



**DIGITAL INTEGRATED SYSTEMS, INC.**  
**World-Class Service, Real Business Solutions**

07/11/2014

**PROPOSAL FOR PHONE SYSTEM**  
**designed specifically for**  
**The City of North Royalton**

**Project Objectives**

The City of North Royalton is planning to replace the disparate phone systems servicing its multiple buildings and locations with a modern and unified system.

Digital integrated Systems is a preferred and authorized vendor of Star2Star Phone Systems. Star2Star is located in Florida and is specialized in designing and providing scalable communication solutions for small to large size companies. Our proposed solutions will offer the City of North Royalton major reductions in their communication expenses and still provide a scalable (not limited) phone system that will seamlessly integrated with Microsoft Exchange and computers. Adding 10s of extensions will not require any upgrades to your infrastructure or your phone system. Your phone system can handle up to 250 extensions.

Our proposal is unique because it offers you a local PBX which will be mirrored and replicated every 5 minutes to 6 data centers throughout the United States. This allows us to provide you with disaster recovery solution which will be automated and will take effect in a matter of seconds not hours or days.

Our proposal will provide your end users with local support from a local reputable service provider. Our local support is backed by a 24x7x365 all inclusive support plan by Star2Star.

Unlimited Conference Bridges – Setup “Meet Me” Conference Rooms for quick, secure and easy conference calls up to 150 participants. Talk as long as you like, there is no per minute charge and it is all included in our solution.

Our iPhone Apps and soon Android Apps are free and can be configured as an extension of the phone system. Imagine the Mayor being offsite and wanting to call a resident without revealing his cell phone number. Simply, open the App on his iPhone and make the call. Caller ID reflects the main phone number of the Mayor’s Department.

Our support plan is included in this proposal. No more costly service calls, no more trip charges, no more worrying about replacing old damaged phones. Our proposal includes accidental insurance on all your phones and phone system. If you spill coffee on your phone or drop something on it and break it, we will replace it in 24 hours at no additional cost to the City. We will also pay to ship the phone to you and to retrieve the old damaged phone.



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40% of businesses have been hit by a major surge at one point or another. Typically the phone system is one device that will be affected by surges and electrical spikes. Digital integrated Systems has a spare phone system on hand and will deploy and guarantee total restoration from the cloud in a matter of hours not days. In such an event, we will deliver our spare phone system to you and will download your configuration from the cloud in a matter of minutes and your operation will resume as normal. By the way in such event, there will be no cost to the City. Yes! No labor cost, no hardware replacement cost and no trip charges.

Unlike other vendors and other phone systems such as ShorTel and Avaya, etc... our phone system will continue to operate even if your Internet and Power went down. Your calls will continue to be answered by your Automated Attendant in the Cloud. Calls will continue to route to the appropriate extensions and Voice Mail can be left or Find me-Follow me features can be activated to ring calls on cell phones or in other locations.

In the case of a total disaster, our phone system can be moved to a different location with internet access and call flow can be resumed. Your business operation will resume in a matter of 1-2 hours and not days or weeks.

Built in Disaster Recovery – Our 99.999% reliability is backed by Automatic Backup and Failover, Disaster Recovery Planning, Analog Line Backups, Redundant Data Centers, 24x7x365 proactive support, Next Business Day parts replacements and the ability to utilize redundant Internet Connections.

Our proposal is all inclusive – no more paying AT&T or other carriers for phone service (with the exception of analog backup lines). Our monthly fee, covers your Phone Lines, 1500 minutes of long distance, your maintenance agreement, your disaster recovery planning and execution and continuous features upgrades at no additional cost to you.

Our equipment is by Polycom – Now you can enjoy crystal clear calls even when utilizing speaker phones.

Our solution is unique; you will have the ability to utilize wireless phones throughout the buildings of the City where secured wireless solution is in place. For example, a service manager, can take his cordless phone from the Service Center to City Hall and it will operate as if he was next to his charging station (not included in this proposal but available to add at any time by simply purchasing the phone).

Our phone system will be give you the ability to create and broadcast recorded voice messages to voice mail groups like department heads, or all councilmen.

Last but not least our phone system comes with **Call Recording capability**. We are including this upgrade (worth over \$25,000) at no additional cost to you. Now you can record all calls for a specific extension without having to worry about pressing buttons and worry about the limit of time you can record. Our PBX can record thousands of minutes which can be reviewed for quality assurance or training purposes at a later time. You can choose which extension to record and can start and stop recording by extension on monthly basis.



