



Information Mapping, Inc.

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Business Size: Large Business

GS-23F-8197H
Mission Oriented Business Integrated Systems-MOBIS
Authorized Pricelist
Federal Supply Group: 87 Class: 874



**AUTHORIZED FEDERAL SUPPLY SERVICE
MISSION ORIENTED BUSINESS INTEGRATED SYSTEMS - MOBIS
SCHEDULE PRICELIST**

General Description

The Information Mapping method represents a radically different, yet effective and proven, approach to capturing, categorizing and communicating information.

The method is based on research into how the human mind actually reads, processes, remembers, and retrieves information. Information Mapping is an integrated set of easy-to-learn principles, techniques and standards. It enables authors to break complex information into its most basic elements and then present those elements optimally for readers and viewers. The result is a set of precisely defined information modules that are consistent from author to author and document to document.

Information Mapping is both a way of visually presenting information and a method for analyzing information to make it easier to communicate. Information is presented so that the arrangement of the words (and illustrations) reveals more about the relationships inherent in the information.

When combined with a system of content analysis and with feedback and practice, Information Mapped materials provide a powerful new tool for the analysis of complex problems, communication of complex ideas and learning of complex subject matters.

Using the Information Mapping Method produces the following results:

- better comprehension
- more efficient learning of facts and concepts
- more rapid retrieval of information by busy readers
- improved initial learning by 50% and reduced training time
- greater overall achievement
- greater effectiveness of policies and procedures
- improvements in reading speed
- improvements in learning, comprehension, or mastery of topics
- reduction in learning time
- improved accuracy

Information Mapping can help you succeed. Please call us to talk about:

- Improving Customer Service
- Effective Web Sites
- Compliance Programs
- Instructional Design
- Information Architecture and Design

- Content Creation and Content Management
- Self paced Learning
- Private and Public Workshops
- Standard Operating Procedures (SOP)
- Knowledge Management

For a full description of our products and services please visit the following web sites
<http://www.informationmapping.com>

Contract Number: GS-23F-8197H

Period Covered by Contract: June 29, 1998 – September 30, 2017

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at <http://fss.gsa.gov>.

General Services Administration Federal Supply Service

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*, a menu-driving s database system. Agencies can access *GSA Advantage!* via the Internet at <http://www.GSAAdvantage.gov>

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1 CUSTOMER INFORMATION

1. SPECIAL ITEM NUMBERS (SINS):

- a. Table of awarded SINS

SIN 874-1 Consulting Services

SIN 874-4 Training Services

- b. Prices shown in the pricelist are net.

- c. Descriptions of services and training are provided in sections 3 and 4.

2. MAXIMUM ORDER: Orders exceeding the maximum order threshold may be placed in accordance with clause I-FSS-125, Requirements Exceeding the Maximum Order.

- a. The Maximum Order value for the following Special Item Numbers is \$1,000,000.

SIN 874-1 Consulting Services

SIN 874-4 Training Services

3. MINIMUM ORDER:

- a. The Minimum Order for the following Special Item Number is \$100.00

SIN 874-1 Consulting Services

SIN 874-4 Training Services

4. GEOGRAPHIC COVERAGE: The Geographic Scope of Contract is domestic and overseas delivery.

5. PRODUCTION POINTS: USA and Others

6. Prices shown are NET Prices; Basic Discounts have been deducted.

7. DISCOUNTS:

- a. Quantity -- None

- b. Dollar Volume -- None

8. PROMPT PAYMENT: Net 30 days

9. GOVERNMENT PURCHASE CARDS:

- a. Contractors are required to accept credit cards for payments equal to or less than the micro-purchase threshold for oral or written delivery orders.

- b. Credit cards are acceptable for payment above the micro-purchase threshold. In addition, bank account information for wire transfer payments is shown on the invoice.

