



# 1. Insight Networking's Experience

## 1.1 Education Experience

Insight Networking understands that McAllen Library is seeking to enter into a long-term strategic partnership with a technology provider for the purpose of implementing, refining and supporting a state-of-the-art technology infrastructure for McAllen Library. In selecting that provider, McAllen Library must consider all the areas of expertise necessary to most benefit McAllen Library. This vendor must completely understand both the administrative and educational purpose of technology in the district. The selected vendor will be instrumental in working with the district to implement the project described in the RFP, providing the technology design and implementation, ensuring compliance with the E-Rate program, and ensuring successful financial strategies for meeting the district's goals.

The success of your project will largely depend on selecting a technology provider with demonstrated project management skills and implementation experience combined with the ability to scale operations to meet the challenging demands of complex projects in an educational environment. From network design, equipment selection and procurement, to the project management and implementation, Insight Networking has the experience and capability to provide centralized management for this partnership using certified project managers experienced in the K-12 and higher education environment. Insight Networking has been the education technology provider of choice for many school districts in Texas and the Southwest for over 13 years.

Insight Networking can provide the expertise and advice that will be necessary for McAllen Library to effectively implement and upgrade technology throughout the district. Insight Networking has been an active participant in the E-Rate program since its inception, and has provided informational seminars to School Districts throughout Texas and the Central United States. We have provided our education partners with information and assistance to ensure that the funding/discounts received under these programs (and others) was maximized. Insight Networking has achieved industry leading technology specializations in all areas of today's most advanced networking technologies with continuing education for their engineers. This commitment to expertise will be a major benefit to McAllen Library based on the knowledge and skills that are continually being developed.

## 1.2 E-Rate Experience

Over the last 13 years Insight Networking has emerged as a national leader in providing E-Rate guidance and expertise to applicants all across the country. Working through our 20 regional offices throughout the United States, Insight Networking has conducted over 500 free E-Rate seminars to schools, libraries and other eligible organizations in an effort to increase participation in the E-Rate program. Insight Networking provides quality turnkey network integration services, and is one of the largest network integrators in the country. Insight Networking has been consistently ranked in the top 10 Service Providers for the E-Rate program in the Internal Connections category.

Our extensive E-Rate experience allows applicants the opportunity to significantly grow their infrastructure with current technologies. Our proven strategies encourage applicants to have good planning and strategic vision to achieve the most from the program. Insight Networking also has extensive experience in leveraging funds generated via bond issues or other grant sources into E-Rate application opportunities.

And, to ensure compliance, all Insight Networking employees involved with the E-Rate program are required to be trained on the Ethics and Responsibilities components.

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### 1.3 Insight Networking Overview

Calence, LLC dba Insight Networking was formed in February 2006 as a result of Calence, Inc. combining with Avnet Enterprise Solutions, a division of Avnet, Inc. Prior to becoming Calence, LLC, Calence, Inc. provided customized network and telecommunications services (since 1993), and Avnet Enterprise Solutions provided Network Lifecycle Management Solutions (since 1989). On April 1, 2008, a subsidiary of Insight Enterprises, Inc. merged with and into Calence, LLC, with Calence, LLC surviving the merger and becoming an indirect wholly owned subsidiary of Insight Enterprises, Inc.

Insight Networking also provides access to state approved procurement methods (DIR Cisco and other networking/cabling Products and Services Contract, DIR Technology-Based Conferencing Product and Services Contract), which could benefit McAllen Library by eliminating the expense and time involved in the RFP process.

As one of the largest network solution providers in the U.S., Insight Networking helps organizations plan, build, provision and operate their network, security, and unified communication infrastructures. Insight Networking works with many of the world's most prominent organizations to leverage network technologies to reduce cost, improve operations, and increase productivity. Serving the Education (K-12 and Higher Ed), Public Sector, Enterprise, and Commercial markets, Insight Networking's areas of specialty include Unified Communications, Network Security, Network, and Management Services/Outsourcing.

