



## Cover Sheet

August 25, 2023

### **Information Technology Support Services and Supplemental Staffing Solicitation Number: 0464**

Effervescent Consulting (Effervescent) welcomes the opportunity to respond to the RFP issued by Jefferson Parish Government seeking proposals from qualified firms to provide Information Technology Support Services and Supplemental Staffing for the Departments for Electronic Information Systems (EIS) and Telecommunications

After a careful review of your RFP and the information shared to this point, we are confident our solution approach will provide Parish with the right combination of people, processes, demonstrated methodologies, frameworks and technology for their IT transformation projects in the form of highly qualified contingent workers, thought leadership and high-quality deliverables to help meet and exceed those strategic objectives.

We believe that Parish can benefit immensely from our vast public and private sector experience that combines end user experience, the business needs, and knowledge of the industry along with knowledge of the technologies being implemented to deliver successful projects and support initiatives.

Effervescent is a certified Women Owned Small Business (WOSB) with an 18-year history of delivering hundreds of on time and on budget projects and brings the right credentials to accelerate the process. We are an agile and highly responsive organization and have managed, nurtured, and mentored 20,000 resources globally.

At this time, we are only bidding for the Information Technology Supplemental staffing services, and we look forward to the opportunity to work with Parish on this exciting journey.

Sincerely,

April Dua  
President and CFO

[April.Dua@effervescentconsulting.com](mailto:April.Dua@effervescentconsulting.com)

Mobile: 571-206-1754



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## A. Technical Proposal Elements

Effervescent Consulting is a White Glove Information Technology (IT) Managed Service Provider with 20+ years of expertise in management consulting, advisory, business transformation, thought leadership and optimizing Enterprise Business Applications across the globe for more than 1000 customers.

The following are compelling differentiators that Effervescent Consulting intends to bring to this project:

Top Competitive Advantage



- 1) Deep Expertise: We bring breadth, length, and depth of experience from the public and commercial sector in the most agile fashion. Between our CFO, CEO and CTO we bring 60+ years of deep expertise from multiple organizations (federal, universities, oil and gas, manufacturing, utilities, retail & manufacturing).
- 2) Respect, Diversity and Vendor-Neutral: We are Women and Minority owned ourselves and very well respected in the industry. We have proudly impacted the careers of 20,000+ employees, contractors, and suppliers. This allows us to tap into the best resources in the market.
- 3) Business Alignment: Our proposed model is **top-down strategy** and **bottom-up execution**, which is designed to partner with Parish, accelerate innovation, drive change, promote end-to-end strategy and provide the right resources to help meet and exceed those strategic objectives.
- 4) Highly Responsive: We focus on the client's business outcome and quickly understand their business problems and align our strategy accordingly. Our values are simplicity, honesty, and agility. We understand our clients' time is money and we are extremely efficient, and we move fast.



## B. Proposer Qualification and Experience

Effervescent Consulting was started as a partnership between our CFO and CEO in 2022. Both of them come with deep expertise in their respective fields. Prior to joining Effervescent our CFO was a Finance Executive at a Government Contracting firm and brings deep expertise in public sector which includes operations efficiency, accounting, procurement and human resources. Our CEO has held leadership roles at the Big 4 consulting firms and successfully led several IT Transformation Programs globally for commercial and public sector customers. We have provided services in scope for more than 20 years and have received appreciations and awards from our clients for our exemplary services. Between our executive leadership team (CFO, CEO & CTO), we bring 60+ years of combined public and private sector experience from implementing enterprise applications to designing complex network infrastructures, from providing desktop support to building change management strategies across several customers (federal, universities, government agencies, aerospace and defense, oil and gas, utilities, retail)

The following are the case studies of experience with similar clients.