10. FOREIGN ITEMS: Not applicable.

11. DELIVERY SCHEDULE:

a. **TIME OF DELIVERY:** The Contractor shall deliver to destination within the number of calendar days after receipt of order (ARO), as set forth below:

<u>SPECIAL ITEM NUMBERS</u>	<u>DELIVERY TIME (DAYS ARO)</u>
SINs 874-1, 874-4	Specified at time of order

b. **EXPEDITED DELIVERY:** As negotiated between Information Mapping, Inc, and Ordering Activity.

c. **OVERNIGHT and TWO-DAY DELIVERY:** As negotiated between Information Mapping, Inc, and Ordering Activity.

d. **URGENT REQUIREMENTS:** As negotiated between Information Mapping, Inc, and Ordering Activity.

12. FOB: Destination

13. ORDERING INFORMATION:

a. Agencies should address all orders to the following address:

Information Mapping, Inc.
135 Beaver Street, Suite 212
Waltham, MA 024529
jaucoin@informationmapping.com

b. For supplies and services, the order procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. PAYMENT INFORMATION:

a. Agencies should address all payments to the following address:

Information Mapping, Inc.
P.O. Box 843055
Boston, MA 02284-30565

b. The following telephone number(s) can be used by ordering activities to obtain technical and/or ordering assistance:

Ordering Assistance

Telephone: 781-547-3100

Fax: 781-547-3200

E-mail: jaucoin@informationmapping.com

Technical Assistance

Telephone: 781-547-3100

Fax: 781-547-3200

E-mail: support@informationmapping.com

15. WARRANTY PROVISION:

Contractor's Standard Commercial Warranty.

16. STATEMENT CONCERNING AVAILABILITY OF EXPORT PACKING:

Not applicable.

**17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD
ACCEPTANCE ABOVE THE MICROPURCHASE THRESHOLD**

**552.232-77 PAYMENT BY GOVERNMENT COMMERCIAL PURCHASE
CARD (MAR 2000) (ALTERNATE I—MAR 2000)**

(a) Definitions.

“*Government-wide commercial purchase card*” means a uniquely numbered credit card issued by a contractor under GSA's Government-wide Contract for Fleet, Travel, and purchase Card Services to named individual Government employees or entities to pay for official Government purchases.

“*Oral order*” means an order placed orally either in person or by telephone.

- (b) The Contractor must accept the Government-wide commercial purchase card for payments equal to or less than the micro-purchase threshold (see Federal Acquisition Regulation 2.101) for oral or written orders under this contract.
- (c) The Contractor and the ordering agency may agree to use the Government-wide commercial purchase card for dollar amounts over the micro-purchase threshold, and the Government encourages the Contractor to accept payment by the purchase card. The dollar value of a purchase card action must not exceed the ordering agency's established limit. If the Contractor will not accept payment by the purchase card for an order exceeding the micro-purchase threshold, the Contractor must so advise the ordering agency within 24 hours of receipt of the order.
- (d) The Contractor shall not process a transaction for payment through the credit card clearinghouse until the purchased supplies have been shipped or services performed. Unless the cardholder requests correction or replacement of a defective or faulty item under other contract requirements, the Contractor must immediately credit a cardholder's account for items returned as defective or faulty.
- (e) Payments made using the Government-wide commercial purchase card are not eligible for any negotiated prompt payment discount. Payment made using a Government debit card will receive the applicable prompt payment discount.

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 INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES:

Not applicable.

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: Not applicable.

21. SERVICE AND DISTRIBUTION POINTS: U.S and worldwide. Contact contractor.

22. PARTICIPATING DEALERS: Not applicable.

23. PREVENTATIVE MAINTENANCE: Not applicable.

24a. ENVIRONMENTAL ATTRIBUTES: Not applicable.

24b. SECTION 508 COMPLIANCE: Not applicable.

25. DATA UNIVERSAL NUMBERING SYSTEM (DUNS) NUMBER: 079530812

26. Contractor **HAS** registered with the System for Award Management (SAM), formerly Central Contractor Registration Database.

