City of Waukesha IT Technical Assessment

Requesting Department Use

Fiscal Year: 2019   Requester: Mona Bauer   Title: CASM   Dept: PRF

Project Title: Building Digital Signage
Project Overview and Goals:

Digital signage is multimedia content shown on digital displays with the goal of delivering targeted messages to specific audiences at specific times. The three components of digital signage are the display (hardware), a media player (to get the content messages on the display) and of course, the content. Digital signage communicates multiple messages, can frequently change messages or promotions, especially when there is a need to engage people while they wait in line. Digital messaging can introduce new products or services, inform residents about recreation programs, promote offers and special events, recognize staff achievements and can boost sales, offering a high return on investment (ROI) and ultimately lead to greater customer satisfaction. Eye-catching digital and interactive signs attract attention with colorful and captivating content. Digital signage complements static signs and provides a great way to educate, inform and entertain viewers using motion graphics and color. Content for digital signage can include text, photos, eye-catching motion graphics, video clips, live feeds and other assets to connect with the customers.

The proposal is to replace the white board sign at the Schuetze Recreation Center with a kiosk display that will give participants directions, room locations and reminders. This can be tied to our registration software by implementing the Digital Signage Module. We set it up and it is managed through that software program.

We are also proposing to have a movable kiosk at the Aviation location. This kiosk can be used at events, the lobby, trade shows, etc. It will primarily be used to educate, inform and promote what WPRF has to offer.

Lastly, we are proposing to utilize a display menu at Horeb Springs Aquatic Center to help boost sales, change with the time of day and offering of half-price products, display the weather for the next hour and other items that customers need at the pool.

In 2020, we are proposing to purchase displays for the outside of Les Paul to display sponsor logos during concerts, upcoming venue events and to cross market additional programs to the audiences. Currently the sponsors are being changed twice a week resulting in high labor costs. This would be reduced by having a digital display.

All in all, we are using technology to promote department services to the city residents in a modern method and channel, in an effective and efficient manner.

The level of service given to the residents will be at the click of a mouse. With all these signs being integrated with one program, signs can be changed at a moments notice. If information needs to be displayed quickly, the agility of this system would be able to accomplish that either by the individual sign or collectively as a group. Information given via live feeds only engages the customers and grabs their attention. This will help boost sales and revenue for the department.

Project Costs:
Total of Year 1 costs (purchase, training, implementation): $11,500
Annual Maintenance & Support costs: $4,000

Proposed Project / Technology
Check one: ☐ Replacement ☒ New ☐ Upgrade ☐ Other:

Will any of the following need to be purchased: PCs, Handheld devices, Laptops, printers, scanners, etc.

☐ N/A ☒ Yes ☐ No

If yes, please explain: Chrome books are needed to access the sign software. They are included in the cost of the signage.

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City of Waukesha IT Technical Assessment

Vendor Use

General overview from vendor of the application topology and what the application does:
The following questions are designed to help determine the appropriate infrastructure costs in conjunction with system type/criticality information.

Company Name: Skykit
Project Title:

Application Architecture

What is the Application Architecture (if known)? The options are as follows:

☐ Client/Server   ☐ Client   X Web Based   ☐ Other:
*Web-Based is preferred

Where is the Application Architecture installed? The options are as follows:

☐ On-Premises   X Hosted   ☐ Other:

If the Application Architecture is hosted, what model is used?

☐ Infrastructure as a Service   X Software as a Service   ☐ Platform as a Service

☐ N/A   ☐ Other:

If the Application Architecture is hosted, and the City stops using the solution, is there a charge to get our data back

☐ Yes   X No

If the Application Architecture is hosted, what certifications do they hold?

☐ SAS 70   ☐ SSAE 16   X FedRAMP   X Other: ISO 27017, ISO 27018, SOC 2/3

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Web Application Requirements

☐ N/A: This is a Client/Server Solution

What Web Browsers are supported?
☐ Internet Explorer   X Chrome   ☐ Firefox   ☐ Browser Agnostic   ☐ Other:
* Browser agnostic preferred

Is the application fully HTML5 compliant?
☐ No   X Yes
*HTML 5 compliance is Preferred

What Browser version is supported?
Internet Explorer: Chrome: Latest   Firefox:

What Web service is used: ☐ IIS - Version   X Other – Version
*IIS Preferred

What third party software needed?
 ☐ A Java add-on is on the client, version #
 ☐ ActiveX add-on on the client
 ☐ Silverlight add-on on the client
 ☐ .NET Framework, version
 ☐ Digital certificates (IE based app. or ASP)
 ☐ Adobe
 ☐ Add-ins for existing applications (IE MS Office, etc.)
 X Other *(Content Creation Software)*
 ☐ Not Applicable (none needed)
*None Needed is preferred.

