

LEWIS COUNTY, WASHINGTON

Office 365
Guided Deployment Services

LiftOff, LLC

1667 Patrice Circle
Crofton, MD 21114

Phone: 410/419-1591 (mobile)
Email: rbraatz@liftoffonline.com

LIFT^{OFF}

PROPOSAL SUMMARY SHEET

Name of Proposer: **LIFT^{OFF}**

Address: **1667 Patrice Circle**

City, State, ZIP: **Crofton, MD 21114**

Telephone: **410-419-1591 (mobile)**

UBI or Contractor License # _____

Name of authorized representative of the above named company:

Ronald C. Braatz Title: **President**

Signature: 

Lewis County Office 365 Licenses and Guided Deployment Services Project Total
Cost * **\$5,000**

Itemized unit pricing

Item	Quantity Required	Price/License	Price/Month	Price/Year
Office 365 Plan G3	575	\$ 23.00 \$	13,225.00 \$	158,700.00
Defender Plan 1	575	\$ 2.00 \$	1,150.00 \$	13,800.00
Azure AD Premium Plan 2	2	\$ 8.50 \$	17.00 \$	204.00

Total Office 365 Licensing Cost (Year 1) \$ 172,704.00

***Annual Office 365 licensing through LiftOff = Low-Cost Guided Deployment Services Fee**

Microsoft's Office 365 **Government Community Cloud (GCC)** was architected exclusively for federal, state, and local government organizations to meet their stringent compliance requirements including CJIS and HIPAA.

LiftOff is a top Microsoft license reseller, specializing in the Office 365 Government Community Cloud (GCC) via our AOS-G program. We have placed hundreds of state and local government organizations into the GCC.

Our licensing clients receive low-cost initial deployment fees as well as long-term benefits from LiftOff well after the end of a deployment project. LiftOff regularly provides on-going assistance and training for local IT staff including webinars, how-to videos/documents, and security checkups.

Buying through LiftOff establishes a three-year Office 365 licensing agreement between the client and LiftOff. Licenses can be added anytime during a calendar year but can only be minimized at each anniversary date. This means that each renewal can be the same as the previous year, minimized, or added to.



7/12/22

Dear Matt and members of the selection committee,

LiftOff is pleased to present this proposal to Lewis County for the Office 365 migration project.

We are the most qualified Microsoft partner to assist you with your transition to Office 365. Here's why:

- Among Microsoft partners, **LiftOff has the most experience working with State and Local Governments (SLGs)** across the U.S. counting over 800 cities, counties, villages, boroughs, townships, District Attorneys, and water authorities as active clients. We understand the unique requirements of your client type including compliance archiving, eDiscovery fulfillment, Data Loss Prevention and other compliance needs.
- We've worked with over **30 State and Local Governments in Washington**. These include the Cities of Chehalis, Mercer Island, and Snoqualmie, among many others. We've also worked with a bunch of Counties such as Walla Walla, Thurston and Skamania.
- LiftOff is an authorized reseller of Office 365 AOS-G licenses meaning we can get your environment provisioned in the **Microsoft Government Community Cloud**. We have hundreds of clients using this licensing method. Our licensing clients receive **no-cost long-term benefits from LiftOff** well after the end of a deployment project. LiftOff regularly provides on-going assistance and training for local IT staff including webinars, how-to videos/documents, and security/health checkups.
- LiftOff has extensive experience migrating on-premises Exchange to Office 365. We've migrated over **250 Exchange on-premises** customers (we've also migrated hundreds of other customers from non-Exchange too).
- We've utilized many different migration strategies to Office 365 from Exchange. This project will ideally use the "hybrid" process and migrate with the free tools provided by Microsoft. **LiftOff is an expert at migrating from on-premises Exchange to Office 365 with a hybrid process.**
- LiftOff is a small business that is 100% focused on helping organizations move to the Microsoft Cloud. **This is our core business and our primary focus.**
- LiftOff was founded over a decade ago as an IT training company. It's in our DNA. As a standard part of all of our projects we provide many hours of **IT Admin Training** covering all Office 365 Admin Centers.
- We also offer optional end-user training (virtual or onsite), and we have a vast library of project resources available to you – these include staff project communications, training videos, and training documents.

Sincerely,

Ronald C. Braatz, President

410/419-1591

rbraatz@liftonline.com

1. Approach and Methodology

This project for Lewis County is ideal for LiftOff. We've deployed hundreds of other State and Local Governments around the United States to the Microsoft cloud. LiftOff has also successfully worked with organizations to migrate from on-premises Exchange to Exchange Online in Office 365, many of which are in Washington.

