Tenrec
We Manage Websites

Annual Service Plan Guide **2021**

Your website, only better.

That is our motto. While it's a pretty simple promise, there is a lot that goes into keeping it.

When Tenrec manages your website, our goal is to make it better in every way. We take care of everything from the underlying hosting environment to the smallest design fix. Here are a few examples of what we do:

- Analyze and optimize your site speed, security, search engine performance, accessibility, compliance, and traffic reports.

- Upgrade and maintain your content management system (CMS) and its web server platform.

- Train your site administrators on how to use your CMS, anytime they need it.

- Make content changes whenever you're not able to.

- Maintain and pay for subscriptions to web fonts, plug-ins, and other website add-ons.

- Maintain your domain records, your SSL certificates and your email authentication records like SPF and DMARC/DKIM.

- Run ongoing A/B and functionality tests.

- Check your site for spelling errors, missing images and broken links.

- Coordinate and integrate with third party providers who need access to your website or its data.

- And while we're doing all this, we host, manage and monitor your website, ensuring it's available for your visitors.

When it comes to managing websites, Tenrec provides a complete package.

In our opinion the most complete package you'll find anywhere. Our service plans are much more than a checklist of tasks; they're our promise to you that we will maintain, protect, extend and enhance your website. And in the process, make your life a little better.

Introduction to Service Tiers and Plans

Choosing the right service plan is easy.

First, find your service tier. We divide websites into five tiers based on site size (i.e. the number of discrete pages on the site). Tier one is for the smaller sites, those with under 500 pages. Tier 5 is for sites with over 10,000 pages. Tiers 2, 3 and 4 cover everything in between.

Service Tier	Website or Application Size
Tier 1	Sites with fewer than 250 pages
Tier 2	Sites with 250 to 1,000 pages
Tier 3	Sites with 1,000 to 5,000 pages
Tier 4	Sites with 5,000 to 10,000 pages
Tier 5	Sites with more than 10,000 pages

Next, determine how active your website is and consider whether you're likely to make significant changes to it during the next year. A static, brochure site is more suited to our basic level plan, the Essential Service Plan (ESP). And a more dynamic site that is evolving consistently is more suited to our higher level plans, the Site Service Plan (SSP) or Total Service Plan (TSP).

SSP and TSP plans include additional services and benefits, such as more frequent reviews and blocks of service hours that can be used for in-depth consultations or custom design and development work.

 And don't worry about picking the wrong plan. If you need to change plans, just give us a call and we'll make the necessary adjustments to get you on a new plan as soon as the end of the month.

Tenrec's Service Plans

Our service plans are designed to eliminate the burden that marketing, business development and IT teams face when maintaining websites or web applications. With an annual service plan from Tenrec, organizations of all sizes benefit from the skills and experience of our web technology professionals. For a fraction of what a single, full-time resource would cost, Tenrec's clients gain access to a deep bench of talented programmers, designers, copywriters, engineers and digital marketing experts.

Our Plans

Our service plans are divided into three types. Each plan includes a range of services from hosting and security to software updates and quality assurance testing.

Essential Service Plan (ESP)

Our service plans are divided into three types. Each plan includes a range of services from hosting and security to software updates and quality assurance testing.

Site Service Plan (SSP)

Site Service Plans include hosting, maintenance and consulting as well as several additional services designed to keep your website and online applications up to date, optimized and evolving.

Total Service Plan (TSP)

For clients needing a full range of support and maintenance services, our Total Service Plans are designed to provide all the benefits and capabilities of having a dedicated web team without the overhead of bringing on new staff.

ESP

Essential Service Plan

The Essential Service Plan provides organizations with a core set of services for hosting, monitoring and maintaining a website. This plan includes:

Managed Hosting

- Managed hosting of the live, production instance of your website, extranet or online application
- Managed hosting of a staging instance of your website, extranet or online application
- Active maintenance and updating of all web server hardware and software
- Integration with a top-tier, global content delivery network (Stackpath®)
- 24/7 site monitoring, with site health checks at 1-minute intervals
- SSL/TLS encryption, setup and management of security certificates
- DNS record & Nameserver management
- 100% uptime (not including scheduled maintenance)

Security

- Annual website security scan and penetration test
- Ongoing web server security and vulnerability checks
- Web Application Firewall (WAF)

Reporting and Analytics

- Setup and management of site traffic reporting tools (Google Analytics®, Clicky®)
- Google® Search Console setup
- Annual site traffic report

Resource Management

- Provide and manage web font subscriptions
- Track image usage and media licenses
- Perform all security-related updates to CMS and plug-ins
- Maintain and service core content management system (upgrades not included)
- Test updated CMS and plug-ins, report errors and issues

