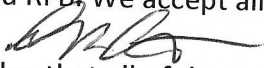


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Letter of Transmittal (4.1.2)

323link appreciates the opportunity to work with educational institutions across Alabama. Please accept this letter of transmittal as we accept all the terms in the Request for Proposal.

- A. The submitting organization is: 323link, Inc.
- B. The obligator of the organization is Don Cottam III, CEO
- C. Primary Authorized Contact: Don Cottam III, CEO, tel. 615-794-8777, fax 866-323-3269, [doncottam@323link.com](mailto:doncottam@323link.com)
- D. Clarification Contact: Don Cottam III, CEO, tel. 615-794-8777, fax 866-323-3269, [doncottam@323link.com](mailto:doncottam@323link.com)
- E. 323link, Inc. and I Don Cottam accept all the terms and conditions governing this contract and RFB. We accept all terms with no exceptions.
- F. Signature:  Date: 2-8-22 CEO/323link, Inc.
- G. I acknowledge that all of the amendments to this RFB have been received.

Please contact Don Cottam with any questions.

Thanks



Don Cottam  
CEO  
323link, Inc.  
615-794-8777

February 10, 2022



## 6.5 Appendix E - Evaluation Submission Form

The purpose of this form is to provide a single summary document per submitting vendor that references required materials. This document is intended to assist the Evaluation Committee easily find specific items of information during the evaluation process and to assist participating agency personnel in locating specific vendor information after the award of the bid.

### Vendor Contact Information

This will be published for participating agencies to streamline the vendor contact process. Vendors may not have all of these departments/positions/titles. Please complete this information as accurately as possible. If the information below changes, please send a revised version of this page to [jpa-notification@accs.edu](mailto:jpa-notification@accs.edu)

Vendor Name: 323link, Incorporated Date: 2-10-22  
 Website Address: www.323link.com

	Name(s)	Phone Number(s)	E-Mail Address(s)
Primary Contract Executive(s)	Don Cottam	615-794-8777	dancottam@323link.com
Senior Account/Sales Manager(s) (by region if necessary)	Don Cottam Steven Jenkins	615-794-8777 901-299-7016	dancottam@323link.com sjenkins@323link.com
Account/Sales Manager(s) (by region if necessary)			
Technical Support	Michael Plumley	615-582-6271	mplumley@323link.com

### BID INFORMATION INDEX

Please complete the following form to assist the Evaluation Committee in finding specific information as related to your bid response.

	Document Name	Page Number(s)
Product and Services Delivery Overview	3.22 Product and Ser	2-4
Geographic Coverage	Maps	4-5
Availability of Technical Support	Tech Support	5
Problem Resolution	Support Process	5-6
Customer Satisfaction	Customer Satisfaction	6
Value Added Services	Added Services	6
Reporting	3.23	7
Electronic Commerce	3.24	8
Breadth of Offering	3.25	8-10, 11
Primary Account Representative	3.26	11
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## BID SUMMARY

323link originally was started in July of 2007 with a focus on lecture capture, streaming, and recording classroom lectures and automatically delivering the content to the course pages in the LMS or as a podcast. 323link was also the 2<sup>nd</sup> reseller in the US selected by Zoom in 2013. The company has focused on video conferencing, audio-visual, and cloud solutions for the last several years with a goal to design simple systems that are easy to operate and support at about half the price of most of our Audio-Visual competitors. The key is the use of our OneTouch Software to build turnkey rooms with the same core components every time. This gives 323link an extreme advantage in both support and quick deployment of systems. We also work on large custom AV projects, but most of our customers are seeking a lower cost and more reliable solution that can be supported by any computer technician. 323links approach is unique and scalable, unlike traditional audio-visual solutions. In many bid situations, we are typically between 30-70% lower than the next bidder for room solutions.

323link has worked with several institutions across Alabama and provides solutions across the US and Canada. We have a separate division, Cloudroom AV that imports many audio-visual products and has resellers offering our solutions to schools and cooperate accounts. With our direct access to these products, our pricing is extremely aggressive to help your organization reach its goals at a much lower cost.

323link will be adding another office in either Huntsville or the Mobile area by October 31 of 2022. We are in the process of adding 3 more technical/software engineers and 4 new Sales Representatives to service this region.

