



ADA Digital Accessibility - Compliance Services –
Consulting and Design

Tab 3: Performance Capability

The Alliance for Innovation (AFI)

ISSUE DATE 12/10/2025 | DUE DATE | 01/30/2026

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Cover Letter

PO Box 1642,
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Date: 1/14/2026

Dear Contracting Officer,

On behalf of App Maisters, I am pleased to submit our proposal to provide modernization to **The Alliance for Innovation (AFI)** in response to the **RFP for ADA Digital Accessibility – WCAG 2.1 AA / 2.2 AA Compliance Services – Consulting and Design**

App Maisters Inc. (Designated **MBE, SBA 8(a)** small business Organization) is a nationally recognized digital transformation Solutions Provider headquartered in Texas, with a proven track record of delivering **500+ solutions to 400+ clients** across the **25 states of U.S.**, ranging from startups and enterprises to government agencies. We provide end-to-end IT services, including **custom web and mobile app development, Software consultancy, cloud solutions, and data-driven digital transformation consulting**. We specialize in consultation, modernization, web and app development, AI/ML, cybersecurity, system integration, and IT staff augmentation, helping clients modernize and scale their operations. As **an ISO 27001 and ISO 9001 certified firm**, we are committed to the highest standards of quality, security, and consistency, backed by federal and state-level contracts such as OASIS+, NASA SEWP, TXShare, and TIPS. With offices in Houston, Chicago, Los Angeles, Dallas, Austin, and San Antonio, we combine a strong local presence with national reach to serve diverse client needs.

App Maisters proposes a comprehensive technical solution that addresses all seven workstreams for ADA Digital Accessibility compliance. Our solution includes accessibility assessments through both automated and manual testing, followed by strategic planning and advisory support to create customized accessibility roadmaps. We will implement remediation measures across digital assets, document and multimedia accessibility improvements. Our approach also includes role-based training to build internal capacity, the development of governance policies to institutionalize accessibility practices, and the remediation of PDFs and documents to ensure full compliance. Additionally, we offer consulting for video, audio, and multimedia content accessibility, ensuring a holistic solution that supports agencies in maintaining long-term accessibility compliance across all digital platforms.

Please feel free to contact me directly at **(888) 391-8184** or **michael@appmaisters.com** with any questions.

Michael Atkinson
Director Operations



Executive Summary

App Maisters Inc. is an **ISO 27001 and ISO 9001** certified **digital transformation provider** based in Houston, Texas, specializing in custom mobile and web applications, software consultation, cloud solutions, and AI/ML technologies. With a strong track record of delivering over **500+ projects** across the United States, App Maisters has worked with clients in government, healthcare, education, and enterprise sectors. We are a recognized **SBA 8(a) and MBE, certified** small business, trusted by agencies such as NASA SEWP, TXShare, and TIPS.

App Maisters brings deep, hands-on experience in delivering WCAG-compliant digital solutions across diverse platforms and industries. A key example includes our work for Johnson County, Kansas, where we performed a comprehensive WCAG 2.1 accessibility audit, implemented full remediation for a public-sector web application, and established an ongoing accessibility program that included training for the County's IT staff. In parallel, App Maisters has also proactively ensured accessibility within its own digital properties. Our corporate website has been internally remediated and maintained to WCAG 2.2 AA standards, incorporating advanced accessibility practices such as role-based ARIA implementation, full keyboard navigability, and enhanced screen-reader compatibility.

App Maisters proposes a comprehensive technical solution to address **all seven workstreams** outlined in the ADA Digital Accessibility project. Our solution spans the following workstreams:

- 1. Accessibility Assessments:** Automated and manual testing to evaluate the accessibility of websites, mobile apps, documents, and multimedia against WCAG 2.1 AA, 2.2 AA, ADA, and Section 508 standards.
- 2. Program Roadmaps, Strategy & Ongoing Advisory:** Strategic planning and development of customized accessibility roadmaps, including prioritization and ongoing advisory support for agencies to sustain their accessibility initiatives.
- 3. Remediation & Implementation:** Addressing identified accessibility issues across digital assets, ensuring compliance through code-level fixes, mobile app enhancements, document remediation, and multimedia accessibility.
- 4. Training & Enablement:** Role-based training for developers, content authors, and compliance teams, aimed at building long-term accessibility awareness and self-sufficiency within agencies.



- 5. Governance & Policy Development:** Creation of comprehensive accessibility policies and governance frameworks, ensuring accessibility is embedded in day-to-day workflows and decision-making.
- 6. Document & PDF Accessibility Services:** Remediation of existing PDFs and documents to ensure compliance with accessibility standards, along with creating accessible document templates and style guides.
- 7. Video, Audio & Multimedia Accessibility Consulting:** App Maisters does not provide multimedia accessibility solutions but in alignment with our strategic partners or AFI selected third party vendor. We will assure that results are delivered according to the RFP and AFI stakeholders expectations. In addition, as per requirement in RFP, we will assist in selection of third party vendors. Our project/ program manager is experienced enough to deliver the consultation service for video audio media accessibility.

Through this multi-faceted approach, App Maisters delivers a tailored, technical solution across all seven workstreams to ensure seamless, long-term digital accessibility compliance for participating public agencies.



Technical Solution

App Maisters fully understands the scope of this project and is pleased to propose a technical solution for **all workstreams** that aligns with the objective that is to provide consulting services for accessibility of public-facing and internal digital properties, including—but not limited to—websites, web applications, mobile applications, online portals, digital documents and forms, video and multimedia content, and associated third-party integrations.

Workstream 1: Accessibility Assessments and Audits

Objective: Evaluate the accessibility of digital assets (websites, applications, documents, multimedia) in alignment with WCAG 2.1 AA, ADA Title II/III, Section 508, and other standards.

Technical Approach:

1. Automated Testing Tools:

1. **We will use axe-core that** is a free, open-source library and does not have subscription rates it checks the accessibility compliance of web apps and HTML-based forms. We will also use custom **App Maisters tools** for automated testing of common accessibility issues (e.g., color contrast, missing alternative text, improper use of semantic HTML).

2. Manual Testing with Assistive Technologies:

1. Manual verification using free, open-source screen reader tools such as **NVDA** (NonVisual Desktop Access) for Windows, **VoiceOver for macOS and iOS devices**, and **TalkBack** for Android devices to simulate real-world use by people with disabilities.
2. Testing for **keyboard accessibility**, **screen reader compatibility**, and **content clarity** for cognitive and visual impairments.

