



Service Catalog Information

Prepared for:

General Services Administration



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Decatur GA 30030

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TABLE OF CONTENTS

Introduction	3
Testimonials	6
Case Studies	7
Team DeepBlue	11
Terms & Conditions	12
Labor Categories & Descriptions	13
Price List	14



For over 10 years...
presence defined.

Introduction_

DeepBlue is_

an award-winning, industry-certified, standards-compliant Web Design and Web 2.0 agency. Our ingenuity, creativity, professionalism and the principles that we focus on within our core competencies are unparalleled in the Web industry.

Our Vision & Purpose_

To employ Web 2.0 strategies for Government agencies using best practices and web standards that will assist them in creating an effective Internet presence. We do this through the proper use of design, technology and brainpower.

Why DeepBlue?

Our Experience. With over 10 years of understanding our customer's needs we will meet your objectives and exceed your expectations.

Our Adherence to Web Standards. We follow strict compliance with the standards defined by the World Wide Web Consortium as well as section 508 requirements to meet both industry and governmental accessibility standards.

Our Commitment to Best Practices. We adhere to best practices as they pertain to all areas of the development cycle, including content, accessibility, design, user experience, navigation and technology development.

DeepBlue Creates Presence_

Right. So what exactly does that mean?

Presence is the quality of self-assurance and effectiveness that permits an organization to achieve a connection with its target audience. Web Presence is the establishment of your core identity and marketing mix using the Internet as a driver in delivering your message to the people that matter the most. Presence means so much more than just the state or fact of being present; it means that you have arrived to the party and all eyes are on you.

YOU need Presence. That's where we come in. You see now, more than ever before, we believe that it's important for companies to stand up, stand out, beat their chests, be noticed. What makes your company different than any of the other 1.2 trillion joe-bag-o-donuts in your industry? Presence, you see, makes the difference. Presence cuts through mediocrity and complacency. Presence is the needle's penetrating blow to the balloon of pomposity. The lack of Presence exposes the frauds and the pretenders. Presence changes things. Presence is enduring. Presence is everything. Now you're getting it.

DeepBlue can help you create a truly effective web Presence. See how_



Family of Companies_

Presence does not simply illuminate spontaneously into being out of the ether – it must be created by an act of sheer will. Presence, you see, is made from the stuff of desire and determination mixed in with the right balance of intelligence, experience, talent, standards and common sense.

A well-defined Web Presence begins with the act of Discovery, then forging ahead with Creative and web-based Marketing for impact. Then our combined efforts pay off when we provide significant and consistently measurable results – actualizing your true potential.

DeepBlue delivers the complete experience through its four unique and highly specialized subsidiaries:



FishHead Creative

A leader in brand assessment, brand design and brand marketing. Our services provide a comprehensive solution to your brand management needs. Also offering a complete suite of print services, including collateral and promotional products.



DB2

An Interactive agency specializing in Web 2.0 and emerging technology strategies, including multimedia, content management systems, social networking websites, Sharepoint integration, web standards and mobile-device development.



WoWza

A leader in application development for all smartphone platforms, including iPhone, iPad, Android and BlackBerry, offering a wide range of mobile web and internet technologies to deliver unique mobile products.



Introduction_



Contract Holder

Schedule 541, Advertising & Integrated Marketing Solutions (AIMS)

Contract Numbers:

GS-07F-0151V, GS-07F-0152V

Certifications:

Small Business

Special Item Numbers:

541-1 Advertising Services

541-3 Web Based Marketing Services

541-4F Commercial Art and Graphic Design Services

DeepBlue Company Contact Info

DeepBlue is located in Atlanta, GA

5901-A Peachtree Dunwoody Road

Suite 220

Atlanta, Georgia 30328

www.deepblue.com

p. 770.673.0559

f. 770.673.0961

www.deepblue.com

Primary Agency Contact

Frank Farris President & CEO

770.673.0559 x109

frank_farris@deepblue.com

For more information about our company, please visit our website at:

www.deepblue.com.