We appreciate the opportunity and think you will find that our customer satisfaction level is extremely high compared to other providers. 323links retention rate of customers is around 84%. The customers we lose are typically no longer able to purchase from a contract we had in place giving them no choice but to move in another direction.

# GENERAL REQUIREMENTS AND SPECIFICATIONS

## 3.1 Acceptance of Conditions Governing the Procurement

Response: 323link accepts all the conditions governing the procurement and attached the letter of transmittal. 323link is also ISO 9001 certified and the certificate is in the attached response. ISO Certificate number 55512469717342

## 3.2 Incurring Cost

Response: 323link accepts these terms

## 3.3 Vendor Responsibility

Response: 323link accepts these terms

## 3.4 Serving Sub-Contractors

Response: 323link accepts these terms

## 3.5 Amended Bids

Response: 323link accepts these terms

## 3.6 Vendors' Rights to Withdraw Bid

Response: 323link accepts these terms

## 3.7 Bid Offer Firm

Response: 323link accepts these terms

## 3.8 Disclosure of Bid Contents

Response: 323link accepts these terms

## 3.9 No Obligation

Response: 323link accepts these terms

## 3.10 Legal Review

Response: 323link accepts these terms

## 3.11 Governing Law

Response: 323link accepts these terms

 2-10-22

### 3.12 Basis for Bid

Response: 323link accepts these terms

### 3.13 Agreement Terms and Conditions

Response: 323link accepts these terms

### 3.14 Vendor Qualifications

Response: 323link accepts these terms

### 3.15 Change in Vendor Representatives

Response: 323link accepts these terms

### 3.16 Equipment and Services Schedule

Response: 323link accepts these terms

### 3.17 Benefit of Cost Reduction

Response: 323link accepts these terms

### 3.18 Bid Terms

Response: 323link accepts these terms

### 3.19 Fiscal Funding

Response: 323link accepts these terms

### 3.20 Insurance

Response: 323link accepts these terms. 323links' current policy meets these requirements.

### 3.21 New Products

Response: 323link accepts these terms

## **SPECIFICATIONS**

### 3.22 Product and Services Delivery Overview

323link is an integrator with access to all the mainstream products in the audiovisual industry as you will find in our attached pricing catalog.

323link also has many unique offerings of products we distribute to other



resellers, and we offer all the well-known platforms for collaboration as a Google/Google EDU partner, Microsoft Partner, Zoom, Signal Wire, Cisco, Poly, Panopto, and many others. We can provide both the cloud services, system design services, full installation, and long-term support for both rooms installed by 323link and rooms installed by other integrators. 323link is also a full software development company and able to provide software programming and services to integrate any platforms or help create automated workflows to solve issues between multiple platforms.

323link currently is supported by Don Cottam, the CEO and owner of 323link and CloudRoom AV who is moving to Alabama later this year to lead the operations with 2 technical support team members to work on Alabama projects. 323link also has access to 3 other installation technicians out of the Montgomery area and 15 more technical staff that can be subcontracted with our partner Field Nation. With Field Nation, we have access to over 100,000 technicians and installation engineers across the United States ([www.fieldnation.com](http://www.fieldnation.com)). This partnership allows us to scale to meet any workload. This also gives 323link the ability to work on projects across the United States and provide installation support for our resellers via CloudRoom AV.

323link handles all the major manufacturers of audiovisual equipment, but for many customers, we use our OneTouch software as an interface to reduce cost and build rooms that are easy to support to avoid costly support contracts. This is a completely different approach to audiovisual, but we still have all the resources to design and build out traditional rooms and classrooms.

323link retains a very high percentage of our customers based on our customer service, our new approach, reduced support cost, and consistent operations of our solutions.