Prioritized Services

- Tenrec prioritizes all work requests from annual service plan subscribers

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SSP

Site Service Plan

The Site Service Plan keeps your website or application running smoothly and up-to-date. This plan includes:

Managed Hosting

- Managed hosting of the live, production instance of your website, extranet or online application
- Managed hosting of a staging instance of your website, extranet or online application
- Active maintenance and updating of all web server hardware and software
- Integration with a top-tier, global content delivery network (Stackpath®)
- 24/7 site monitoring, with site health checks at 1-minute intervals
- SSL/TLS encryption, setup and management of security certificates
- DNS record & Nameserver management
- 100% uptime (not including scheduled maintenance)

Security

- Annual website security scan and penetration test
- Ongoing web server security and vulnerability checks
- Web Application Firewall (WAF)

Reporting and Analytics

- Setup and management of site traffic reporting tools (Google Analytics®, Clicky®)
- Setup site and SEO performance reporting in aHrefs®
- Create and maintain custom Google Analytics® Dashboard
- Google® Search Console setup
- Annual site traffic audit and recommendations

Optional Performance Testing and Site Enhancements
(performed at client request)

- ADA/WCAG compliance testing and recommendations
- GDPR/CCPA compliance testing and recommendations
- SEO audit and recommendations
- Fix all errors and bugs (applies to work product, applications and code created or recommended by Tenrec)
- Quarterly broken link and spell check testing

Resource Management

- Manage and fund web font subscriptions
- Track image usage and media licenses
- Perform all security-related updates to CMS and plug-ins
- 25 service hours for CMS upgrades to be performed throughout the year
- Test updated CMS and plug-ins, fix any bugs related to updates (limited to Tenrec work product and code)

Prioritized Services

- Work for service plan subscribers is our highest priority

Total Service Plan

TSP

For clients needing a full range of support and maintenance services, our Total Service Plans provide all the benefits and capabilities of having a dedicated web team at a fraction of the cost.

Managed Hosting

- Managed hosting of the live, production instance of your website, extranet or online application
- Managed hosting of a staging instance of your website, extranet or online application
- Active maintenance and updating of all web server hardware and software
- Integration with a top-tier, global content delivery network (Stackpath®)
- 24/7 site monitoring, with site health checks at 1-minute intervals
- SSL/TLS encryption, setup and management of security certificates
- DNS record & Nameserver management
- 100% uptime (not including scheduled maintenance)

Security

- Annual website security scan and penetration test
- Ongoing web server security and vulnerability checks
- Web Application Firewall (WAF)
- Annual website and data security review and recommendations

Reporting and Analytics

- Setup and management of site traffic reporting tools (Google Analytics®, Clicky®)
- Setup site and SEO performance reporting in aHrefs®
- Site accessibility reporting with Monsido®
- Create and maintain custom Google Analytics® Dashboard
- Google® Search Console setup
- Annual site traffic audit and recommendations

Optional Performance Testing and Site Enhancements
(performed at client request)

- ADA/WCAG compliance testing, recommendations + 10 hours service time toward improvements
- GDPR/CCPA compliance testing, recommendations + 10 hours service time toward improvements
- SEO audit, recommendations + 10 hours service time toward improvements
- Set up site function 'test, monitor and report' service (Ghost Inspector®)
- Set up A/B page testing for web pages (up to 5 per year)
- Fix all errors and bugs (applies to work product, applications and code created or recommended by Tenrec)
- Monthly broken link and spell check testing, fix broken links and spelling errors

Resource Management

- Manage and fund web font subscriptions
- Track image usage and media licenses
- Perform all security-related updates to CMS and plug-ins
- 50 service hours for CMS upgrades to be performed throughout the year
- Test updated CMS and plug-ins, fix any bugs related to updates (limited to Tenrec work product and code)

Prioritized Services

- Work for service plan subscribers is our highest priority

Other Products & Services

Tenrec provides the following products and services on an á la carte basis. Please contact Tenrec for more details about these offerings.

Traffic Building Campaigns

Monthly or quarterly search engine optimization and other traffic building programs customized to your business.

Site Testing Program

Automated testing of your site's pages and functions. Tenrec will create scripted programs to test your site and alert you if any critical site function stops working.

Multivariate Testing

A program for testing content and design variations across one or more of your site's pages. This program will increase the effectiveness of key pages on your site.

Email Marketing & Communications Management

Tenrec can design, build and manage email marketing campaigns and subscriber lists for your organization.