3. Cross-Platform & Cross-Browser Testing:

1. Testing on multiple devices (desktop, mobile, tablet) and browsers (Chrome, Firefox, Safari, Edge) to ensure broad compatibility.
2. Ensuring **responsive design** and **accessibility compliance** on every platform.

4. Gap Analysis Against WCAG, ADA, Section 508, and Other Standards

App Maisters will conduct a formal gap analysis against WCAG 2.1 AA, WCAG 2.2 AA, ADA requirements, Section 508, and other applicable accessibility standards. Each identified issue will be explicitly mapped to



the relevant success criterion or legal requirement, ensuring traceability and audit defensibility. App Maisters will document compliant, non-compliant, and partially compliant elements across all evaluated assets. Where interpretation is required—such as for complex interactions, third-party integrations, or time-based media—App Maisters will apply industry best practices and legal guidance to determine appropriate compliance posture. The resulting gap analysis will provide the Agency with a clear understanding of current compliance status, exposure areas, and remediation needs.

5. Risk Categorization and Prioritized Remediation Recommendations

We will categorize all identified accessibility issues based on **risk and impact**. Each issue will be evaluated according to its effect on user access, functional usability, and regulatory exposure. Issues will be classified into **Critical, High, Medium, or Low** risk categories. Critical issues will typically include barriers that prevent users with disabilities from accessing core functionality or services. Lower-risk issues will include usability degradations or cosmetic non-conformances.

6. Verification and Regression Testing

Following remediation efforts, App Maisters will perform verification testing to confirm that identified accessibility issues have been properly resolved and now meet applicable standards. Each remediated item will be re-tested using the same evaluation methods that originally identified the issue, including **automated tools, manual review, and assistive technology testing** where applicable. App Maisters will also conduct **regression testing** to ensure that fixes do not introduce new accessibility defects or negatively impact adjacent functionality. This will help preserve overall system stability and accessibility integrity.

7. Comprehensive Accessibility Audit Reports:

1. Detailed reports highlighting issues by severity (Critical, Major, Minor) with specific remediation steps.
2. Dashboards and visualizations to track issue status and priority.

Deliverables:

- Accessibility Audit Reports (with detailed issue logs)
- Executive Summary with high-level findings
- Actionable recommendations for remediation



Workstream 2: Program Roadmaps, Strategy & Ongoing Advisory

Objective:

To provide strategic guidance, multi-phase roadmaps, and ongoing advisory to help agencies plan, manage, and sustain their accessibility initiatives over time.

Technical Approach:

Developing Accessibility Roadmaps:

Conduct an initial assessment and create a **customized, multi-phase roadmap** with clear milestones for immediate remediation, mid-term fixes, and long-term sustainability.

The roadmap will be constructed using inputs from:

- Accessibility assessment findings and risk classifications
- Inventory of digital properties and content types
- Release cycles, modernization initiatives, and technology refresh plans
- Legal and regulatory obligations

App Maisters will define clearly **sequenced phases** (e.g., immediate, near-term, and long-term), with each phase specifying:

- Targeted systems and user journeys
- Accessibility objectives and success criteria
- Required technical and operational actions
- Dependencies and prerequisites
- Estimated effort and timelines

Prioritization:

Develop a **prioritization matrix** based on risk and impact, identifying critical properties, content types, and user journeys to address first.

Advisory Support:

Provide **budget planning, staffing guidance,** and **vendor management** to ensure efficient resource allocation and alignment with organizational goals. Offer **coaching for accessibility champions** within the agency.

Periodic Reviews & Adjustments:

Conduct **quarterly or semi-annual progress reviews**, tracking KPIs, identifying challenges, and adjusting the roadmap as needed.



Capacity Building:

Offer **coaching** and **ongoing training** for internal teams to foster long-term accessibility leadership and self-sufficiency.

Deliverables:

- Custom accessibility roadmap with phased actions and timelines.
- Prioritization matrix and detailed recommendations for remediation.
- Progress reports and updated roadmaps after reviews.
- Training and coaching materials for internal accessibility champions.

Workstream 3: Remediation Planning, Design & Implementation Support

1. Overall Approach and Guiding Principles

This Workstream will be executed as a **structured, collaborative remediation enablement program led by App Maisters**. The focus is not on delivering proprietary tools or software, but on **empowering agency teams and vendors** with clear plans, validated design guidance, and implementation-ready artifacts that accelerate compliance while preserving flexibility.

The App Maisters approach emphasizes:

- Risk-based remediation prioritization
- Design-system-first accessibility thinking
- Practical, standards-aligned engineering guidance
- Close collaboration with agency IT, UX, content, and vendor teams
- Validation through iterative review and evidence-based confirmation

2. Remediation Planning & Backlog Development Process

2.1 Intake and Assessment Synthesis

The process begins with a structured review of findings produced under prior assessment workstreams (e.g., WCAG 2.1/2.2, ADA, Section 508). Findings are normalized and grouped by:

- Issue type (perceivable, operable, understandable, robust)
- Affected component or template
- User impact and risk severity
- Frequency of occurrence across properties

This synthesis ensures that remediation planning is **data-driven**, consistent, and defensible.



2.2 Risk-Based Prioritization

Each issue is evaluated using a prioritization model developed by **App Maisters** that considers:

- Impact on users with disabilities
- Legal and regulatory exposure
- Frequency across pages or applications
- Effort and dependency complexity

The output is a **prioritized remediation roadmap** that allows agencies to address high-risk blockers first while planning systematic fixes for broader structural issues.

2.3 Remediation Backlog Creation

App Maisters translates identified issues into **actionable remediation backlog items** that can be consumed by development teams or vendors. Each backlog item includes:

- Clear issue description in plain language
- Applicable WCAG success criteria
- Expected remediation outcome
- Suggested technical approach (without prescribing tools)
- Validation criteria for completion

Backlogs are aligned with agency delivery models, including sprint-based development, phased releases, or vendor task orders.

3. Accessible Design & UX Guidance

3.1 Template and Component Review

App Maisters will review existing page templates, UI components, and design patterns to identify:

- Structural accessibility gaps (headings, landmarks, focus order)
- Interaction issues (keyboard access, focus visibility, error handling)
- Visual design risks (color contrast, text resizing, motion)

The emphasis is on **repeatable, systemic fixes** that reduce long-term remediation effort.

3.2 Accessible UX Recommendations

App Maisters will provide **design and UX recommendations** that align accessibility with usability, including:



- Accessible navigation models
- Form design patterns with clear labels, instructions, and error messaging
- Inclusive content presentation for dynamic or interactive features
- Guidance on consistent focus behavior and state changes

All recommendations will be documented in **implementation-ready language** suitable for designers, developers, and content authors.