323link can deliver systems and products anywhere in Alabama. Installation projects have a team leader and 1-4 technical installation team members depending on the size of the project. This can be scaled up to 10+ installation techs if required to meet a deadline for larger projects. We currently have 3 installation techs in Alabama with 1 sales representative

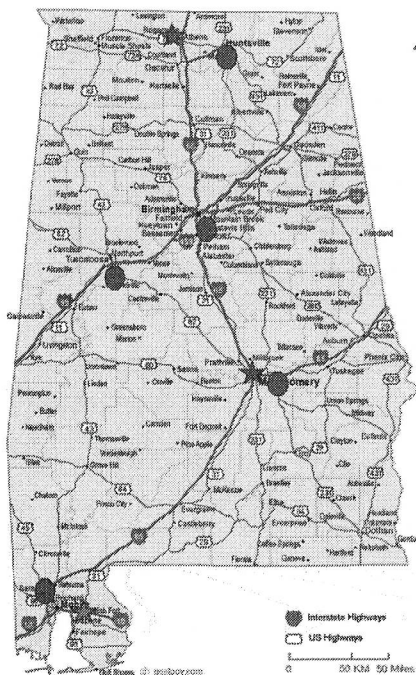
(Don Cottam), 1 help desk (Michael Plumley), and 1 primary project leader (Tim Hanisco). 323link also has access to our partner techs with Field Nation within 30 minutes of a request to respond quickly. All services are available anywhere in Alabama.

Here is a Map of our remote locations and team in Alabama.

★ Team Locations

HQ Franklin, TN  
 Tech Huntsville, AL  
 Tech Montgomery, AL  
 Cincinnati, OH  
 Asheville, NC  
 Memphis, TN  
 Tempe, AZ  
 Dallas, TX  
 Reston, VA  
 Louisville, KY

New locations 2022  
 Mobile or Orange Beach, AL  
 Atlanta, GA  
 Denver, CO



★ 1-2 323link Techs  
 Technical Staff Location

● 10+ Techs per Field Nation  
 Partnership

★ New location  
 By Oct 2022

Alabama Team  
 Don Cottam  
 Tim Hanisco  
 Michael Plumley  
 Steven Jenkins



## Support Process and Escalation Procedure

323link has a full system that interconnects our ticket system with our project system, accounting system, and provides a project portal for our customers. For support, we follow an escalation procedure once a ticket or phone call is made for support. If a ticket is submitted on our website, the customer will get a response within 2-10 minutes depending on the urgency and the customer is notified a ticket has been filed and is in the system. All our systems also connect to our inventory system to keep current inventory at the proper level.

## 323link, Inc. Service and Support Program

The 323link system includes the first year of support with the purchase of the system. Support after the first year is a fee of 3-8% of the original purchase price based on your requirements and the level of service. To protect your investment the following items are covered under the Service and Support Program.

### *Software Maintenance*

- Software and version upgrades
- Remote access and assistance (per customer agreement)
- Video Platform Room updates

### *Technical Support*

- Rapid response and resolution
- Available via phone, email, ticket system, and video conference during standard business hours- We also typically respond after-hours based on our project system Glip or Teams

### *323link Hardware Warranty*

- 12 months of hardware support (can be extended for the life of the product)
- Full coverage of parts and labor for all supplied system cables and hardware
- Replacement of hardware after the problem is isolated

### *24/7 Access to Premium Service and Support (optional)*

- Access via phone, email, ticket system, and video conference 24/7
- Online training modules
- Network design support
- Assigned account support representative

### *Advanced Replacement (Optional)*

- Replacement of hardware - based on escalation process
- Immediate dispatch and coordination directly or with onsite field technician



1. The Customer encounters a problem with the system or hosting system.
2. The Customer goes to [www.323link.com](http://www.323link.com) and hits the “Support” on the right side of the home page or calls the support phone number.
3. The Customer or 323link Tech files a quick trouble ticket that notifies and documents the needed help.
4. 323link sends a quick email to the Customer to confirm the ticket has been received and is in process.
5. A 323link technical staff member contacts the Customer via phone or email within 30 minutes of the ticket filing during regular business hours.
6. 323link works with the customer via phone or email to try and resolve the problem.
7. 323link determines what the problem is and if an onsite visit is required for the repair or if the repair can be handled remotely.
8. If the problem requires onsite support a technician is dispatched and will arrive on site based on the scheduled time determined by 323link and the Customer.
9. The onsite technician repairs the problem and determines its cause. The customer then signs off on the repair.
10. If the problem requires an equipment replacement, 323link process the order for new hardware and a replacement date is scheduled. The customer then signs off on the replacement/repair.

