

Agenda

- Welcome and Introductions
- About DIR and DIR Offerings
- Doing Business with the State
- DIR Opportunities
- Historically Underutilized Business Overview
- How To Be Successful
- Questions and Answers



Welcome

Amanda Crawford
Executive Director



DIR Overview

Endi Silva
Director of Program Development



Texas Department of Information Resources (DIR)

- Coordinate and direct the use of information resources technologies.
- Provide the most cost-effective and useful retrieval and exchange of information within and among state agencies and to Texas residents.



DIR Mission and Vision

DIR Mission

To serve Texas government by:

- leading the state's technology strategy,
- protecting state technology infrastructure, and
- offering innovative and cost-effective solutions for all levels of government.

DIR Vision

Transforming How Texas Government Serves Texans

Key DIR Functions:

- Information Security
- Cooperative Contracts Program
- Shared Technology Services (STS)
- Data Coordination
- Communication Technology Services (CTS)
- Technology Planning, Policy, and Governance

Eligible DIR Customers

Texas State Agencies (98)

Institutions of Higher Education (70)

Court Organizations (15)

Local Government (6200+), including:

- Cities
- Counties
- Municipalities
- Public School Districts
- Special Purpose Districts

Other Organizations, including:

- Assistance Organizations
- Electric Reliability Council of Texas (ERCOT)
- Lower Colorado River Authority (LCRA)
- Private Schools
- Private or Independent Institutions of Higher Education
- Volunteer Fire Department
- Public entities outside Texas
- Public Hospitals
- Emergency Responders

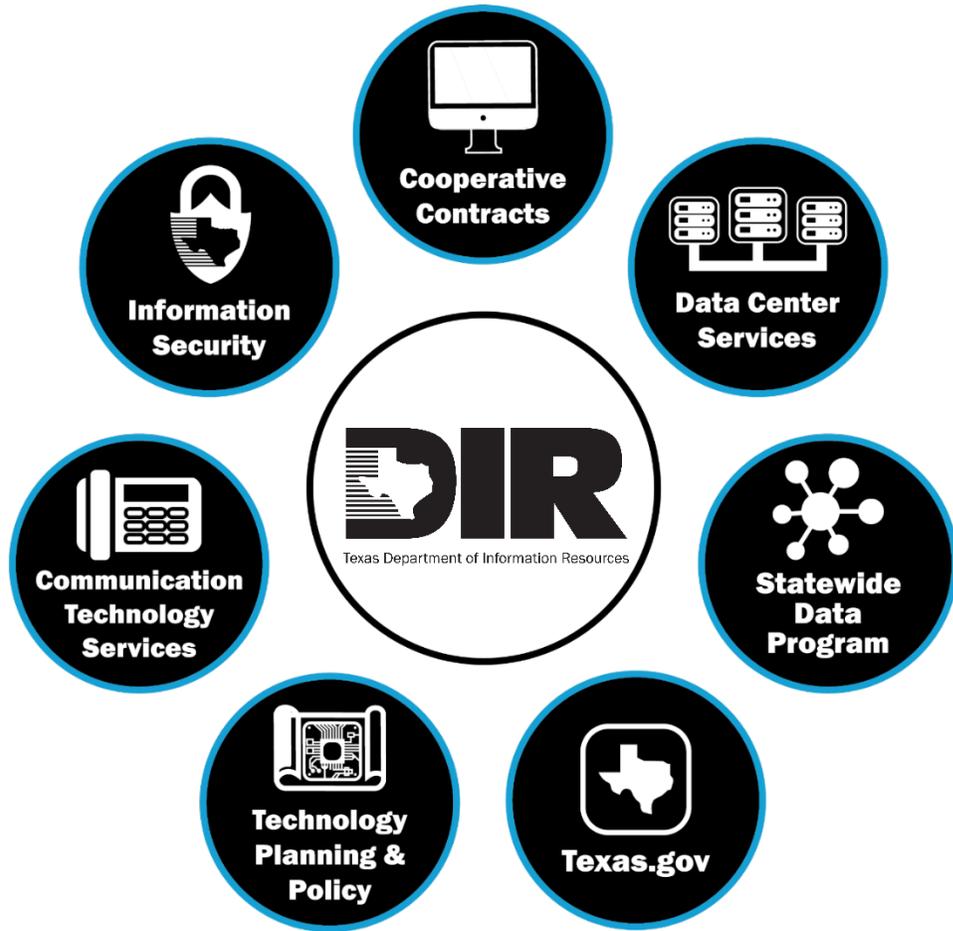


DIR Offerings

John Hoffman
Chief Technology Officer



Texas Department of Information Resources (DIR)