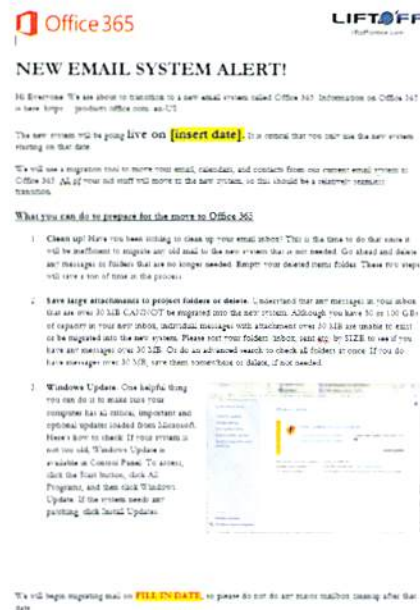
A big “pre-project” strategy that we find is critical to the project's success is a concise **change management plan** communicated early to staff followed by regular project updates to keep all informed. Migrating from a legacy email system a company has used for a long period of time to a more modern, advanced system is likely to be challenging for IT staff to manage and for all staff to embrace. Although there are countless benefits to be realized when migrating to Office 365, IT will certainly be on the frontlines as staff question the decision to “fix something that didn't appear to be broken.” Therefore, it is important for the IT staff to thoroughly understand and proactively communicate to end users the many benefits of Exchange Online and the rationale for the organization changing course.

In order to ease the transition from your legacy system to Office 365, LiftOff will provide your IT group with a number of Office 365 resources which will allow them to keep staff alerted to the changes about to occur. These include end-user communication drafts that can be word smithed for your staff, keeping them apprised of the project. We will also distribute documents discussing features and functionality, as well as training documents and video tutorials.

Our Approach

LiftOff's approach to Office 365 migration projects is to use our **Guided Deployment Services** strategy. This means that we will work directly with your IT staff to prepare your environment, deploy the hybrid migration strategy, migrate mailboxes and, when the project is complete, wrap up and decommission your on-premises Exchange environments (if desired). Along the way, we'll have many remote sessions using **Microsoft Teams** where we will **guide and train** your IT staff around Office 365, from top to bottom, so that they will be more than capable of managing the environment after the project is complete.

We begin each project with a two-hour **project kickoff assessment/discovery session**, which is an initial discussion between your project team and LiftOff. This exploration into your current environment and into Office 365 seeks to proactively resolve any large obstacles that may hinder our successful advance to the cloud. This is also a good time to discuss licensing questions, if applicable. The Office 365 product offerings can be confusing, and we can help clear this up for you so you're not purchasing products you don't need. We will have a lengthy discussion about Migration Strategies including whether a **Hybrid** is the “best” path to Office 365 and the “health” of your current Exchange server.



Following the assessment, we should have a clear migration path to Office 365 defined and we can move onto **pre-staging the environment**. Here we will help you access your Office 365 tenant, activate your licenses (if applicable), verify your domain(s), make DNS changes and edit several Microsoft default policies that you'll want to clearly understand.

A critical piece of this project is ensuring that all versions of Microsoft Office are fully up to date and supported. This means that any legacy versions (Office 2013 and prior) will have to be upgraded to **Microsoft Apps for Enterprise** (included with the G3 licenses the County is purchasing). We will configure an on-premises **Office Deployment Tool** install point which can be leveraged by **PDQ Deploy** as well as **System Center Configuration Manager** which can be used by the IT staff to upgrade existing Office versions to Microsoft 365 Apps.

This project will very likely follow a **Hybrid migration strategy**, which involves creating a connection between your on-premises Exchange system to Exchange Online in Office 365 and using that connection to migrate mailboxes, groups and contacts to the cloud. During this process, we'll verify connectivity, test and confirm mail flow and make sure that the process is as seamless as possible for IT administrators as well as end users.



INTRODUCTION: OFFICE 365 AZURE AD CONNECT/DIRECTORY SYNC

The free Microsoft Azure AD Connect/Directory Sync (DirSync) tool can perform a one-way sync of **users, contacts, groups, aliases and passwords** from your local environment to Office 365. It's possible to do Organization Unit (OU) filtering, so you can easily sync only those containers you want to bring over to Office 365. When successfully deployed, the tool runs automatically every 30 minutes, or a full sync can be started on demand from a wizard, or via a PowerShell command. Password sync is a separate process that runs within 30 seconds of a password change.