### Case Study 1

<b>Company</b>	Higher Education
<b>Scope</b>	<ul style="list-style-type: none"> <li>• Workday Optimization and Technical support and enhancing the solution adoption.</li> <li>• Provide expertise for Workday Finance and HCM modules (expenses, financial accounting, recruiting, payroll, benefits, financial reports, and training for business processes)</li> <li>• Building new EIBs and troubleshoot issues and maintain the continuity between the various work streams of recruiting, core HCM, payroll, and benefits.</li> <li>• Provide in-person response to end user requests to assist with all types of Workday-related questions in order to ensure adequate knowledge transfer and the desired end-user experience.</li> </ul>
<b>Solution Provided</b>	<ul style="list-style-type: none"> <li>• Executive Governance</li> <li>• Project Management</li> <li>• Solution Architecture</li> <li>• Solution Designing</li> <li>• End User Training</li> <li>• Solution Adoption</li> <li>• Solution Optimization</li> </ul>



## Case Study 2

<b>Company</b>	Government Contractor Supplying Goods to Defense and Airports
<b>Business Issue:</b>	Client was looking for Solution Optimization, Support, Maintenance and training for Project Life Cycle Management Software (PLM)
<b>Solution Provided</b>	<ul style="list-style-type: none"> <li>• Performed Assessment of their existing solution and provided leading practice and thought leadership with a customized roadmap.</li> <li>• Solution Optimization, Enhancement, Requirement Gathering, Testing, Governance</li> <li>• Security Enhancement and Configuration</li> </ul>

## Case Study 3

<b>Company</b>	Global Manufacturer
<b>Business Issue:</b>	<ul style="list-style-type: none"> <li>• Reduce Manual processes.</li> <li>• Improve data accuracy.</li> <li>• Give employees control over their personal information.</li> <li>• Give managers access to important information on their subordinates.</li> <li>• Org Structure Cleanup</li> <li>• Migrate from on Premise to Cloud</li> </ul>
<b>Solution Provided</b>	<ul style="list-style-type: none"> <li>• Performed requirement gathering through engaging workshops.</li> <li>• Documentation of “as is” and “to be.”</li> <li>• Data Migration Strategy</li> <li>• Infrastructure Strategy</li> <li>• Mock Data Loads</li> <li>• Agile Solution Build</li> <li>• Training Strategy</li> <li>• User Acceptance Testing</li> </ul>

## Case Study 4

<b>Company Description:</b>	US Corporation Service Provider
<b>Business Issue:</b>	They had acquired multiple companies and wanted to have a unified ERP system across all the entities. The client’s vision was to build a harmonized system of record to take advantage of the synergies across all the companies.
<b>Solution Provided</b>	<ul style="list-style-type: none"> <li>• Solution Architecture</li> <li>• Requirement Gathering</li> <li>• Security</li> <li>• Configurations</li> </ul>



	<ul style="list-style-type: none"> <li>• Development</li> <li>• Enhancement</li> <li>• Workflows</li> </ul>
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### **Case Study 5**

<b>Company</b>	Client experienced rapid growth, in large part through several recent acquisitions. Therefore, the client landscape included multiple systems in different lifecycle stages across business areas causing system and data silos across the organization resulting in absence of an end-to-end view of core business processes.
<b>Business Issue</b>	Duplication of business processes and inefficient usage of critical resources
<b>Solution Provided</b>	<ul style="list-style-type: none"> <li>• Program Management</li> <li>• Project Management</li> <li>• Solution Architect</li> <li>• Integrations</li> <li>• Data Conversion</li> <li>• Migration to Cloud</li> </ul>