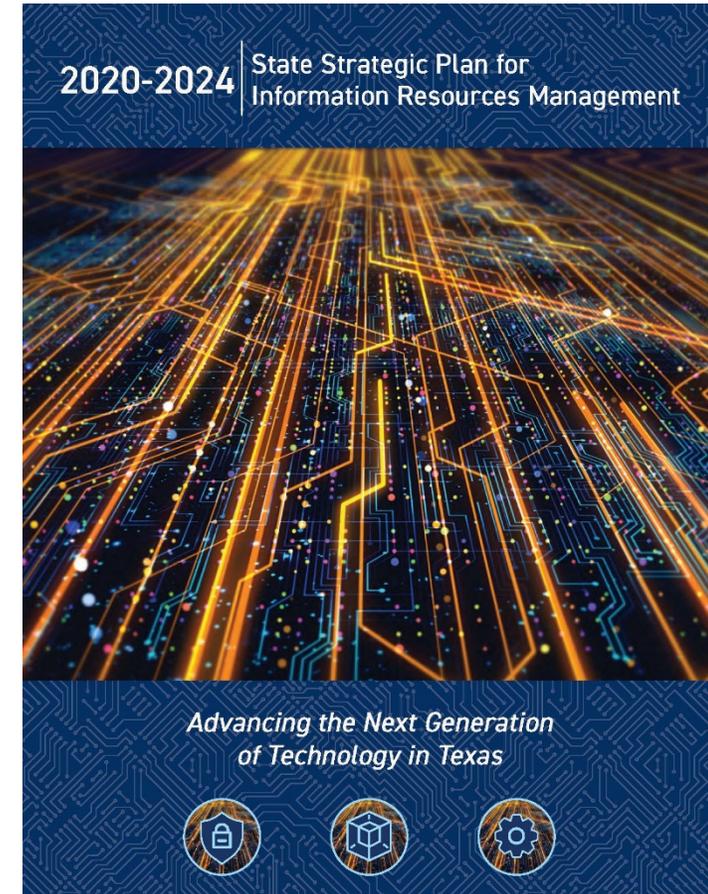
Eligible Customers



2020-2024 State Strategic Plan for Information Resources

State Strategic Plan Goals

1. Secure IT Service Delivery
2. Advanced Data Management and Digital Service
3. Agile and Automated IT Strategies



Available online at dir.texas.gov/ssp

2020-2024 State Strategic Plan for Information Resources

Each State Strategic Plan goal has:

- Description
- Identified Challenges
- Desired Outcomes
- Objectives
- Key Statistics

Goal 1: Secure IT Service Delivery

Objectives

1. Evaluate and deploy cost-effective security enhancement tools.
2. Routinely improve and test business continuity plans.
3. Consolidate and centralize identity and access management across applications.
4. Prioritize legacy modernization efforts.
5. Utilize an application portfolio management solution.

Goal 2: Advanced Data Management & Digital Services

Objectives

1. Implement fundamental data management, governance, policies, and best practices.
2. Explore mobile and digital methods.
3. Spur change with data driven decisions supported by business intelligence.
4. Ensure the procurement and deployment of digital services provide accessible electronic information resources.
5. Focus on the customer's needs and preferences with user-centric design applications.