The DirSync tool will **not necessarily make your life as an IT administrator easier** since you still need to manage your environment both locally and in Office 365. There are many post-deployment procedures to follow described later. In addition, conference rooms, equipment mailboxes, and shared mailboxes/calendars are created and managed directly in Office 365, not AD.

However, if you have a large investment in your Active Directory environment and the resources to keep the tool up and running, the tool should be very helpful. Your users will also be very happy since their new Office 365 passwords will match their AD passwords.

Here's a bit more on Azure AD Connect: <https://azure.microsoft.com/en-us/documentation/articles/active-directory-aadconnect/>

This link shows all of the attributes that will get synced: <https://azure.microsoft.com/en-us/documentation/articles/active-directory-aadconnectsync-attributes-synchronized/>

Pre-requisites:

1. To install Azure AD Connect, you need a computer running the Windows Server operating system. The requirements are Windows Server 2008, Windows Server 2008 R2, Windows Server 2012 or Windows Server 2012 R2.

We will deploy Azure AD Connect (Directory Sync) early in the project. This is necessary for Hybrid deployments, matches each user's AD password to Office 365, and includes "Seamless Single Sign-On" which can reduce the frequency of logins for staff to trusted Office 365 services. If it is desired to keep Azure AD Connect, it is necessary that the AD Connect server be able to fully reach the network for both Exchange/AD environments without any filtering, proxying or blocking.

(ADFS is NOT recommended for this project because it is costly, complex, and unnecessary.)

Once Azure AD Connect is in place, we will set up the hybrid connection and verify all is working. Mailbox migrations can begin at this point and cutover to Office 365 can happen in stages/functional groups, or in larger groups of users. This migration will cover users, resources and your public folders.

As mentioned, we pride ourselves on our **IT Admin Training**. During this process, we'll deep dive in to managing **Office 365**, managing and using **Teams**, **OneDrive**, **SharePoint**, **PowerShell** as well as the **Security** and **Compliance** Admin Centers and **Azure AD Security** functionality.

During this project, LiftOff will provide documentation for end users like **What To Expect During A Hybrid Migration** and **How To Configure Your Mobile Device**. We also have a library of end user geared videos for using **OneDrive**, **Teams**, **OWA Webmail** and **Outlook**. We'll also provide information for deploying **MFA/2FA** for all users with **end user documentation and videos** that can ease the process.

As the project continues, we will work with your staff to configure things like **SMTP Relay** so that you'll have a method of relaying emails that doesn't rely on your Exchange server. We'll also begin configuring security safeguards for your environment such as blocking the less secure **"legacy" authentication**, **blocking non-US logins** (if desired) and **requiring MFA for administrators** (or all users if desired). As with everything else, LiftOff will use this opportunity to train your staff on how to manage *and* use these features.

During the process, we'll review importing PST files to the cloud if needed.

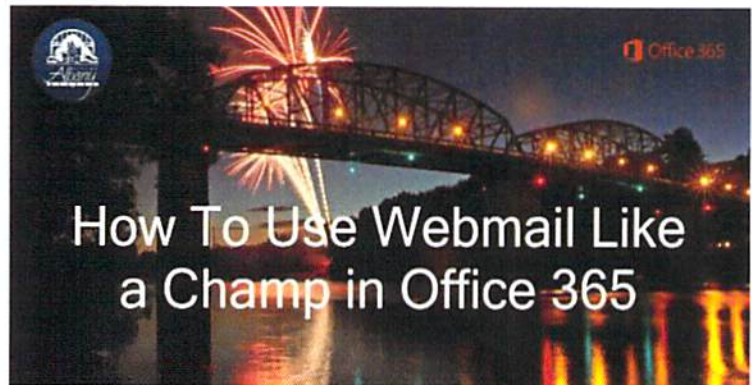
If any 3rd party MDM configuration is required, those vendors' support will need to be leveraged to ensure proper connectivity during the hybrid and after Exchange is no longer a part of the environment.

One the email migration is **complete**, we will work with your staff to **decommission the hybrid environment** and (if desired) remove your Exchange servers.

Post-Deployment. We will schedule time with you to develop proactive management strategies so you can keep your Office 365 system organized and robust. We will also discuss with you support options through Microsoft.

