPI value exceeds your established threshold. Hourly event log file integration with the Event Monitoring Analytics app is unavailable. Data is refreshed once a day in the app. For more information, please see:

https://help.salesforce.com/articleView?id=bi_app_admin_wave.htm

Field Audit Trail (Additional License Option)

Organizations desire certainty that their data is accurate, complete and reliable, enabling them to meet stringent industry regulations. With the addition of Field Audit Trail, DHS's ability to track changes at the field level increases from 20 fields (core auditing) to 60 fields per object (Field Audit Trail), and the audit logs availability increases from 18 months (core auditing) to 10 years (Field Audit Trail). DHS can also set different policies for each Salesforce object to ensure data is purged when no longer needed.

For more information, see the Field Audit Trail data sheet at:

https://secure2.sfdcstatic.com/assets/pdf/misc/Platform_FieldAuditTrail_Datasheet.pdf

High Availability

The persistence layer underlying Salesforce Platform is proven database technology that powers all of Salesforce's products today, serving more than 150,000 organizations and over 5 billion transactions per day with an average request response time of less than 200 milliseconds, all with an average uptime of 99.9+ percent.

Salesforce has maintained high levels of availability across all Salesforce instances since inception. As the only on-demand vendor to provide daily service-quality data on a public Web site (<https://trust.salesforce.com>), Salesforce proves that we are the leader in availability. And by making its track record completely transparent, Salesforce proves we are worthy of our customers' trust. To ensure maximum uptime and continuous availability, Salesforce provides the best redundant data protection

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and the most advanced facilities protection available, along with a complete data recovery plan—all without affecting performance. Salesforce uses commercially reasonable efforts to make its on-demand services available to its customers 24/7, except for planned downtime, for which Salesforce gives customers prior notice, and force majeure events. Excellent availability statistics are critical to Salesforce's customers' success and to the success of

Salesforce as a company. Live availability status and historical availability is publicly published at <https://trust.salesforce.com/en/#systemStatus>.

Production Technical Support

Salesforce provides support services to all users of its SaaS application. DHS can call the Salesforce Tier 1 help desk to obtain required application support. If Tier 1 cannot resolve the issues Salesforce has Tier 2 and Tier 3 engineers that can provide support to resolve any issues on the Salesforce platform.

8. Describe the proposed Solution's capability to support users in the field.

Mobility is a native capability of the Salesforce Platform. The Salesforce mobile app is built on the Salesforce Platform and provides DHS's users with a completely unified mobile experience across a variety of mobile devices, including iOS and Android smartphones and tablets. Virtually all functions in the application proper can be accessed through our Salesforce mobile app such as collaboration, workflow and approvals and much more. Mobile support is standard, out-of-the-box functionality and requires no customization or third-party mobile application development tools. Configure your enterprise app once and it's instantly mobile from the get-go. The Salesforce mobile app allows DHS's users to access Salesforce solutions from anywhere, bringing all the Salesforce customizations, configurations, settings, and data to any device. Salesforce mobile app can be instantly distributed to mobile users each time a new app is created – with no deployment headaches. With the power of the platform, administrators can build applications on the desktop and then mobile-enable them with just a few clicks. From custom tabs and configurations to Salesforce pages and more, DHS can tailor mobile deployments for individual users or groups so that everyone is ultra-productive, no matter where they are located. Mobile enables DHS to: develop and run mobile and desktop apps on a single cloud computing platform; create customized mobile profiles that are specific to a user or group's needs; and push customizations over the air automatically so users never have to sync devices. For more information please see: https://resources.docs.salesforce.com/sfdc/pdf/salesforce1_admin_guide.pdf.

Salesforce Mobile Partner Applications

The Salesforce AppExchange provides a rich ecosystem of applications built by Salesforce's partners. This ecosystem supports and enables a wide variety of use cases, many of which are enabled on mobile devices. There are over 900 partner apps listed on the AppExchange:

<https://appexchange.salesforce.com/appxSearchKeywordResults?keywords=mobile>

Mobile Field Workers

DHS's mobile field workers would be able to access their Salesforce environment to update service requests and manage assignments from the field via the Salesforce mobile app. The Salesforce mobile app is built on the Salesforce Platform and provides mobile field workers with a completely unified mobile experience across a variety of mobile devices, including iOS and Android smartphones and tablets. Virtually all functions in the application proper can be accessed through our Salesforce mobile

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app. The mobile app allows users to logout when they completed tasks, and another user could login using their credentials, enabling multiple field workers to access the environment from one device.