Goal 3: Agile & Automated IT Strategies

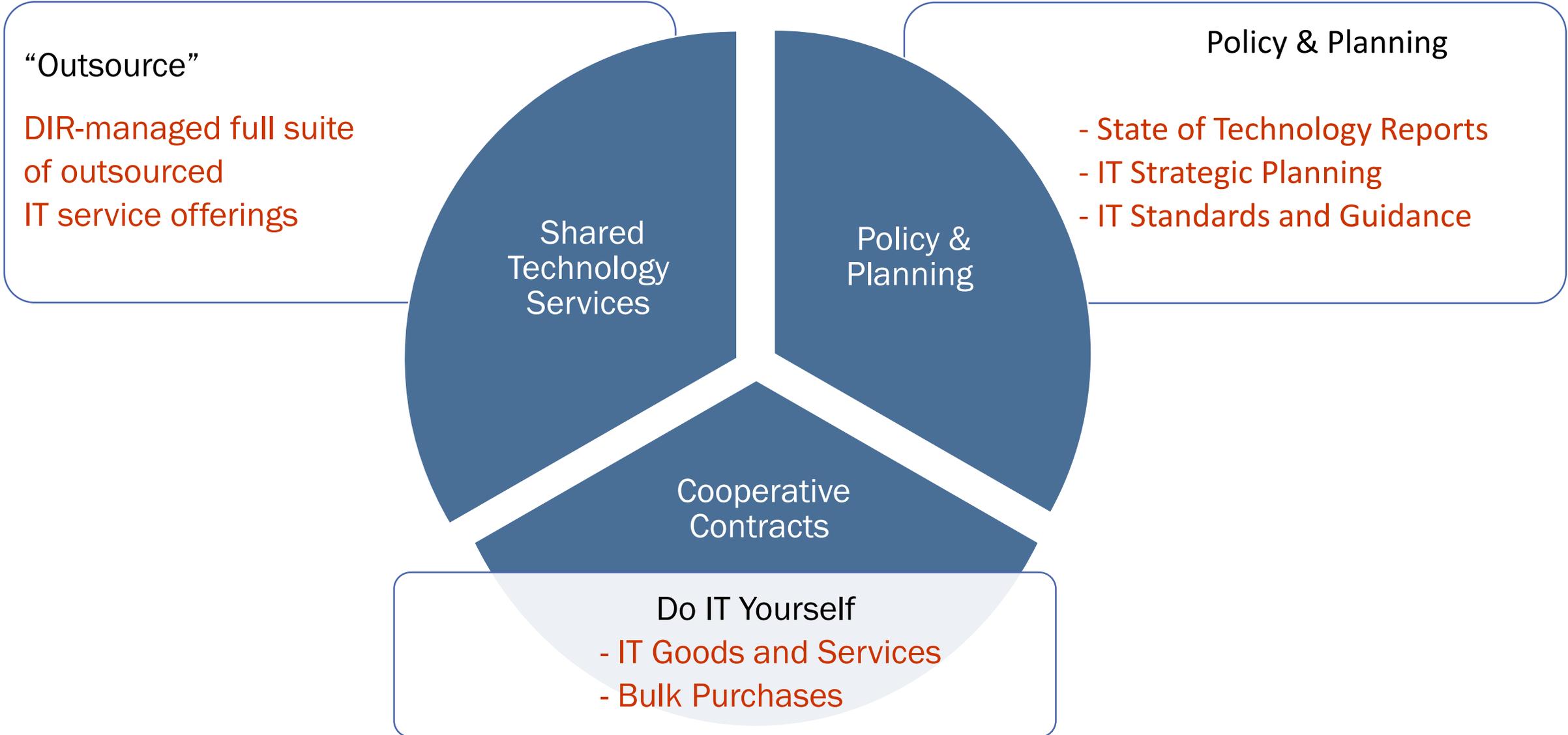
Objectives

1. Consider agile procurement methodologies.
2. Leverage shared technology services.
3. Utilize open source software applications.
4. Explore and prioritize business process automation.
5. Initiate testing of artificial intelligence (AI) solutions.
6. Adopt modern development approaches.
7. Utilize an application performance management solution.

Goals | page 3

SSP Objectives Summary (page 3 of plan)

Delivery of Information Technology Services



Planning and Policy Initiatives

- State Strategic Plan for Information Resources
- Legislative Studies & Reports
- Cybersecurity Strategic Plan
- Application Management
- IT Project Framework
- Accessibility Standards
- Cyber and Data Maturity Assessments
- Technology Pilots
- Technology and Procurement Training
- Cloud Adoption Initiatives
- Innovation Procurement Lab



Transforming Procurement



Vendor vs. Partner



Vendor

- Takes orders
- Is reactive or responsive
- Takes A narrow view
- Provides goods/services/data

Vendor: someone who promotes or exchanges goods or services for money.

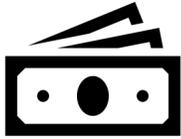


Partner

- Listens to understand the business need
- Is proactive & makes recommendations
- Sees the whole picture
- Interprets data

Partner: understands the agency's business needs and works collaboratively to develop a solution that is the best value to the state of Texas.