3.3 Annotated Wireframes and Mockups

Where appropriate, **App Maisters will develop annotated wireframes or mockups** to demonstrate:

- Proper semantic structure
- Accessible interaction flows
- Placement of labels, instructions, and alerts
- Keyboard and screen reader considerations

These artifacts will serve as **reference implementations** that agencies and vendors can replicate across platforms.

4. Technical Review of Code and Design Systems

4.1 Front-End Code Advisory Review

App Maisters will conduct structured advisory reviews of:

- HTML markup and semantic usage
- CSS related to visibility, contrast, and focus indicators
- JavaScript behaviors affecting keyboard navigation, ARIA usage, and dynamic content

The review will focus on identifying **systemic implementation patterns** rather than isolated defects.

4.2 Design System & Component Library Guidance

When agencies maintained a design system or component library, **App Maisters will:**

- Review shared components for accessibility alignment
- Recommend accessible defaults and usage guidance
- Identify opportunities for centralized remediation

This ensures accessibility improvements scale across current and future digital properties.



5. Implementation Support & Collaborative Working Sessions

5.1 Cross-Functional Working Sessions

App Maisters will participate in structured working sessions with:

- Agency IT and product teams
- UX, design, and content teams
- External development and CMS vendors

These sessions will support:

- Interpretation of remediation guidance
- Resolution of implementation questions
- Pre-release review of accessibility fixes
- Alignment with agency release schedules

5.2 Sample Code and Pattern Guidance

To support remediation efforts, **App Maisters will provide:**

- Sample code snippets demonstrating compliant patterns
- ARIA usage examples aligned with WCAG guidance
- Design specifications describing expected behaviors

All samples are illustrative and adaptable to agency-approved technology stacks.

Deliverables

The following deliverables may be produced under this Workstream by **App Maisters:**

1. Remediation Plans and Roadmaps
2. Accessibility Remediation Backlogs
3. Design Specifications and UX Guidance Documents
4. Annotated Wireframes or Mockups
5. Sample Code Snippets and Pattern Documentation
6. Design System Accessibility Recommendations

Workstream 4: Training, Education & Capacity Building

Objective: Provide role-based training to internal teams to build long-term accessibility awareness and capability.

Technical Approach:

Role-Based Learning:



- **For Developers:** Deep dive into **HTML**, **CSS**, and **JavaScript** for accessibility, using **accessibility best practices** and tools like **axe-core** for automated testing.
- **For Content Authors:** Training on creating **accessible documents** (including **PDFs**, **Word documents**, and **PowerPoint presentations**) and optimizing **multimedia content** for accessibility.
- **For Legal/Compliance Teams:** Overview of relevant laws (WCAG, Section 508, ADA) and how they apply to different agency workflows.

On-Demand Learning:

- Provide **self-paced online modules** with video tutorials, guides, and interactive scenarios.

Interactive Workshops:

- **Workshops** on common accessibility issues, including live Q&A to resolve real-time concerns.

Ongoing Support:

- **Monthly office hours** for follow-up questions and additional help with accessibility issues.

Deliverables:

- On-demand training library (videos, guides, assessments)
- Recorded workshops with Q&A

Workstream 5: Policy, Governance & Program Management

Objective: Establish frameworks, policies, and procedures to institutionalize accessibility within agencies.

Technical Approach:

Policy Creation:

- Develop **comprehensive accessibility policies** aligned with WCAG, ADA, and Section 508 for all digital assets, defining roles and responsibilities for various teams (e.g., IT, Legal, Content Creators).

Governance Models:

- Establish **governance committees** and **accessibility task forces** with clear workflows and procedures for accessibility
- Create **cross-departmental workflows** for ongoing accessibility maintenance and testing.



Procurement Guidelines:

- Advising on procurement language and contract requirements related to accessibility

Accountability Systems:

- Implement internal **audit processes** and accountability structures to ensure compliance is maintained.

Deliverables:

- Accessibility policies and governance frameworks
- Workflow documentation for ongoing accessibility management

Workstream 6: Document & PDF Accessibility Services

Objective:

To ensure that electronic documents, including PDFs and other common file formats, are fully accessible to individuals with disabilities, complying with **WCAG, ADA, and Section 508**.

Technical Approach:

Document Remediation:

Remediate existing PDFs and documents by adding alternative text, proper heading structures, tables, and forms in compliance with accessibility standards.

Utilize **Adobe Acrobat Pro** and **PDF/UA standards** to fix issues related to accessibility. Document remediation uses Adobe Acrobat Pro to convert existing PDFs into fully accessible documents that meet WCAG and PDF/UA standards. Finally, documents are validated against PDF/UA requirements.

Template & Style Guide Design:

Create accessible document templates and a **style guide** that ensures consistency in accessibility across all agency documents (e.g., accessible PDFs, Word, and PowerPoint files).

Document Remediation Workflows:

Develop and document **remediation workflows and quality assurance (QA) processes** for internal teams, ensuring sustainable accessibility practices.

Training for Internal Teams:

Provide **training for staff** responsible for creating and maintaining accessible documents, including hands-on remediation techniques.



Deliverables:

- Remediated sample documents demonstrating accessible content.
- Accessible document templates and style guide for consistent document creation.
- Process documentation for internal remediation workflows and QA.
- Training materials and remediation logs to track ongoing efforts.

Workstream 7: Video, Audio & Multimedia Accessibility Consulting

Objective:

To ensure that multimedia content, including **video**, **audio**, and **interactive media**, is accessible to individuals with disabilities by meeting **WCAG**, **ADA**, and other accessibility standards utilizing third party vendors or our strategic partner as per alignment with AFI stakeholders.

Multimedia Accessibility Services – Scope Clarification and Support Approach

Service Scope Positioning

- App Maisters does not directly deliver captioning, audio description, sign language interpretation, or other specialized media accessibility production services as in-house offerings.
- Instead, App Maisters provides strategic, technical, and governance-focused support to ensure these services are delivered effectively through our strategic partners or by qualified third-party providers selected by agency, we are willing to support the agency by:

Advisory Support on Media Accessibility Standards

- Advise the agency on applicable accessibility standards and regulatory requirements, including:
 - WCAG 2.1 AA and WCAG 2.2 AA success criteria related to multimedia content
 - Section 508 requirements for audio, video, and multimedia
 - ADA Title II and Title III considerations, where applicable
- Provide guidance on best practices for:
 - Closed captions, open captions, and subtitle accuracy
 - Audio descriptions for visual-only content
 - Transcripts for prerecorded and live media
 - Sign language interpretation use cases and formats



- Assist in defining quality benchmarks, acceptance criteria, and review checkpoints for media accessibility deliverables.