Customer Mobile Access

[Redacted]

[Redacted]

[Redacted]

Salesforce Mobile SDK

If DHS desires a more customized mobile application, the Salesforce Mobile SDK is an open-source suite of familiar technologies that will allow DHS to rapidly build HTML5, native and hybrid mobile apps that connect to the Salesforce Platform. Using the SDK, DHS can develop cross-platform HTML5 web apps, native iOS apps using Objective-C, or Android apps written with Java. DHS can also create HTML5-based hybrid apps using the SDK's Mobile container, a wrapper based on Apache Cordova (PhoneGap) that

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enables HTML5-based applications to leverage device features like the camera and microphone. Additionally, the SDK provides libraries for key enterprise requirements, such as authentication and secure offline storage, effectively providing an enterprise-ready mobile application container.

IT Governance & Delivery Methodology (20 points)

9. Describe how you would assist DHS in governing how the proposed Solution will be managed across various different use cases and stakeholders in a way that retains the Solution's value.

[REDACTED]

SaaS Architecture Governance

Ensuring that the underlying Salesforce SaaS architecture is stable, reliable and viable for the long term we will perform the following activities to govern the platform.

Technical Architecture

- Create detailed Technical Architecture for the Enterprise Salesforce Instances incorporating the UI, Services, and Data Layers.
- Develop conceptual enterprise architecture diagrams

Security Architecture

- Identify centralized processes for all the use cases to leverage
- Provide support on Security efforts for completing C&A for each Salesforce instance
- Provide support on design efforts of the SSO Solution
- Establish security processes & procedures for Developers

Information Architecture

- Define a Standard Data Taxonomy for key standard objects across instances and gain acceptance by all parties
- Review existing Data Models to understand and document each use case
- Implement the necessary information architecture to standardize environments/instances based on standard taxonomy

Integration Architecture

- Establish Integration Services Solution to prevent point solution and redundancy of any Back-Office app Integrations
- Establish Org wide Email Integration Solution for secure messaging for all instances (if applicable)

Use Case Implementation Governance

Each use case that is added to the platform must be analyzed to ensure consistency across the entire platform.

Use Case Intake / Qualification Process

- Develop and establish an Intake and Prioritization Processes for use case requests

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- Define a platform decision making process to include decision makers, decision criteria, schedules, etc.
- Establish any necessary Change Control Processes including intake and approvals.
- Establish templates and best practices associated with activities such as requirements, management, testing, test environment management, continuous integration.
- Establish technical development guidelines for all stakeholders involved in the development and support of the SaaS platform including processes for design reviews, config reviews, and migrations to production.
- Evaluate key business data for the organization and its mission
- Review Use Case inventory with IT and Business teams
- Document key use case details – features, functions, number of users, integration points, workflow, business process, etc.
- Conduct high level fit gap analysis to determine suitability and qualify use case for implementation into the overarching SaaS platform.