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We have included 1500 long distance minutes in our proposal. Unlike other carriers, our local calling plan covers areas within 50 miles radius from City Hall. So calls to Akron, Medina, and Lorain will not incur any more long distance charges. Additional long distance minutes are measured at 6 seconds increments and your cost is as low as 2.5 cents per minute.

Many more features are available and can be demonstrated upon your request.



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**Proposed System**

The following RFP Schedule of Events represents the best estimate of the schedule that Digital integrated System (hereafter DIS) will follow.

DIS has performed extensive planning work and has planned and is capable to meeting to meet the dates described and demanded by your RFP.

**Proposed Phone Set Counts:**

Department	Basic Set Model (VVX300)	Admin Set model(VVX400)	Total Sets
Engineering	2	1	3
Service	5	1	6
Building	7	2	9
Fire Station #1	18	1	19
Fire Station #2	13	1	14
Office on Aging	4	1	5
Waste Water A	6	1	7
WW Control	3	0	3
WWA MTC Garage	2	0	2
WWA Press Building	1	0	1
Waste Water B	1	0	1
Mayor's Office	3	1	4
City Hall	0	1	1
Finance	7	1	8
LAW	3	0	3
HR	1	0	1
IT	1	0	1
Server Room	1	0	1
Council Office	3	0	3
Council Chambers	0	0	0
Break Room	1	0	1



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Break Room	1	0	1
Conference Room	5	0	5
Court	0	4	4
<b>Total</b>	<b>89</b>	<b>15</b>	<b>104</b>

We are proposing a turnkey solution for all your telecommunication needs. This includes the following:

- Star2Star Phone System Model 2250CR – This phone system is capable of handling up to 250 extensions and 50 simultaneous calls.
- (89) VVX-300 phones for all users except for administration. The VVX 300 comes with Greyscale Text Display, 2 Ethernet Ports, PoE Capable, Built-in Wall Mount and the ability to conference up to 2 callers (Please see attached brochure).





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- (11) VVX-400 phones with 3 or 6 lines appearance, 2 Ethernet ports, PoE capable, Color Display and much more (please see attached brochure)



- Phones can only be provided through Star2Star as firmware flash and customization is required to work with our software and our data centers.
- Analog backup ATA to allow 4 analog lines to be used as backup in case of Internet failure (Analog lines are not quoted but can be provided at \$32/line/month)
- 30 SIP phone lines discounted to the max and bundled with 1500 long distance minutes.
- Unlimited number of Conference bridges
- Installation and training both instructor led and we will provide training videos that can be used as needed
- Full integration with Microsoft Exchange – All apps will be installed and users will be trained upon installation on how to dial phone numbers through Exchange Outlook Contacts
- Unlimited call routing is also included to allow multiple call routing per department and for the entire city. We will design the call routing with the designated people from City Hall and we will train Brian Beals on how to manage all Routing Groups. Remember unlimited support comes with the phone system. You can make or request all the changes you need at any time at no additional cost.
- 100 DID – You can have a dedicated phone number for each extension in order to reduce the load on your current call receptionist. Your cost per month for the 100 DIDs is \$25 and can be eliminated if not needed.
- E911 for each department and every remote extension.
- 24x7x365 Monitoring and Optimization of your Internet, your bandwidth, and your call quality.
- QoS provided by our PBX to make sure voice prioritization is in place at any time.
- Accidental Insurance on all devices purchased through Star2Star. No cost to replace handsets, phone system, or any other component of the phone system.



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- We require PoE Managed Switches with Voice optimization and QoS in order to maintain the desirable quality of voice calls. We will be able to work optimally with the switches describes in your RFP.  
Our phone system is upgraded on weekly basis. Updates are pushed at 2Am and at no cost to you. major firmware upgrades are communicated with your dealer (DIS) and with your IT manager.
- Voicemail is stored in the cloud. There is no limit maximum storage limit per user or per phone system.
- Your phone bill will be provided on one invoice. We will work very closely with your accounting department to customize your billing according to your needs.
- Your bills will be emails to your accounting department. Your dealer (DIS) is always your main point of contact for all your needs including accounting needs. However, Star2Star has a large accounting department representatives that are always willing to help at any time.
- Our solution provides your end users the ability to conference up to two people into a call but does not provide Barge-in Solution. If desired, we can request such feature from the development team at Star2Star and can be added at a later time at no additional cost to you.
- Phones are not metered by minutes. All extensions get unlimited incoming calls for free and unlimited local calls (50 miles radius). Long distance minutes are pooled and can be shared amongst all users.