Headquartered in Arizona, Insight Networking operates in more than 20 markets throughout the United States. Insight Networking's professionals have more than 455 Cisco certifications, and Insight Networking is a Cisco Gold Partner that has received numerous Cisco certifications, including the following:

- Elite Cisco Partner
  - Master Specializations
    - Unified Communications
    - Security
    - Managed Services
  - Specializations
    - Advanced Routing and Switching
    - Advanced Unified Communications
    - Advanced Security
    - Advanced Wireless LAN
    - Advanced Routing and Switching
  - Advanced Technology Providers
    - TelePresence
    - Unified Contact Center Enterprise
    - Rich Media Communications
    - Voice Portal
    - Metro Optical
    - Wireless Mesh
  - One of only 6 Cisco Partners with Unified Communications, TelePresence, Unified Contact Center Enterprise AND Rich Media Communications



For more information about Insight Networking's Cisco Gold partner Certification, please refer to Appendix F.

With a focus on client satisfaction, improved operational efficiency and increased productivity, we help leverage advanced network technologies to:

- Address specific business goals and priorities
- Improve internal processes and communications
- Reduce IT costs

## 1.4 Offerings

Insight Networking provides network professional services, network management services and product solutions to address our clients' complete networking needs. Please note that some of these services are not E-Rate eligible.

### 1.4.1 Network Professional Services

Insight Networking's Professional Services team determines how clients can maximize their existing investments in technology. By bringing together professionals with both business and technical expertise, Insight Networking's strategic professional services practice helps clients implement innovative IT solutions based on sound business rationale. Insight Networking first examines the issues that are particular to each client: business strategy, IT strategy, applications in use, existing technology and applications under consideration. Insight Networking then designs the right network to leverage the maximum value out of the client's IT investments. Based on extensive experience in business, technology, applications and networks, Insight Networking network professionals develop a strategic roadmap to lead clients to their business and financial goals.

Our network professional services include the following:

- Network Infrastructure Solutions
  - Network Strategy and Planning
  - Network Infrastructure Assessment
  - Network Operations Assessment
  - Network Infrastructure
  - Mobility/Wireless Infrastructure
  - Data Center Infrastructure
  - Cabling Infrastructure
  - Application Delivery Infrastructure
- Unified Communication Solutions
  - IP Convergence Assessment
  - Unified Communication Strategy
  - Unified Communication Assessment
  - IP Telephony
  - Unified Contact Center
  - IP Collaboration/Conferencing
  - TelePresence



- Information Security Solutions
  - Security Strategy
  - Regulatory Compliance Assessment
  - PCI Assessment
  - Risk and Vulnerability Assessment
  - Security Operation Review
  - Perimeter Security Infrastructure
  - LAN Security Infrastructure
  - Security Management and Monitoring

## 1.4.2 Insight Management Services

### 1.4.2.1 Remote Network Operations (RNO) Services

Insight Networking has been a provider of 24x7x365 operational management and support services since 1998. Our Network Operations Center (NOC) resides in our World Headquarters located in Tempe, AZ. Insight Networking has achieved the highest levels of certification from Cisco by achieving the Cisco Master Unified Communications, Master Security, and Managed Services Channel Partner (MSCP) specializations in Cisco's first ever quadruple audit while renewing the Gold Channel Partner certification.

Insight Management Services offers monitoring and event notification, fault determination and resolution, performance and capability planning, and ongoing professional services. Network downtime is reduced because, unlike many competitors, Insight Networking provides highly skilled network technicians and engineers who can analyze and quickly resolve problems. A sophisticated, online portal is available so clients can view real-time reports and information on the status of their network.

The Insight Networking's NOC is staffed at all times by Level 1 and Level 2 expert support personnel, whom are industry certified, and will respond to issues within the established services levels. Insight Networking employs Level 3 engineers with specific certifications and field expertise by technology (e.g. LAN/WAN, wireless, IPT, IPCC, security, servers). In addition, we will leverage our key vendor partnerships to provide timely Level 3 manufacturing support.