Current Landscape



Agency Budgets Limited

- Cost Optimization
- Legacy Modernization



Security Threats Persistent

- Securing Data
- Remaining Current



Workforce Resource Constraints

- Qualified, Competent Staffing
- Broad Range of Specialized Knowledge

Procurement Process



Pre-solicitation

Opportunities for Engagement

- Market Engagement
- Art of the Possible
- Request for Comment
- Pre-proposal Conferences



Response Drafting

Capitalizing on Time Investment

- Question/Answer Period
- Response Instructions
- Evaluation criteria
- Value-adds



Post Response

Evaluation: Behind the Curtain

- Administrative Review
- Pass/Fail Criteria
- Clarifications
- Evaluation
- Presentations
- Negotiations

Participate, Participate, Participate



1. Prepare light Response to Requests for Information;
2. Show up in person when given the option;
3. Show up ready to discuss technology;
4. If given the opportunity, provide feedback

We are all in it together!!



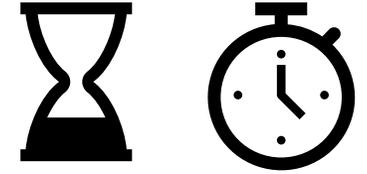
Put Your Best Foot Forward

1. Ask questions!
2. Tailor your Response to the agency's stated goals and objectives.
3. Make sure your Response addresses any and all Response Instructions.
4. If you are offering something BEYOND what is required, make sure it is clearly marked as such
5. Proofread!!

NOTE: Not all Responses will be written



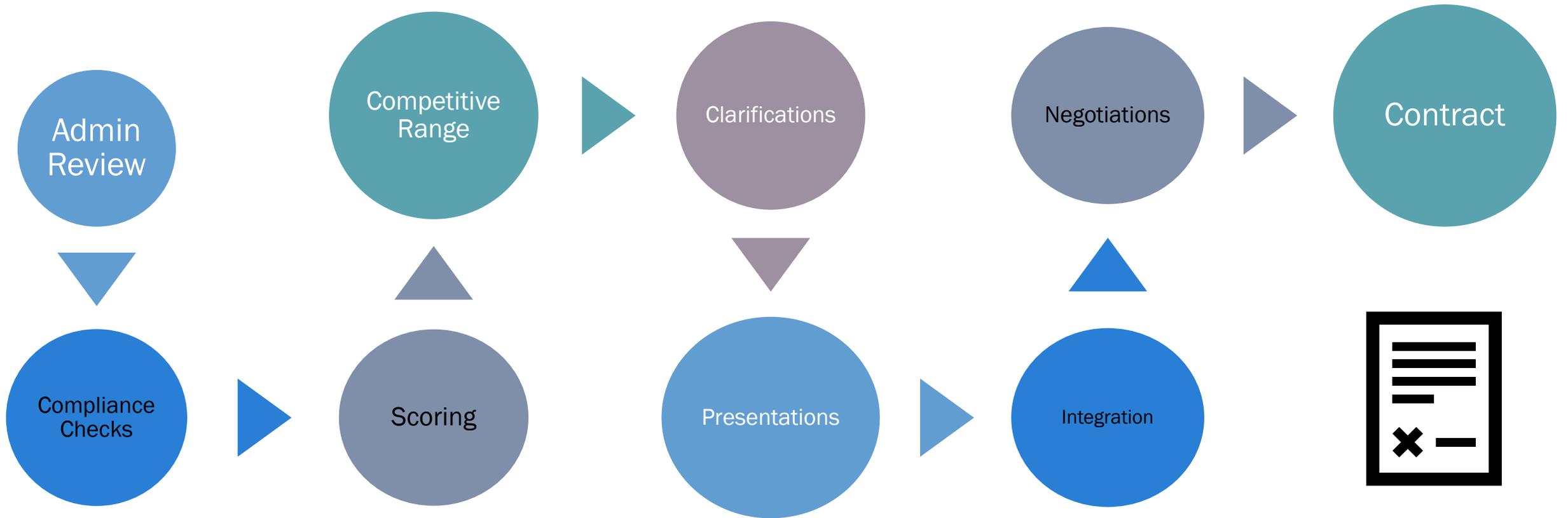
Be Patient and Responsive



1. Evaluations takes time
2. Ensure your team is available and ready
3. Designate a backup
4. Respond timely
5. Be patient!!