Training and first-year support are included with the purchase of our systems. Training is typically done onsite at the end of the installation and unlimited additional training over video call is also provided. In many cases, we provide additional onsite training in the first year. If the customer renews support for year 2, unlimited training is also included with our support contract renewals.

323link customer satisfaction is extremely high as the evaluation team will find out as they contact our references. 323link as a policy does not send out formal surveys but we do ask customers about the quality of our support during interactions with customers via phone, video, or email. We have an 84% customer satisfaction level based on those interactions. We find that customers do not like to be bothered with surveys and by requesting customers to fill out these surveys can be harmful to the customer experience. I am sure no one reading this likes filling out customer satisfaction surveys. We can report resolved tickets and customer satisfaction from our ticketing system if needed, but we think our references in Alabama will confirm our high quality of support and customer satisfaction.

### 3.23 Reporting

323link agrees to provide the quarterly reporting on each customer's project type and total cost. 323link will also provide a small description of the project and confirm the customer is satisfied with the installation.

Based on our system running on the Zoho One platform we can print out reports on any combination of values if any custom reports are required to help documentation.

323link will also provide a support ticket report for all customer requests in that quarter and if needed we can provide a list of projects planned for the next quarter. We can provide reports with any variables requested based on our system and database.

#### Example Report – Customer Projects

323link

#### Quarterly Contract Report

Project and Organization	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	Sales Chart for	Qtr 1
Project 1 Customer	\$ 3,500.00	\$ 147.00	\$ -	\$ -	\$ 3,647.00	Project 1 Customer	
Project 2 Customer	\$ 3,200.00	\$ -	\$ -	\$ -	\$ 3,200.00	Project 2 Customer	
Project 3 Customer	\$ 1,650.00	\$ -	\$ 23.75	\$ -	\$ 1,673.75	Project 3 Customer	
Project 4 Customer	\$ 1,200.00	\$ 36.80	\$ -	\$ -	\$ 1,236.80	Project 4 Customer	
Project 5 Customer	\$ 1,150.00	\$ -	\$ -	\$ -	\$ 1,150.00	Project 5 Customer	
Project 6 Customer	\$ 900.00	\$ -	\$ -	\$ 200.00	\$ 1,100.00	Project 6 Customer	
Project 7 Customer	\$ 700.00	\$ -	\$ -	\$ -	\$ 700.00	Project 7 Customer	
Project 8 Customer	\$ 600.00	\$ -	\$ -	\$ -	\$ 600.00	Project 8 Customer	
Project 9 Customer	\$ 550.00	\$ -	\$ -	\$ -	\$ 550.00	Project 9 Customer	
Project 10 Customer	\$ 400.00	\$ 323.00	\$ -	\$ -	\$ 723.00	Project 10 Customer	
Project 11 Customer	\$ 294.00	\$ 346.80	\$ -	\$ -	\$ 640.80	Project 11 Customer	
Project 12 Customer	\$ 290.00	\$ -	\$ -	\$ -	\$ 290.00	Project 12 Customer	
Project 13 Customer	\$ 300.00	\$ -	\$ -	\$ -	\$ 300.00	Project 13 Customer	
Project 14 Customer	\$ 294.00	\$ -	\$ -	\$ -	\$ 294.00	Project 14 Customer	
Project 15 Customer	\$ 200.00	\$ 892.50	\$ -	\$ -	\$ 1,092.50	Project 15 Customer	
Total	\$ 15,228.00				\$ 15,228.00	Total	

Q2 through Q4 are  
projected projects that  
have been quoted by  
323link

### 3.24 Electronic Commerce

323link will provide the contract catalog access on our website and will also provide a customer code to see the contract price in our online store @ <https://www.323link.com/all-products>

We will need to add additional contract items to our store based on the size of the offerings, but we would have everything we offer in the store within 30 days of the award. Many of the items ordered as a dropship are on the site now. Our system automatically creates the sales order and notifies the Sales Representative in that area about the order. They are instructed to follow up with the customer to make sure they are getting exactly what they intended to order and confirm the shipping instructions.

Standard purchase orders are processed in the sales order system within 24 hours. Orders can be expedited based on request.