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### Support -

Our price includes a 24x7 support plan. This plan is all inclusive and includes, but is not limited to, the following:

1. Unlimited support calls to your local dealer or directly to Star2Star by dialing \*2\* on your phone set.
2. Unlimited replacement of your hardware for the length of this contract and beyond.
3. We will resolve all programming modifications upon placing your call - Typically all issues are resolved within 2 hours.
4. We will replace any defective hardware within 24 hours for the length of this service contract.
5. We will deploy engineers on site to resolve any issues that cannot be resolved remotely within 4 hours of reporting such a problem.
6. Our support contract is all inclusive and we mean it. Programming, reprogramming, designing and providing solutions, hardware replacements, disaster recovery modes and more are included in our service contract. You will only spend more money if you add extensions or use more long distance minutes or add features such as Video Conferencing.

Below is an example of the portal for your site administrator

## Digital Integrated Systems -- Dealer Demo

Save Changes to PBX

### PHONE SYSTEM CONFIGURATION

#### Basic Settings

- [Location Information](#)
- [Additional Location Information](#)
- [Porting](#)
- [New Number](#)
- [StarNet Analyzer](#)
- [Extensions](#)
- [Analog Backup / Operator](#)

#### Advanced Settings

- [E911 Zone Configuration](#)
- [Incoming Call Routing](#)
- [Automated Attendants](#)
- [Destinations](#)
- [Star2Star Application Framework](#)
- [On-Hold Options](#)
- [Custom Devices](#)
- [FXS Devices](#)
- [Inbound CallerID Blocking](#)
- [Asset Management](#)
- [Configuration Summary](#)
- [Print Company Directory](#)



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**Company Background -**

- Digital integrated Systems (DIS) has been in business for over 23 years and currently has 13 employees. DIS has been a dealer of Star2Star since 2011 and has deployed over 70 phone systems locally.
- Being a dealer of Star2Star, DIS is backed by 24x7 dealer support line where a live person is guaranteed within 10 minutes of placing a call for help. Although DIS will be installing the phone system and training your end users, the City can at any time request a new dealer to service its phone system. There are over 20 dealers in the Cleveland/Akron area.
- Our IT background has made us the number 1 dealer in North East Ohio. Star2Star is hiring DIS to deploy systems sold by other dealers or to correct installation of other dealers.
- We have three technicians and 2 administrative assistants that can help you with any technical or billing issues.
- You have full access at no cost to Star2Star direct support 24x7.
- Star2Star has deployed many enterprise phone systems to the united Postal Service, Rite Aid, Pizza Hot, and many more large chains.
- Star2Star has deployed many phone systems to government agencies and list is prepared for your review and to call for references if desired.
- DIS has currently over 150 active clients but Star2Star has deployed over 25,000 phone systems throughout the United States and Canada.
- DIS offers IT Services to many schools, small and large businesses. We currently service the City of North Royalton and we understand the needs of all your solution needs and every user at the City.
- We feel that our knowledge of the systems currently in place we can integrate a perfect solution for the City.

Current clients with large number of phones is DermaMed Coating (65 Phones) and Family and Community Services over 300 phones and 10 locations. References can be arranged and more references through government installations can be provided.



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**Training Plan -**

DIS will provide onsite training upon installing the phone system. We will organize our training sessions by department or by group. We will also provide specific On-Demand Video Training for each user. The video training will be specific to the handset provided to the user.

DIS will coordinate with each department all the training needed and be provided in multiple sessions per department.

Our ticketing system will also be available for questions regarding tech support and we will hold Q&A conference calls to answer any questions needed.

Our in person training sessions can be provided at our location (Max 15 users at once) or at City Hall. Our classes are organized and will go into detail over every button and every functionality included in your solution.

We recommend training users the week before moving to the new City Hall, where training the employees at service center can be done as soon as the Fiber Connection is installed and operational and after installing the phone system.

Various departments do not have to wait until the move of City Hall. We require internet connection to be in place at the new city hall and that all fiber connections are in place.

We typically perform two training sessions. One upon deploying the phones and another session is scheduled a week later to go over any question the users may have. Second session can be small groups or 3-5 people.

We will provide you with a 60 page document detailing every feature of the phones and the system. However, we will also provide you with a one page summary that DIS has developed for our clients. It is simple and it covers 100% of the day to day functions and features necessary to operate your phone.

We will train your operators on utilizing the StarScope. This is software that can be installed on PCs to transfer calls between extensions and to determine if someone is on the phone. It can also provide a visual on who is calling in and if someone is on hold or in a queue for a long period of time.