Services_

BRAND IDENTITY DEVELOPMENT

- _Brand Assessment
- _Logo/Identity Design
- _Brand Marketing & Management

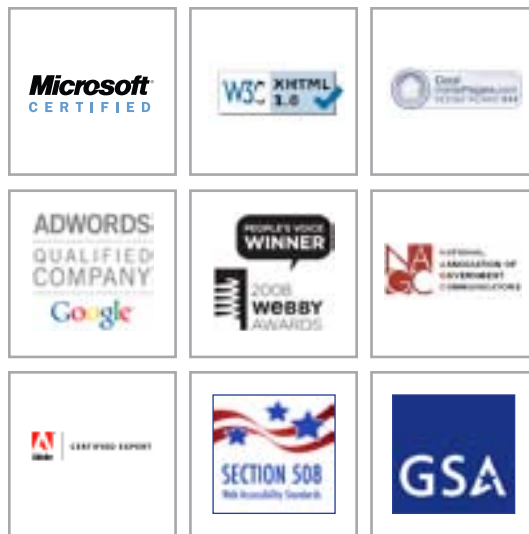
WEB DESIGN & DEVELOPMENT

- _Strategic Consulting
- _Web 2.0 Strategies
- _Usability
- _Experience Design
- _Interactive Design
- _Website Programming
- _AJAX
- _Content Management Systems (CMS)
- _eCommerce
- _Sharepoint Integration
- _W3C Compliance
- _Section 508 Web Accessibility Standards

INTERNET MARKETING

- _Search Engine Optimization (SEO)
- _Google AdWords & Analytics Campaign Management
- _Viral Marketing

Certifications & Awards_



Testimonials_



“We assessed a wide range of experts before choosing DeepBlue to improve our website at The Carter Center. DeepBlue was chosen for its high level of energy and professionalism and the sincerity and dedication of its team. We have been very pleased with their service and would recommend them to anyone looking to enhance their website.”

PRESIDENT JIMMY CARTER | The Carter Center, Founder



“I would like to thank all of the staff at DeepBlue for its yeoman’s effort in getting this project together on schedule and knocking our socks off. You are among the best people I’ve ever worked with. By its requirements, this was a very demanding project; however, I can think of few people I would have rather endured it with. You all get the gold star for sheer perseverance, stick-to-it-iveness, tenacity, creativity, sleeplessness, etc., etc. You have been fantastic and have my highest recommendation.”

DR. BRUCE HOWARD | NASA/Center for Educational Technologies, Director



“Corautus is focused on the treatment of advanced cardiovascular disease. We needed a new corporate look and web design that reflected the company and its advancements in the field. We chose DeepBlue based upon their strong design experience and the consultative assistance provided during the discovery phase. The rapid response to our needs clearly put DeepBlue ahead of the competition. We are very pleased with the quality of their work and the high level of customer service, and would strongly recommend them.”

RICHARD OTTO | Corautus Genetics, CEO



“DeepBlue did a fantastic job from conception to execution of our film’s website. The quality of their work, combined with the quick turn-around and out-of-the box creative ideas was extremely impressive. They are top on my list of creative agencies, and I highly recommend them for any size project.”