### 3.25 Breadth of Offering

323link offers products in all the listed items other than Key and Access Control.

This is a list of the manufacturers represented in the proposal. The price list section provides additional information.

Shure  
Polycom  
Acoustic magic  
Aver  
APC  
RTI  
ClearTouch  
Smart Technologies  
323link Solutions  
Moertek  
Telycam  
Wyrestorm  
Samsung Commercial  
JBL Sound Bars  
Syber



DTen  
Barco  
Epiphan  
Key Digital  
Peerless  
Dlink  
Kef  
Yamaha  
JVC Kenwood  
Luxul  
Panamax  
Pro Mounts  
Vanco  
Sony Professional  
Middle Atlantic  
DaLite  
Proficient  
Google Business  
Google Education  
Zoom  
Signal Wire  
Microsoft 365  
8x8  
RingCentral  
TrueConf  
CirQlive  
AVF  
Barco  
Bosch Conference  
Heckler Design  
Kramer  
Logitech  
Nigel b  
Yamaha  
STEM Audio  
Spectrum Furniture  
Cannon  
Draper

ElectroVoice  
HuddleCam  
LG  
Pro Mounts  
Christy

With this large group of manufacturers, we have the ability to customize any solution for almost any situation. 323link does focus on video conferencing, Unified Communications, streaming, and content management. We can provide everything from the furniture design and layout to the display/control systems combined with local or cloud systems. Our software team can also assist with the development of almost any type.

323link provides windows 10 or windows 11 with any of the PCs provided in our solutions based on any of the offered processors. Please see the pricing section for pricing and model numbers.

All our systems are compatible with windows. Our cloud solutions work with windows, iOS, Android, Mac OS, and most mobile devices.

#### Technical and Services Offered

1. AV Design
2. Network Consulting
3. Support (remote or onsite) for repair
4. Software Design
5. Control System Programming
6. Free Consulting for new projects
7. Demonstration of new Technology
8. Software Programming
9. Video Conferencing Engineering
10. Cloud Services Provisioning and Consulting
11. Cabling and Installation
12. Site Certification Services

13. Training onsite or via Video
14. Digital Signage Installation
15. Content Programming
16. Cloud Voice Services and Support
17. Google Account Sales and Support (Commercial and Education)
18. Office 365 Account Sales and Support
19. Mobile device Support 4G and 5G
20. Large Venue Audio and Video Design and Systems

### 3.26 Primary Account Representative

Don Cottam is the primary contact and is responsible for the performance of the agreement. Don is relocating to open a new office in Southern Alabama by October of 2022. Steven Jenkins is our Director of Business Development and will be working to establish relationships and attend conferences across the state.

Don Cottam

CEO

[doncottam@323link.com](mailto:doncottam@323link.com)

615-794-8777

5015 Rizer Point Drive

Franklin, TN 37069

Steven Jenkins

[sjenkins@323link.com](mailto:sjenkins@323link.com)

901-299-7016

### 3.27 References

3.27 2-10-22

Alabama Fire College

Patrick Dunlap

Classroom Technology

205-246-6743

[pdunlap@alabamafirecollege.org](mailto:pdunlap@alabamafirecollege.org)

2501 Phoenix Drive, Tuscaloosa, AL 35405

Athens State University

Belinda Krigel

CIO

[Belinda.krigel@athens.edu](mailto:Belinda.krigel@athens.edu)



256-233-8104  
300 N Beaty Street, Athens, AL 35611

Anniston Fire Department/ Regional Training Center  
Johnnie Phelps  
Video Conferencing Classroom Support  
[jphelps@anniston.al.gov](mailto:jphelps@anniston.al.gov)  
256-342-2246  
5400 McClellan Blvd, Anniston, AL 36206

Chelsea Fire Department  
William Ricketts  
Captain  
[wricketts@cityofchelsea.com](mailto:wricketts@cityofchelsea.com)  
334-651-5903  
160 Chesser Dr., Chelsea, AL 35043

Tennessee State University  
John Ricketts  
Technology TSU AG  
[Jricket1@tnstate.edu](mailto:Jricket1@tnstate.edu)  
615-630-0526  
3500 John A Merritt Blvd, Nashville, TN 37219

Middle Tennessee Electric (largest electrical coop in the US)  
Ethan Edwards  
IT – Video Conferencing/Project Manager  
[Ethan.edwards@mtemc.com](mailto:Ethan.edwards@mtemc.com)  
615-494-1095  
555 New Salem Hwy, Murfreesboro, TN 37129

### 3.28 Pricing Lever and Guarantee

323link is offering a 5% discount on all categories in the catalog. This is a discount from the list/publish price that is listed in the pricing catalog. Hardware items will be discounted at 5% and cloud services at the 5% level from the

baseline/published price. The 5% discount is based on the fact that shipping is included in the pricing.