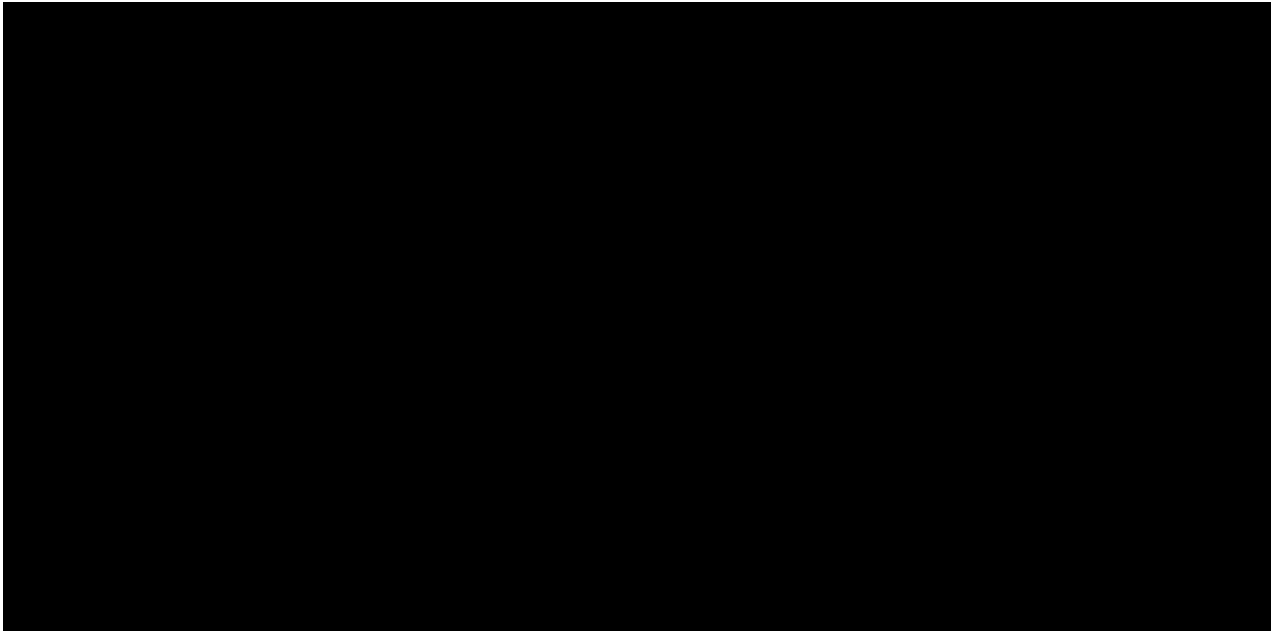
Define Processes End User Business Vision to Include

- Evaluate business key data and align with overarching data model
- Document key use case details to ensure consistency with the overall User Interface
- Determine consolidation and retirement opportunities with other use cases
- Sequence use case implementations to configure/develop and implement common functionality across multiple use cases 1st.
- Ensure end user use case requirements are consistent with license model.

10. Describe how you have used governance and delivery methodology to empower other clients to achieve transparency and flexibility in changes to the proposed Solution.

[Redacted content]

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[Redacted text block]

11. Describe your capability in supporting tight feedback loops between proposed Solution changes and positive impacts to end users.

[Redacted text block]

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12. Financial Management and Budget (25 points)