ETHAN NOBLE | Miramax Film Corp., Director of Marketing

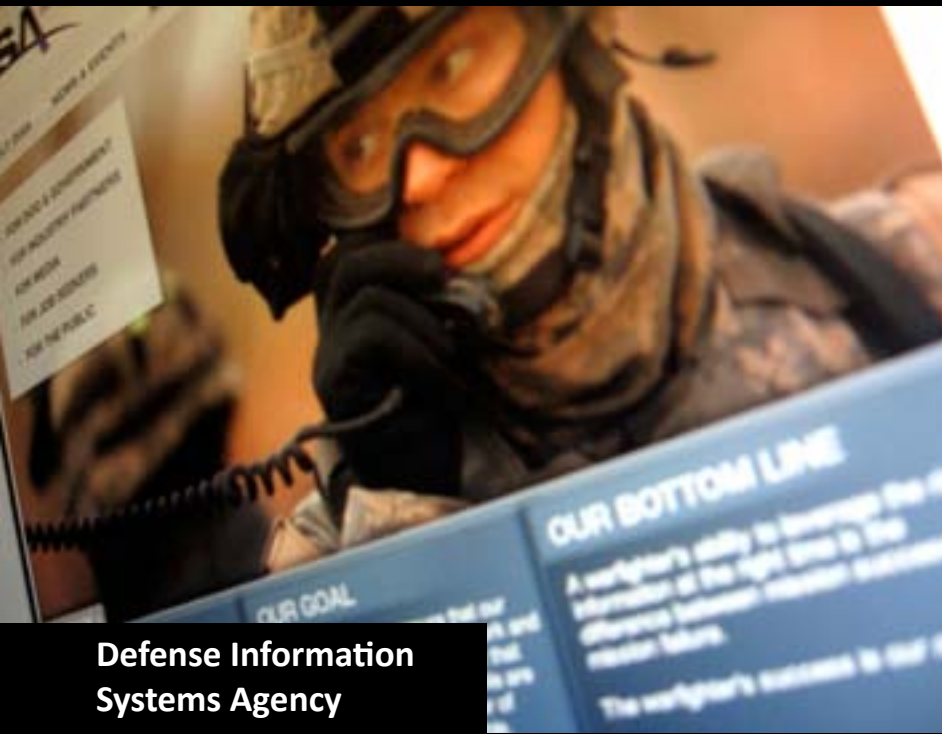


“I have worked with DeepBlue on Poseidon Resorts corporate identity and website development and a complete reconstruction of the U.S. Submarines’ Website. I could not be happier with the design quality and functionality of the Poseidon Web site as well as the work they did on the U.S. Subs site. Part of what I most appreciate in doing business with DeepBlue is their responsiveness. Any question, problem, suggestion or discussion requirement is addressed immediately. I could not recommend them more highly.”

L. BRUCE JONES | U.S. Submarines, Poseidon Undersea Resorts, CEO



Case Studies



Defense Information Systems Agency



www.disa.mil

Project Description:

High-level redesign of DISA.mil website.

Vendor Role:

Primary Contractor Information Architecture (IA), Web Design and Site Prototyping

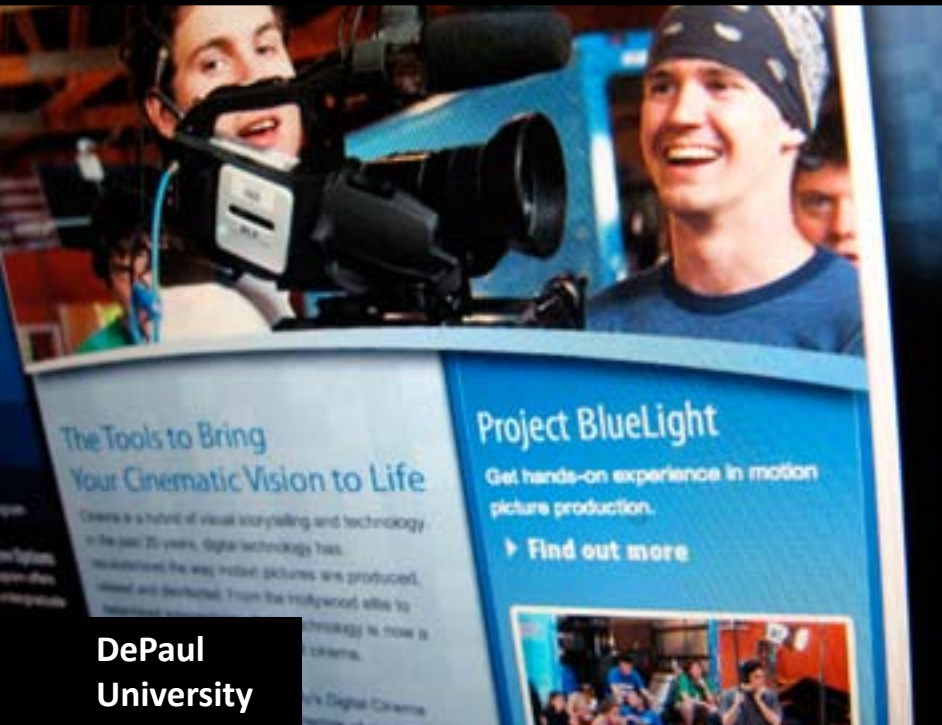
Primary Contact:

Jason Schiavoni Corporate Communications Division, Agency Web Team Lead

703-607-4705 DSN 327 | Jason.Schiavoni@disa.mil

Total Estimated Cost: \$50,000

Timeframe Phase I: 5 months



DePaul University



<http://digitalcinema.cti.depaul.edu>

Project Description:

Website development for the University's Digital Cinema Program.