As the project size gets larger 323link will offer additional discounts to the end-user below the catalog price to help that organization to meet budget constraints to provide the best possible solution. The additional discounts could be between 2 to 10 percent.

323link also offers additional discounts for early payment or down payments to start a project as an option with an additional 2% discount.

### 3.29 Oral Presentation

Response: 323link accepts these terms

### 3.30 Equipment and Services Schedule

All equipment items are received within 2 to 3 weeks of the order.

Installations are scheduled based on the customer's needs and requests.

Typically, the installation starts 3-6 weeks from the time of the order. With current supply chain issues in 2022, it is difficult to predict our manufacturer's supply, but our operations team does track inventory with our most used manufacturers that will openly provide us that information.

323link can provide a full list of the catalog with lead times at the time of the award. We could also post this online for ACCS JPA users.

### 3.32 Title Passage

Response: 323link accepts these terms

### 3.33 Quantity Guarantee

Response: 323link accepts these terms

### 3.34 Order of Precedence

Response: 323link accepts these terms

### 3.34 Payment Provisions

Response: 323link accepts these terms

### 3.36 Shipment and Risk of Loss

Response: 323link accepts these terms

### 3.37 Warranties

323link provides a standard warranty for drop shipped products but includes the first year of support and hardware coverage for installation-based projects.