Since **PHISHING** and **SPOOFING** are ever-present threats, we also want to spend time with you on implementing several strategies in Office 365 that can alleviate these challenges such as conditional access policies, DKIM and DMARC.

At this point, the project will be complete, and Lewis County will be the sole administrator of the system. With the extensive administrator training provided during our project delivery, our clients and their staff feel confident administering and using the Office 365 system.



LIFT OFF

Office 365

ANTI-PHISHING STRATEGIES IN OFFICE 365

Given its reach, Office 365 is a BIG target for phishing attempts and other malicious email. Here at LIFT OFF where we have over 500 clients and 100,000+ mailboxes migrated to Office 365, we hear about both successful and unsuccessful phishing attempts weekly. Here are a few examples:



While there are some technical controls to help fight phishing, the problem is inherently a human one.

In other words, your employees are the weakest link in your network security.

Here are some LIFT OFF approved thoughts that could help minimize the phishing issues in your environment:

1. **Educate and train your users.** Implement regular Security Awareness Training for your users so they will be very skeptical before clicking on strange links, opening attachments, or entering credentials on emails from unrecognized senders. Security must remain top of mind for staff.
 - a. Some of LIFT OFF clients have purchased security awareness training through **KnowBe4** and are very happy with it. <https://www.knowbe4.com/>
 - b. Work with the communications department and put up some posters around the office. <http://www.athensga.gov/phishing-poster/>



Implementing end-user training alone is likely to minimize the impacts of phishing by over 90%!

Technical Specifics for an Exchange Hybrid Migration Project

Our project approach when using a Hybrid to migrate to Office 365 involves the following milestones:

- Initial Exchange and Office 365 environment assessment. This is a call where we'll have a Q&A with our custom project assessment to gain an understanding of what you have. After this, we'll put together a custom project plan with each step mapped out. This plan will be included in all of our project-related calendar invites so we can monitor the progress as we go.
- Next, we'll set up Azure AD Connect, the Exchange Hybrid and the Office 365 SMTP Relay solution. We'll also set up something called a Public Folder Proxy which will allow already-migrated users to access the on-premises public folders during the migration process.
- Following that, we'll set up the Office Deployment Tool to deploy the Microsoft 365 Desktop Apps to end user desktops.
- After this, we'll dive into IT Admin Training including user management, PowerShell, Teams, SharePoint, OneDrive, Compliance and Azure Security (including MFA). During this process, we'll optimize and secure your Exchange environment and prepare it for mailbox migrations as well as connect to your on-premises archiving and mail filtering as needed. Additionally, we'll set up Office 365 mail filtering and archiving optimally for your needs.
- Along the way we'll configure, test, and kickoff our initial mailbox migrations. Once we're satisfied that all is working as expected, we can continue migrating mailboxes until all of them are migrated.
- Once all mailboxes are migrated, we'll migrate public folders to the cloud.
- Finally, we'll remove/decommission the hybrid pieces, and point mail flow/DNS directly to Office 365.
- Once we complete the first hybrid migration, we will repeat the process for the second repeating all of the appropriate pieces as needed.

LiftOff has run or is currently running the following selected projects as a HYBRID:

- South San Francisco, CA
- Batavia, IL
- Becker, MN
- Atascadero, CA
- Coral Gables, FL
- Dublin San Ramon Services District, CA
- Ottertail, MN
- Paso Robles, CA
- Clayton, MO
- Gold Coast Transit, CA
- City of Tuscaloosa, AL
- City of Walla Walla, WA
- DeKalb, IL (won via RFP)
- Encinitas, CA



Hybrid GoLive! – What To Expect

During a hybrid migration from on-premise Exchange to Office 365, there is a point where your mailbox will be cutover from the current mail server to the Microsoft cloud.

When the cutover happens, typically during off hours, there is a 30-45 minute period where your mailbox may be inaccessible in Outlook. After a short time, however, you should be able to access your mailbox on the web by logging in to <https://outlook.office365.com> with your email address and the same password you use to log in to your computer.

After the 120-minute period has passed:

(Normally this time has passed by the time you arrive to work the next day), your mailbox should be available in Outlook. When you first open Outlook, you may see a message saying your administrator has made a change that requires you to quit and restart Outlook.



If you receive this prompt, or if Outlook hangs or disconnects, simply close out of Outlook completely, wait 30 seconds and reopen Outlook. You may see the above warning a 2nd time. If so, repeat the process. If you don't see these prompts and Outlook won't connect, please reboot your PC and try again as Outlook may still be open in the background.



