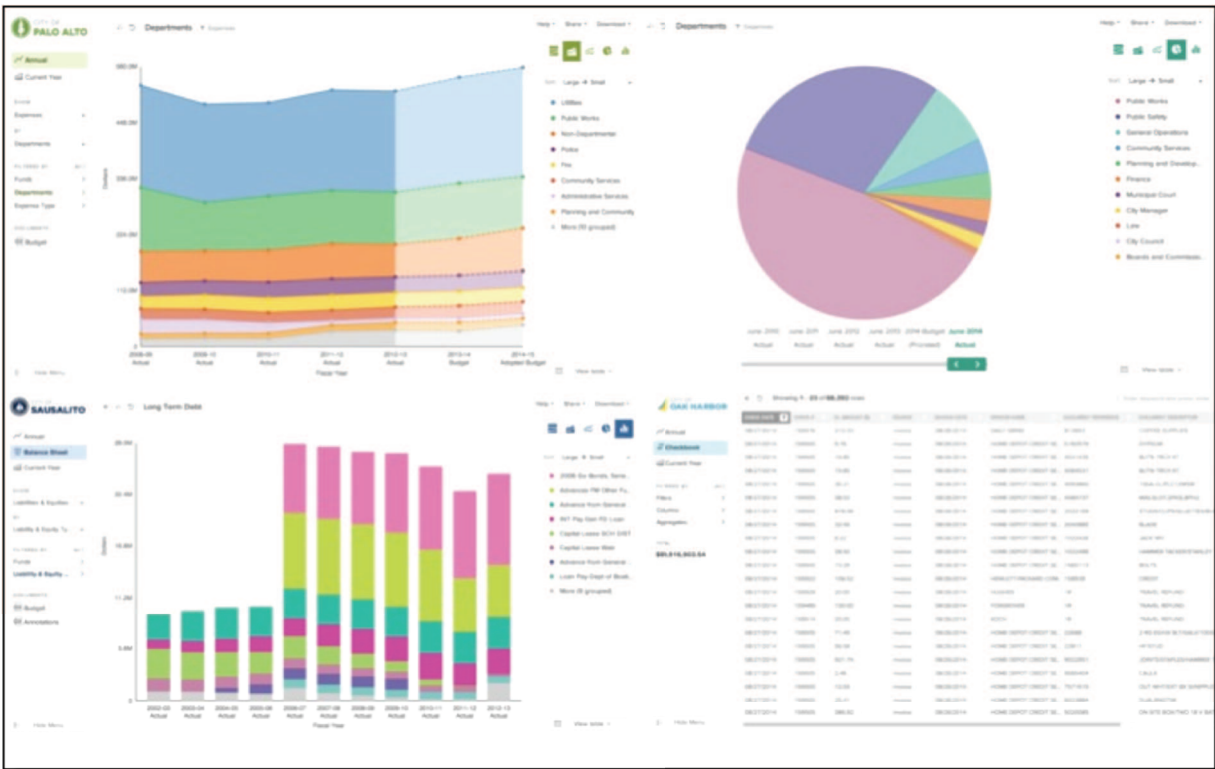


OpenGov Proposal For The City of Saratoga Springs, NY

December 4, 2014



The OpenGov SaaS Platform

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OpenGov Overview

OpenGov is the premier web-based platform for accessing, analyzing and communicating government financial and budget information.

Focus on Financial

The budget is the core of government operations, and OpenGov has dedicated itself to developing a specialized solution for government financial information. OpenGov combines the engineering excellence of a top notch Silicon Valley engineering team with the expertise of professional finance officers.

OpenGov is a specialized, turnkey solution for financial transparency that saves finance staff many hours on internal and external reporting, improves analysis for better decision making, and visualizes complex financial information in an intuitive format.

OpenGov is designed to provide a simple, yet powerful, interface for staff, department managers, and senior executives to easily access financial data, create instant reports, and manage the distribution of information to colleagues, elected officials and citizens.

Our customers consistently realize a **positive return on investment** in time saved managing, analyzing and distributing financial information. Customers report saving hundreds of hours.

Company

OpenGov is a fast-growing software company based in Mountain View, CA. Our lead investor, [Andreesen Horowitz](#), is the world's leading technology investment firm. This is a great endorsement of our product vision and management team.

Other investors include executives from Google, Facebook, Salesforce, Palantir and Dropbox. Advisors include highly respected leaders in technology and government including former Secretary of State George Schultz, former Washington DC Mayor Adrian Fenty, and US Senator Byron Dorgan.

OpenGov is the market leader SaaS (software as a service) provider for public sector financial data with more than **200 local government customers** in 31 states including the Cities of Los Angeles, Miami, Detroit, Cincinnati, Riverside, CA, Anaheim, Stockton, Fort Worth, TX, Fresno, Orange County, CA, and Washington DC.

In **New York State**, the City of Cortland and Village of Whitesboro are OpenGov customers, as well as the City of New York Dept. of Education.

