

Proposal Evaluation Summary

Phishing & Malware Awareness Training Program – RFP #PUR0617-264

Proposals opened October 5, 2017

Evaluators: Nic Roberts, Julie Macauley, Titof Aquice, Dustin Kurth

Proposals received in alphabetical order:

Firm Name	Location
ETS (Erb’s Technology Solutions) w/ PhishMe	Cedar Rapids, IA
InfoSec Institute	Elmwood Park, IL
KnowBe4, Inc.	Clearwater, FL
NetX Information Systems, Inc.	Long Beach Twp, NJ
ProCircular Inc.	Coralville, IA

Top three ranked firms:

1. KnowBe4, Inc.

Criteria	Points
Qualifications and Experience	495.00
Proposed Cost (see page 2)	170.00
Responsiveness	231.25
Local Preference Points	
Total Evaluation Points	896.25

Facts:

- Firm has required qualifications and experience providing awareness training to other clients
- Proposal submittal indicates a clear understanding of the City’s needs
- Platform is very user friendly and training is easy to set up
- Proposal includes 50 training modules varying in length
- Various ways a user can be automatically enrolled in groups to receive testing
- Training begins automatically when user fails testing
- Capability to perform USB and voice testing as well as email
- Competitive financial proposal

2. InfoSec Institute

Criteria	Points
Qualifications and Experience	467.50
Proposed Cost (see page 2)	145.00
Responsiveness	212.50
Local Preference Points	
Total Evaluation Points	825.00

Facts:

- Firm has required qualifications and experience providing awareness training to other clients
- Proposal submittal indicates a clear understanding of the City’s needs
- Platform is very user friendly and training is easy to set up
- Expansive library of training modules varying in length
- Easy to view activity of individual employees or by department or group
- Training begins automatically when user fails testing
- Capability to perform USB testing; voice testing coming soon
- Competitive financial proposal

3. ETS w/ PhishMe

Criteria	Points
Qualifications and Experience	426.25
Proposed Cost (see below)	155.00
Responsiveness	193.75
Local Preference Points	100.00
Total Evaluation Points	875.00

Facts:

- Firm has required qualifications and experience providing awareness training to other clients
- ETS is a certified local vendor
- Proposal submittal indicates a clear understanding of the City’s needs
- Platform is fairly user friendly with testing and training customized for each user
- Proposal includes 21 training modules approximately 30 minutes in length
- Excel and csv templates provided to upload user groups to the product
- Training begins automatically when user fails testing
- Competitive financial proposal

Recommendation for Award:

The evaluation team scored the top ranked proposals and KnowBe4, Inc. was rated as the top proposal.

Financial Submittals:

Firm	Financial Proposal
ETS w/ PhishMe	Option 1 – Simulator: 1 year \$6,642 Option 2 – Simulator + Professional Services Consulting: 1 year \$13,701 Option 3 – Simulator + Professional Services Premium Consulting: 1 year \$23,919
InfoSec Institute	1 year \$11,700; 2 years \$19,600; 3 years \$27,200
KnowBe4, Inc.	1 year \$9,100; 3 years \$21,840
NetX Information Systems	\$49,500 first year
ProCircular Inc.	\$29,000 first year