

## **A comparison of two proposals for the EKMI Flash Demo contract**

Two proposals were received by the Chair of the OASIS Enterprise Key Management Infrastructure (EKMI) Technical Committee (TC) for the creation of the EKMI Introduction Flash Demo. The demonstration is intended to provide a quick overview of what EKMI is, what business problem it solves, how the technology works, the goals of the TC, etc.

The following table compares salient features of the two proposals so that TC members may review and voting members may choose which one, in their opinion, should be awarded the contract.

Category	Vendor: Ruh Design	Vendor: 57 Design
Vendor web-site	<a href="http://www.ruhdesign.com/">http://www.ruhdesign.com/</a>	<a href="http://www.57design.com/">http://www.57design.com/</a>
Proposal snapshot	This proposal details the work that will be undertaken for the development of the flash video for the Oasis EKMI Technical Committee. A flash video of approximately 4-5 minutes will be developed with interactivity and good quality graphics (audio narration will be unavailable for this version).	Our first objective would be to create a memorable Look & Feel that resonates with the market and personifies the essence of the information security offering. Secondly, to storyboard and produce a dynamic and engaging experience for the viewer that captivates and informs, while leveraging your marketing initiatives.
Deliverable	<ul style="list-style-type: none"> <li>• Three (3) iterations of the Flash demo to account for requested changes.</li> <li>• Flash &amp; graphics content</li> </ul>	<ul style="list-style-type: none"> <li>• Design Look &amp; Feel</li> <li>• Storyboard</li> <li>• Production</li> <li>• Flash and graphics content</li> </ul>
Timeline	Delivery by December 15, 2008 (Perhaps a little later since the proposal was submitted in August and anticipated that the contract would be awarded by early September)	2 weeks from sign-off on Storyboard (Not sure how long it takes to get past the Design Look & Feel and Storyboard stages, but in both cases I imagine, the TC's approval will be a gating factor)
Cost	\$5,000	\$3,750
Portfolio	<a href="http://www.ruhdesign.com/logos.html">http://www.ruhdesign.com/logos.html</a> <a href="http://www.ruhdesign.com/web.html">http://www.ruhdesign.com/web.html</a> <a href="http://www.ruhdesign.com/animation.html">http://www.ruhdesign.com/animation.html</a>	<a href="http://ictv.com/">http://ictv.com/</a> <a href="http://surfttech.com/surfHome.php">http://surfttech.com/surfHome.php</a> <a href="http://f-origin.com/">http://f-origin.com/</a>
Additional Info	They created an early demonstration of their ideas on EKMI some months ago; the flash clip can be viewed at: <a href="http://seamlessidentity.googlepages.com/ekmi">http://seamlessidentity.googlepages.com/ekmi</a>	No similar clip provided.