### **Quick Summary about Effervescent**

<b>List of Personnel Certifications</b>	<ul style="list-style-type: none"> <li>➤ Women Owned Small Business (WOSB)</li> <li>➤ PMP, PMI-ACP Agile Certified Practitioner</li> <li>➤ CISM, DoD 8570 IAM Lev. III</li> <li>➤ CSM, Certified Scrum Master</li> <li>➤ ITIL v4 Foundations</li> <li>➤ Microsoft Certified Professional (MCSE)</li> <li>➤ Cisco Certified Network Associate (CCNA)</li> <li>➤ Certified Information System Security Professional (CISSP)</li> <li>➤ Certified Cloud Security Professional (CCSP)</li> <li>➤ CompTIA CASP+, CySA+, Security+</li> <li>➤ AWS Sales Accreditation (Business)</li> <li>➤ AWS Partner: Accreditation (Technical)</li> <li>➤ Workday Core HCM</li> <li>➤ Workday EM</li> <li>➤ SAP Qualtrics</li> <li>➤ SuccessFactors Employee Central</li> <li>➤ SuccessFactors Employee Central Payroll</li> <li>➤ SuccessFactors Performance and Goals Management</li> <li>➤ SuccessFactors Learning Management System</li> <li>➤ SuccessFactors Succession Management</li> <li>➤ SuccessFactors Career Development Planning</li> <li>➤ SuccessFactors Recruiting Marketing</li> <li>➤ SuccessFactors Recruiting Management</li> <li>➤ SuccessFactors Onboarding 1.0</li> <li>➤ SuccessFactors Onboarding 2.0</li> <li>➤ SuccessFactors Full Cloud/Hybrid Integrations</li> <li>➤ SuccessFactors Compensation</li> <li>➤ SuccessFactors Workforce Analytics and Planning</li> <li>➤ SuccessFactors Workforce Analytics HANA</li> <li>➤ Secret Clearance</li> </ul>
<b>Access to Resources</b>	➤ 10,000+



<b>Access to Minority Suppliers</b>	➤ 150+
<b>Access to Supplier Network</b>	➤ 800+
<b>Key Capabilities</b>	<ul style="list-style-type: none"> <li>➤ Deep Business Transformation Expertise (Finance, HR, Procurement, Payroll, Time Management) to address business problems and objectives.</li> <li>➤ Strong network background to address many network standards such as: Quality of Service (QOS), Border Gateway Protocol (BGP), Open Shortest Path First (OSPF), Multi-Protocol Label Switching (MPLS), Network Time Protocol (NTP) and others.</li> <li>➤ Strong system engineering background to support integration of many IP and non-IP based systems to include boundaries and boundary services (e.g., proxies, load balancers, ...), DNS, Timing, Virtual Desktop Infrastructure (VDI), Utility hosting (virtual machines), Cloud computing, distributed computing, <b>WAN/CAN/DCN design topologies, terrestrial and Satellite communications.</b></li> </ul>