Third-Party Vendor Evaluation and Selection Support

- Support the agency in identifying and evaluating qualified third-party vendors specializing in:
 - Captioning and transcription services
 - Audio description production
 - Sign language interpretation and accessibility media services
- Assist with:
 - Developing or refining vendor evaluation criteria aligned with accessibility, quality, turnaround time, and scalability expectations
 - Reviewing vendor credentials, certifications, past performance, and accessibility expertise
 - Assessing vendor compatibility with agency technology environments and content delivery platforms
- Provide comparative analysis and recommendations to support informed vendor selection decisions.

Alignment with Agency Procurement and Compliance Processes

- Ensure all vendor engagement activities are aligned with:
 - Existing agency procurement policies and contracting vehicles
 - Applicable compliance frameworks, including accessibility, security, and data protection requirements
- Support the agency in:
 - Incorporating accessibility-specific language into Statements of Work (SOWs), contracts, and task orders
 - Aligning vendor roles, responsibilities, and deliverables with agency governance and oversight structures
- Maintain a clear separation of advisory and oversight roles to preserve agency control over vendor selection and approval.

Workflow Documentation and Integration Support

- Document end-to-end workflows for integrating third-party media accessibility services into the agency's digital production lifecycle, including:
 - Content creation and submission processes



- Vendor handoff, review, and approval stages
- Quality assurance and remediation feedback loops
- Support integration planning to ensure:
 - Accessibility services align with existing content management systems (CMS), media platforms, and publishing pipelines
 - Clear roles and responsibilities across agency teams, vendors, and App Maisters
- Assist in defining escalation paths, turnaround expectations, and reporting mechanisms.



Deployment and Security

App Maisters proposes a secure, scalable deployment and security framework tailored specifically for **digital accessibility services** and aligned with the requirements outlined in this RFP. Our approach ensures the safe and efficient delivery of **accessibility audits, remediation services, and ongoing advisory support** across public-sector environments.

App Maisters' Platform Deployment Expertise

At App Maisters, we specialize in the deployment of platforms across any technology stack, including Java, Python, JavaScript, .NET, and more. Our team ensures seamless and secure deployment, regardless of the language or framework, by leveraging industry best practices and tools. Key capabilities are:

- **Multi-Language Support:** Expert deployment for platforms built in various languages and frameworks (React, Angular, Django, Spring, etc.).
- **Cloud-Native Deployments:** Scalable, resilient solutions using cloud providers like AWS, Azure, and Google Cloud.
- **CI/CD Automation:** Streamlined deployment with automated testing, ensuring minimal downtime and high-quality releases.
- **Multi-Environment Compatibility:** Deployment across production, staging, and development environments, ensuring consistency.
- **Post-Deployment Support:** Continuous monitoring, troubleshooting, and platform optimization after deployment.

Security and data protection are foundational to App Maisters' engineering process. All solutions—particularly those delivered in regulated environments such as government, healthcare, and banking—are built using a **security-by-design framework** aligned with **ISO 27001** and **NIST SP 800-53** principles.

Access to client environments, including staging sites and test credentials, is tightly controlled. Data collected during accessibility assessments is securely handled, transmitted, and stored under strict confidentiality protocols.

Authentication and Access Control

- Multi-Factor Authentication (MFA) using device binding, one-time passwords (OTP), or biometric verification
- Role-Based Access Control (RBAC) enforced under the principle of least privilege
- Adaptive session management with automatic timeouts for high-risk activities



Encryption and Key Management

- Data in transit protected using **TLS 1.3** with **HSTS**
- Data at rest encrypted using **AES-256**
- Passwords and tokens hashed and salted using **bcrypt or Argon2**
- Secure key management through **AWS KMS** or **Azure Key Vault**, including audit logging and key rotation

Data Protection Controls

- Segmented storage for sensitive financial and personally identifiable information (PII)
- Fine-grained access policies with continuous logging and monitoring
- Ongoing configuration reviews to prevent unauthorized data exposure

Compliance with Security and Privacy Standards

App Maisters has extensive experience delivering solutions within regulated compliance environments, including:

- **PCI DSS v4.0** – Secure handling of payment and cardholder data
- **SOC 2 Type II** – Controls for security, availability, and confidentiality
- **ISO 27001** – Certified Information Security Management System (ISMS)
- **HIPAA and GDPR** – Privacy protections for healthcare and international user data

Our hosting environments, including **AWS GovCloud** and **Azure Government**, adhere to these same frameworks and provide verifiable certifications upon request. For the scope of the current project, App Maisters will remain compliant based on its role as a **frontend mobile/web and public website CMS developer**.

Vulnerability Assessment and Penetration Testing

While vulnerability testing is out of scope for frontend-only development, App Maisters can provide these services upon request, including:

- Automated security scanning using **OWASP ZAP, Burp Suite, and Qualys**
- Periodic third-party penetration testing
- CI/CD pipeline integration with **SAST and DAST** scanning
- Documented remediation workflows with SLAs based on **CVSS severity levels**

Incident Response and Breach Management

App Maisters maintains a formal **Incident Response Plan (IRP)** aligned with **NIST SP 800-61**, covering:



- Preparation through defined escalation paths and incident playbooks
- Continuous monitoring with real-time alerting and anomaly detection
- Immediate containment and forensic analysis
- Secure recovery through patching and encrypted backups
- Post-incident reviews with root-cause analysis and corrective actions

Clients are notified promptly in accordance with regulatory timelines, and detailed incident reports are provided following containment and resolution



Reporting and Governance

App Maisters proposes a comprehensive reporting and governance framework that supports the long-term success of digital accessibility initiatives for public sector agencies. Our approach is designed to ensure transparency, accountability, and continuous improvement in compliance with WCAG 2.1 AA, 2.2 AA, and other applicable accessibility standards.

Reporting: App Maisters will deliver detailed, actionable reports at each stage of the accessibility process, including initial assessments, remediation efforts, and ongoing monitoring. Our reports will clearly document identified issues, risk categories, and remediation priorities, with regular updates on progress and milestones. Additionally, we will provide executive summaries and technical documentation tailored to different stakeholder groups, ensuring clear communication of complex accessibility issues and solutions.

We will utilize secure, user-friendly platforms to allow agencies to access compliance scores, track remediation tasks, and monitor trends over time. Our reporting tools offer visibility into compliance levels, risk indicators, and the status of ongoing remediation, ensuring that agencies have full transparency into their accessibility efforts.