To summarize - DIS will provide all the training necessary to managers, administrators, departments, and to your IT Staff. We will not put a limit as to how many sessions or how many hours we will provide. We will continue to train and answer questions until all users master the phone system at no additional cost to you.

**System Documentation:**

Star2Star has extensive online training to end users and to the phone administrators. In addition, DIS has developed our own training material simplified and easy to follow. Please see attached sample of "Phone Guide"

Please remember that you get unlimited number of support. So if you have a question on how to create a conference call or how to transfer a call to another extension, you can simply press \*2\* and a live person will be with you in minutes.



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**System Total Cost (Please see attached detailed quote):**

The total cost of the phone system solution described above will be:

<b>Proposal for Phone System            Prepared Exclusively for            The City of North Royalton</b>					
Qt	Equipment	Model	Location	unit Cost	Total Cost
1	PBX 2250CR	StarBox 2250 CR	City Hall	\$1,995.00	\$1,995.00
1	PBX Lite CR	StarLite CR	Waste Water	\$824.00	\$824.00
1	PBX Lite CR	StarLite CR	Fire1	\$824.00	\$824.00
1	PBX Lite CR	StarLite CR	Fire2	\$824.00	\$824.00
1	PBX Lite CR	StarLite CR	WasteWater	\$824.00	\$824.00
1	PBX Lite CR	StarLite CR	OfficeOnAgin g	\$824.00	\$824.00
1	PBX Lite CR	StarLite CR	Court	\$824.00	\$824.00
105	Extention / Port Licence - One Time			\$49.95	\$5,244.75
22	Analog Adapters Extensions to be used for POTs Failover			\$49.95	\$1,098.90
1	Advanced Call Center (Can be removed to save \$1,000)		City Hall	\$999.00	\$999.00
94	Polycom VVX - 310 With Three Line Appearance			\$214.94	\$20,204.36
11	Polycom VVX - 410 With Three Line Appearance			\$269.94	\$2,969.34
1	CISCO SPA4400 - 4 Analog POTs		City Hall	\$165.00	\$165.00
1	CISCO SPA4400 - 4 Analog POTs		Waste Water	\$165.00	\$165.00
1	CISCO SPA4400 - 4 Analog POTs		Fire1	\$165.00	\$165.00



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1	CISCO SPA4400 - 4 Analog POTs	Fire2	\$165.00	\$165.00
1	CISCO SPA112 ATA 2 PORT for ANALOG POTS	WasteWater	\$65.00	\$65.00
1	CISCO SPA112 ATA 2 PORT for ANALOG POTS	OfficeonAging	\$65.00	\$65.00
1	CISCO SPA112 ATA 2 PORT for ANALOG POTS	Court	\$65.00	\$65.00
	<b>Total</b>			\$38,310.35
	<b>Rebate</b>			-\$1,685.00
1	<b>S2S Provisioning + Shipping</b>			\$5,422.50
1	<b>Installation, Training, Configuration</b>			\$7,718.65
			<b>Total One-time Cost</b>	<b>\$49,776.50</b>



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Included in this quote is Call Center Software for up to 20 users. Only one user is included. More users can be added as needed. A brochure detailing Call Center Features is included. This will help us run detailed reports per user and extension. It will provide us with the length of calls and the average duration of calls and much more.

Prices may vary if more features are included. Please note that our proposed solution covers all your requests or requirements with the exception of billing by location as you will be considered as one location. However, with the Call Center, your accounting department or IT personnel will be able to provide detailed billing for all departments and or extensions.

**Payment Schedule -**

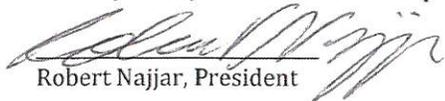
**All one time charges are to be made to Digital integrated Systems, Inc. (DIS)**

**All recurring charges are payable directly to Star2Star**

**Digital Integrated Systems required that the following payment schedule is met by the City of North Royalton:**

1. **50% of all hardware - \$21,866.41 due to DIS upon executing this contract.**
2. **Remaining balance of \$21,866.41 due to DIS upon installation - Can be prorated by Department.**
3. **Full amount of \$7,718.65 due upon completion of training.**
4. **City of North Royalton will receive \$1,685.00 from Star2Star in the form of rebate within 30 days from submitting the claim. DIS will prepare all paperwork and submit to the City for approval.**
5. **Two months of service and maintenance deposit (\$2,836.56) should be issued directly to Star2Star. This is your first and last months of service and it must be received by Star2Star before activating your service.**

I hereby certify that all information provided above is accurate and free of any false claims.