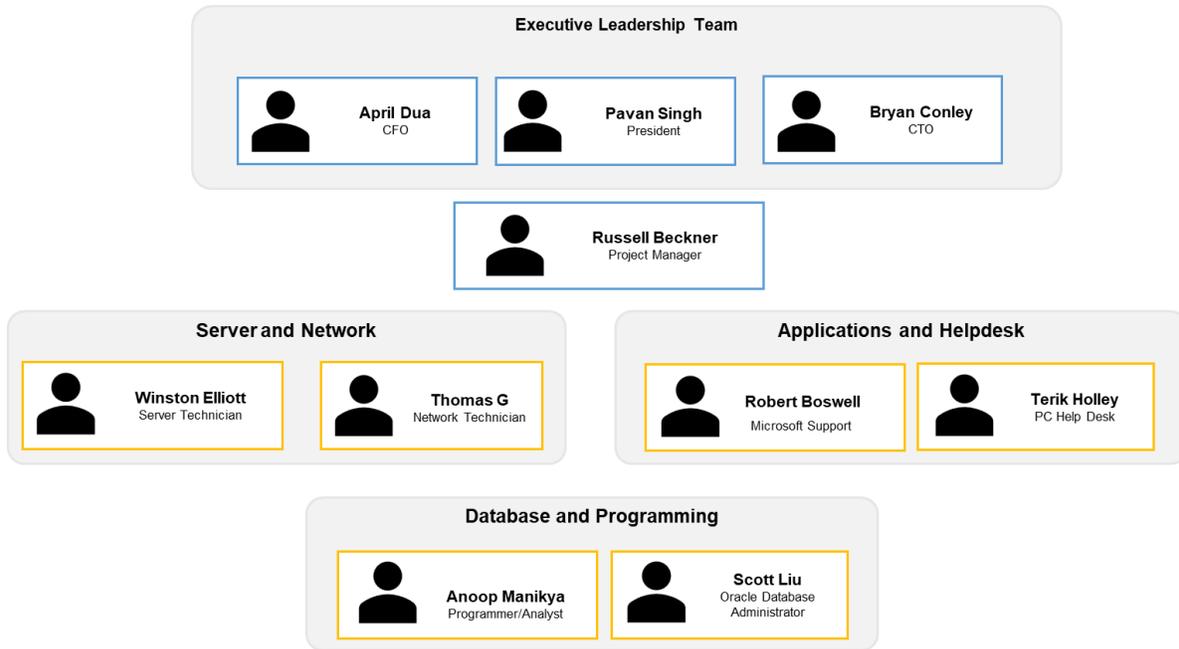
## References

Sr No.	Client Name	Contact Information
1.	University of Arkansas, Little Rock	Jerry Ganz <a href="mailto:gjganz@ualr.edu">gjganz@ualr.edu</a> Vice Chancellor of Finance
2.	Ulta Beauty	Karry Surekamp <a href="mailto:ksurenkamp@ulta.com">ksurenkamp@ulta.com</a> HR Manager
3.	Roush Performance	JoAnn Revesz <a href="mailto:joann.revesz@roush.com">joann.revesz@roush.com</a> Director

## Key Personnel Qualifications

Effervescent strives for excellence and endeavors to bring the right resources with deep technical expertise to solve complex problems, bring thought leadership and industry best practices. Our deep technical expertise coupled with our methodologies, frameworks and accelerators has resulted in several on-time and on budget projects. We are confident we will bring our “A” team to this engagement. Below is the list of proposed resources who are tentatively becoming available in the October timeframe. If they get extended on their existing assignments, we will respectfully replace with an equally competitive resource. We have attached their detailed resumes for your reference.

Below is the proposed team.



Here's the summary for each role. The Executive Leadership team will be collectively involved for 4 hours/month.

Sr Number	Name	Job Function	Responsibilities	Years of Experience
1	April Dua	CFO	Responsible for operations, legal and finance.	12+
2	Pavan Singh	President	Responsible for strategy, advisory and growth	18+
3	Bryan Conley	CTO	Responsible for strategy, innovation, and industry leading practices.	30+
4	Russell Beckner	Project Manager	Responsible for providing supplemental staffing oversight.  Responsible for Future Planning and Fiscal Year IT Projects	20+
5	Winston Elliott	Server Technician	Server Administration and Support to design, install, administer, and help optimize the Parish's various servers	20+



Sr Number	Name	Job Function	Responsibilities	Years of Experience
			and related components to achieve high performance of the various business applications supported by tuning the servers as necessary.	
6	Thomas G	Network Technician	Network Administration and Support to allow the stable operation of the in-house computer network.	10+
7	Robert Boswell	Microsoft Support	Manage Microsoft servers and networking, including Domain Controllers, DNS, Active Directory, Group Policy, Windows Updating Services.	10+
8	Terik Holley	PC Helpdesk	Manage Microsoft Windows desktop OS and related software	10+
9	Anoop Manikya	Programmer/Analyst	Designing, writing, and updating source code using Visual Basic, C#, HTML etc.	10+
10	Scott Liu	Oracle Database Administrator	Oracle database setup, configuration, patching, upgrading, tuning/optimizing version	10+