Web Application Security

Can HTTPS/SSL be enabled?
☐ No   X Yes
*HTTPS is Preferred

Can weak ciphers such as SSL 2 and 3, TLS 1 be turned off?
☐ No   X Yes
*Applications dependent on weak ciphers will be rejected.

What security standards are supported?
☐ PCI   ☐ FIPS 140-2   ☐ Other:

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Server Requirements

X N/A: This is a Hosted Solution

Specify the type of server the main component of the application will be installed on?

☐ M S Server W hat Version?   What Service Pack?

☐ L IN U X - What version?

*MS Server is the standard

What database will be used?

☐ M S SQ L   What version?   What SP?

☐ O racle   What version?

☐ O ther   What version?

 X N/A

*MS SQL is the standard

Is database fully vendor supported?

☐ N /A   ☐ N o   X Y es   Notes:

*Vendor supported is preferred

Does the vendor require the application and Database to reside on same hardware?

☐ N o   ☐ Y es   Notes: SAAS Based platform built on Google Cloud Platform

If no, can the application and Database reside together for the test system?

☐ N o   ☐ Y es   Notes: n/a

Are virtual servers supported?

☐ N o   ☐ Y es   Notes: n/a

*Virtual Servers are the standard

If yes, which Hypervisors?

☐ H yper-V Notes: ☐ V M w are N otes:

*Vmware is the standard

Will any of the following servers be needed?

☐ Test   ☐ Q A   ☐ T rain   ☐ N ot A pplicable ☐ O ther Notes:

*Test environments are the standard *QA environments are preferred

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Client Requirements

X N/A: Web-Based solution

Is the application able to run in a Citrix/Remote Desktop/VDI environment?

☐ No   ☐ Yes   Notes: n/a

Is Citrix/RDS/VDI fully vendor supported?

☐ No   ☐ Yes   Notes: n/a

What client operating system will be used?
☐ Windows 7 - What SP?
☐ Windows 10 - What SP?
☐ Other: What SP?   n/a
*The most current Windows OS is the standard.

What third party software needed?
☐ A Java add-on is on the client, version #
☐ ActiveX add-on on the client
☐ .NET Framework, version
☐ Digital certificates (IE based app. or ASP)
☐ Adobe
☐ Add-ins for existing applications (IE MS Office, etc.)
X Other   *(Chrome Browser for CMS access and other content creation tools as needed)*
☐ Not Applicable

User Account Control

Does the application require users to login?

☐ No   X Yes   Notes:

Does the application integrate with Active Directory for authentication?

☐ No   X Yes   Notes:

*Active Directory is the standard for on-premises applications.

Does the application integrate with Active Directory for user account creation?

☐ No   X Yes   Notes:

Does the application federate with Active Directory through Active Directory Federation Services?

☐ No   X Yes   Notes:

Does the application federate with Active Directory through Azure AD?

☐ No   X Yes   Notes:

*Azure AD is the standard for hosted solutions.

Does the application support Multifactor Authentication?

☐No   X Yes   Notes:

Additional Application Info

Can adequate system backup & recovery procedures be implemented? This includes the ability to test the restore processes on a "regular" basis.
X Yes   ☐ No *(Skykit manages and maintains all systems including Backup)*

If the system requires transmission of information to a remote party, can it be adequately protected? (This would include encryption for data transmission, and at rest.)
X Yes   ☐ No

What will be the frequency of updates (i.e. dot (.) or SP)?   Approx 2 weeks (sans hotfixes)
What will be the frequency of upgrades (i.e. major releases)?   Approx 2 weeks

Is the application licensed per user? ☐ No   ☐Yes   Notes: *licensed per-display*
If yes, are they concurrent licenses? ☐ No   ☐Yes   Notes:

Is access to the Internet required for this application? X Yes   ☐ No

If yes, please describe what access is needed and how it will be used: Media players will require access to internet via port 443 for content and software updates. *End-users require access for content and display management via browser interface.*

Additional Information

Please use this section to add additional information, information that you feel the check boxes did not allow you to accurately explain, or any other technical information. You may also attach additional supporting documents.

City of Waukesha IT Technical Assessment

City IT Department Use

For standard systems:
In order to appropriately answer the "commensurate" or "adequate" nature of a particular response, the information in the Technical Assessment Pre-Screen should be considered.