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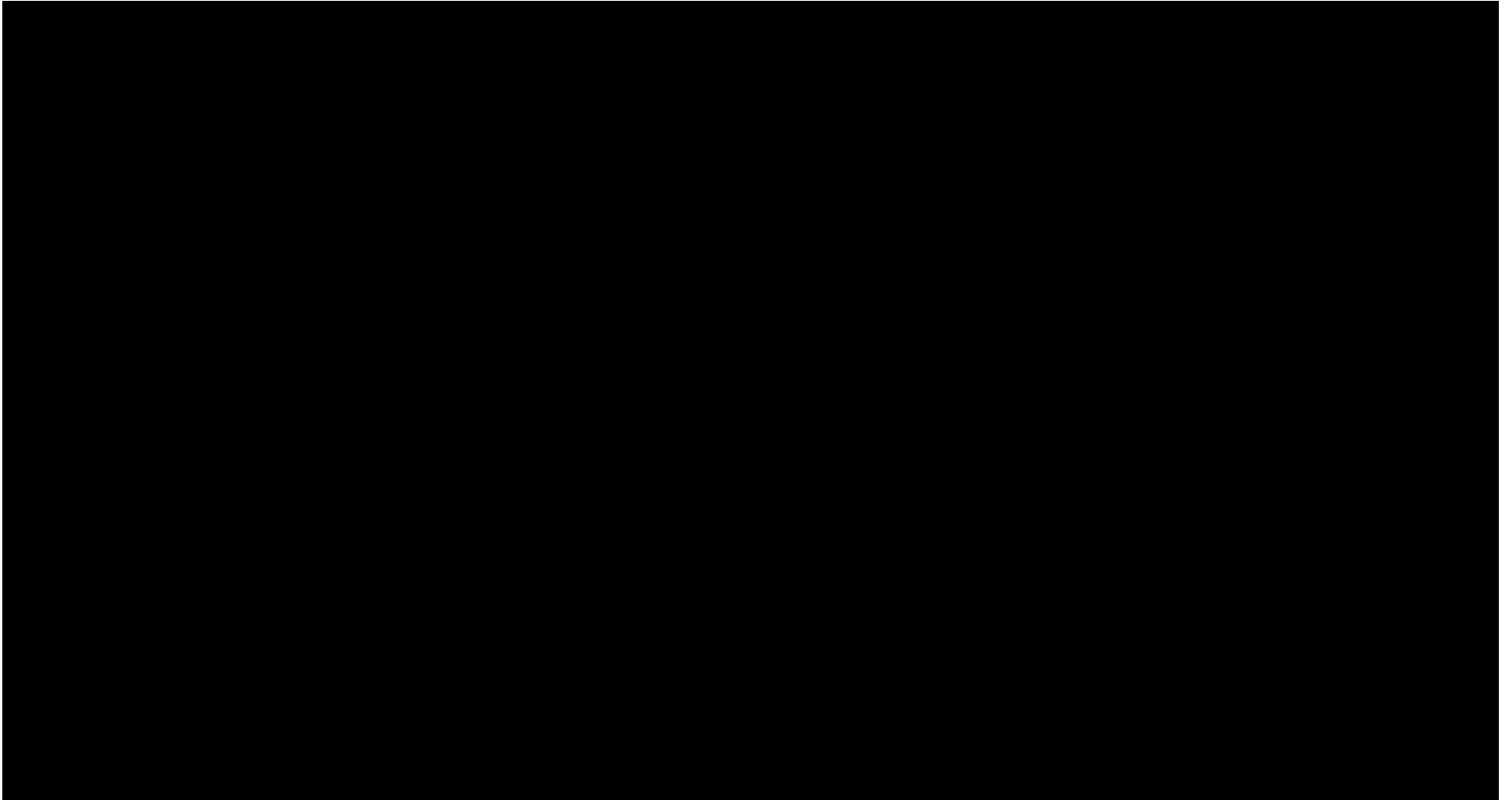
