INTRODUCTION

Branchspace is pleased to offer a revised offer for the commercial website upgrade project which aligns to the budgetary requirements of KQ.

The new offer is based on utilising our market-leading **Triplake Website Portal solution**.

The RFP originally specified a requirement to provide an Episerver CMS-based bespoke solution, which has a very significant impact on upfront implementation cost and brings with it limitations in terms of platform customisability and extendability, as well as a lack of website portal feature evolution.

In this proposal we are offering Kenya Airways our Triplake Website Portal product, which is based on a tailored extension of the Pimcore DXP open-source platform, whilst not incurring any additional CMS license fees. Pimcore is a leading open-source CMS, CRM and commerce platform, offering enterprise functionality, a complete range of front-end integration options and one of the most customisable and extendable platforms on the market.

The proposed solution is part of our Triplake Travel Commerce suite, and therefore provides a continuous evolution roadmap and includes updates and upgrades.

Our new solution also maintains the functional requirements requested by KQ with only 4 changes to our scope of work response (See the attached file "3. Enclosure A - Scope of Works - 2021.11.17")

KENYA AIRWAYS COMMERCIAL WEBSITE UPGRADE SERVICES: PROPOSED BUDGET

For the design and implementation of Kenya Airways' new portal website, Branchspace is pleased to extend the following fixed-cost offer:

One-Off Cost Items	Budgeted Effort (Person-Days)	Cost (one-off) (USD, excl. VAT)
1. Discovery Phase & Solution Design	30 (one-off)	Discounted to zero based on Triplake Website Portal Solution and included in offer based on 3 year contract
2. Information Architecture Revision & UX/UI Design	98 (one-off)	$62,000
3. Website implementation (incl. UAT, go-live planning & rollout)	342 (one-off)	$180,000
4. Content upload into new website	70 (one-off)	$16,000
TOTAL – One-Off:	**540 (one-off)**	**$258,000**

Recurring Cost Items		Cost (recurring) (USD, excl. VAT)
Triplake Website Portal Platform License for one website with an included:- • Application support (as per the Silver-tier SLA described on slide 49 of the main proposal deck) • Application maintenance of up to 4 person days per month for the 1st year only		**$6000 per month** Requires a 3 year license term

GRAND TOTAL FOR ONE-OFF AND ONE YEAR RECURRING - Including 1 (one) year of **Triplake Website Portal platform license**, level 3 application support & maintenance up to 4 person days - Excluding VAT and applicable travel costs (which would be charged separately, or travel arranged by Kenya Airways).		**$330,000**

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BRANCHSPACE RATE CARD FOR KENYA AIRWAYS

For any additional effort quoted as Time and Materials, Branchspace is pleased to offer Kenya Airways the below discounted daily rates:

Resource Rates – T&M Services		
Resource	**Standard Day Rates**	**KQ Offer (discounted)**
Project Manager	~~$1,139~~	$968
Tech Lead/Technical Architect	~~$1,035~~	$880
Functional Analyst/Solution Architect	~~$1,035~~	$880
Developer	~~$794~~	$675
QA/Testing	~~$679~~	$600
Content Co-ordinator	-	$400
Principal Digital Retail Consultant	~~$1,840~~	$1,300
Senior Digital Retail Consultant	~~$1,380~~	$1,138
UX Director	~~$1,438~~	$1,186
UX/UI Designer	~~$897~~	$762

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PROJECT ASSUMPTIONS

1. All timelines, efforts and costs are estimates and will have to be re-evaluated in collaboration with Kenya Airways during the Discovery phase.
2. Kenya Airways will have dedicated business owners, technical SMEs and support resources available throughout the entirety of the project period to provide evaluative and technical integration support on the design, features and functionalities recommended by Branchspace.
3. Kenya Airways is responsible for delivering to Branchspace the corporate style guidelines, fonts and logos.
4. Kenya Airways feedback will be delivered to Branchspace in a consolidated format and posted to InVision (or any other tools agreed to be used for this purpose) within two days of review, unless otherwise agreed upon by both parties.
5. Refinements to the statement of work may be required based on deliverables and assumptions revised and updated during the Discovery phase.
6. A signed scope of work or project plan obsoletes these estimates, assumptions, and all other content within.
7. Travel costs are not included in this proposal.
8. There will be two rounds of review and amends per phase and deliverable.
9. Branchspace will re-confirm third party integrations along with Kenya Airways during the discovery phase of the project.
10. Branchspace will continue to provide some design support during the development phase to ensure the designs are implemented as per the design guideline.

THANK YOU

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