Our Network Management Services include, but are not limited to, monitoring and management of the following:

- Wide Area Network (WAN)
- Local Area Network (LAN)
- Data Center
- Security Management
- IP Telephony (IPT)
- IP Contact Center (IPCC) Management
- Traditional Voice and Call Center Equipment
- TelePresence and other IP Video Management
- Wireless
- Servers



Insight Networking leverages best-in-class tools such as CiscoWorks, IBM Tivoli NetCool, CA eHealth, Remedy, RealOps, NetIQ, Intellitactics, TippingPoint, Tangoe, and VMware. Our engineers have spent thousands of hours across multiple clients to fine tune our reporting abilities and ensure we are monitoring and reviewing the correct key indicators to ensure optimum network availability. Insight Networking has built Cisco Master, Cisco Managed Services, and SAS70 Type II certified best practices around using these tools, and is the expert when it comes to applying them on your network. As we identify new issues and opportunities, we continuously customize and improve our solutions for all our clients.

Through the utilization of best in class tools, highly skilled engineers and years of cumulative experience Insight Networking has created an unrivaled remote service offering as proven by multiple independent audits and analyst findings. This combination will provide our clients with a level of assurance and security that their business-critical infrastructure is under the watchful eye of network and server experts.

### **1.4.2.2 Telecom Expense Management (TEM)**

Insight Networking's Telecom Expense Management (InsightTEM<sup>SM</sup>) solution provides the full lifecycle of services to efficiently manage your voice, data and wireless telecommunications expenses and contracts. Our suite of services – from sourcing, provisioning, and mobile device management to bill pay and expense allocation – can help your organization realize bottom-line savings. Our services provide visibility to and accountability for your telecom inventory and expense. Our clients realize cost savings through optimization, consolidation, and invoice validation, as well as time and labor costs. Insight Networking provides the resources, expertise and processes to ensure you only pay your fair share. In addition, Insight Networking is the only TEM provider that can integrate network operations (monitoring, fault management, and help desk) into a complete solution for our clients. Insight Networking's network management and technology background make InsightTEM unique and mitigate risk by integrating technology and cost management. Insight Networking's TEM solution includes:

- **TEM Professional Services**
  - Tactical cost recovery
  - Strategic telecom assessment
  - Contract negotiations
- **Telecom Lifecycle Management**
  - Invoice processing (includes audit/dispute, chargeback, and inventory)
  - Business intelligence/reporting
  - Provisioning
  - Bill pay
- **Mobility Lifecycle Management**
  - Ordering and fulfillment
  - 24x7 mobility helpdesk
  - Business intelligence/reporting/optimization
  - Web portal
  - Hot sparing
  - Remote disable/wipe
  - Disposal services



- **Connectivity Services**
  - Carrier management
  - Provisioning
  - Customer support

Telecom Expenses are one of the five highest expenses a business deals with today. Insight Networking typically saves our clients 15%+ by efficiently managing their voice, data and wireless telecommunications expenses and vendor contracts. Our services generally run from 1% to 4% of the annual telecom spend, depending on the complexity of the environment and number of invoices, contracts, vendors and locations. The telecom environment is becoming more and more complex with constant additions of new technologies, changing carrier rate plans, industry consolidation and integration of different billing platforms. It is hard to keep up with the ever-changing invoicing environment.

Some reasons to use Insight Networking:

- Ensure best in class rates and terms are obtained for contracts
- Correct telecom expense environment from periods of neglect
- Reduce telecom costs with optimization, consolidation, best rates and invoice assurance
- Reduce time and effort to process, assure and pay
- Refocus employees on core responsibilities
- Improve spend and inventory visibility
- Reduce invoice processing costs
- Ensure consistent allocations
- Validate expenses down to the line/call detail level against contracts, inventory, and proper rates
- SOX compliance

### **1.4.2.3 Business Process Outsourcing (BPO)**

Insight Networking can provide BPO services, where the client outsources the entire or a portion of their voice, data, or server infrastructure. In addition to outsourcing the management of particular devices, BPO also includes the outsourcing of all the business processes surrounding that network. In a BPO, Insight Networking owns the equipment, people, processes, tools, performance standards, service delivery, metrics, telecom expense management, etc. associated with running, maintaining, and servicing the infrastructure.