After restarting Outlook, you may be prompted for credentials. As with webmail, enter your email address as the username (this may already be filled in) and the password you use to log in to your computer. Check the box to remember credentials and click OK. **Make sure the username is listed as your email address.** If the username is not listed as your email address, click More Choices/More Options and enter your email address as the username.

At this point, Outlook should begin working. After a few minutes, you should see "All Folders Are Up To Date" and "Connected To: Microsoft Exchange" in the bottom right-hand corner of Outlook.

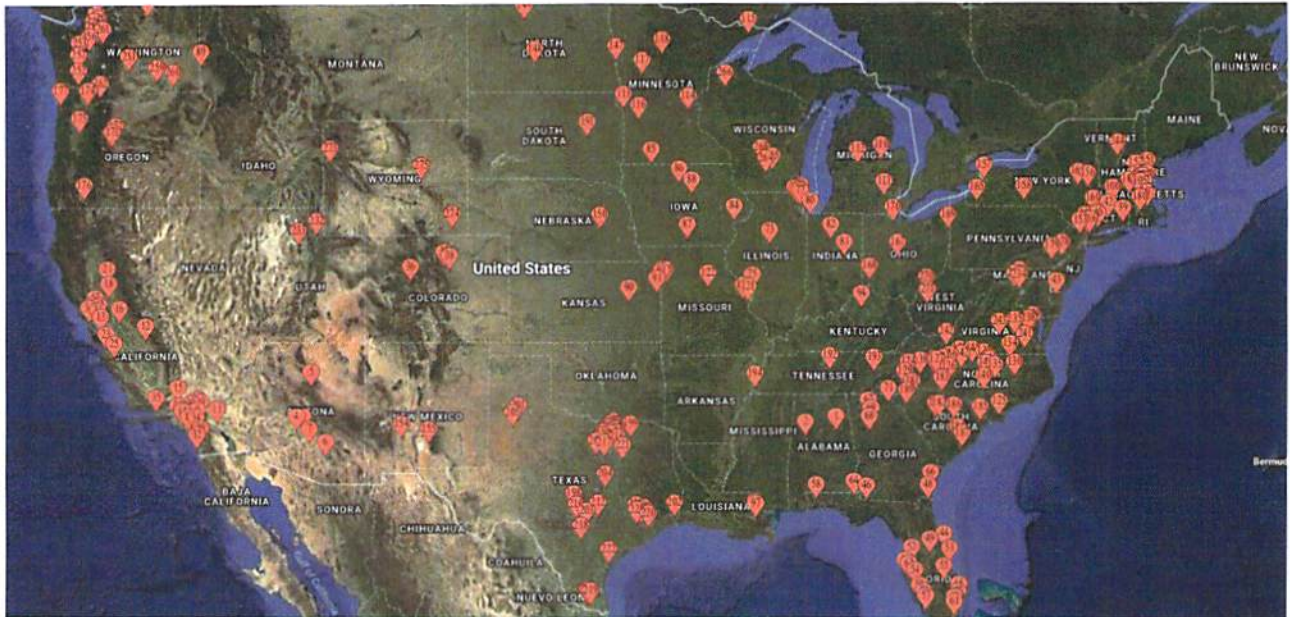


If you run in to issues, it may mean your computer needs updates. Please contact your helpdesk and they should be able to assist.

2. FIRM INFORMATION/ORGANIZATION

LiftOff is uniquely qualified to help Lewis County transition to Office 365. Afterall, we've helped over 30 other Washington State and Local Governments move to the cloud. Our clients have included counties, cities, towns, fire departments, and conservation districts.

The map below shows the breadth of our work taking hundreds of public clients successfully to the secure Microsoft Government Community Cloud.



Virtual Model

Although LiftOff is a small business located on the East Coast, **our client-reach hits 46 of the 50 U.S. States.** Leveraging technology, most of the deployment work that we do is done virtually **keeping costs very low for our clients.** Project meetings are usually structured in 2-hour blocks and use Teams for Business VOIP and screen sharing technology.

This model has worked well for us and allowed LiftOff to grow a client base that is nationwide. Over the past decade, LiftOff has migrated over 800 total clients to Office 365. Our clients have included every imaginable type of organization coming from numerous legacy systems.

LiftOff is a small business based near Washington, DC. We've been around a while - this year, we celebrated our 12TH birthday.