Behind the Curtain



“Gotchas”

Top 5 Reasons Responses Don't Reach Award

- Incomplete submittals
- Excessive exceptions and/or exceptions on Items
Noted: **“NO EXCEPTIONS OR REVISIONS WILL BE CONSIDERED”**
- Failure to respond timely to clarification requests
- Incomplete or non-responsive answers
- Weak financial stability



Best Practices

1. Ask questions!
2. Check the ESBD regularly for any Addenda and updates.
3. Take advantage of the HUB review prior to submittal.
4. Don't wait until the last minute to hit submit/drop off materials.
5. Ensure that all required materials are included in your Response.
6. **Document any and all assumptions; include ALL proposed materials that Customers may need to sign.**
7. Price anything that is solutioned. Options that are not priced must be clearly indicated in your Response.
8. Propose “real” people/real plans/offerings that you actually HAVE.
9. Ensure that Legal and Business work together on exceptions.
10. Do a final read of your documents prior to submittal.



Resources

Texas Open Data Portal <https://data.texas.gov/>

Vendors are encouraged to regularly check the Electronic State Business Daily (ESBD) (<http://www.txsmartbuy.com/sp>) and DIR's Current Contracting Initiatives under the Information for Vendors page at <http://dir.texas.gov/View-Information-For-Vendors/Landing.aspx> for future communications from DIR.

For more information on how to do business with the state of Texas please visit the Comptroller's webpage at: <https://comptroller.texas.gov/purchasing/vendor/information.php>

DIR Opportunities

Colleen Berkley
Director of Procurement Services



Augmenting Cooperative Contracts Requests for Offer (RFOs)

Cooperative Contracts Emerging Technology Section

DIR may Negotiate new Products and Services

Awarded Vendor respond if offering Products or Services not within Scope of Contract

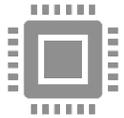
DIR may Solicit new Products and Services

New Vendor respond if offering Products or Services within Scope of RFO



Cooperative Contracts Software Solutions RFO Augmentation (DIR-TSO-TMP-416)

DIR-CPO-TMP-449



Products

- Commercially Available off-the-shelf (COTS) software products
- Software as a Service (SaaS)
- Enterprise Resource Planning (ERP) Supplemental Modules, Products



Services

- Installation and Configuration
- Product Training
- Maintenance and Support
- Licensing Compliance Services and License Management Services

Cooperative Contracts Software Solutions RFO Augmentation (DIR-TSO-TMP-416)

DIR-CPO-TMP-449

Identified Needs

- Procure-to-Pay, eProcurement
- Contract Management
- Front-desk/Appointment Management
- Security/Cyber security

Growing Interest

- Robotic Process Automation (RPA)
 - Chatbots
 - Process flows
- Procurement and Project Management



Cooperative Contracts Software Solutions RFO Augmentation (DIR-TSO-TMP-416) Schedule

HUB Market Engagement

February 10, 2020

Request for Comment (RFC)
Posting

February 14, 2020

Request for Offer (RFO)

Late February 2020

Pre-proposal Conference

Early March



Cooperative Contracts IT Staffing Services Scope

DIR-CPO-TMP-445

- Rate Card Pricing for Staff Augmentation Services
- Customers may solicit specific staffing needs on an as-needed basis
- Customers may also solicit more broadly defined staffing services to fill ongoing staffing needs during term of purchase
- Scope includes Intern positions
- Scope does not include Work for Hire
- A Draft RFO will be posted to ESBD for Comment on or about February 14



Cooperative Contracts IT Staffing Services Schedule

HUB Market Engagement

February 10, 2020

Request for Comment (RFC)
Posting

February 18, 2020

Request for Offer (RFO)

Late February 2020

Pre-proposal Conference

Early March



Upcoming Cooperative Contracts Opportunities

DIR-CPO-TMP-441 AI, Machine Learning and BPA Technology Products and Services

DIR-CPO-TMP-442 End-User IT Outsourcing Scope

DIR-CPO-TMP-446 Election Systems Technology Products and Services

DIR-CPO-TMP-447 IT Based Laboratory Hardware, Software, and Related Services Scope



Cooperative Contracts General Schedule

Request for Comment (RFC) – posted for one (1) week

- Draft documents including Vendor Questionnaire (Response Instructions)