Vendor Role:

Primary Contractor Web Design and Development.

Primary Contact:

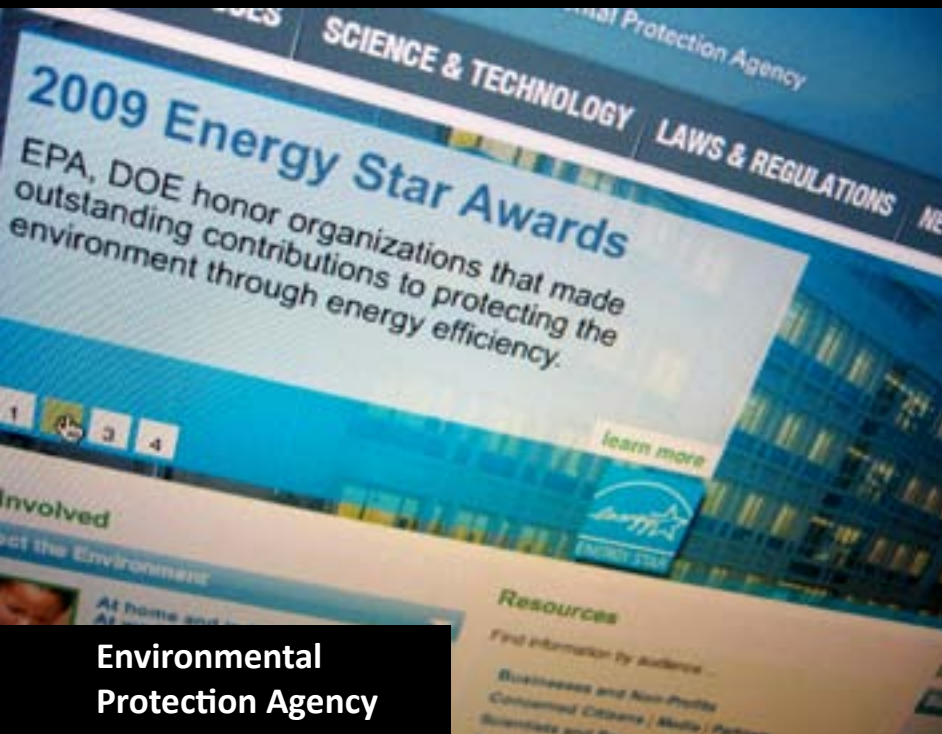
Rebecca Phend Assistant Director, Graduate Admissions 312-362-8714 | rphend@cdm.depaul.edu

Total Estimated Cost: \$15,000

Timeframe Phase I: 3 months



Case Studies_



www.epa.gov

Project Description:

High-level redesign of EPA.gov website.

Vendor Role:

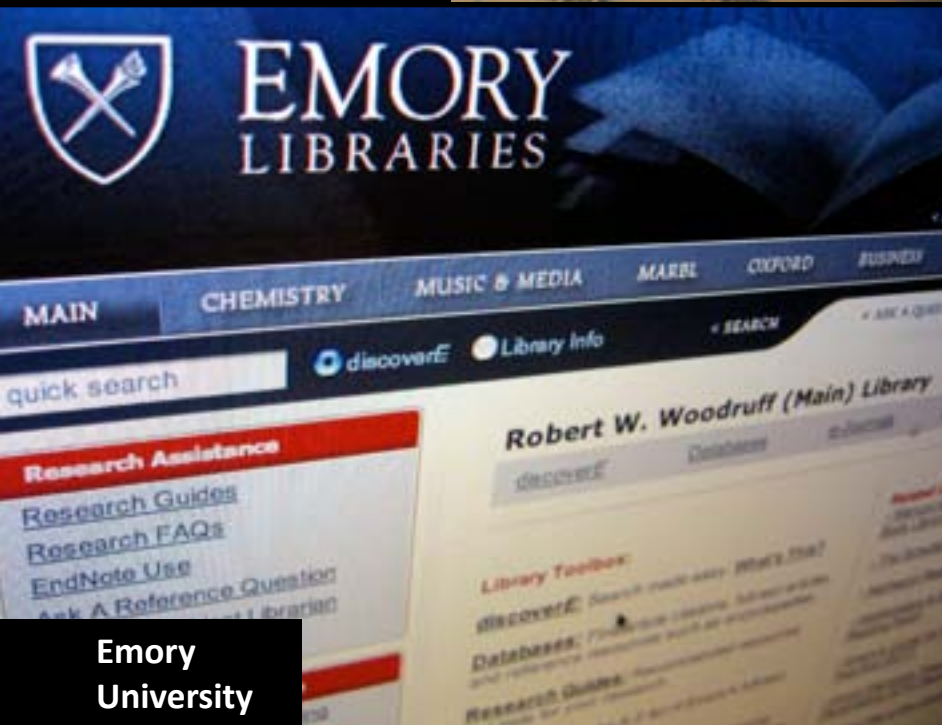
Primary Contractor Information Architecture (IA), Web Design and Site Prototyping