OpenGov Current Product Suite

The current product suite includes **4 Views**:

- **Annual View**
- **Current Year**
- **Balance Sheet**
- **Transactions**

Control Panel

In direct response to customer feedback, OpenGov has released a Control Panel that gives customers greater control over their data and their OpenGov site.

Key Features:

- **Annotations:** Add context to your reports with text Annotations linked to specific data points. Bulk upload annotations with your General Ledger data.
- **Manage Reports and Views;** control of public vs. private access.
- **Manage and upload annual and monthly General Ledger data sets** with an upload wizard that recognizes new accounts and steps through a re-mapping of the Chart of Accounts in five easy steps.
- **Web traffic metrics:** visits, unique users, new vs. returning visitors, user location, referrals, device and browser type.
- **Create and save custom reports.**
- **Upload Wizard** recognizes new accounts and amends the Chart of Accounts.
- **Chart of Account Editor** – Download, edit in Excel, upload and replace.
- **Set default report type and format for each Report.**

OpenGov Unique Capabilities and Functionality

1. *OpenGov reports and visualizations are multi-dimensional.*

- ✓ **OpenGov is the only solution that provides a hierarchal, multi-dimensional framework for data visualization and reporting of government financial information.**
- ✓ No other solution enables users to visualize financial data across multi-dimensional factors simultaneously at any level of detail of *accounting, organizational and multi-fund structures* within each government’s unique chart of accounts.
- ✓ All charts are fully interactive – users can click on any chart to drill down through hierarchal accounting structures, organizational structures and funds simultaneously.
- ✓ Users can view and compare revenue and expense trends simultaneously on the same graph at any level of detail.

Examples:

- a) To see Actual YTD Overtime Expense by department, division or project:
Select an expense object like overtime salaries, and then show expenses by department.
[Cleveland Heights](#), OH – Actual YTD Overtime expense by division within Public Works with actual vs. budget variance shown in the table below.
- b) To see the distribution of one specific fund by department, division or project:
Select a fund, and then show expenses by department.
[Palo Alto](#), CA – Governmental Fund, expenses by department

Note: Active filters are indicated above the chart.

2. *Transactions linked to Chart of Accounts*

- ✓ Transactional data is linked to the Chart of Accounts for easy navigation and structure
- ✓ Display transactional information in a tabular format that is searchable and filterable along any axis

- ✓ Aggregate transactional data by vendor, department or any data field to perform powerful spending analyses

3. Custom reports can be generated from any combination of specific items in the Chart of Accounts.

- ✓ Select any combination of specific elements from a hierarchal chart of accounts at any level of detail to generate instant, custom reports across department, expense type or fund.
- ✓ Use keyword search to highlight and locate COA items.

4. View Year-to-Date Expenses and Budget Variance

- ✓ View actual Year to Date budget variance by dollars and percentage at any level of detail and compare to historical trends for multiple years simultaneously.

5. Deep link to any report on OpenGov

- ✓ Every OpenGov report and visualization has a unique URL enabling deep linking from government web sites and seamless sharing via web, email, documents and social media.

Example: Fort Lauderdale, FL – See the **FAQs** at bottom of page.
<http://www.fortlauderdale.gov/opengov/index.htm>

6. Additional custom factors can be incorporated into each government's unique Chart of Accounts.

- ✓ A government's financial COA can be expanded with additional custom factors such as performance metrics, goals, programs, resources and activities. This enables the visualization of structured financial data in the context of performance management goals and budget objectives.

Example:

[Hacienda La Puente School District, CA](#)

(click on *Filtered By All* on the left to view the COA with additional factors.)

7. OpenGov Control Panel gives customers full control over the presentation of their financial data.

- ✓ Manage and upload annual and monthly GL data sets with an upload wizard that recognizes new accounts and steps through amending the Chart of Accounts.
- ✓ Web Traffic Metrics: Visits, unique users, new vs. returning visitors, referring sites, user location, device/browser type

8. Charts can be rendered in 5 different formats.

- a) Bar Charts (**New!**)
 - b) Stacked Line Graph
 - c) Line Graph
 - d) Pie Chart
 - e) Proportional Stacked Line Graph
- ✓ All charts are fully interactive – Click on any chart component to drill down. Data points pop up with mouse rollover.
 - ✓ Beneath each chart is a tabular data table that can be downloaded and opened in Excel.

9. Multi-dimensional Balance Sheet View

- ✓ Visualize equities, assets and liabilities by type, fund, or department simultaneously in a Balance Sheet view at any level of detail.

These unique capabilities provide thousands of reports and visualizations with unparalleled clarity and insight.

OpenGov Design and Functionality – Additional Benefits

A good user interface provides direct access to the information the user is seeking with as few clicks and as little effort as possible.

- OpenGov data visualizations and tables are presented with minimal user effort. Other products require selecting visualization, chart type, data set and columns before generating a static chart.
- Charts and tables can be instantly downloaded as images and spreadsheets for reports and presentations. *This feature has saved hundreds of hours for budget, finance and accounting teams.*

Visualization is a powerful way to communicate complex financial information, but it must be executed in a well-designed user interface in proportion and context. OpenGov has achieved a superior, optimal user interface design that makes complex information simple, accessible and meaningful for anyone.