Does the system meet City of Waukesha's technical standards?
☒ Yes ☐ No Please explain:

Is the expected combination of local and vendor support sufficient? This affects availability and integrity. It is important to recognize that vendor size & stability affect the answer to this question, in addition to their contracts, procedures, etc.
☒ Yes ☐ No Please explain:

If the Vendor requires remote access for system support, can it be adequately secured? This might involve one-time passwords, VPN connections, encrypted access, etc. If the vendor requires constant "root" level access, will not allow passwords to be changed regularly, requires "always-on" modem access, etc. the answer is "NO".
☒ Yes ☐ No

If the system requires transmission of information to a remote party, can it be adequately protected? (This would include encryption for data transmission, and at rest.)
☒ Yes ☐ No

Does the system provide adequate toolsets for User Identification, Authentication and Access Control? Generally, minimum requirements include a Unique User I.D. for each system user, a password associated with each User I.D., and password complexity allowing a minimum of eight mixed-case alpha and numeric characters (the ability to handle more characters and special characters is preferred). NOTE: If the application is MS Active Directory-aware, it meets our minimum criteria.
☒ Yes ☐ No

CITY OF WAUKESHA, WISCONSIN
EQUIPMENT REPLACEMENT FUND EXPENDITURE
Budget Years: 2019 - 2023

Department: Park, Rec & Forestry
Dept. Head: Ron Grall
Project Contact: Mona Bauer/Chris Pofahl

Description of Expenditure:	Building Digital Signage
Addition or Replacement:	Addition
Initial Cost	$ 21,500
Anticipated Annual Maintenance Cost/Cost of Operation	$ 4,000
Maintenance Cost Over 5 years	$ 20,000
TOTAL INVESTMENT	$ 41,500
Est. Salvage Value of Former Capital Asset	
EST. INITIAL INVESTMENT	$ 21,500

Justification for Equipment Replacement Fund Expenditure

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   In 2020, we are proposing to purchase displays for the outside of Les Paul to display sponsor logos during concerts, upcoming venue events and to cross market additional programs to the audiences.
   All in all, we are using technology to promote department services to the city residents in a modern method and channel.

Fund-Org.-Object-Project	Funding Sources	FY '19	FY '20	FY '21	FY '22	FY '23	Total
0400-5504-42210	State Shared Rev.	$ 11,500	$ 10,000	$ -	$ -	$ -	$ 21,500
	Total	$ 11,500	$ 10,000	$ -	$ -	$ -	$ 21,500

Fund-Org.-Object-Project	Expenditures	FY '19	FY '20	FY '21	FY '22	FY '23	Total
0400-5504-68190	Display Module	$ 3,000	$ -	$ -	$ -	$ -	$ 3,000
0400-5504-68190	Aviation Kiosk	$ 3,400	$ -	$ -	$ -	$ -	$ 3,400
0400-5504-68190	Schuetze Recreation Center Kiosk	$ 1,600	$ -	$ -	$ -	$ -	$ 1,600
0400-5504-68190	HSAC Menu Kiosk	$ 3,500	$ -	$ -	$ -	$ -	$ 3,500
0400-5504-68190	Les Paul Performance Center	$ -	$ 10,000	$ -	$ -	$ -	$ 10,000
	Total	$ 11,500	$ 10,000	$ -	$ -	$ -	$ 21,500

How will this improve our service level and efficiency?

The level of service given to the residents will be at the click of a mouse. With all these signs being integrated with one program, signs can be changed at a moments notice. If information needs to be displayed quickly, the agility of this system would be able to accomplish that either by the individual sign or collectively as a group. Information given via live feeds only engages the customers and grabs their attention. This will help boost sales and revenue for the department.

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ESTIMATE
EST-1290

Payment Terms: Cash Customer

Created Date: 5/11/2018

DESCRIPTION: Schuetze Digital Wayfinding

Bill To: Waukesha Parks, Recreation & Forestry
1900 Aviation Dr.
Waukesha, WI 53188
US

Pickup At: Waukesha Parks, Recreation & Forestry
Mona Bauer
1560 E Moreland Blvd
Ste F
Waukesha, WI 53186
US

Requested By: Mona Bauer
Email: mbauer@waukesha-wi.gov
Work Phone: (262) 524-3732