Our BPO offering can leverage all of our core competencies in network and server infrastructure remote monitoring and management and telecom expense management, thereby improving on both the operational and cost efficiencies for our clients. Typically, Insight Networking clients may gain savings of 5%-15% over five-year contract terms.

With Insight Networking's BPO offer set, you can:

- Reduce current transaction costs through the delivery of a guaranteed cost model across the entire process domain
- Access unparalleled, industry leading experience and expertise because Insight Networking provides the deepest network skills available, anywhere
- Improve operational efficiencies through increased operational visibility and control of your network operations



- Increase organizational agility through greater flexibility and scalability in your current IT operations, achieved through a scalable work force, the mitigation of risk associated with employee turnover, and the elimination of training and technology skill currency and refresh requirements
- Obtain guaranteed service levels through improved system element availability, response times, reporting and fault management support
- Focus on your core business; you will be able to drive your management team to embrace and manage change more effectively while they focus on strategic tasks of the core business and offloading non-core IT operations and functions to Insight Networking

#### **1.4.2.4 Connected Real Estate and Sports**

##### **InsightConnected<sup>SM</sup> Real Estate**

With increasing customer expectations, urbanization, and the transformation of the workplace, the need to improve services, reduce costs, increase utilization, and reduce the environmental impact is undeniable. InsightConnected<sup>SM</sup> Real Estate is the answer.

- **Differentiation by Delivering New Services:** Attract and retain tenants and stakeholders, draw top quality employees, improve the user and guest experience, differentiate the property from your competition and generate revenues if you choose
- **Integrated Communications Systems:** Deploy IP telephony, high-speed Internet, wireless, audio and video conferencing, rich-media, collaboration, VPN and productivity tools
- **Incorporated Physical Security:** Deliver video surveillance, access control, visitor management and life safety
- **Integrated Building Technologies:** Monitor and administer HVAC, lighting, transportation and energy management to reduce energy consumption and build the foundation for LEED accreditation.
- **Centralized Building Operations:** Access to all information within a building or across multiple buildings can have a direct impact on the ongoing costs and maintenance
- **Realized Cost Savings:** Networked real estate reduces the total cost of ownership in areas such as energy usage, service contracts, additions, remodeling, maintenance, and repair
- **Being Green:** Gain a competitive marketing edge through LEED accreditation and resulting energy use and cost reductions.

##### **InsightConnected<sup>SM</sup> Sports**

The architects, designers, builders and operators of multipurpose venues are challenged to meet unique business requirements for flexibility and functionality. Traditionally, separate and distinct networks and technologies have supported voice, data, video, wireless, physical security, point of sale and environmental systems in disparate environments.

Technological advances and the growth of IP protocol as a standard for network-compatible devices offer new opportunities to optimize upfront capital expenses and long-term operating costs. Today's non-proprietary, sustainable networks provide a foundation for supporting all building systems.

Renowned facilities and teams in every major North American sports league turn to Insight Networking for strategy, assessment, design, implementation and management of world-class networks. We've worked closely with Cisco, HP, Microsoft, NEC, Sony, and others to develop highly-available, flexible, scalable environments to support state-of-the-art multipurpose facilities. This foundational approach accommodates all the systems, devices, and functionality needed for the myriad events held in venues today. Benefits of InsightConnected<sup>SM</sup> Sports include:

- Improved fan experience
- Additional marketing opportunities
- Flexible stadium operations
- Greater ROI, lower TCO
- Network and physical security
- PCI compliance

#### **1.4.2.5 Insight Lifecycle Management Services**

Insight Networking's premium Lifecycle Management Services brings clarity to the chaos by providing a fully integrated systems management solution for complete coverage of your IT assets (e.g., desktops, laptops, servers). Numerous Gartner and IDC studies show there are significant benefits from these services, such as:

- Savings between 20% to 40% per seat per year
- 13% more IT staff time to focus on your core business
- Managed PCs cost roughly \$1800 per PC per year less
- Software costs are 30% less in the first year, plus 5%-10% each year after
- A significant impact on the success or failure of business processes
- Maximized operational costs, increased productivity, and customer satisfaction

Insight Networking provides Global Service Desk services remotely from one of our on-shore Service Centers, client sites, or as a hybrid model. Our 24/7/365 Single Point of Contact (SPOC) Service Desk performs to the highest standards, at 15%-40% less than the largest IT outsourcers. We handle over 1,620,000 calls per year and customize our Service Level Agreements to meet your needs:

- Service Desk Uptime  $\geq 99.99\%$
- Average Speed of Answer  $\leq 30$  seconds
- Abandonment Rate  $\leq 5\%$
- First call Resolution  $\geq 70\%$
- Customer Satisfaction  $\geq 95\%$

When combined with our web-based SaaS Management Suite, Insight's Lifecycle Management support model can provide an integrated lifecycle solution for your complete computing environment. Our model includes the following services and can be customized to meet your organizations business-specific needs:

- Level I, II, and III Hardware and Software Support (remote and onsite)
- Software Cataloging & License Harvesting
- National Dispatch
- National Parts Logistics and Warehousing
- Hardware Hot Swaps
- Email Security Support
- Email Security Support
- Asset Management
- Patch Management
- Software Distribution
- Server Monitoring
- Remote Control and Diagnostic Tools



### 1.4.3 Product Solutions

To support the Professional Services and Management Services practices, Insight Networking offers best-in-class networking products. Our product solutions include the following:

- Product Selection and Financing
- Product Procurement and Servicing

We offer best-in-class products from leading industry vendors, such as the following:

Partner	Product
Cisco Systems	Network infrastructure
4What Interactive	End user IPT training solutions
Aeroscout	Active RFID tags
AirTight Networks	Wireless security
APC	Rack, power and cooling
eGain	Contact Center applications
F5	Load balancing and WAN acceleration
ICI Networks	Wireless integrated systems (Cisco 3200 MAR enclosures)
IPcelerate	IP applications
ISI	Call accounting and telecom services
NetCordia	Network analysis and management tools
NetScout	Network management
NICE Systems	Contact Center and Workflow solutions
Nuance	Text-to-Speech apps
Pelco	Video surveillance
Riverbed	WAN acceleration
SchoolMessenger	IP-based notification solutions for K-12 and higher education markets
Solsoft	Security policy management
Tandberg	Video conferencing
TopSpeed Data	WAN services, circuits
Trend Micro	Anti-virus, Anti-spam, Anti-spyware
V-Brick Systems	IPTV, encoders/decoders
Websense	Security, URL filtering
Western Datacom	Wireless security and mobility (Cisco 3200 MAR solutions)



By partnering with industry leaders, Insight Networking offers state-of-the-art networking products delivered by a knowledgeable and responsive client advocate team. This team undergoes continuous training to ensure that their knowledge of the product offerings is up-to-date. As a result, they can quickly and efficiently assemble a product solution that will integrate into the client's infrastructure, while providing the highest level of service and support. Insight Networking provides creative options for acquiring equipment, management of warranty contracts on equipment, and expedited and detailed order tracking.

Insight Networking will work with both Cisco and distribution partners for order placement and shipment. A flowchart of the various ordering scenarios is provided in Figure 1. The flowchart represents our standard procedures. The client and Insight Networking can work together to customize these procedures, if necessary.