Primary Contact:

Michael Thiem
Assistant Associate Administrator for Public Affairs
202.564.7818 | thiem.michael@epa.gov

Total Estimated Cost: \$24,000

Timeframe Phase I: 3 months



<http://web.library.emory.edu/>

Project Description:

Design and Development of Navigational Structure and website for Emory University Libraries.

Vendor Role:

Primary Contractor Information Architecture, Web Design and Development.

Primary Contact:

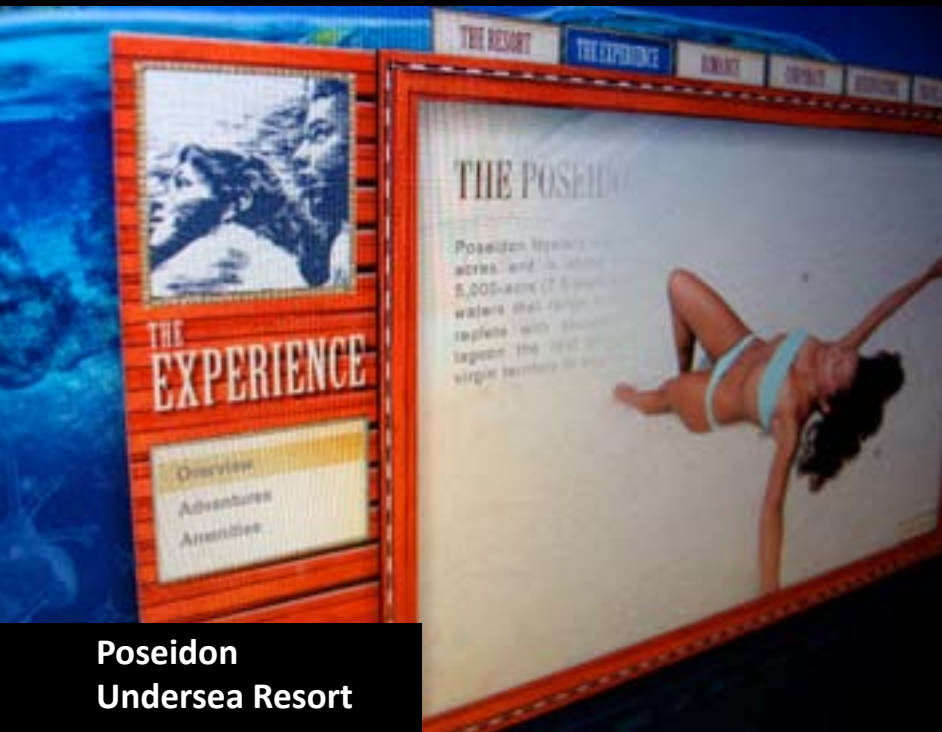
Arthur Murphy, Web Services Leader, Emory University
404.712.2896 | arthur.murphy@emory.edu

Total Estimated Cost: \$40,000

Timeframe Phase I: 6 months



Case Studies_



Poseidon Undersea Resort



National Aeronautics & Space Administration



www.poseidonresorts.com

Project Description:

Creation of new Identity and Web Presence for Poseidon Undersea Resort in Fiji.

