



RUBICONSmartCity™ Proposal

Prepared For: DeKalb County, GA
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RUBICONSmartCity is a suite of technology products and services designed to help cities run operations faster, smarter, and more effectively.

RUBICONSmartCity uses a Software-as-a-Service (SaaS) model that provides several advantages:

- Reduce the costs for hardware and software licenses compared with the traditional models because service usually resides in shared or multi-user environments.
- Reduce the time spent on installation and configuration, reducing issues that complicate software deployment.
- Reduce maintenance costs since Rubicon owns the environment and it is split among all customers that use that solution.
- Solution upgrades become available to customers automatically.

This proposal is based on the information provided by DeKalb County and is anticipated to be the amount of software and hardware that is sufficient to meet your goals: additional software or hardware can be provided for an additional cost during the contract period as your needs determine.

Service Fees & Billing

The RUBICONSmartCity cost scenario outlined below includes two components: a one-time implementation cost and a recurring yearly cost for each software license. Implementation costs include digitization and any additional training and implementation services provided by the Customer Success Team. In addition, supplemental, standard or product releases will be provided to DeKalb County at no additional cost.

Scenario 1 – iPads Provided

This pricing includes:

- Unlimited staff access to the Portal
- 212 Total subscriptions to the RUBICONSmartCity App
 - 170 Driver App Subscriptions
 - 42 Supervisor App Subscriptions
- 212 Leased RUBICONSmartCity ICI Devices (iPads)
 - 40 ICI Devices (iPads) Annual Replacements (if necessary)
 - Associated mounts and charging accessories
- Data and Service Provided on All ICI Devices (iPads)
- Implementation support including project management, training, digitization, and account management
- External hosting in a secure cloud environment



- Ongoing and account management services
- Customer Success Manager
- 24x7 technical support through RUBICONSmartCity’s online help desk

3-YEAR
CONTRACT

	212 RUBICONSmartCity Driver App Subscriptions + 212 RUBICONSmartCity ICI Devices (iPads)	List Price	Discount	Customer Price
YEAR 1	One Time Professional Services & Recurring Hardware & Software	\$826,140.00	\$(289,149.00)	\$536,991.00
YEAR 2	Recurring Hardware & Software	\$788,640.00	\$(276,024.00)	\$512,616.00
YEAR 3	Recurring Hardware & Software	\$788,640.00	\$(276,024.00)	\$512,616.00
YEAR 4	Recurring Hardware & Software	\$788,640.00	\$(276,024.00)	\$512,616.00
YEAR 5	Recurring Hardware & Software	\$788,640.00	\$(276,024.00)	\$512,616.00
TOTAL		\$3,980,700.00	\$(1,393,245.00)	\$2,587,455.00

Pricing does not include taxes, if applicable.

Extensions

The fees for any extensions or renewals beyond Year 3 may be adjusted no more than once in twelve (12) months by the percentage change between the Consumer Price Index baseline (“CPI Baseline”) and the most recently available Consumer Price Index for all Urban Consumers – U.S. City Average – Services (“CPI”) as published by the Bureau of Labor Statistics, at the time of the price review and adjustment. The month and year of the initial CPI Baseline are August 2024.