Request for Offer (RFO) – posted a minimum of thirty (30) calendar days

- Rolling Question and Answer process
- Multiple Addendums
- **Due date** generally one (1) week after last question answered

Pre-proposal Conference

- Occurs a minimum one (1) week after posting
- Materials posted within one (1) week
- Webinar attendance is acceptable

Evaluations – up to one (1) month

Negotiations – up to six (6) months

Request for Offer: Next Generation Tex-AN and Wireless

Communication Technology Services (CTS) for eligible state, non-state and assistance organizations

Multiple awards

Scope potentially includes:

- Switched Long Distance Service
- Dedicated Long Distance Service
- Switched Toll-Free Service
- Dedicated Toll-Free Service
- Voice Over Internet Protocol (VoIP) and Data Services or Converged Services
- Local and VoIP Service
- Access and Access Circuits
- Multi-Protocol Label Switching (MPLS)
- Wireless Broadband
- Fixed Satellite
- Point-to-Point Data Circuits
- Metro Ethernet Circuits
- Internet Connections

Request for Offer: Next Generation Tex-AN and Wireless

Market Engagement Events

May 2020 – June 2020

Request for Comment (RFC)
Posting

June 2020

Request for Offer (RFO)

July 2020

Pre-proposal Conference

July 2020



SOW – Data Management Training (DMBOK)

- SOW for Texas Data Management Framework
- Scope potentially includes classroom training and methodologies
- Services data management, handling ethics, governance, architecture, modeling and design, storage and operations, security, integration and interoperability, document and content management, warehousing and business intelligence, metadata, quality



SOW – Phishing Training and Simulation

- SOW for web-based security awareness training services through DIR master contract and or DBITS Procurement Assistance category
- Scope potentially includes an online training platform that offers multi-tenancy and allows security awareness training on various topics, includes the ability for sub-accounts to create curriculum, conducts assessments on learning objectives and reporting capabilities
- Services include customization, training assessment, training support, data management, reporting, maintenance and support, and security



SOW – Phishing Training and Simulation

- SOW for Cybersecurity training
- Scope potentially includes multi-tenancy capabilities, ability to customize campaigns and report suspected real phishing emails.
- Services include customization, training assessment, training support, data management, reporting, maintenance and support, and security.



SOW – CPO Tool Refresh and Update

- DIR is currently evaluating its tools for the Chief Procurement Office
- Any potential procurements may be through DIR master contract
- Scope potentially includes COTS products or Software-As-A-Service and Integration Services
- Services may include procure to pay, contract management, and reporting suites



DIR HUB Program

Lynn Hodde

Director of HUB, Outreach, and Training



State of Texas HUB Program

- Historically Underutilized Business (HUB) Program
- HUB Certification
- HUB Subcontracting Plan (HSP)

HUB Goals



Resources

Centralized Master Bidders List (CMBL)

<https://comptroller.texas.gov/purchasing/vendor/cmb/>

- Class/Item Codes
- Contact Information

Electronic State Business Daily (ESBD)

<http://www.txsmartbuy.com/sp>

HUB Certification

<https://comptroller.texas.gov/purchasing/vendor/hub/certification-process.php>



How to Be Successful

Aiko Neill
Director of Contract Management



What We Expect from Our Vendors

Know Your Contract

- Maintain Contract Compliance
- Understand the Specific Offering

Know Your Customers

- Be Engaging
- Be Responsive
- Understand to Target Opportunities



Marketing Your Contract

- License to Sell
- Meet or Exceed Customers' Expectations
- Attend Tradeshows
- Market Contract Offering
- Understand Technologies and Relevance to Customers



Required Cybersecurity Training

House Bill (HB) 3834 (86R) requires DIR in consultation with the Texas Cybersecurity Council to certify at least five cybersecurity training programs for state and local government employees.

- The details on the DIR website include the certification requirements for cybersecurity training programs, and the training requirements for state agencies, local governments, and contractors.
- The training requirement for contractors affects contracts entered into on, or after, June 14, 2019, and contract renewals executed on, or after, June 14, 2019.
- A contractor that has access to state computer systems or databases at multiple state agencies must complete the training program specified by each state agency.



Thank You

dir.texas.gov

#DIRisIT

@TexasDIR



Transforming How
Texas Government
Serves Texans

Texas Department of Information Resources