Our core business has always been Office 365. We have full-expertise in Office 365 and hold the highest certifications from Microsoft on cloud computing. Taking advantage of technology, most of the deployment work that we do is done virtually **keeping costs very low for our clients** (we can discuss travel and related costs if desired).

Our transition projects have involved every legacy source system imaginable: Exchange on-prem (all versions), Hosted Exchange, Google, Lotus, Groupwise, Mdaemon, and POP/IMAP. And we've utilized many different migration tools and strategies to help these clients transition to the cloud. These include Hybrid configurations, third-party migration tools, and old-school PST imports and exports.

A few years ago, in recognition of LiftOff's excellence and achievement in producing exceptional results for Government customers, LiftOff was awarded the U.S. State & Local Government "Rising Star" Partner of the Year Award from Microsoft.



With our deep experience in GOV, we have developed a specialized understanding of your unique project type, requirements, and potential obstacles moving to the cloud. LiftOff can help navigate Office 365 licensing and budgeting options, compliance archiving/e-Discovery options, DLP, Encryption, on-boarding/off-boarding best practices, end-user training (we have a ton of resources for you) and the Government Community Cloud (GCC).

Experience in Washington (not inclusive of all)

LiftOff has worked with many State and Local Governments in Washington:

City of Chehalis

City of Mercer Island

City of Snoqualmie

Thurston County

Thurston County 911

Valley General Hospital

Yakima County

Three Rivers RWP

Thurston Regional Planning Council (Cowlitz County)

Okanogan Conservation District

Eastside Fire & Rescue

Port of Tacoma

City of Issaquah

City of Kennewick

Walla Walla County

City of Walla Walla

City of North Bend

Skamania County

Skamania County EMS & Rescue

City of Lake Stevens

City of Buckley

City of University Place

City of Olympia

Town of Skykomish

City of Wenatchee, WA

City of Mill Creek

City of Arlington

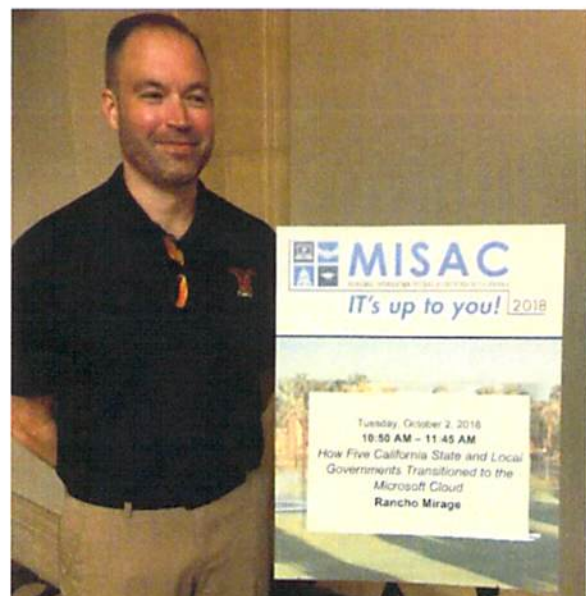
City of Enumclaw

City of Renton

City of SeaTac

City of Pasco

We've also become subject matter experts in Office 365 and Azure. LiftOff team members have presented at several State IT conferences including South Carolina, Iowa, Illinois and at the annual MISAC conference in California.



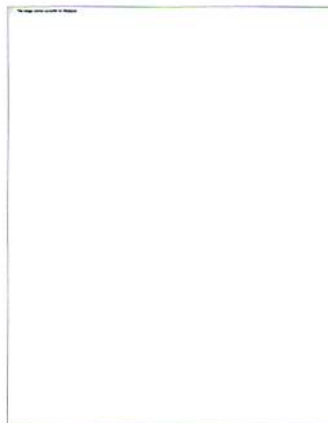
3. STAFFING

LiftOff was founded by Ron Braatz who saw a huge investment by Microsoft in cloud technologies and wanted to help organizations leverage the enterprise-level features, functionality and security of the Microsoft cloud. With extensive experience in Exchange Online and Exchange on-premises, Tom Erdely and Brian Reilly serve as LiftOff's technical leads for Office 365 projects and have managed and completed hundreds of Microsoft cloud projects taken on by the firm. Colin Flanagan and Kristina Murphy lead our Office 365 Government Community Cloud and GCC High licensing program and can help answer questions regarding license features, functionality, and license bundles.