Response: 323link accepts these terms

### 3.38 Price Guarantees

Response: 323link accepts these terms

### 3.39 Technical Support

Response: 323link accepts these terms

### 3.40 Product Delivery

Response: 323link accepts these terms

### 3.41 Impracticality of Performance

Response: 323link accepts these terms

### 3.42 Records and Audit

Response: 323link accepts these terms

### 3.43 Use of Subcontractors

Response: 323link accepts these terms

### 3.44 Indemnification

Response: 323link accepts these terms

### 3.45 Website Maintenance

Response: 323link accepts these terms

### 3.46 Ethics

Response: 323link accepts these terms

### 3.47 Replacement Parts

Response: 323link accepts these terms

### 3.48 FCC Certification



Response: 323link accepts these terms

3.49 Site Preparation

Response: 323link accepts these terms

3.50 Assignment

Response: 323link accepts these terms

3.51 Survival

Response: 323link accepts these terms

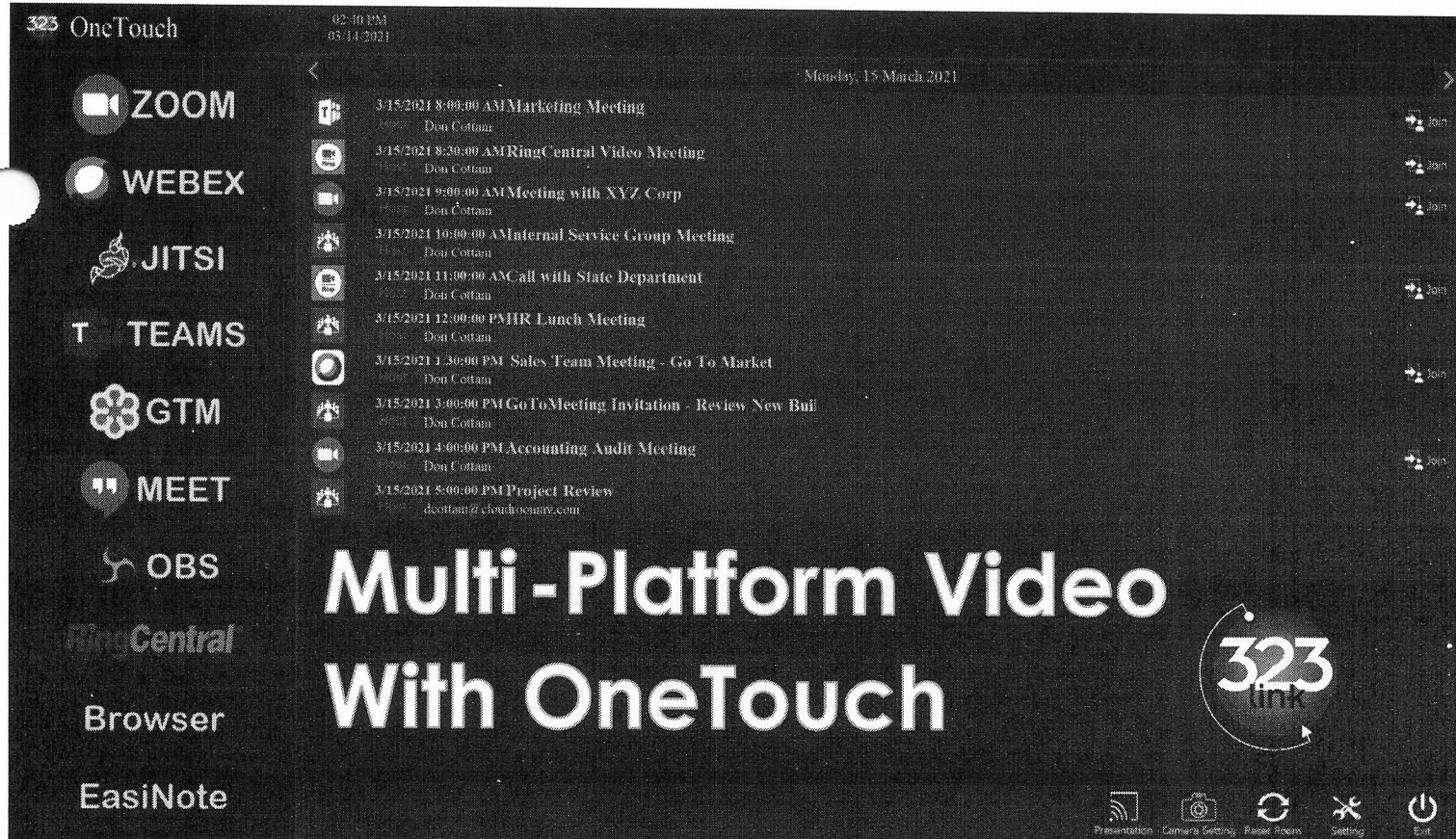
3.52 Lease Agreements

Response: 323link accepts these terms

3.53 Vendor Disclosure Statement

Response: 323link accepts these terms





Standardize your rooms with the full security and flexibility to join any video platform.

## OneTouch

OneTouch is a Windows 10-based platform that converts a computer into a Multi-Platform hardware device, much like the codecs of the past. The interface keeps users out of windows and allows them to join or connect on all of the most popular video platforms.

## Calendar Integration

OneTouch fully integrates with both Office 365 and Google Calendar. The system can be set up as a Room Resource or as a User Account depending on the application. All of the meetings booked for the room show up in the main interface with the application icon.

Our simple interface allows users to connect to calls quickly and avoid the loss of time while starting up a meeting. Simply Click the Join Button or allow the system to launch calls automatically.



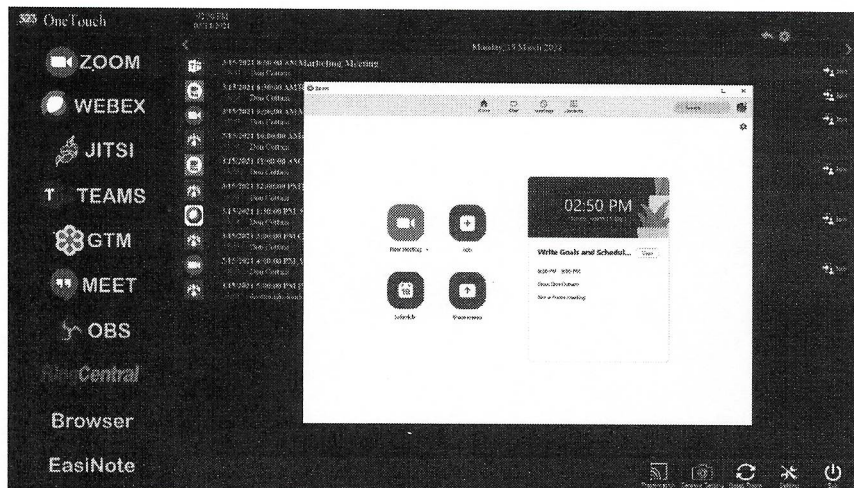
The main menu allows you to switch to a presentation, preview and control cameras, reset the room, and get in to the full settings to customize the system interface and security level.