Governance: App Maisters will work closely with agencies to establish a robust accessibility governance framework. This will include defining roles and responsibilities, decision-making processes, and escalation paths for addressing accessibility issues. We will provide guidance on creating internal accessibility policies, standards, and checklists to ensure that digital accessibility remains a priority within the organization.

We also offer capacity-building services, including training for internal teams, to ensure that accessibility practices are consistently followed and that agencies are equipped to maintain compliance over time. Our governance services will enable agencies to create a sustainable accessibility program, fostering continuous improvement and alignment with evolving standards.

Through this robust reporting and governance approach, App Maisters will help agencies manage their accessibility initiatives effectively, ensuring long-term compliance and an inclusive user experience.



App Maisters Customer Experience Journey: AFI Accessibility Contract

➤ Phase 1: Initial Discovery & Onboarding

□ Overview:

Upon contract activation, App Maisters will initiate a structured **kickoff process** designed to immerse stakeholders in the engagement goals, timelines, and deliverables. This ensures clarity, alignment, and quick momentum.

□ Activities:

- Dedicated success manager assigned
- Stakeholder identification and roles defined
- Onboarding checklist and timeline share
- Secure access setup (VPN, test credentials, if needed)
- Review of relevant digital assets, documentation, and previous accessibility efforts
- Introduction to optional consulting portal (if used)

□ Deliverables:

- Client-specific Engagement Charter
- Stakeholder map and communication plan
- Risk register and initial assumptions log

➤ Phase 2: Assessment & Roadmap

□ Overview:

This dual-phase process includes both technical assessments and strategic planning. Our approach ensures a blend of tactical accessibility fixes and sustainable long-term strategies.

□ Assessment Activities (Workstream 1):

- Automated and manual accessibility testing
- Use of assistive technology (e.g., screen readers) for usability review
- Gap analysis against WCAG 2.1 AA / 2.2 AA, ADA, and Section 508
- Categorization of issues by severity (Critical → Low)
- Stakeholder briefings to explain findings and next steps



□ Roadmap Activities (Workstream 2):

- Accessibility maturity review
- Prioritization of digital properties and content types
- Development of a phased roadmap with budget and staffing guidance
- Recommendations on governance, vendor management, and procurement strategy

□ Deliverables:

- Accessibility Audit Report with issue logs
- Executive summary presentation
- Multi-phase roadmap with clear remediation timelines and metrics
- Dashboard mockups for tracking accessibility KPIs

➤ Phase 3: Remediation & Monitoring

□ Overview:

We will work hand-in-hand with agency teams to ensure fixes are implemented correctly and efficiently. App Maisters acts as a consultative partner – not just diagnosing issues, but enabling successful remediation.

□ Remediation Activities (Workstream 3):

- Creation of detailed remediation plans (mapped to audit findings)
- Code-level recommendations for HTML, CSS, JavaScript, and templates
- Accessibility design pattern review and advisory
- Collaborative working sessions with development teams
- Creation of accessible component libraries and “before vs. after” validations

□ Monitoring Activities:

- Regression testing to verify fixes
- Periodic re-audits to assess progress
- Status updates and dashboards tailored to technical and executive audiences
- Ongoing support via advisory retainer (optional)

□ Deliverables:

- Annotated wireframes or design mockups
- “Before/After” conformance validation reports
- Updated issue logs and remediation checklists



- Progress dashboards

➤ **Phase 4: Training, Governance & Continuous Improvement**

□ **Overview:**

To make accessibility self-sustaining, App Maisters empowers internal teams with training, policy creation, and maturity assessments. We help institutionalize digital equity within the client's ecosystem.

□ **Governance & Training Activities (Workstreams 4 & 5):**

- Live and virtual role-based training for developers, designers, authors, and leadership
- Creation of accessibility policies, checklists, and governance charters
- Facilitation of accessibility steering committees
- Ongoing advisory sessions (e.g., quarterly reviews)
- Support for updates aligned with evolving WCAG or DOJ guidance

□ **Improvement Activities:**

- Post-remediation maturity assessment and score carding
- New site/app planning reviews
- Accessibility “office hours” and continuous education resources

□ **Deliverables:**

- Governance playbook (roles, workflows, escalation paths)
- Policy and standards documentation
- Training guides and participation reports
- Quarterly advisory memos and action recommendations



Transition Plan for Existing AFI/Edge Public Members

App Maisters provides a frictionless and transparent transition for Participating Public Agencies (PPAs) currently engaged with other providers under AFI or Edge Public contracts. Our process ensures that accessibility efforts are not disrupted, historical data is preserved, and new engagements begin with immediate clarity and continuity.

Step 1: Transition Kickoff & Alignment

Objective: Understand the agency's current status, ongoing accessibility initiatives, stakeholders involved, and expectations moving forward.

Key Activities:

- Dedicated Transition Manager assigned
- Introductory discovery call with agency stakeholders
- Collection of documentation from the prior provider:
 - Past accessibility audits, issue logs, and dashboards
 - Existing remediation plans and timelines
 - Accessibility policies and internal governance structures
- Mapping of prior engagement scope vs. App Maisters Workstreams

Deliverables:

- Transition checklist tailored to the agency
- Side-by-side service comparison
- Gap analysis of current status vs. AFI contract alignment

Step 2: Data Migration & Continuity Planning

Objective: Migrate any relevant accessibility data, findings, and work-in-progress into our consulting environment without loss of continuity or integrity.

Key Activities:

- Secure intake of historical audit reports, ticket logs, remediation status, and policy docs
- Translation of prior issue formats into App Maisters' standardized tracking structure
- Accessibility maturity re-baselining (if previous reports are over 6 months old)



- Configuration of engagement dashboard (if client opts for our consulting portal)

Data Types Migrated:

- Audit findings (automated/manual)
- Remediation tracking spreadsheets or systems
- Policy and training documentation
- Client-side issue logs or accessibility tools output

Deliverables:

- Migration audit log
- “In progress” item register
- Revised roadmap aligned to current phase of work

Step 3: Stakeholder Onboarding & Enablement

Objective: Get the agency team oriented with our workflows, contacts, deliverables, and support channels.

Key Activities:

- Orientation session (live or recorded) for all stakeholders: IT, content, legal, and leadership
- Setup of secure access to App Maisters consulting portal (optional)
- Walkthrough of tools used (manual testing methods, ticketing system, dashboard formats)
- Assignments of roles, responsibilities, and reporting cadence

Deliverables:

- Onboarding guide and point-of-contact list
- Role-based task matrix
- Communication protocol (status updates, escalation paths, etc.)

Step 4: Resumption & Expansion of Services

Objective: Resume or initiate services seamlessly, aligned with the agency’s roadmap and accessibility maturity level.