Ron Braatz, President

Over the years, Ron has worked for some of the leading technology companies in the world including Microsoft, Siebel (Oracle), and IBM. He has held roles in sales and marketing, partner mentoring and readiness, and technical consulting. Ron worked for five years at Microsoft in the Business Solutions Division as a Solution Specialist. Prior to founding LiftOff, he served as the CTO at a government contractor where he led several IT eLearning projects for The Department of Homeland Security and Health and Human Services. Ron holds a Master's Degree in Technology Education from Johns Hopkins University and has taught courses at the high school and college graduate level. **Ron will be the Executive Sponsor for Lewis County.**



Tom Erdely, Office 365 Senior Engineer

Tom is a Microsoft Certified Systems Engineer & Certified Cloud Administrator with over 25 years of experience working with Microsoft systems including Active Directory, Exchange, Azure and Office 365. Over the years, he has served as the lead managing engineer for several Managed Service Providers in the MD and DC area providing systems solutions and support for many organizations. Before that, Tom designed and managed a shared services provider in Stavanger, Norway providing storage, email and remote desktop solutions to many organizations in the region. **Having completed well over a hundred Exchange Hybrid Migrations to Office 365, Tom will serve as the Project Manager and Technical Point of Contact for Lewis County.**



Brian Reilly, Office 365 Senior Engineer

Brian has nearly three decades of experience in IT project management and delivery, IT training, client development and public relations. Over the past 10 years with LiftOff, Brian has deployed hundreds of clients to Microsoft Office 365 (commercial, GCC and GCC High clouds) and led both IT and end-user trainings on Microsoft systems.

He has degrees from Salisbury University and the University of Maryland, and an MBA from the École Nationale des Ponts et Chaussées in Paris where he studied International Business.



Colin Flanagan, National Accounts Manager

Colin has over 25 years of experience as a top sales and service manager. He has a passion for helping businesses find solutions to increase productivity and profits. An Office 365 Licensing specialist, Colin is an expert in navigating Microsoft's AOS-G program, which places government agencies and government contractors into Microsoft's exclusive Government Community Cloud and GCC High datacenters. A graduate of the University of Maryland, he has built an extensive list of contacts that he can leverage to help solve complex issues. Colin is a lifelong dirt bike enthusiast and enjoys participating in sporting and charity events with his family.



Kristina Murphy, National Accounts Liaison

Kristina wears many hats at LiftOff but she's primarily responsible for keeping the firm's Local Government and Government Contractor licensing clients happy. She's an Office 365 licensing pro and helps clients choose correct offerings for their unique needs during initial purchases and annual renewals. Kristina also keeps our clients apprised of feature and functionality updates with regular communications regarding service enhancements. Outside of the office, she enjoys spending time with her family.

Ron, Tom, Brian, Colin and Kristina typically take on multiple projects concurrently. Thanks to their training-focused project approach called Guided Deployment Services, they can always devote any time necessary for their clients to keep each project on track. **Typically, LiftOff can begin a project within one weeks' notice.**

4. References

LiftOff has many references that we can supply, but here are three relevant projects that used a Hybrid migration strategy, similar to what Lewis County will likely use:

Client name

City of Walla Walla, WA

Project description

312 users moving to the Microsoft GCC via hybrid. Legacy system was on-prem Exchange 2010

Project start and end dates

October 2017 through February 2018

Client contact

Chris Owen, Technology Services Director. 509-527-4570. cowen@wallawallawa.gov

LiftOff staff involved

Lewis County Project Manager Tom Erdely served as Project Manager for the City of Walla Walla.

Client name

City of Whittier, CA

Project description

441 users moving to the Microsoft GCC via hybrid. Legacy system was on-prem Exchange 2010

Project start and end dates

March 2020 through July 2020

Client contact

Bob Ambroso, IS Analyst. 562-567-9999. BAmbroso@cityofwhittier.org

LiftOff staff involved

Lewis County Project Manager Tom Erdely served as Project Manager for the City of Whittier

Client name

City of SeaTac, WA

Project description

150 users moving to the Microsoft GCC via hybrid. Legacy system was on-prem Exchange 2010

Project start and end dates

February 2021 through May 2021

Client contact

Bart Perman, Information Systems Manager. 206-973-4891. bperman@seatacwa.gov

LiftOff staff involved

Lewis County Project Manager Tom Erdely served as Project Manager for the City of SeaTac