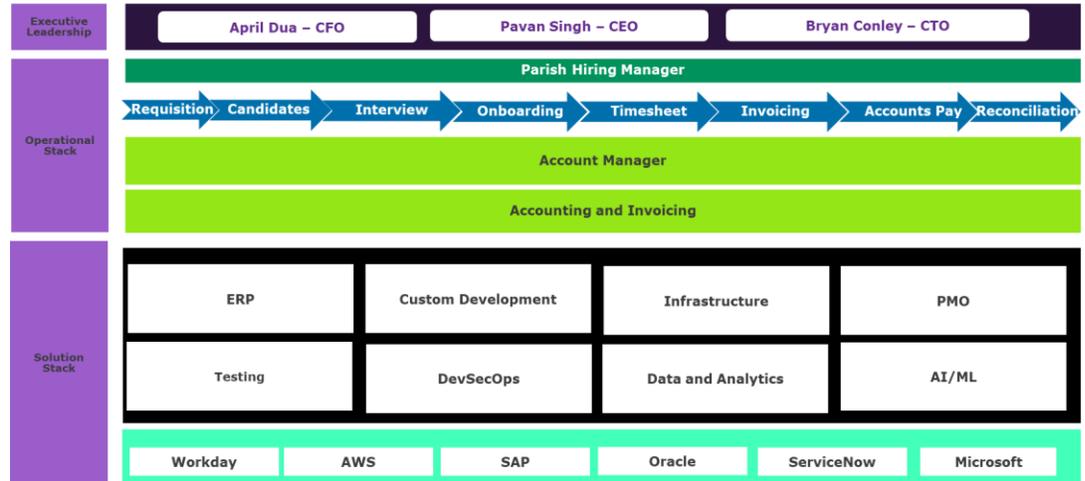
## C. Innovative Concepts

Below are the key highlights of our approach to delivering this project.

- Our proposed model is **top-down strategy** and **bottom-up execution**, which is designed to partner with Parish accelerate innovation, drive change, promote end-to-end strategy and provide the right resources, processes, and methodologies to help meet and exceed those strategic objectives.
- Our Delivery Framework can be quickly deployed to provide end to end visibility, governance and to streamline the entire IT contingent worker procurement process as shown below. Starting with the creation of requisitions, through interview scheduling, new employee onboarding, fully integrated timekeeping, automated invoicing, and payment, our VMS is poised to give you full transparency and confidence to execute your projects.



## Execution Framework



- We bring breadth, length, and depth of experience from public to commercial sector, from enterprise applications to network security, from thought leadership to business transformation. Between our CFO, CEO and CTO we bring 60+ years of deep expertise from multiple organizations (federal, universities, oil and gas, manufacturing, utilities, retail & manufacturing). We are not typical IT Managed Service Providers. Our services are wrapped in IT Consulting and Thought Leadership, which helps us to align with your business problems. Our ability to have our team aligned to your success makes us successful in the marketplace.

### Step by step process for executing the services.

The Hiring Manager will follow the simple steps as depicted below to acquire new talent for their team.

Step 1: Hiring Manager to validate if there is any internal resource who can fill the position. If not, open a requisition with our VMS. If they need help, they can reach out to Effervescent Project Manager

Step 2: We will source suitable candidates for this role and the hiring manager will receive the SME resumes in our VMS alerted by an email.

Step 3: Hiring Manager will perform interview and score/rate the candidate in our VMS. Our VMS has the hourly rate and location information as well.