  
Robert Najjar, President

4-29-2014  
Date

I, \_\_\_\_\_ do hereby certify and accept the above referenced proposal and I acknowledge that I understand that if there are any changes to the above proposal, additional charges may apply.

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



### *Addendum*

1. The solution provided in our proposal is for a turnkey HYBRID communication system as six of your locations will have a phone system in place with redundancy in six locations in the cloud.
2. The Backups of your configurations and your PBX are hosted in six main locations in the cloud throughout the United States. All Data centers are collocated with Level3.
3. Star2Star has many dealers in the area in case City of North Royalton chooses not to continue to work with DIS.
4. The following locations will have three layers of redundancy if needed. Our phone systems support dual wan networks. So our main gateway to the Internet will be the 50x5 Cable modem at the New City Hall. A second gateway can be easily configured via a different provider and can be DSL, Cable, or Fiber connections. If the fiber is severed between sites or if the main Internet connection was to go down, the phone system will route all calls through the secondary Internet Connection AUTOMATICALLY. If the main connection was to comeback online, then the Phone System will switch all communication to the main connection within 30 seconds (AUTOMATICALLY).
5. A third level of redundancy is also offered by providing six analog adapters. Four of them are capable of connecting up to four analog lines and two for smaller sites capable of connecting up to two backup analog lines.  
  
If the Internet was to go down at City Hall, and the Secondary Internet Connection at each site was to go down, the system will utilize the ANALOG devices and all incoming and outgoing calls will route through your POTS lines. This is a THREE LEVEL of redundancy.  
  
If you choose not to have a secondary connection at each site, then the phone system will switch automatically to the analog POTS lines at each location.
6. Our phone system is capable of recording calls per extension. This is a feature that costs other government agencies 10's of thousands of dollars. You may select what extensions to record and your cost is only \$2.00/month per extension. You may turn recording on and OFF once per month per extension.
7. Our proposal includes 23 phone lines with Bursting Features. This is a PRI SIP Service. If you were to have all 23 lines busy, we will burst additional lines for a nominal cost of \$0.0025 per six second increments. No additional cards, no additional equipment and no additional labor is required.
8. I have included up to 13,800 of long distance minutes in our proposal. Additional minutes used will be calculated at 2.5 Cents per minute and calculated at six second increments.
9. I have included Call Center Software which will cost over \$10,000 with any other digital phone provider. This allows you to have multiple operators at multiple sites and we will be able to provide you with all the reporting needed.



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10. Included with our system is unlimited number of conference bridges at no cost to you. Simply ask for us to set it up and it is typically done in minutes not hours.

11. Our monthly fee covers the following:

- Software/Licenses/Applications: \$301.84/month. This covers all licensing and software bundled with the system.

- Voice & Data - \$513.00 - This covers 23 bursting phone lines, 13,800 long distance minutes, unlimited licenses for call routing, 100 DIDs (Which can be reduced), unlimited automated attendants, and (1) e911 service for each location.

- Maintenance and Support - \$603.44 - Unlimited hours of maintenance and support if needed, unlimited replacements of hardware for any damage (This is a hardware warranty as well as accidental damage warranty). This maintenance plan is all inclusive (labor, material and shipping) for as long as you keep this service with Star2Star. So essentially, you will never have to purchase another phone system again. In addition, if a phone system (PBX) or a phone were to be discontinued, then Star2Star would replace your damaged phone with an equivalent phone by the same manufacturer.

13. If the City was to choose not to utilize Star2Star after the expiration of the initial contract, then the City can utilize any other service provider with hosted or local solutions. Your phones are programmable and can be flashed with new software and can be utilized by other carriers and providers. Please note that as of now no other provider offers a hybrid solution. So, most likely there will be no additional cost to replace your PBXs. Your cost of all PBX's per this quote is \$6,939.00. This number could change based on the number of phone systems needed.

14. Star2Star offers 30 day money back guarantee.

15. In a case of a disaster, each location can simply work on its own or can be moved to another location with internet access in a matter of hours not days and at no additional cost to the City.

16. Star2Star offers 24x7 Support at no additional cost. The City and its employees may choose to call Star2Star directly for support from any phone by simply dialing \*2\*. The City may also request other dealers to service its location shell anything happen to DIS. Many dealers exist in Northeast Ohio and they are capable to carry on with your service contract.

\*Any additional revisions and/or changes will be added as an additional addendum

\*\*A separate contract with Star2Star will be provided upon acceptance and approval of this proposal.