1550 W McEwen Dr.  
Suite 300  
Franklin, TN 37069

Phone: 866-323-3269  
E-mail [sales@323link.com](mailto:sales@323link.com)

**323link, Inc.**

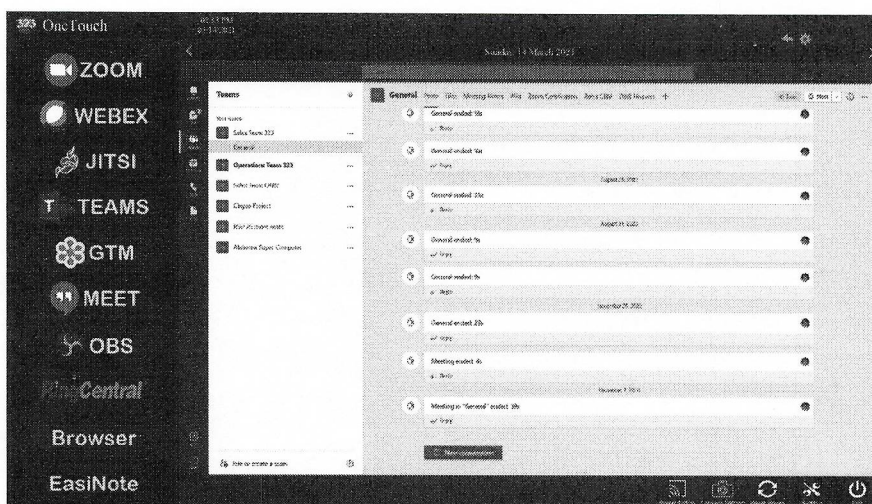




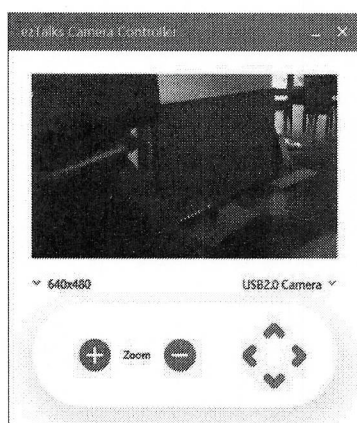
OneTouch is fully compatible with Zoom and runs much like a Zoom Room in full screen, dual displays automatically while using the regular Zoom Client. Zoom is also a great way to wirelessly present in any meeting space, or record sessions. All of the well known platforms are supported with OneTouch and OneTouch Auto-Start.

## The Flexibility to Join Any Meeting

Microsoft Teams is fully supported by OneTouch but doesn't limit you to how you can connect to others. With OneTouch you can have a Teams meeting and then attend meetings on Webex, RingCentral, Zoom, GoToMeeting, and record via OBS. Stream to YouTube, Facebook, and other streaming services.



## Wireless or Wired Presentations



OneTouch has a full camera controller for most USB based cameras and allows you to preview cameras before you start your call. The systems Reset Button allows you to clear everything open on the system for a fresh start for the next meeting. Presentations are made easy with a single icon to display the local capture card HDMI input or use AirServer for wireless content sharing allowing up to 4 people to push content to the active screen. The system also includes a browser tab to connect to your favorite browser. The software provides users the exact tools they need for meetings but protects the Windows 10 system from any interference from users in the room.

1550 W McEwen Dr.  
Suite 300  
Franklin, TN 37069

Phone: 866-323-3269  
E-mail [sales@323link.com](mailto:sales@323link.com)

**323link, Inc.**