Key Activities:

- Pick up from previous provider’s last milestone or restart audits if outdated
- Deliver prioritized next-phase services:
 - Ongoing remediation support



- Regression testing
 - Training & education
 - Policy development or refresh
- Schedule quarterly governance reviews

Deliverables:

- Updated service plan
- Summary report of transition
- First quarterly advisory memo

Engagements with App Maisters

- To ensure clear communication, seamless coordination, and full transparency throughout every engagement, **App Maisters provides all Participating Public Agencies (PPAs) with access to our secure project management platform – Teamwork** – as part of our service delivery model under this cooperative contract.



RISK ASSESSMENT AND MITIGATION PLAN

App Maisters Inc. recognizes that proactive risk management is essential for the successful execution of federal digital transformation projects. Our **Risk Mitigation Plan** is designed to identify, assess, and reduce the probability and impact of project risks while ensuring continuity, compliance, and quality throughout the lifecycle of the EPA Ethics Mobile App.

1. Risk Identification

We begin with a structured process to identify all potential risks that could impact project scope, timeline, cost, security, compliance, and user experience. Our risk identification covers:

- Technical risks:
- Security risks:
- Compliance risks:
- Operational risks:
- Content risks:
- Delivery risks:

2. Risk Assessment

Each risk is evaluated based on two primary dimensions:

- **Impact** (Low/Medium/High) – potential consequence on the project or EPA mission.
- **Likelihood** (Unlikely/Possible/Likely) – estimated chance of occurrence.

This analysis enables prioritization, with **critical risks flagged for immediate mitigation**.

3. Risk Mitigation Strategies

For every identified risk, we implement targeted strategies, including:

- **Avoidance:** Designing flexible, scalable architecture to minimize issues.
- **Prevention:** Following secure coding practices, DevSecOps pipelines, & FedRAMP architecture.
- **Transfer:** Leveraging contractual agreements and insurance to offset certain liabilities.
- **Reduction:** Adding redundancy and phased deployments to reduce systemic risk.
- **Acceptance with Controls:** For low-impact risks, we establish monitoring and contingency.

4. Implementation of the Mitigation Plan

All mitigations are implemented by assigning **clear ownership** of each risk category to designated team leads or domain experts, supported by escalation paths and documentation. This ensures that risk responses are integrated into ongoing project activities—not treated as separate events.

5. Monitoring and Reporting, Documentation

App Maisters will continuously monitor risk status throughout the contract term. We will:

- Maintain a **live risk register** updated weekly.
- Conduct **biweekly project meetings** with EPA stakeholders to assess emerging risks.
- Produce **monthly risk summaries** within project reports.
- Escalate any high-severity risk to the EPA Contracting Officer and COTR immediately.

Post-mitigation reviews will be conducted to assess effectiveness. Lessons learned will be incorporated into future phases, ensuring our risk posture evolves alongside the project.





Integration Capabilities: Punch-Out & Single Sign-On (SSO)

Integration Capabilities: Punch-Out & Single Sign-On (SSO) – Consulting Services Framework

Under its digital accessibility consultancy framework, App Maisters provides advisory, configuration, and implementation support to help public agencies integrate WCAG and ADA accessibility consulting engagements into their existing procurement and identity management environments. Our services are designed to ensure that accessibility consulting can be initiated, approved, and governed using the same enterprise systems, controls, and policies already in place within the agency.

Rather than offering a standalone software product, App Maisters delivers expert consulting services that guide agencies through the planning, setup, validation, and operationalization of Punch-Out and Single Sign-On (SSO) integrations as part of their accessibility compliance engagement model.

Punch-Out Integration Consulting Services

App Maisters provides end-to-end consulting services to support the implementation of OCI- and cXML-based punch-out integrations for accessibility advisory engagements. These services ensure that WCAG and ADA consulting activities can be procured through the agency's existing eProcurement systems without disruption to established approval or financial governance processes.

Our punch-out consulting services include:

- Assessment of the agency's current procurement platform, workflows, and approval structures
- Advisory support for defining accessibility consulting service catalogs, scopes, and deliverables suitable for punch-out procurement
- Configuration and validation support to enable agencies to initiate accessibility consulting engagements directly from their internal purchasing systems
- Guidance on aligning pricing structures, service descriptions, and engagement models with cooperative contracts or internal procurement rules
- Testing support to confirm seamless handoff of selected advisory services back into the agency's purchase order and approval workflow



These services ensure procurement transparency, audit readiness, and policy compliance while reducing administrative effort for accessibility engagements.

Single Sign-On (SSO) Consulting and Enablement Services

App Maisters provides consulting and technical enablement services to support secure Single Sign-On (SSO) access for agency staff participating in accessibility consulting engagements. This ensures that advisory collaboration occurs within the agency's identity and access management framework.

Our SSO consulting services include:

- Review of the agency's identity provider and authentication standards (e.g., SAML 2.0, OAuth 2.0, OpenID Connect)
- Advisory support for defining role-based access models aligned with accessibility, IT, procurement, and leadership responsibilities
- Configuration guidance to enable secure, federated access to accessibility advisory portals, documentation repositories, and compliance deliverables
- Validation and testing to ensure authentication, authorization, and access logging meet agency security and governance requirements
- Documentation and knowledge transfer to support long-term access management and internal oversight

SSO consulting services are structured to eliminate the need for new credentials while ensuring traceability, accountability, and secure collaboration.

Governance-Aligned Accessibility Consulting Delivery

All Punch-Out and SSO integration services are delivered as part of App Maisters' broader WCAG and ADA accessibility consulting framework. Integrations are designed to support—not replace—agency governance, security, and procurement controls. Engagements are tailored to the agency's size, maturity, and internal capabilities, with no mandatory minimum commitments.

Through this consulting-led approach, App Maisters enables agencies to operationalize accessibility compliance in a way that is administratively efficient, secure, and fully aligned with public-sector procurement and identity standards—allowing agencies to focus on achieving measurable accessibility outcomes rather than managing integration complexity.

Typical Implementation Timeline:

- Discovery and Configuration: **1 week**
- Testing and Go-Live: **1 week**
- **Total SSO rollout: ~2 weeks**



Monitoring, Changes & Issue Handling

App Maisters offers robust, real-time monitoring and tracking of all engagement activities – including accessibility assessments, remediation tasks, training sessions, and advisory support – through a structured framework built on industry-standard tools and proven delivery practices.

To ensure full visibility across workstreams, we provide role-based dashboards, automated reporting, and proactive communication, allowing both technical teams and non-technical stakeholders to stay aligned.