2. GSA SCHEDULE PRICELIST

SIN 874-1 Consulting Services

Labor Category	Hourly Rate Effective 1/10/08	Daily Rate Effective 1/10/08
Senior Project Manager	\$155.40	\$1,243.20
Project Manager	\$125.42	\$1,003.36
Senior Designer	\$130.42	\$1,043.36
Designer	\$103.42	\$827.360
Senior. Developer	\$104.35	\$834.80
Developer	\$88.70	\$709.60
eContent Designer	\$141.36	\$1,696.32
eContent Developer	\$114.44	\$1,373.28
eContent Production	\$55.02	\$440.16

SIN 874-4 Training Services

Title of Course	Length of Course	Total Price for 12-15 students
Developing Procedures, Policies, & Documentation	3 days	\$13,880.00
Mapping Business Communications	2 days	\$8,682.96

3. 874-1 LABOR CATEGORIES DESCRIPTIONS

CATEGORY	DESCRIPTION
Senior Project Manager	<ul style="list-style-type: none"> • leads, coordinates, and manages all aspects of the project team and client relationship (particularly for large and complex projects), including resources, financials, schedules, deliverables, and communication • assists with creating project design components, such as audience analyses, high-level architectures, project standards, and project models. <p>In addition to fulfilling all of the responsibilities specific to the Project Manager, the Senior Project Manager is responsible for</p> <ul style="list-style-type: none"> • leading all aspects of a project team, including setting and communicating project expectations to all team members managing all aspects of the client relationship, including setting and communicating project expectations • managing and tracking all aspect of project team resources, financials, schedules, deliverable quality, communication, and further business development • collaborating with the Manager of Professional Services to staff projects effectively and recruit and train team resources as necessary • conducting a thorough review and wrap-up of all aspects of the project, including financials, team resource performance reviews, client satisfaction and success stories, and internal lessons learned. <p>Minimum Experience</p> <ul style="list-style-type: none"> • two to four years of information and/or instructional design and development, content hierarchy design, and content management experience • two to three years experience leading information life cycle and content design teams, deliverables, and budgets • advanced analytical skills that result in quickly understanding client situations and strategizing and implementing solutions, and • excellent senior-executive-level group facilitation, information gathering, and consensus building skills • excellent oral and written communication skills • advanced skills with the entire Microsoft Office suite, and • ability to work in a fast-paced, self-starting, and self-monitored environment. <p>Minimum Education- Bachelor’s Degree</p>

CATEGORY	DESCRIPTION
Project Manager	<ul style="list-style-type: none"> • manage the quality of project development components, and • provide project and client relationship oversight, tracking, and management. <p>The Project Manager is responsible for</p> <ul style="list-style-type: none"> • analyzing client situations and proposing highly-flexible strategies, solutions, and tools tailored to meet their specific needs • leading project development ramp-up and knowledge transfer between project phases • creating a collaborative team atmosphere on each project • mentoring other team members while managing each performance to the scope and budget of the project • determining a project’s activities, level of effort, and schedule for scoping or rescoping purposes • providing project oversight, management, and tracking on small projects • managing the overall client relationship (client Project Manager and sponsors) on small projects, and • providing maximum flexibility with project activities and responsibilities, including filling multiple project roles and multitasking multiple projects. <p>Minimum Experience</p> <ul style="list-style-type: none"> • Two to four years of information and/or instructional design and development, content hierarchy design, and content management experience • one year experience leading information life cycle and content design teams, deliverables, and budgets • advanced analytical skills that result in quickly understanding client situations and strategizing and implementing solutions, and • excellent group facilitation, information gathering, and consensus building skills • excellent oral and written communication skills • advanced skills with the entire Microsoft Office suite, and • ability to work in a fast-paced, self-starting, and self-monitored environment. <p>Minimum Education- Bachelor’s Degree</p>
Senior Designer/ E-Content Designer	<p>Senior Designer leads a team effort to</p> <ul style="list-style-type: none"> • identify and create project design components, such as audience analyses, content audit databases, high-level architectures, project standards, and project models, and

CATEGORY

DESCRIPTION

- manage the quality of project development components.