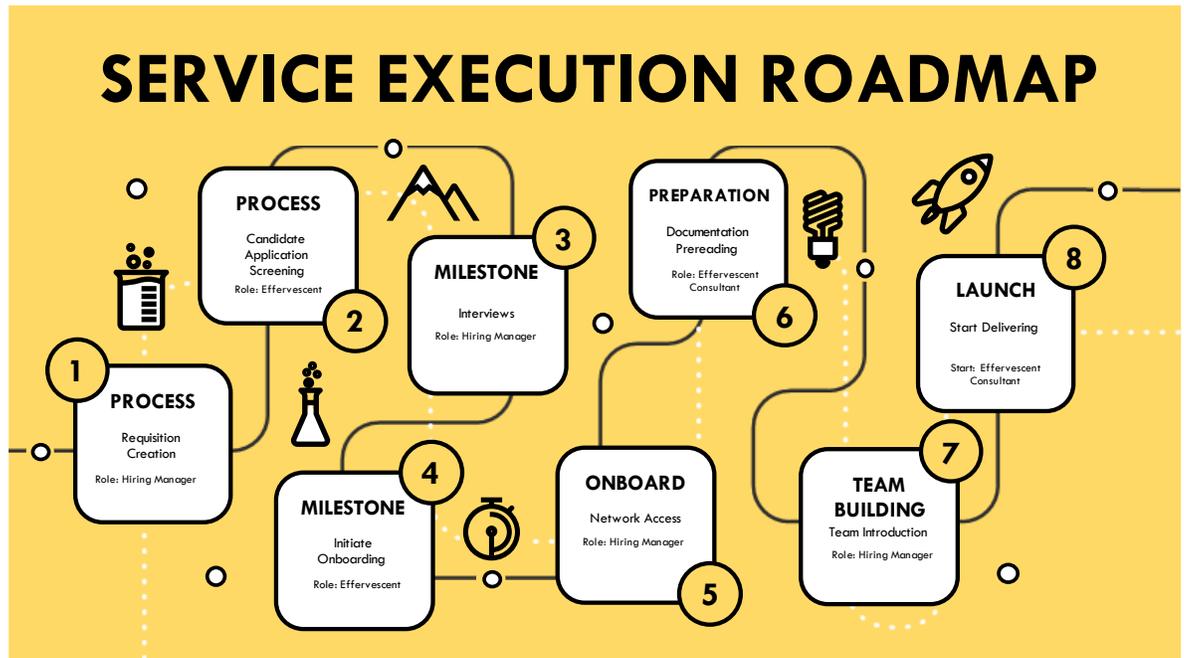
Step 4: For the approved candidates, we will initiate the onboarding and initiate their access.

Step 5: The Hiring Manager will complete the onboarding tasks like setting up the network access.

Step 6: Hiring Manager to provide any documentation for pre-reading and Effervescent Consultant will start preparing for the project.

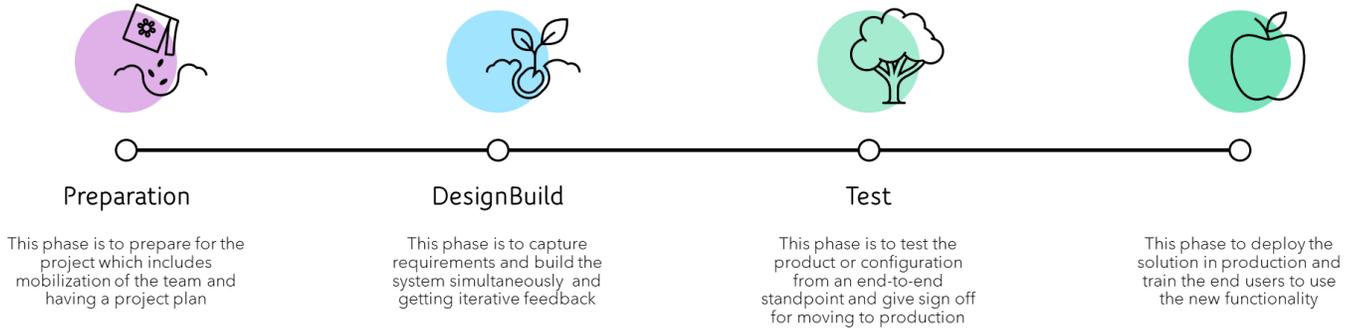
Step 7: Hiring Manager to introduce the Effervescent Consultant to the team.

Step 8: Effervescent Consultant to start the assignment.



## D. Project Schedule

Effervescent will follow a 4-stage methodology to deliver the solutions.



### 1) Preparation

Preparation Phase includes actively planning for the execution and performing discovery of the existing system and reviewing Design Guides, and Architecture

#### Key Outcomes:

- a) Project Plan

### 2) DesignBuild

DesignBuild Phase includes running design workshops for enhancements or QA sessions for break fixes and building the solution in series of iterations by demonstrating the solution to the key stakeholders until the design/solution is signed off.