Vendor Role:

Primary Contractor Branding, Web Design, Development, Maintenance and Marketing Services

Primary Contact:

L. Bruce Jones President, Poseidon Undersea Resorts
208.687.9057 | bruce@poseidonresorts.com

Total Estimated Cost: \$80,000

Timeframe Phase I: 6 months



<http://216.24.170.69/>

Project Description:

Design and build of an interactive and exciting career information website targeting high school-aged kids.

Vendor Role:

Primary Contractor for Web Design and Development for Website and Interactive Game

Primary Contact:

Bruce Howard, Director
304.243.8720 | howard@cet.edu

Total Estimated Cost: \$80,000

Timeframe Phase I: 3 months



Case Studies_



Public Welfare Foundation

Public Welfare FOUNDATION

www.publicwelfare.org

Project Description:

Creation of a new Web 2.0 public website

Vendor Role:

Primary Contractor Branding, Web Design and Development

Primary Contact:

Diane Camper

Communications Officer, Public Welfare Foundation

dcamper@publicwelfare.org

Total Estimated Cost: \$40,000

Timeframe: 6 months



TogetherGreen.org



www.togethergreen.org

Project Description:

A \$20 million conservation initiative, funded by Toyota and managed by the Audubon Society.

Vendor Role:

Primary Contractor for Branding, Web Design, Development, Maintenance and Marketing Services

Primary Contact:

Phil Kavits, Vice President

202-861-2242 Ext. 3014 | pkavits@audubon.org

Total Estimated Cost: \$600,000

Timeframe: 60 months





THANH VO

Technology Director
6 Years at DeepBlue

Responsible for DeepBlue technical direction and expertise, Thanh Vo oversees a dedicated and experienced team of programmers and website developers. Proficient with W3C Standards, including .NET, HTML, XML, CSS, AJAX, Java/Javascript, Java Applets, CGI Scripts, PHP/MySQL, Perl, SQL, C++, Visual Basic, Cold Fusion and DHTML, Mr. Vo brings a tremendous asset to DeepBlue technical know how. Thanh has over 10 years of extensive experience in web application development, including team lead responsibilities, with concentration in user interface design and server processing.

Born in Vietnam, Thanh came to the United States as a teenager determined to make the American dream his own. He received his BS in Computer Sciences at Georgia State University before launching into his professional career.



FRANK FARRIS

President, CEO
10 Years at DeepBlue

As founder and CEO of DeepBlue, Frank has built the company on a vision of convergence between technology and art. A 3rd generation entrepreneur, the idea behind DeepBlue came from an extensive, and often dissatisfactory, experience working as a technology and marketing consultant and a belief that there was a better way for companies to communicate to their target market. The ambition was humble: build a better web presence for companies, which in turn will assist them in growing their business. DeepBlue was founded in 1999 on this simple tenet and has since grown to become one of the nation's leading digital consultancies.

Frank provides strong and active leadership in the growth of the business through customer acquisition and strategic alliance. He has given several lectures on topics such as 'components of an effective web presence', 'search engine optimization' and 'the psychology of the web user experience', most recently at the Georgia Institute of Technology, and has been cited by media outlets as an online marketing authority, including a recent makeover for Fortune Small Business Magazine.



GARY STEFFINS

Creative Director
4 Years at DeepBlue

With over 10 years of experience as a creative director in the design industry working with web, multimedia, corporate identity, print collateral, advertising, and video Gary has helped elevate the level of project management and the development processes for DeepBlue. A major focus for Gary is setting apart DeepBlue from other firms by combining the very best in creative web site design and the most effective development practices to result in maximum return in internet marketing.

Gary has a firm understanding of W3C standards and Web 2.0 in his designs. He oversees QA for all designs at DeepBlue and works closely with programmers to ensure properly completed work to our customers. Gary has been in the advertising and web design business since 1994 after graduating from the College of Charleston with a degree in Psychology and Communications.



DARRELL ARMSTEAD

Interactive Designer
4 Years at DeepBlue

Encompassing six years of professional design and multimedia experience, Darrell brings fresh new inventive ideas to Deepblues forefront. As a Senior Interactive Designer his responsibilities consist of creating interactive advertisements, web video, front-end development, also creating and implementing new ideas to keep DeepBlue current with the latest design and technology trends.