Document Generator

This tool gives you the ability to quickly assemble polished Microsoft Word documents from your website. It can also combine web content with other static MS Word documents, allowing users to create complete proposals or pitch books from a mix of live web content and pre-existing material. The Document Generator works with WordPress and Darwin Site Manager websites

Experience Manager

This online application allows you to manage, track, report on and collaborate on your firm's prior experience data and descriptions. The tool connects directly to your website so experience data can be published instantly.

Additional Information

Service Hour Blocks

With each annual service plan clients have the opportunity to purchase additional consulting, design and development services at a discounted rate. A service plan subscriber may buy blocks of hours in increments of 25, 50, 100 or 200 hours. These hours may be applied to any service Tenrec provides. Purchased hours may be rolled over from year to year as long as the corresponding client maintains an annual service plan subscription (of any size).

Bandwidth and Storage

At times clients may need even more bandwidth or storage space than our plans provide. The cost for additional bandwidth is $5 per 10GB per month. The cost for additional storage is $5 per 1GB per month.

Ad Hoc Services

Tenrec offers ad hoc services to organizations that have not purchased an annual plan. These clients may purchase blocks of hours at the sizes and prices outlined below. Tenrec will use those hours to provide any design and development services requested by the client on an as-needed basis.

Clients who are not on a service plan may purchase blocks of service hours at the following rates:

- 25 hours = $5,000
- 50 hours = $10,000
- 100 hours = $20,000
- 200 hours = $37,500

Additional Information
Continued...

Discounts

Non-Profit Clients
Tenrec extends a discount of 15% on all of service plans, hour blocks and ad hoc services for non-profit organizations with annual operating budgets of one million dollars or less.

Self-hosted Clients
Tenrec also provides a discount of 10% on all service plans for clients who don't use Tenrec's hosting services.

'Tier 0' Sites
At its discretion, Tenrec may provide discounts of up to 50% on service plans for clients with sites of 25 or fewer pages.

Miscellaneous Charges
For miscellaneous charges such as travel time, per diem and third-party purchases, we bill as follows:

- Travel time, billed at $125/hr
- Airfare, lodging, meals, parking, transportation, billed at cost
- Third party software and stock photography, billed at cost

Hourly Work

For the rare occasion where a client needs only a small amount of Tenrec's time and services and does not want to purchase a block of hours, the following hourly rate schedule will be applied.

Per Casey, CEO	$300
Mike Ingala, CIO	$300
Brannan Willson, Dir. of Client Services	$275
Senior Web or Database Developer	$250
Business Analyst/Research	$250
Web Developer	$225
Project Manager	$225
Account Executive	$200
Web Designer	$200
Quality Assurance Engineer	$175
Data Entry/Content Steward	$150

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Tenrec Hosting Details

Tenrec provides its clients top-tier managed hosting services. We have built our hosting environments from the ground up to deliver better performance, more redundancy and the highest level of security. Tenrec maintains clustered and cloud hosting environments.

Windows/Darwin SM Hosting

For the hosting of Darwin SM and Microsoft Windows technology-based websites and applications, Tenrec maintains a clustered redundant Microsoft Windows hosting infrastructure featuring:

- Two powerful Microsoft Azure-based dedicated web servers
- A dedicated MS SQL database server with redundant backups every 15 minutes
- A load balancing and failover architecture managing and optimizing traffic to the hosting environment
- Azure Enhanced Security with threat detection and network hardening
- Dedicated hardware-based Firewall
- Stackpath CDN
- 24/7 site monitoring at one minute increments
- Microsoft Gold Level support access
- Resource and server management services provided by Gold Level Microsoft CSP

WordPress Linux Hosting

For hosting its WordPress and PHP clients, Tenrec maintains a dedicated server hosted on the WPEngine framework inside Google's cloud hosting infrastructure. This environment has the following specifications:

- Hosted on the Google network with the private global fiber network servicing Google's own servers
- Self-healing: auto-recovery from hardware failures with sub-second data availability
- High availability environment; Google cloud's live migration technology enables hardware and software updates without impacting virtual machine availability, applications, or workloads. This environment is scalable and adjusts for capacity or hypervisor issues with little downtime.
- Supports high transaction volume

Tenrec Hosting Details
Continued...

Linux/WordPress Hosting

Tenrec deploys its WordPress sites to the WP Engine performance and security platform, which includes:

- Proprietary caching and CDN optimized specifically for WordPress. Delivered over HTTP/2 for increased performance

- Managed WordPress updates and automated plugin upgrade tools

- End to end SSL/TLS encryption

- Threat detection and blocking. Intrusion detection and prevention systems (IDS/IPS)

- WordPress specific security permissions and roles limiting the ability for malicious activity by plugins or other exploits

- SSAE-18 certified

- 24/7 site monitoring