A. Tracking Open Items Across Workstreams

We maintain comprehensive visibility over all active and completed items using our **Teamwork-based project management platform**, which is securely shared with each Participating Public Agency (PPA).

What We Track:

Assessments

- In-progress and completed audits
- Page-level WCAG findings (tagged by severity and standard: WCAG 2.1 or 2.2, ADA, Section 508)
- Testing artifacts and assistive tech results

Remediation Tasks

- Individual issues assigned to internal or external development teams
- Resolution status (e.g., Open, In Review, Verified, Closed)
- “Before and After” validation reports

Training Activities

- Scheduled sessions and participation logs
- Role-specific completion status
- Feedback survey summaries

Advisory Services

- Requests submitted
- Issue types (e.g., procurement, policy review, vendor support)
- Response/resolution timelines

Each item is time-stamped, categorized, and visible to both our delivery team and the agency in real time.



Reporting Options:

- Weekly or bi-weekly status reports
- Real-time dashboards in Teamwork
- Monthly or quarterly business reviews with strategic recommendations
- Optional integration with agency ticketing systems

➤ Change Request Management Process

We follow a standardized **Change Request Lifecycle** designed to document, evaluate, and approve any alterations to the original engagement plan.

Change Request Lifecycle:

□ Initiation

- The client or App Maisters identifies the need for a change (e.g., new compliance goal, design update, content workflow shift).
- A formal **Change Request form** is submitted via email or our project management portal (Teamwork).

□ Impact Assessment

- App Maisters analyzes the change in terms of timeline, resourcing, budget, and compliance impact.
- A documented impact analysis is returned to the client within 2–3 business days.

□ Client Approval

- No change is implemented without written PPA approval (via portal, email, or PO modification).
- If budget-neutral, the update is rolled into the current scope. If not, a scope adjustment proposal is prepared under the cooperative contract.

□ Implementation & Communication

- Approved changes are integrated into project plans and reflected in all relevant dashboards and progress reports.
- Status updates are included in the next report cycle or discussed in standing meetings.



Payments and Invoicing

Payment & Invoicing – Acknowledgment Statement

App Maisters Inc. acknowledges and agrees to comply with the payment and invoicing requirements outlined in this solicitation. Our standard invoicing and payment terms are as follows:

Invoicing & Payment Terms:

Invoices will be issued in accordance with the agreed project milestones or delivery schedule, unless otherwise specified in the final contract. Standard payment terms are **Net 30 days** from the date of invoice. At this time, App Maisters Inc. does not offer early-payment or quick-pay discounts unless explicitly negotiated and documented in the contract.

Accepted Forms of Payment:

App Maisters Inc. accepts the following forms of payment:

- Purchase Orders
- Procurement Cards (P-Cards)
- Credit and Debit Cards
- ACH / Electronic Funds Transfer (EFT)

Additional Fees for Specific Payment Methods:

Please note that payments made via credit card will be subject to a **2.5% processing convenience fee**, applied to the total transaction amount. This fee reflects third-party payment processor charges and will be clearly itemized on the corresponding invoice. No additional fees apply to payments made via ACH, EFT, or Purchase Orders.

App Maisters Inc. confirms transparency in all billing practices and will ensure that all applicable charges are disclosed clearly and in advance to the issuing agency.



Service Delivery, Timelines & SLAs

App Maisters offers robust, real-time monitoring and tracking of all engagement. App Maisters delivers accessibility consulting services at scale across the United States, providing responsive support for agencies of all sizes and maturity levels, from statewide systems to local governments and K-12 districts. Our service model combines remote-first delivery, U.S.-based project teams, and standardized Service Level Agreements (SLAs) to ensure consistent, high-quality support coast to coast.

□ National Delivery & Time Zone Coverage

App Maisters operates a **distributed U.S. delivery model** with team members located across all four continental time zones (PT, MT, CT, ET). This ensures:

- Same-business-day responses for all U.S.-based agencies
- Flexible scheduling of training, meetings, and remediation sessions
- 9:00 a.m. – 6:00 p.m. coverage in all U.S. time zones

We use **Teamwork** and secure file-sharing systems to enable 24/7 asynchronous collaboration when needed.

□ Support for Agencies of Varying Technical Maturity

We adapt our approach based on the agency’s internal capacity, tools, and experience with accessibility:

Agency Type	App Maisters Support Model
High-tech/statewide agency	Integrate with JIRA, developer-ready remediation guides
Mid-size district or city	Hands-on audits, live reviews, coaching with internal web team
Small or rural agency	Done-for-you assessments, advisory bundles, templated training

□ Scalability for Large Portfolios & Multi-Agency Engagements

App Maisters is equipped to support **multi-agency implementations**, including statewide or enterprise-wide portfolios with hundreds of websites or applications.

**Capabilities:**

- Centralized governance model for shared services (e.g., training, audits, remediation plans)
- Cross-portfolio tracking of accessibility scores, issue trends, and resolution status
- Individual dashboards and reports for each agency or department
- Elastic resourcing model to scale up with additional analysts, testers, or trainers

We've successfully delivered similar scalable projects across sectors including **healthcare, education, transportation, and public safety.**



Problem Escalation, Warranty & Support

App Maisters is committed to delivering consistent, high-quality service across all engagements. Our escalation process, rework/warranty policy, and robust support resources ensure that every Participating Public Agency (PPA) has clear communication channels, service guarantees, and the tools needed to succeed.

1. Problem Escalation Process

We maintain a clearly defined, tiered **escalation protocol** for resolving service disruptions, communication issues, technical disputes, or delays in deliverables.

Tier	Role	Response Time	Responsibility
Tier 1	Assigned Project Lead	< 1 business day	Initial triage, resolution attempt, and updates
Tier 2	Customer Success Manager	< 1 business day	Escalated issues impacting timelines or satisfaction
Tier 3	Director of Delivery	< 2 business days	Operational conflicts, scope disputes, cross-agency concerns
Tier 4	Executive Sponsor	Case-by-case	Strategic issues, contractual or governance-level items

Communication Expectations:

- All issues are logged in our Teamwork platform or via email
- Escalation updates are provided **within 24 hours** of the escalation being raised
- Agencies may request standing escalation protocols for high-profile projects
- All communication is documented and stored for audit traceability



2. Warranty & Rework Policies

App Masters stands behind the quality of its deliverables and consulting guidance. We offer a comprehensive **warranty policy** for all services delivered under the AFI cooperative contract.