Darrell attended The Art Institute of Atlanta where he studied computer animation; He graduated in 2007 with a Bachelors degree in Fine Arts.



ERIC JOHNSTON

Art Director - FishHead Creative
2 Years at DeepBlue

A creative, visionary graphic designer with over six years of experience developing interactive marketing for nationally recognized brands, Eric leads the design at FishHead Creative. As Art Director, he is responsible for identity design, illustration and print design for all of Deep Blue's clients.

Eric attended TheIndiana University of Pennsylvania where he studied graphic design, and graduated in 2005 with a Bachelors degree in Fine Arts.



Terms & Conditions

Contractor: InterAsk, Inc. d/b/a DeepBlue

Schedule Title: Federal Supply Schedule 541 - Advertising & Integrated Marketing Solutions (AIMS)

Contract Number: GS-07F-0152V covering SIN 541-1 and GS-07F-0151V covering SINs 541-3 and 541-4F

Contract Period: February 6, 2009 - January 31, 2014

Business Size: Small Business

Contract Administration & Ordering Contact:

Frank Farris, President, CEO | DeepBlue

5901-A Peachtree Dunwoody Road, Suite 220, Atlanta, GA 30328

(P) 770.673.0559 | (F) 770.673.0961 | frank_farris@deepblue.com

Web address: www.deepblue.com

1a. Awarded Special Item Number(s):

Special Item Number (SIN)

541-1 Advertising Services

541-3 Web Based Marketing Services

541-4F Commercial Art and Graphics

1b. Identification of the lowest priced model number and lowest price for that model for each SIN:

Not applicable. For each of the SIN, it's \$119.64 per hour

2. Maximum Order: \$1,000,000.000

3. Minimum Order: \$100.00

4. Geographic Coverage:

48 contiguous states, Alaska, Hawaii, Puerto Rico and Washington, DC; and to a port or consolidation point, within the aforementioned areas, for orders received from overseas activities.

5. Points of Production: Atlanta, GA

6. Discount From Price Lists:

Applicable discount applies to applicable items from price list/rate card accepted as the basis of award. Current IFF rate is 0.75%

7. Quantity Discount: None

8. Prompt Payment Terms:

.50% - 10 days NET 30

9a. Government Purchase Cards are accepted below the micro-purchase threshold: Yes

9b. Government Purchase Cards are accepted above the micro-purchase threshold.

10. Foreign Items: None

11a. Time of Delivery:

Negotiated at the task level

11b. Expedited Delivery:

Negotiated at the task level

11c. Overnight/2-Day Delivery:

Negotiated at the task level

11d. Urgent Requirements:

Agencies can contact the contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. F.O.B. Point: Destination

13. Ordering Address:

Interask dba DeepBlue, Inc.

Attention: Frank Farris

5901-A Peachtree Dunwoody Road

Suite 220

Atlanta, GA 30328

14. Payment Address: Same as above

15. Warranty Provisions:

Standard Commercial Warranty.

Customer should contact contractor for a copy of the warranty.

16. Export Packaging Charges:

Not applicable

17. Terms and conditions of Government Purchase Card Acceptance:

Contact Contractor for any thresholds above the micro-purchase level.

18. Terms and conditions of rental, maintenance, and repair:

Not applicable

19. Terms and conditions of installation:

Not applicable

20. Terms and conditions of repair parts:

Not applicable

21. List of service and distribution points:

Not applicable

22. List of participating dealers:

Not applicable

23. Preventive maintenance:

Not applicable

24. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:

Not applicable

25. DUNS Number:

188337724

26. Registration Notification:

Registration valid through 11/13/2009



Labor Categories & Descriptions

Strategic Consultant

Conducts open discussions on the Website concepts and objectives, assesses organization, industry and competition, determines functional requirements and ROI.

Minimal Requirements:

Bachelors degree. 10 years direct client engagement.

Project Manager

Responsible for overseeing the production of the project and serving as the primary point of contact. Project Management, together with Design, will construct the internal project plan, identify needs and decision points, manage any requested change orders and communicate status on a timely basis.

Minimal Requirements:

Bachelors degree. 10 years direct client engagement.