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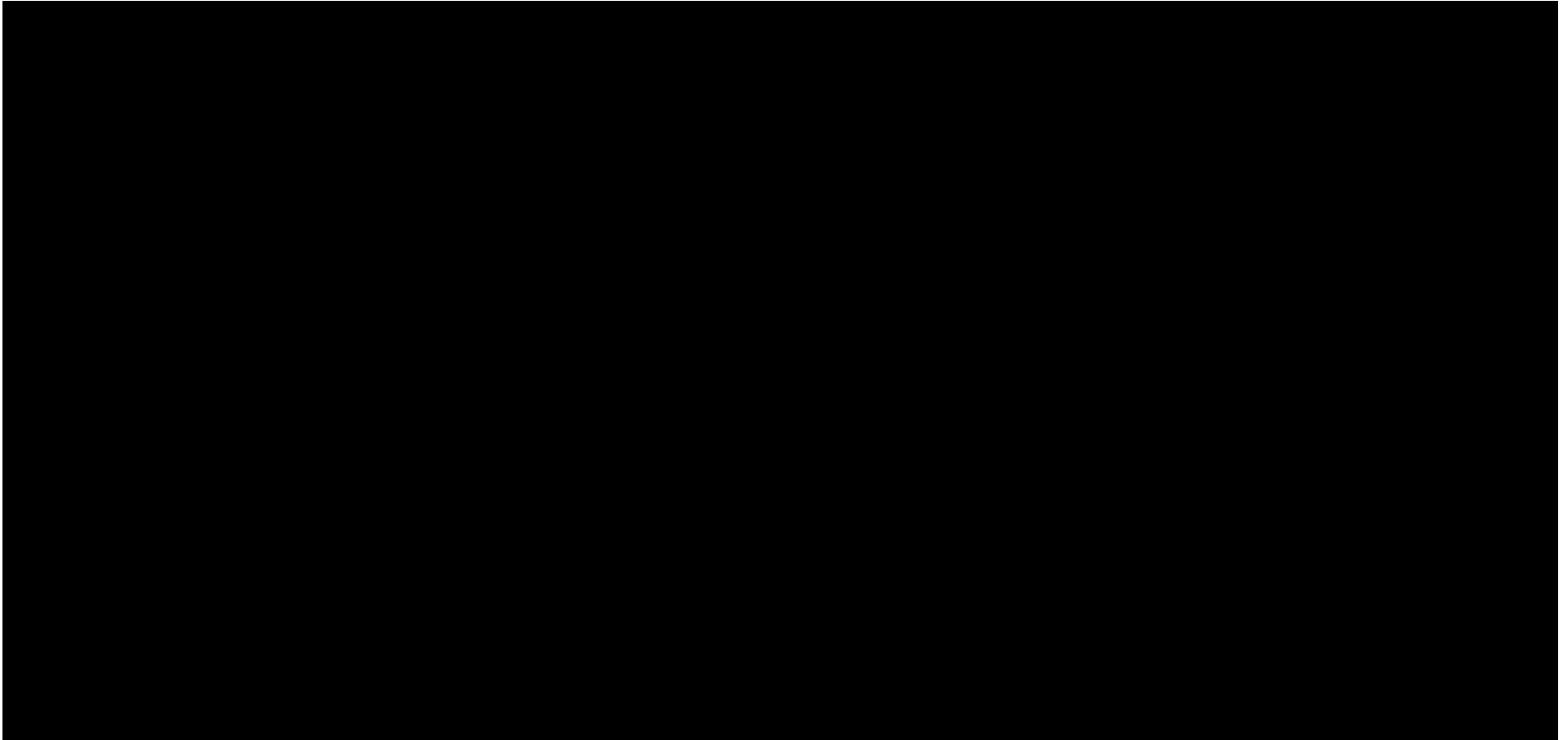
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