

1 Executive Summary

1.1 Statement of the Problem

The U.S. Department of State's (DoS) International Information Programs Bureau (IIP/NEA-SCA) needs responsible individuals who will maintain the integrity of the public diplomacy portal for the citizens of Iran. The United States and Iran do not have an official diplomatic relationship, and a Persian website or "Virtual Embassy" is needed to provide the Iranian people with accurate information about the United States. Information (i.e., policies and articles) published on this site need to be clearly translated from English to the Persian (Farsi) language. There is a great necessity for a Persian website to officially convey information about political, economic, and multinational issues, and to improve the understanding of U.S. culture, values and society. The public diplomacy portal needs to be regularly maintained as well as adhere to IIP web guidelines. The portal must integrate and test new technologies and softwares on a regular basis. Furthermore, IIP/NEA-SCA needs an effective program management approach to ensure that all projects demonstrate a high degree of integrity and are completed within budget and on time.

1.2 Our Solution

We recommend an industry best practices approach along with a checks-and-balances system to maintain a high degree of integrity and accurateness for the public diplomacy portal. We will successfully develop procedure frameworks, industry best practices, quality assurance processes, well-qualified personnel, and management leadership so that all services delivered will follow the requirements of quality, timeliness, and cost compliance. Our highly skilled individuals will guarantee that the public diplomacy portal content is accurately translated from English to Persian. Our Persian Web Master will design and maintain the public diplomacy portal, provide the agency with cost-efficient and innovative solutions, and adhere to all DoS policies and practices. The Program Manager plans to oversee these projects, and work alongside IIP/NEA-SEA to keep you informed on a regular basis.

1.3 Management

Our management approach is to proactively work with IIP/NEA-SEA to ensure the successful completion of the public diplomacy portal. Our extensive familiarity with related programs has developed our capabilities to a high level of excellence, further qualifying us as a viable IT service source for IIP/NEA-SEA. We have chosen competent individuals with proven quality past performance needed for activities required within the contract. Our Array team will coordinate and monitor the scheduling, pricing and technical performance of the program, including contractual changes, coordination and preparation of project plans, specifications, and financial conditions and contracts. Our approach will adhere to DOS master plans and schedules, advise the program team on upcoming projects, tasks, and operations; develop and communicate solutions to program problems; and ensure that projects are completed on time and within budget. We will prepare a written report for the COTR on the status of all projects, problems encountered

with recommended solutions and actions taken. The report will be given to the COTR on a quarterly basis.

1.4 Array Information Technology's Company Profile

Array Information Technology, Inc. (Array IT) is a minority-owned, SBA 8(a) certified company founded in 1997 that provides Information Technology (IT) solutions, services and products to the Federal and Commercial sectors to meet their challenges in today's climate for mission critical business requirements. Our core competencies include IT architecture design and development, high-performance network infrastructure engineering and support, operation and maintenance of highly robust server farms, document imaging system implementation and integration, and web-enabled software development. We are strategically poised to apply our progressively complex IT experience in a variety of mission critical projects for the government and commercial business sectors.

2 Program Management Approach

The Array Team has the experience, personnel and resources needed to fulfill the project's requirements. The following sections will explain our program management approach, including:

- Managing the program
- Adhering to master plans and schedules
- Preparing contract specifications
- Advising program team regarding the program

Our tailored approach for the public diplomacy portal will adhere to pre-set performance goals, objectives, and methodologies. We will provide a comprehensive management approach to effectively capture measurable results, oversee the program status, and follow master plans and schedules.

2.1 Program Management Approach

Our team emphasizes a proactive management and teamwork approach. We will tailor our approach to your program's size, scope, and complexity. Our main priority is to manage the relationship between our translators and IIP/NEA-SCA. Our past Program Management experience in Web Translation services is beneficial to you because we will skillfully coordinate and monitor the following:

- Program scheduling
- Cost
- Performance standards of the program

We will provide you with a Task Order Management Plan and a color-coded Work-Breakdown Structure (WBS) that details the tasks, objectives, milestones, and roles and responsibilities of the program. Our main duties will be:

- Manage and report activities
- Allocate appropriate resources for the program
- Monitor the effectiveness of resources and methods
- Promote synergy between tasks
- Provide leadership to support the program team.

Our team will provide a performance-based management approach to deliver high quality, on time, and on-budget services for the public diplomacy portal.

2.1.1 Task Management Approach

At the task level, the Program Manager will partner with Government Contracting Officer's Representative (COTR) to review the approved Task Order Management Plan with a WBS, and ensure that there is a level of satisfaction. The Task Order Management Plan will build and provide a documented framework for control of the program, define tasks and assumptions, and allow for contingencies and recovery. Our project planning and execution methodology will involve: Array assignment of tasks, periodic reviews, management by fact, and a commitment for the successful accomplishment of the public diplomacy portal.

Once the contract begins, we will submit quarterly written reports describing the status of our efforts to date, accomplished activities, actions taken, recommended solutions to issues, meetings attended, upcoming activities and meetings planned, and financial reports and projections on monthly expenditures, cumulative expenditures, and anticipated expenditures. Monthly and weekly reports will also problems encountered during the period and what actions have been or are taken to overcome them.

Throughout this contract, our team will work with you and develop a WBS plan. After the plan is approved, our team will rely on the WBS to track the progress of the contract at the individual task level. The WBS will identify all tasks and associated sub-tasks. Program milestones will be clearly defined, as well as resources and dependencies. Each task will have an estimated duration, responsibility by group, and linkage to successor task/milestone (Note: Group assignments would be subject to review and change at the start of the contract). Tasks will be probably assigned the following visible properties:

- Unique ID Number
- Task Name
- Duration
- Start Date
- End Date
- Group Assignments
- Percent Complete

The start date for the first task determines the start dates for subsequent tasks based on duration and linkages. As work progresses, estimated percent completed values will be entered. A task's progress is tracked either by the percent complete column, or by its