Graphic Designer

Develops a comprehensive Brand and Web Strategy. Provides leadership and assistance in gaining agreement among primary stakeholders regarding rationale for certain design decisions. Creation of a final design that meets the level of expectation as determined by the client.

Minimal Requirements:

Bachelors degree. 5 years direct client engagement.

Interactive Designer

Creates advanced interactive files, such as Flash, AJAX and multimedia, to enhance overall user experience.

Minimal Requirements:

Bachelors degree. 5 years direct client engagement.

HTML Developer

Develops Website Prototypes, Guidelines, standards, and commented stylesheet code for future templates, CSS-based Web Production of design compositions into HTML, Incorporation of Flash and AJAX files as required, Formatting and Rendering of Graphical/ Photographic content, W3C Compliance Validation

Minimal Requirements:

Bachelors degree. 10 years direct client engagement.

Database Programmer

Develops backend applications, including Content Management Systems, Intranets and Extranets, E-Commerce.

Minimal Requirements:

Bachelors degree. 8 years direct client engagement.

Internet Marketer

Creates Web-based marketing strategies utilizing search engines, reciprocal linking and viral campaigns. Identifies Key Success Metrics and determines ROI.

Minimal Requirements:

Bachelors degree. 10 years direct client engagement.

Maintenance/Support Person

Provides ongoing technical support services to assist with routine and unexpected issues

Minimal Requirements:

Bachelors degree. 2 years direct client engagement.



Price List

SIN(s) PROPOSED	SERVICE PROPOSED	COMMERCIAL PRICE LIST (CPL)	UNIT OF ISSUE	DISCOUNT OFFERED TO MFC (%)	MFC PRICE	DISCOUNT OFFERED TO GSA	PRICE OFFERED TO GSA W/O IFF	PRICE OFFERED TO GSA WITH IFF
541 1	Strategic Consultant	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Information Architect	\$150.00	Per Hour	5%	\$142.50	5%	\$142.50	\$143.57
	Project Manager	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Copywriter	\$100.00	Per Hour	5%	\$95.00	5%	\$95.00	\$95.71
	Graphic Designer	\$150.00	Per Hour	5%	\$142.50	5%	\$142.50	\$143.57
	Interactive Designer	\$165.00	Per Hour	5%	\$156.75	5%	\$156.75	\$157.93
	Internet Marketer	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Maintenance/Support Person	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
541 3	Strategic Consultant	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Information Architect	\$150.00	Per Hour	5%	\$142.50	5%	\$142.50	\$143.57
	Project Manager	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Copywriter	\$100.00	Per Hour	5%	\$95.00	5%	\$95.00	\$95.71
	Graphic Designer	\$150.00	Per Hour	5%	\$142.50	5%	\$142.50	\$143.57
	Interactive Designer	\$165.00	Per Hour	5%	\$156.75	5%	\$156.75	\$157.93
	HTML Developer	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Database Programmer	\$140.00	Per Hour	5%	\$133.00	5%	\$133.00	\$134.00
	Internet Marketer	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Maintenance/Support Person	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
541-4F	Strategic Consultant	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Project Manager	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Copywriter	\$100.00	Per Hour	5%	\$95.00	5%	\$95.00	\$95.71
	Graphic Designer	\$150.00	Per Hour	5%	\$142.50	5%	\$142.50	\$143.57
	Interactive Designer	\$165.00	Per Hour	5%	\$156.75	5%	\$156.75	\$157.93
	HTML Developer	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Maintenance/Support Person	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
541 5	Strategic Consultant	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Information Architect	\$150.00	Per Hour	5%	\$142.50	5%	\$142.50	\$143.57
	Project Manager	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Copywriter	\$100.00	Per Hour	5%	\$95.00	5%	\$95.00	\$95.71
	Graphic Designer	\$150.00	Per Hour	5%	\$142.50	5%	\$142.50	\$143.57
	Interactive Designer	\$165.00	Per Hour	5%	\$156.75	5%	\$156.75	\$157.93
	HTML Developer	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64
	Database Programmer	\$140.00	Per Hour	5%	\$133.00	5%	\$133.00	\$134.00
Internet Marketer	\$125.00	Per Hour	5%	\$118.75	5%	\$118.75	\$119.64	

*** MOST FAVORED CUSTOMER (MFC) - NON PROFIT**