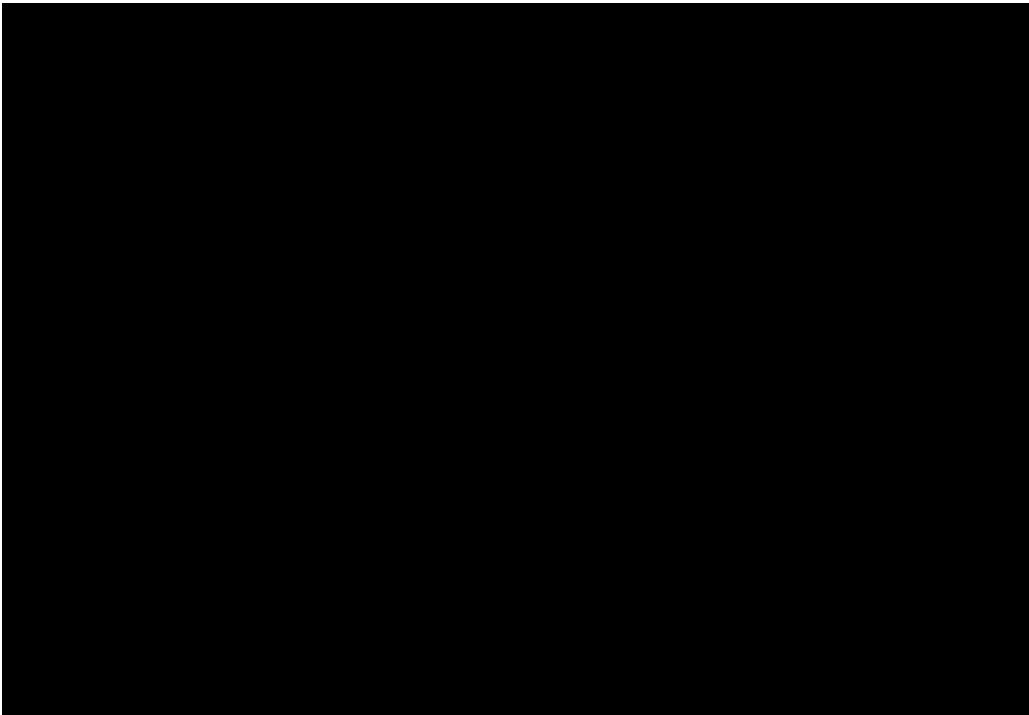
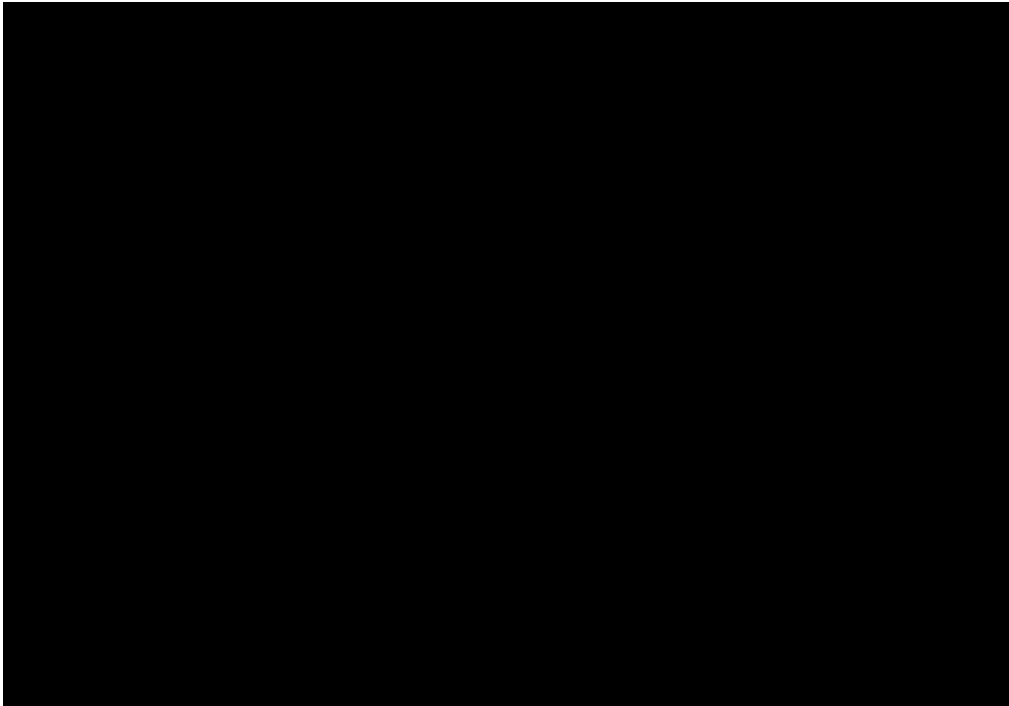
APPENDIX