E-Content Designer leads a team effort to

- create the project design and programming components for a Web environment, such as audience analyses, information architecture, e-content audit databases, navigation hierarchies, storyboards, and working demonstration environments, and manage the quality of project development components.

Both the **Senior Designer** and **E-Content Designer** have the following responsibilities in respect to their specific type of content and media deliverables:

- assisting with analyzing client situation and determining various strategies and solutions
- leading and providing team direction for completing a requirements or architecture deliverable and presentation
- contributing, within a team, to a findings report, solution, and strategy
- leading and facilitating group information gathering, interviews, and design sessions
- reviewing and editing team deliverables and monitoring and managing the overall quality of the deliverables to meet the client's expectation
- mentoring clients in their implementation of the Information Mapping method, through both informal conversations and questions and formal mentoring and editing engagements
- proactively providing the client with creative and flexible solutions and tools which weigh the client's needs against typical Mapping principles and deliverables
- assisting with managing the client Project Manager relationship(s)

Minimum Experience:

- Three to five years of information and/or instructional design and development, content hierarchy design, and content management experience
- one year experience leading information life cycle and content design efforts
- advanced analytical skills that result in quickly understanding client situations, strategizing solutions, and easily building effective content architectures
- in-depth knowledge of information design, instructional design, and/or performance-based learning theories
- excellent group facilitation, information gathering, and consensus building skills

CATEGORY	DESCRIPTION
Designer/ E-Content Designer	<ul style="list-style-type: none"> • excellent oral and written communication skills • advanced skills with the entire Microsoft Office suite, and • ability to work in a fast-paced, self-starting, and self-monitored environment.
	<p>Minimum Education- Bachelor's Degree</p> <p>Designer assists with the identification and creation of project</p> <ul style="list-style-type: none"> • design components, such as audience analyses, content audit databases, high-level architectures, project standards, and project models, and • content components, such as documentation and/or training <p>E-Content Designer assists with the creation of project</p> <ul style="list-style-type: none"> • design and programming components for a Web environment, such as audience analyses, e-content audit databases, navigation hierarchies, storyboards, and working demonstration environments.
	<p>Both the Designer and E-Content Designer have the following responsibilities in respect to their specific type of content and media deliverables</p>
	<ul style="list-style-type: none"> • analyzing and structuring from the top down large subsets of source materials which require advanced business/project knowledge and assumptions • providing facilitation assistance with group information gathering, interviews, and design sessions • identifying target audiences, deliverables, and project tools that meet the client's overall strategy • identifying and defining a high-level architecture and producing project standards and models • contributing within a team to the production of a requirements or architecture deliverable and presentation • understanding of the "big picture" of a client's business in order to proactively rework and refine the project's strategy, design, and/or deliverables, and fully managing SME relationships.
	<p>Minimum Experience</p> <ul style="list-style-type: none"> • Two to three years of information and/or instructional design and development, content hierarchy design, and content management experience • analytical skills that result in quickly understanding client situations, strategizing solutions, and easily building effective content architectures • knowledge of information design, instructional design, and/or performance-based learning theories • excellent group facilitation, information gathering, and