#### Key Outcomes:

- b) Updated Design Workbook
- c) Knowledge Article how the issue was resolved.

### 3) Test

Test Phase includes testing the end-to-end solution in QA environment and providing UAT sign off to deploy the changes to the production environment.

#### Key Outcomes:

- a) Signed off Test Results
- b) Cutover Plan

### 4) Deploy

The deployment phase includes deploying the solution in the production and updating the training documents.



## Our approach for Governance Reporting

Strong Governance is one of our key tenets, and we exhibit that by generating meaningful reports to track the overall engagement.

Effervescent usually generates 3 levels of reports.

- 1) Weekly Status Reports – This covers the status of all the projects being executed currently with the indicator (Red, green, amber). Any issues and risks are also tracked on a weekly basis.

Project Name		Project Sigma Digital Transformation
Duration		8/7/2023 - 8/7/2023
Overall Status		Green

	Status	Comments
PMO	Green	Completed planning and sent meeting invites
Design	Green	Design Sessions completed
Schedule	Yellow	Running behind schedule to Technical Sign off
Budget	Green	All Invoiced until 8/10
Scope	Green	Warehouse Management and Active Directory Scoped

Risk	Issues
<ul style="list-style-type: none"> <li>• Access issues delaying workshops</li> <li>• Unavailability of the Warehouse training team</li> <li>• Partial SSO needs to be enabled</li> </ul>	<ul style="list-style-type: none"> <li>• Finance module product gaps</li> <li>• Integration not getting triggered</li> </ul>



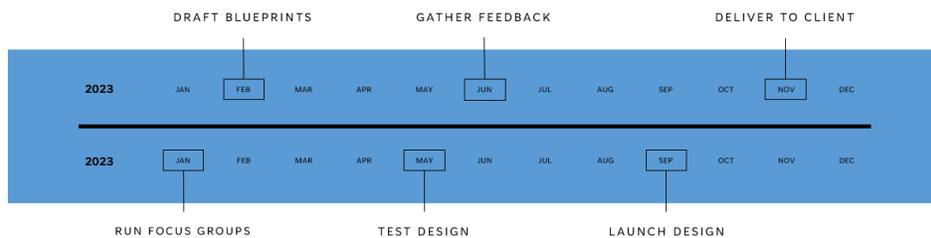
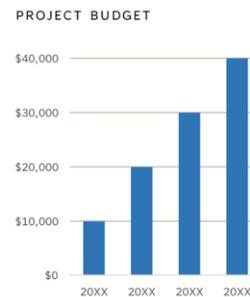
- 2) Monthly Spend Report – This will include financial reports of the spend, Year to Date work orders and new initiatives.



- 3) Quarterly Steering Committee Reports – This will be for the executives and will include accomplishments, issues, risks, financial. The purpose of this report will be to seek guidance from the steering committee.

**PROJECT STATISTICS**

KEY METRICS				
	Total	In Progress	Resolved	Deferred
Infrastructure	50	20	20	10
Analytics	20	10	10	0
ERP	30	10	20	0
Security	40	20	20	0





