

Business Operations
Ofelia San Pedro, Deputy Superintendent

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACTUAL SERVICES AGREEMENT BETWEEN THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, AND COGNOS CORPORATION, PURSUANT TO REQUEST FOR PROPOSALS NO. 100-DD04 – ONLINE ANALYTICAL PROCESSING/BUSINESS INTELLIGENCE SYSTEM 2004

COMMITTEE: INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS

In the past, educators and administration relied on Information Technology Services staff to develop and deliver reports. These reports took time to develop, were rigid in structure, and time limited as to relevance. Reporting on student performance, financials, human resources, capital, or others, required District staff to manually reconcile information from many paper reports in order to support critical decisions. In addition, limited information was available across time for longitudinal and predictive analysis. Recent initiatives to expand the enterprise-data warehouse have ensured that information is available to drive decisions in the classrooms, schools and departments. However, information is of no use if staff has no method of access. The District needs a system to access this information on a real-time basis with an easy-to-use web interface.

The Online Analytical Processing/Business Intelligence (OLAP/BI) system will provide this capability and replace the vast collection of paper reports currently distributed around the District on a daily basis. This system will provide staff the capability of producing analytical reports to assist them in their decision-making. These reports are delivered immediately, electronically, and the information can be displayed in various formats, such as graphs, reports, and spreadsheets. The system will also provide scorecards and dashboards for monitoring performance against targets. The system includes templates for No Child Left Behind (NCLB), Adequate Yearly Progress (AYP), financial reporting and human-resource reporting, all in an easy-to-use, web-based interface that is always up-to-date with statutory requirements.

The Request For Proposals No. 100-DD04 – Online Analytical Processing/Business Intelligence System 2004, opened on June 3, 2004, is to provide a web-based, simple-to-use interface that permits teachers and administrators to access reports, build queries and analyze information from the District's enterprise data warehouse. This is a term proposal. Of 26 proposers sent proposal forms or card notices of this advertised proposal, 10 responded.

The RFP was structured to provide the District with an enterprise level, perpetual license, providing cost-effective delivery to all schools and offices, and interfacing with District information systems and data warehouses.

In addition, the OLAP/BI included 23 specific functional requirements, such as role-based security, data integration, web-based functionality, filtering, on demand ad-hoc reporting and support for predictive analysis.

The following members were selected to evaluate proposals, hear presentations and make a final recommendation for the OLAP/BI system:

Dr. Alvin Brennan, Principal, Lake Stevens Middle
Ms. Josette Paris, Principal, Morningside Elementary
Ms. Debbie Singer, Teacher, DASH
Ms. Myriam Garcia, Teacher, Amelia Earhart Elementary School---Union Member
Ms. Verdell King, Director of Curriculum, ACCESS Center 3
Ms. Isora Castro, Executive Director, Capital Construction Budget and Contract
Mr. Christopher de Ogburn, Supervisor, Compensation Administration
Dr. Jerome L. Levitt, Supervisor II, Office of Program Evaluation
Ms. Gisela F. Feild, District Director, Assessment and Data Analysis
Mrs. Michele Weiner, Supervisor, Curriculum and Instruction District Mathematics
Dr. Sylvia Díaz, Executive Director, Instructional Technology
Mr. Victor Diorio, Director of Web Applications/Technical Support, Systems and Programming Services, ITS
Ms. Linda Leasburg-Kramer, Supervisor, Procurement Management

A meeting of the selection committee to evaluate proposals received in response to the Request For Proposals was held on October 18, 2004. Ten proposals were presented for consideration: Cognos Corporation; Confluent Technologies; The Council for Educational Change; Encore Development; Executive Intelligence, Inc.; Information Builders, Inc.; Sagebrush Corporation; SAS Institute, Inc.; SchoolNet, Inc.; and SPSS, Inc. After significant discussion, a motion was passed to recommend that all vendors be invited to participate in oral presentations.

On November 18 and 19, 2004, the selection committee met to hear presentations from the vendors. Based upon proposals submitted and oral presentations, the committee selected four (4) companies to participate in a proof of concept testing process: Cognos Corporation; Confluent Technologies; Information Builders, Inc.; and SAS Institute.

From February 1, 2005, through May 6, 2005, the selection committee members, using District servers to determine product compatibility with the District infrastructure, conducted proof-of-concept testing, in compliance with requirements stated in the Request For Proposals.

A final meeting of the selection committee was held on May 9, 2005. Based upon proposals submitted, oral presentations and the proof-of-concept-testing process, the committee selected Cognos Corporation, to provide an OLAP/BI system to the District.

The cost of the \$785,000 will provide hardware, software, training, and implementation, to support 5,050 District users. Implementation will be spread across school sites and various departments, including both educational and business operations support.

Funds for the project are included in the Capital Outlay District Bonds of the 2004-2005 Adopted Budget.

Fund Source

0350 - Capital Outlay District Bonds

M/WBE Eligibility

None

RECOMMENDED: That The School Board of Miami-Dade County, Florida, **AUTHORIZE** the Superintendent to enter into a contractual services agreement between The School Board of Miami-Dade County, Florida, and Cognos Corporation, pursuant to Request For Proposals No. 100-DD04 – ONLINE ANALYTICAL PROCESSING/ BUSINESS INTELLIGENCE SYSTEM 2004, to provide a web-based, simple-to-use interface that permits teachers and administrators to access reports, build queries and analyze information from the District's enterprise data warehouse, effective July 13, 2005, through July 30, 2009, as follows:

1. COGNOS CORPORATION
15 WAYSIDE ROAD
BURLINGTON, MA 01803
OWNER: KEVIN P. SHONE
SENIOR CORPORATE COUNSEL/SECRETARY

Highest Rated Proposal.

2. Authorize Procurement Management Services to purchase up to the budgeted amount of \$785,000.

OSP/lja