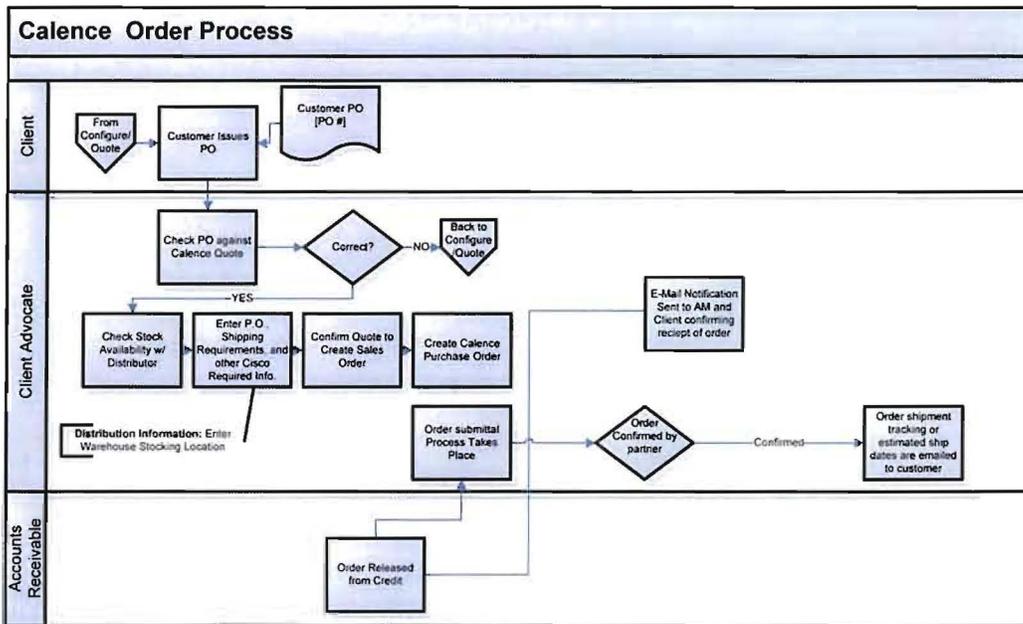


Figure 1: Hardware/Software Order Process

The client will be provided with estimated lead times on the quote. If the estimated lead times do not meet project requirements, an alternate quote will be provided for procurement through Insight Networking distribution partners.

The client will submit a PO and the Client Advocate will process the order through the specified channel. Appropriate billing information is included on the order including any special instructions (contact names, project name, shipping locations, etc.).

When the product has been shipped, the Client Advocate will provide tracking information to McAllen Library in the agreed upon reporting format.

Insight Networking will work with all Cisco distribution partners and Cisco direct lead times to provide the client with the best possible availability for product.

## 1.5 Project Methodology Overview

To ensure that we employ best practices at all time, Insight Networking follows a documented methodology developed to ensure that we serve our clients as consistently and effectively as possible (see Figure 2). Created by the management team – and updated on an ongoing basis – this methodology includes clear guidelines and procedures for delivering solutions and partnering with clients to review and improve these solutions.

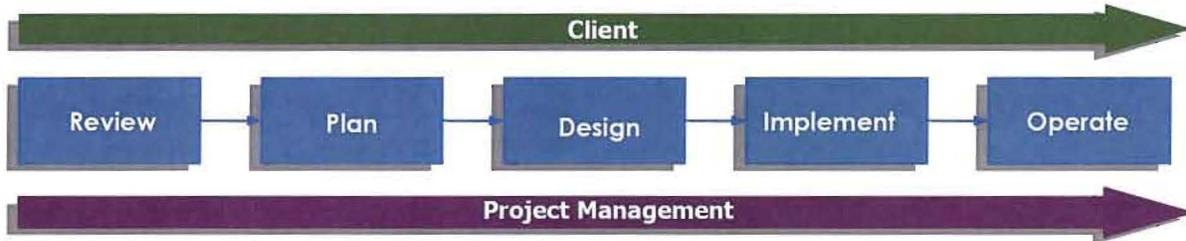


Figure 2: Insight Networking Project Methodology

The Insight Networking project methodology includes the following phases:

- **Review** – We review your business priorities, user communities and network initiatives to best understand what challenges and opportunities lie ahead for your business. We develop recommendations that will help you achieve your business objectives within your network.
- **Plan** – Based on the recommendations developed in the Review phase, we delve deeper into understanding your network strategy and architecture, and create a new strategy and architecture in sync with your business priorities.
- **Design** – Using the network strategy and architecture as a starting point, we begin to design a network solution that meets your needs. We work with your business and technical teams, augmented by our business and technical experts, to ensure we have a solution that supports your business.
- **Implement** – Working with your teams, we implement the solution for your business. Training, procedures documentation, pilot testing and the production cutover occur within this phase.
- **Operate** – Post-implementation support addresses any performance issues and transitions from the project team to your ongoing support team.
- **Client Service** – Throughout the engagement, the entire Insight Networking team strives to provide outstanding client service. We have a methodology to ensure we are meeting all of your needs in a timely, efficient manner.
- **Project Management** – Our people excel at project management. Our project management methodology is largely based on proven PMI practices and methods, enhanced specifically for the network infrastructure space. Using pre-defined templates and job aids, our project managers work with you to manage scope, timeframes and the budget of your projects.

## 1.6 Expertise

Insight Networking network professionals possess a skill set that's unmatched in the industry, bringing deep technical knowledge and a keen business understanding to every partnership. We're more than just network technology experts. We're highly strategic thinkers who hold MBA, Masters and JD degrees. We're CPAs, restructuring and turnaround specialists, application designers and security experts. We use shared knowledge to develop and define strategies and solutions. This means you're not just getting a dedicated team with rich industry experience, but the leveraged resources of an entire organization.

Insight Networking staff has extensive experience, technical skills and business skills, as detailed in Figure 3. More than 30% of our staff comes from large system integrators or professional services firms. More than 90% of network professionals are Cisco certified.

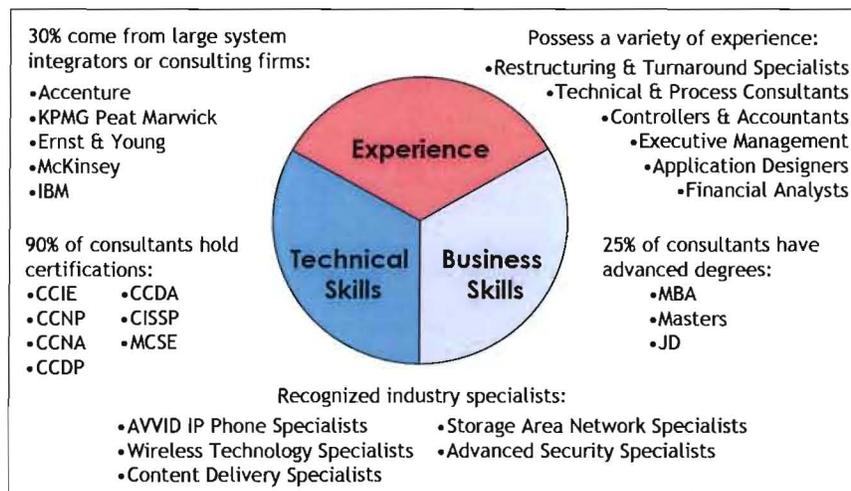


Figure 3: Insight Networking Expertise

## 1.7 Experience

Insight Networking builds long-term relationships that go well beyond a single project. Many clients have worked with Insight Networking since the firm was founded. We recognize that our future success depends upon our ability to cultivate and build client relationships for life.

Insight Networking has provided quality networking solutions to a range of organizations, from small companies to Fortune 50 corporations. This includes industry leaders in financial services, manufacturing, healthcare and education.

Please see Appendix E for a list of clients that can attest to the value of Insight Networking solutions.

## 1.8 Awards and Recognition

While we have been hard at work helping our clients succeed, we have collected a few endorsements of our abilities, dedication and accomplishments:

Commercial Partner of the Year, Commercial South Area – 2008

- Cisco Awards and Recognition
  - 2008 Cisco National Technology Excellence Partner of the Year - Verticals (Connected Real Estate)
  - 2008 Cisco Public Sector Solutions Award - Public Safety