OpenGov is designed with the **public user** in mind, providing users with context and additional educational information on government finance.

OpenGov has assembled a world-class product engineering team and continues to recruit top talent in application development, user interface design and technical management. OpenGov will continue to innovate and release new products and enhancement at a rapid pace.

OpenGov's product team gathers frequent feedback on new features and new product plans. Software development is an iterative, evolutionary process, and great software companies engage their customers at every phase of development to assure strong *product-market alignment*.

When evaluating and comparing software, key criteria should include not only functionality, but also the quality of the user experience. For data visualization, the **simplicity and flexibility** of the presentation will determine the success of the program.

OpenGov represents the best solution of its kind for governments of all sizes based on established software selection criteria:

- *Total Cost of Ownership* – No technical resources are required to setup, utilize or maintain OpenGov.
- *Direct Return on Investment* – Quantifiable time and cost saved on internal and external reporting, efficiencies gained with more effective communication.
- *Quality of User Experience* – Powerful, intuitive. Designed for staff, elected officials and citizens.
- *Results* – Enabling governments to become more efficient and data-centric, and to build trust and positive engagement with citizens.

*A hallmark of great software is taking **complex data and presenting it in a clear, simple way with intuitive navigation that makes it easy for users to find and visualize key information.** OpenGov has met this challenge with the premier solution for government financial information.*

OpenGov Implementation Process and Time Line

With the experience of over 150 customer implementations, OpenGov's Technical Services team has developed a streamlined process for building new OpenGov sites on the OpenGov platform that is easy (and enjoyable) for customers.

For a new OpenGov site, customers provide an export of their financial data from their accounting system along with their chart of accounts.

- This generally requires a day or less of customer time.

We take it from there and setup a draft site for review, refinement and approval.

- Site setup and customization generally takes 1-2 weeks.

Implementation Process

1. Kick-off Call with OpenGov Technical Services, Account Manager and customer project lead, financial data contact and executive lead
2. Customer sends Data Sample and Chart of Accounts.
3. OpenGov Technical Services reviews sample and provides guidance on data extract and provisioning.
4. Draft Site is prepared for customer review, feedback and refinement.
5. Site Approval: Customer takes ownership of the site for internal socialization and leverage. Your Account Manager plans training for staff.

Customer Resource Requirements

OpenGov requires no installation or integration. No technical resources are required for setup, upgrades or maintenance.

Our Technical Services team has many years of experience in municipal finance as CFO, finance director and administrator. Director Mike McCann and Manager Melanie Purcell are both reviewers for the GFOA CAFR distinguished budget awards.

Pricing and Terms

OpenGov is entirely web-based, priced and delivered as an affordable Software as a Service solution (SaaS).

Pricing is an annual subscription based on your total budget.

Annual Subscription

GL Package **\$6,500**

The GL Package includes Annual View, Current Year, Transactions and Balance Sheet.

*Prices valid through 12/31/14. Implementation fees are waived.
There are no other charges.*

The subscription fee includes:

- ✓ Site Setup, Implementation and Customization
- ✓ Secure, redundant Hosting on Amazon Web Services
- ✓ Regular Application Updates and Enhancements
- ✓ Technical Support and Account Management
- ✓ Regular Training Webinars

Terms

OpenGov's standard agreement term is 3 years with the option to renew or cancel after the first year. This locks in the price without a long-term commitment, enabling governments to sign on with minimal risk.

OpenGov issues the first invoice 45 days after the agreement effective date, due Net 30. This ensures that customers have plenty of time to provision data and go through a formal acceptance process for their site before payment is due.

Case Studies and Resources

New Haven Opens Up Government During Challenging Fiscal Times

“We expect OpenGov to save at least \$25,000 a year in staff time and free staff up to work on other, higher-value projects.”

-- Daryl Jones, Controller, City of New Haven

<https://www.opengov.com/case-study/new-haven>

S&P Awards Simi Valley AAA Bond Rating; City Saves \$3.2M in Reduced Financing Costs

“I believe OpenGov was a factor in helping us achieve the historic AAA rating because of our commitment to transparency.”

-- Jim Purtee, Assistant City Manager, City of Simi Valley, CA

<https://www.opengov.com/case-study/simi-valley>

Atherton, CA Saves Time and Improves Communication with OpenGov

“OpenGov helps the Town of Atherton save hundreds of hours each year communicating financial information to council and the community.”

<https://www.opengov.com/case-study/atherton>

Palo Alto Builds Trust and Streamlines Information Requests Using OpenGov

"We are very proud of our budget document, but a PDF with hundreds of pages isn't the best tool to build trust in the community."

<https://www.opengov.com/case-study/palo-alto>

Thousand Oaks, CA Transforms Financial Data with the OpenGov Platform

“For the first time, government officials and citizens can take our financial data and transform it into useful information.”

<https://www.opengov.com/case-study/thousand-oaks>

More Resources can be found on our web site:

<https://www.opengov.com/resources>