Salesperson: Kristin Jacobson

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	**43" Commercial TV**	1	$807.0000	$807.00
1.1	**Commercial TV Monitor -**			
	Part Qty: 1			
1.2	**Hardware - Standard Wall Mount without Tilt**			
	- Retail Price: $25.00			
2	**Skykit License 12 Months**	1	$260.0000	$260.00
2.1	**Skykit Basic License-Per Display-Up to 10 Displays - 12 Months -**			
	Part Qty: 1			
3	**Chrome OS Management**	1	$150.0000	$150.00
3.1	**ChromeOS Management Console Lic, Business -**			
	Part Qty: 1			
4	**ASUS : Chromebox**	1	$200.0000	$200.00
4.1	**ASUS : CHROMEBOX2 G095, MiniPC, Chrome OS -**			
	Part Qty: 1			
5	**Skykit Chromebox White Glove Service**	1	$15.0000	$15.00
5.1	**Skykit Chromebox White Glove Service -**			
	Part Qty: 1			

This estimate is valid for 30 days.

Subtotal:	$1,432.00
Taxes:	$73.03
Grand Total:	$1,505.03

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ESTIMATE
EST-1263

Payment Terms: Cash Customer

Created Date: 5/3/2018

DESCRIPTION: Pool Digital Menu Sign

Bill To:	Waukesha Parks, Recreation & Forestry 1900 Aviation Dr. Waukesha, WI 53188 US	**Pickup At:**	Waukesha Parks, Recreation & Forestry Mona Bauer 1560 E Moreland Blvd Ste F Waukesha, WI 53186 US

Requested By: Mona Bauer
Email: mbauer@waukesha-wi.gov
Work Phone: (262) 524-3732

Salesperson: Kristin Jacobson

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	**Outdoor TV Box with Fan**	1	$1,639.9800	$1,639.98
1.1	**Outdoor TV Box -**			
	Part Qty: 1			
1.2	**Hardware - Heavy Duty Wall Mount**			
	- Retail Price: $100.00			
2	**43" Commercial TV**	1	$782.0000	$782.00
2.1	**Commercial TV Monitor -**			
	Part Qty: 1			
3	**Skykit License 12 Months**	1	$260.0000	$260.00
3.1	**Skykit Basic License-Per Display-Up to 10 Displays - 12 Months -**			
	Part Qty: 1			
4	**Chrome OS Management**	1	$150.0000	$150.00
4.1	**ChromeOS Management Console Lic, Business -**			
	Part Qty: 1			
5	**ASUS : Chromebox**	1	$200.0000	$200.00
5.1	**ASUS : CHROMEBOX2 G095, MiniPC, Chrome OS -**			
	Part Qty: 1			
6	**Skykit Chromebox White Glove Service**	1	$15.0000	$15.00
6.1	**Skykit Chromebox White Glove Service -**			
	Part Qty: 1			

This estimate is valid for 30 days.

Subtotal:	$3,046.98
Taxes:	$155.40
Grand Total:	$3,202.38

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(262) 288-1199

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ESTIMATE
EST-1262

Payment Terms: Cash Customer

Created Date: 5/3/2018

DESCRIPTION: Aviation Digital Kiosk

Bill To:		Pickup At:	
	Waukesha Parks, Recreation & Forestry		FASTSIGNS
	1900 Aviation Dr.		1560 E Moreland Blvd
	Waukesha, WI 53188		Ste F
	US		Waukesha, WI 53186
			US

Requested By: Mona Bauer   **Salesperson:** Kristin Jacobson

Email: mbauer@waukesha-wi.gov

Work Phone: (262) 524-3732

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	**Digital Kisok**	1	$2,484.0000	$2,484.00
1.1	**SWEDX 40" Blade Kiosk -**			
	Part Qty: 1			
2	**Skykit License 12 Months**	1	$260.0000	$260.00
2.1	**Skykit Basic License-Per Display-Up to 10 Displays - 12 Months -**			
	Part Qty: 1			
3	**Chrome OS Management**	1	$150.0000	$150.00
3.1	**ChromeOS Management Console Lic, Business -**			
	Part Qty: 1			
4	**ASUS : Chromebox**	1	$200.0000	$200.00
4.1	**ASUS : CHROMEBOX2 G095, MiniPC, Chrome OS -**			
	Part Qty: 1			
5	**Skykit Chromebox White Glove Service**	1	$15.0000	$15.00
5.1	**Skykit Chromebox White Glove Service -**			
	Part Qty: 1			

This estimate is valid for 30 days.

Subtotal:	$3,109.00
Taxes:	$158.56
Grand Total:	$3,267.56

Signature: _____   **Date:** _____