□ Warranty Terms (Included at No Additional Cost):

- **30-day rework window** for all assessments, guidance, and deliverables
- If **remediation guidance is later found inadequate** or does not meet WCAG/Section 508 standards:
 - We will correct the issue **at no additional charge**
 - Our accessibility specialists will issue a revised recommendation or test report
 - A validation step will be included to ensure the correction is complete

□ Rework Policy:

- Applies to all **App Masters–produced deliverables**, including:
 - Audit findings
 - Remediation instructions
 - Accessibility reports or conformance statements

3. Support Resources (Knowledge Base, Help Center, Documentation)

To support self-service and knowledge transfer, App Masters provides comprehensive support materials for all portals, tools, and processes used during delivery.

Resource Type	Description
Training Videos	<ul style="list-style-type: none"> • On-demand tutorials covering audits, WCAG remediation, portal use, testing methods
Client Onboarding Guide	<ul style="list-style-type: none"> • Provided to every agency; covers roles, timelines, reporting, change requests, and contact protocols
File Sharing Guides	<ul style="list-style-type: none"> • Secure upload/download walkthroughs for reports, issue logs, and evidence
Live Support Access	<ul style="list-style-type: none"> • Support available via live chat (within Teamwork), email, and scheduled office hours



Support SLA – Post Launch

The **Post-Deployment Phase** ensures that the solution continues to run smoothly, and provides continued support and improvements, our focus is on ensuring system stability, addressing user issues promptly, and driving continuous improvement for optimal performance. The Service Level depends on the Plan Selected by Client.

Ongoing Maintenance: Routine updates and security patches to keep the solutions secure and up-to-date.

Continuous Monitoring: Regular monitoring of the website for performance, security threats, and user activity. (optional service Based on SLA Plan Selection)

User Feedback & Iterative Improvements: Collect feedback from users and stakeholders, implementing updates and enhancements based on their needs.

SLA – Response Time	
Critical Issues Requests	1 hr.- 12 hr.
Time Sensitive Request	4 hr. - 48 hr.
General Request	4 hr.- 72 hr.
Initial Situation Analysis	12-24 hrs.
Support Hours	9am – 6 pm (Mon-Fri) (negotiable)
Minimum Commitment	12 months
Available Plans	Can be Discussed with Account Manager



Goals

- Bug Fix Updates
- Feature Updates
- Monitoring & Analytics Reports.
- Incident Response
- Backup & Recovery Plan



Milestones

- Bug Fixing & Updates
- Continuous Monitoring
- Regular Backups



Activities

- Identify and prioritize bugs
- Identify issues reported by users
- Implement monitoring tools
- Backup Process Plan



Support Plan & SLA

Services	Regular	Bronze	Silver	Gold	Platinum
24/7 Customer Support	No	No	No	Yes	Yes
Continuous Monitoring	No	No	No	No	Yes
Preventive Maintenance	No	No	No	No	Yes
Priority Ticket Handling	Low	Standard	Standard	High	Highest
Response Time (SLA)	24-48 Hours	24 Hours	24 Hours	12 Hours	4 Hours
Dedicated Account Manager	No	No	No	Yes	Yes
Software Updates	Included	Included	Included	Included	Included
Remote Troubleshooting	Yes	Yes	Yes	Yes	Yes
Regular Health Checks	Quarterly	Quarterly	Quarterly	Monthly	Weekly
Performance Optimization	BI-Annually	BI-Annually	BI-Annually	Quarterly	Monthly
Security Patch Management	Quarterly	Quarterly	Quarterly	Monthly	Weekly
User Training Sessions	No	No	No	1per Year	1 Per Quarter
Custom Reports	No	No	No	Limited	Yes(Tailored)
No Of Hours	84 (7 Hrs./month) no rollover	120 (10 Hrs./month) no rollover	240 (20 Hrs./month) 5 rollover hours	320 (30 Hrs./month) 5 rollover hrs	480 (40 Hrs./month) 10 rollover hrs.
Cost (Annual)	\$7,560/yr	\$10,200/yr	\$19,200/yr	\$27,000 /Yr	\$33,600/ Yr

Escalation Path

- Tier 1** Helpdesk
- Tier 2** Lead Dev/BA
- Tier 3** Project Manager

Reporting

- Monthly support dashboards
- Ticket resolution analytics
- Feedback-driven improvement loop

Alerting

- Email & SMS-based alerts for P1/P2 issues
- Daily logs shared with internal teams

Application Monitoring & Reporting

Tools & Platforms

- New Relic / Azure Monitor** – Uptime, response time, API load
- Sentry / LogRocket** – Front-end error tracking
- ELK Stack** – Centralized logs, system event tracking

KPIs Tracked

- Uptime % (target: 99.9%)
- Page Load Time (<2 seconds)
- Error Rate (automated alerts >5%)
- Accessibility Compliance %



Cooperative Administration & Reporting

App Maisters is committed to maximizing the value and visibility of the AFI/Edge Public cooperative contract across the U.S. public sector. Our approach includes targeted marketing, contract transparency, and detailed usage tracking to support trust, compliance, and growth across agencies of all sizes and locations.

Marketing & Promotion Strategy

We will actively collaborate with **AFI and Edge Public** to raise national awareness of the awarded contract through a multi-channel, high-touch strategy designed to reach eligible public agencies, differentiate this contract, and simplify their path to engagement.

Joint Marketing Activities:

- **Participation in AFI/Edge Public webinars or regional showcases**, featuring customer case studies and demos
- **LinkedIn and newsletter campaigns** targeting key public sector decision-makers (CIOs, Accessibility Coordinators, Procurement Officers)

Contract Differentiation:

Unlike other cooperative or state-level contracts we may hold, we will position the AFI/Edge Public contract as:

- **Accessibility-specialized and compliance-first**, focused on WCAG/ADA/508 support
- **No-minimum commitment** and scalable to **any agency size or maturity level**
- **Pre-negotiated and nationally valid**, with pricing and scope tailored for digital inclusion mandates
- **Built for public sector transparency**, with built-in reporting and support SLAs
- We will clearly distinguish this contract from general IT, staffing, or digital transformation vehicles through specific branding and documentation.

Verifying Contract Pricing & Terms

We ensure every eligible customer can easily confirm they are purchasing under the correct AFI/Edge Public contract using multiple built-in verification mechanisms:



Method	Description
Contract ID on Quotes/Invoices	All proposals and invoices will include the AFI/Edge Public Contract ID
Portal Flagging	Teamwork portals will display a “Cooperative Contract” badge and pricing tier
Rate Sheet with Timestamp	Agencies receive contract rate sheets with effective dates for auditability
Contract-Specific POC	Questions about terms/pricing routed to a dedicated contract administrator