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CoreSphere Price Model Overview

This spreadsheet provides Team CoreSphere's pricing model and is comprised of several tabs as described below.

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[Redacted]

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[Redacted]

[Redacted] ?

[Redacted]

[Redacted]

[Redacted]

[Redacted]

General Assumptions

1) Since User Counts, Number of Programs, and users per Program were not provided, Team CoreSphere has assumed the following:

[Redacted]

2) [Redacted]

3) [Redacted]

Implementation Services Model

[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]

[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]

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Description/Criteria

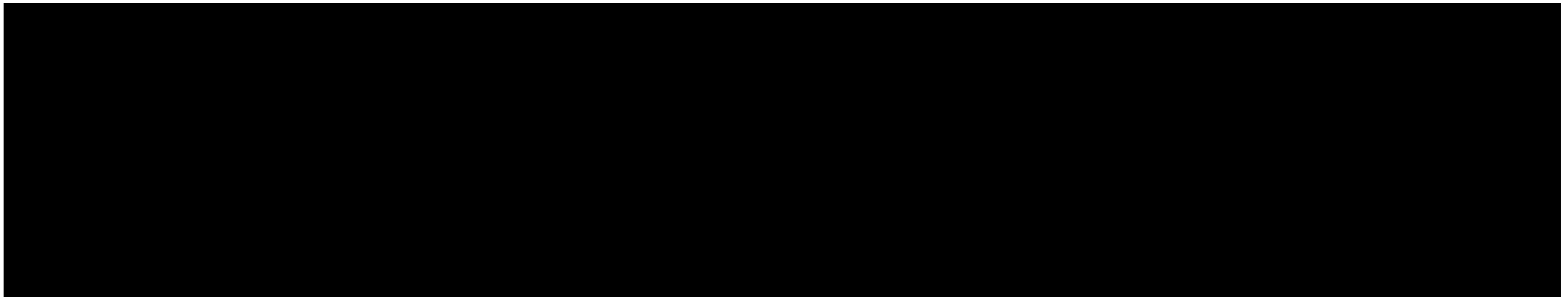
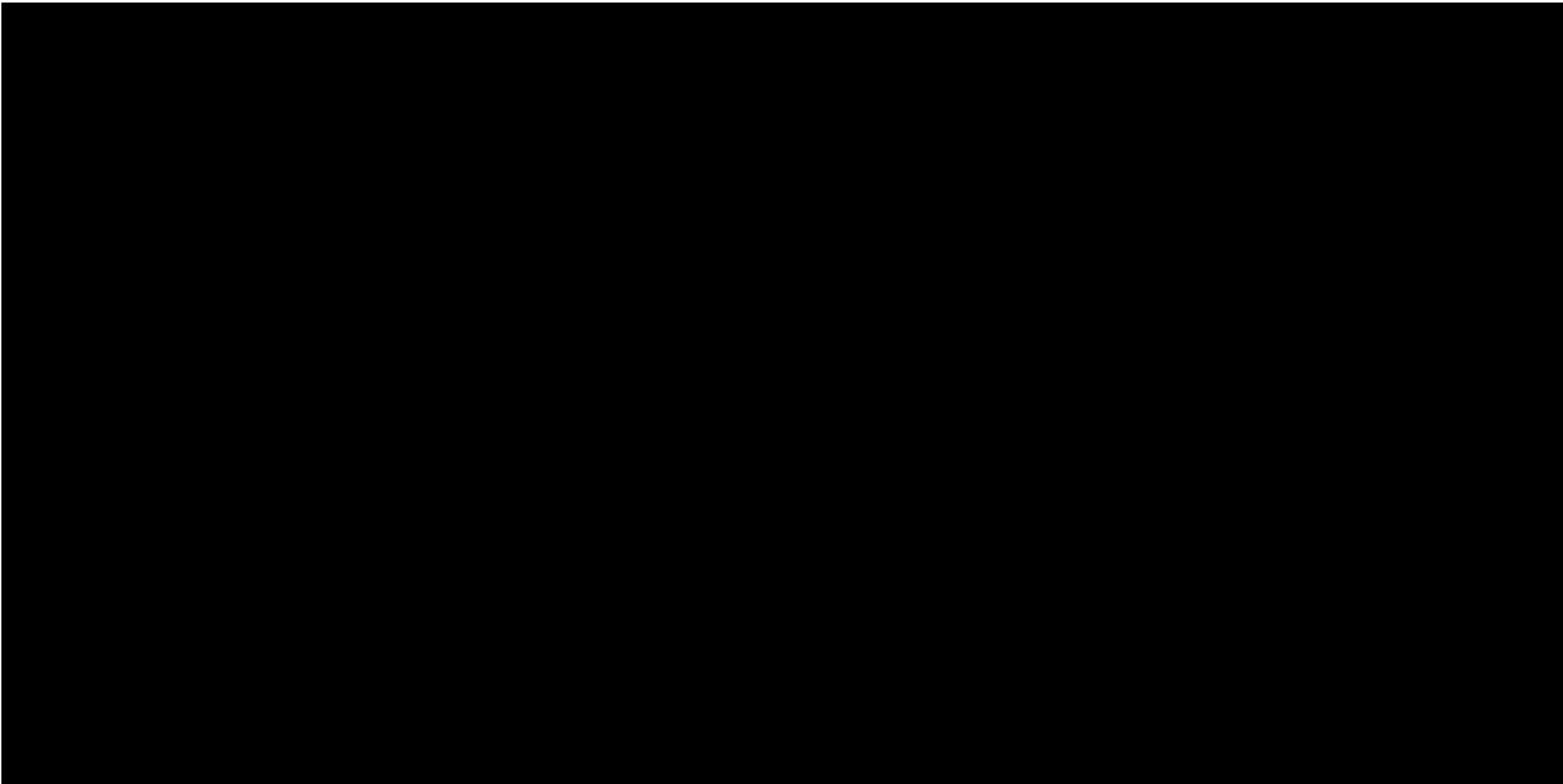
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Assumptions:



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Assumptions

[REDACTED] [REDACTED]

[REDACTED]

[REDACTED]