CATEGORY	DESCRIPTION
Senior Developer	<p>consensus building skills</p> <ul style="list-style-type: none"> • excellent oral and written communication skills • advanced skills with the entire Microsoft Office suite, and • ability to work in a fast-paced, self-starting, and self-monitored environment. <p>Minimum Education- Bachelor's Degree</p> <p>Creates significantly large or complex project development components, such as documentation and/or training.</p> <p>In addition to fulfilling all of the responsibilities specific to the Developer, the Senior Developer is responsible for</p> <ul style="list-style-type: none"> • understanding of the “big picture” of the client’s business and project in order to interpret and infer the meaning of source materials • lead development and mentoring direction to other Dev. on a project team • conducting peer reviews and edits and providing feedback to other Developers to ensure deliverable quality in line with project goals • requiring very little draft and final editing and possessing highly proactive content and project problem solving skills • identifying problems and improvements with a project and/or content and proactively addressing them with the project team, and • assisting the Designer(s) and Project Manager with managing SME relationships <p>Minimum Experience</p> <ul style="list-style-type: none"> • Two to three years of information and/or instructional gathering, capturing, and development experience for paper and/or online environments • excellent client relationship and consensus building skills, oral and written communication skills • advanced skills with the entire Microsoft Office suite, and ability to work in a fast-paced, self-starting, and self-monitored environment. <p>Minimum Education- Bachelor's Degree</p>
Developer/ E-Content developer	<p>Developer creates project content components, such as documentation and/or training.</p> <p>E-Content Developer creates project content and programming components for a Web environment, such as Web portals, online content management systems, or e-learning training initiatives.</p> <p>Both the Developer and E-Content Developer have the following</p>

CATEGORY	DESCRIPTION
E-Content Production	<p>responsibilities in respect to their specific type of content and media deliverables.</p> <ul style="list-style-type: none"> • analyzing source materials to identify relationships and structures • interviewing subject matter experts (SMEs) one-on-one to capture information • identifying and resolving information gaps with SMEs • developing well-organized, self-edited/self-proofed draft and final deliverables that adhere to the IMI Style Guide and project standards • meeting internal and external draft and final delivery deadlines, and • contributing to the overall team knowledge of the project. <p>Minimum Experience</p> <ul style="list-style-type: none"> • One year of information and/or instructional gathering, capturing, and development experience for paper and/or online environments • excellent oral and written communication skills • advanced skills with the entire Microsoft Office suite, and • ability to work in a fast-paced, self-starting, and self-monitored environment. <p>Minimum Education- Bachelor's Degree</p> <p>E-Content Production personnel provide the following production services for documentation, training, and e-content project components</p> <ul style="list-style-type: none"> • proofreading markups and final corrections • image scanning and reformatting • file reformatting (such as PDF, WordPerfect, and so on), and • project file archiving. <p>Minimum Experience</p> <ul style="list-style-type: none"> • One to two years proofing and production experience for paper and/or online environments. <p>Minimum Education- High School Diploma</p>

4. 874-4 TRAINING SERVICES DESCRIPTION

Training services: to be qualified to deliver these services, an Information Mapping Instructor has the following qualifications.

- a minimum of three years’ experience delivering interactive adult training in a business or government environment
- a minimum of a Bachelor’s Degree
- strong critical thinking/analytical skills
- strong delivery skills
- client management skills

COURSE	DESCRIPTION
<p>Developing Procedures, Policies & Documentation (DPPD)</p>	<p>DPPD is a three day course focusing on powerful, proven techniques for analyzing, organizing, and presenting information. It helps you make your documentation and training materials clear, consistent, and user-focused</p> <p>You learn how to:</p> <ul style="list-style-type: none"> • apply a systematic approach that makes team writing easy • get started quickly, eliminate writer’s block and spend less time writing • use consistent standards and formats • organize information so it is easy to find and use • present the right level of detail for different audiences, and • write in a modular format that makes it simple to update and reuse information
<p>Mapping Business Communications (MBC)</p>	<p>MBC is a two day course focusing on clear communications that get results. This course gives you a new way to write – a painless, systematic approach based on the Information Mapping method. Write clear, concise business documents – from memos and letters to reports, proposals, policies, briefings, and more.</p> <p>You learn how to:</p> <ul style="list-style-type: none"> • get started writing quickly, eliminating writer’s block • write clearly and concisely • organize information to get the results you want • present the right amount of detail for different audiences, and • communicate clearly and persuasively with customers, vendors, managers, and everyone else you work with