## E. Financial Profile:

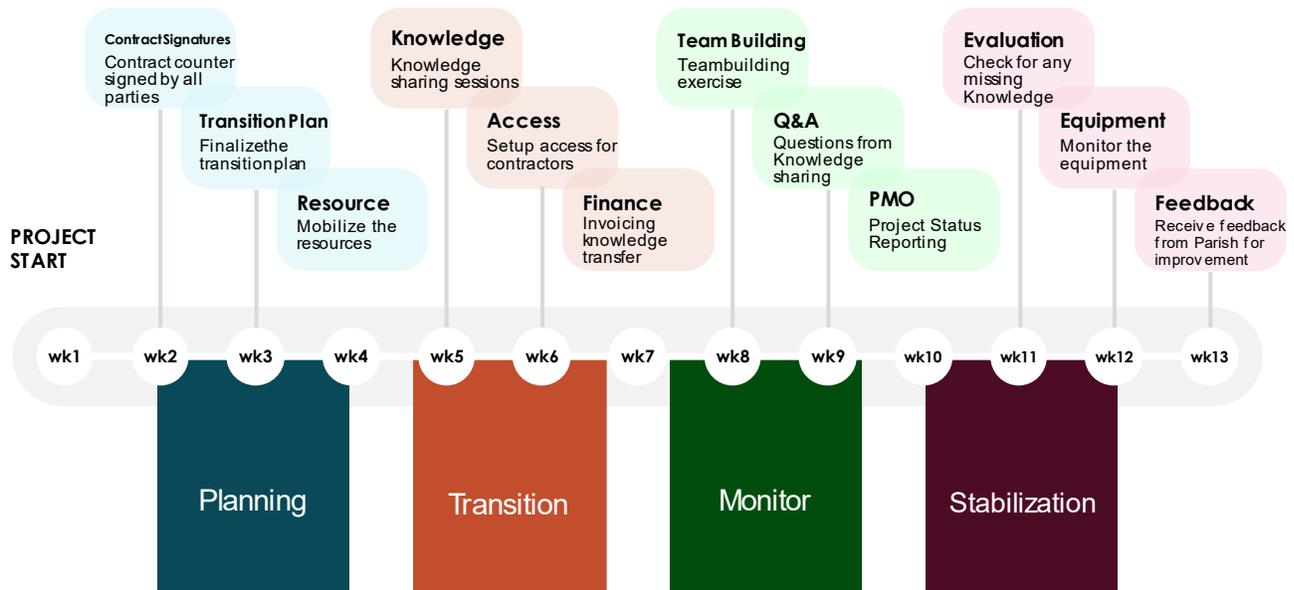
Effervescent Consulting was founded in late 2022, therefore we do not have any financial statements to provide at this time. However, we currently have several contracts with other public sector clients with an expected annual revenue of over \$5,000,000. Additionally, both partners of Effervescent have extensive funding opportunities from external sources and are fully qualified and capable of receiving additional funding if needed.

## F. Transition Plan

Although we are not bidding on Information Technology Support Services and only bidding for supplemental staffing, we will not be required to perform transition.

However, we propose the following plan to allow a seamless transition of the team.

### TRANSITION PLAN



We have the following phases for the transition plan.

- 1) **Planning:** During the planning phase the transition plan will be tailored and finalized as per the Parish requirements and availability of the SMEs. The deliverables generated from this phase are a project plan, with identified SMEs who will be available for the 4 to 6 weeks to allow a seamless transition.
- 2) **Transition:** This is when the actual knowledge transition will take place. Parish will walk the contractor through the applications that they will be responsible for as well as share the documentation. Also, at this time network and system access will be granted for the contractor.



- 3) Monitor: During this phase of the transition, the contract will be given the opportunity to ask follow-up questions. The PMO stream will be responsible for finalizing the status report template. The leadership team organizes team building sessions so the contractor and parish team can work closely as a cohesive unit.
- 4) Stabilization: During this phase any equipment-related issues will be monitored and handled. Also, the contractor team will be executing the project at this time with support from Parish. Parish team is expected to provide any feedback at this time that contractor improve upon

## G. Key Terms and Conditions

1. Effervescent Consulting is only bidding for Information Technology Supplemental Staffing
2. The overtime/afterhours hourly rate will be 1.5 times the quoted hourly rate.
3. Effervescent retains the right for all the Intellectual Property owned by us and our partners/affiliates and will not be transferred to Jefferson Parish.
4. Jefferson Parish Members own the software licenses for applications in scope.
5. The procurement of hardware, infrastructure and hosting is not in scope for Effervescent Consulting
6. The Salary Multiplier will be 1.7X for specialty resources not specified in the proposal.
7. Our VMS will only be used for procuring Effervescent Consulting's staffing services and the instance will be collectively used by all the Jefferson Parish members.
8. The bid amount entered in the pricing file is monthly for all the required roles and based on the roles identified for supplemental staffing the yearly bid amount will change.