

SCORING SUMMARY					
Scoring Element	Available Points	PECI	Bolt/Ecova	Applied Proactive Technologies	Fluid Market Strategies
Experience	20	20	20	20	10
Retailer Recruitment	20	15	15	20	12
Reporting/Fulfillment	20	12	15	17	8
Field Services	20	14	10	15	15
Price	20	16	14.76	20	6.72
Total Written Proposal Score	100	77	74.76	92	51.72
Interviews (Finalists only)	25	19	22	23	
Total	125	96	96.76	115	

PRICING*			
Vendors	Total Available Points	Total 3 Yr. Price	Total Scores
PECI	20	\$2,090,857.94	16.00
Bolt/Ecova	20	\$2,266,887.00	14.76
Applied Proactive Technologies	20	\$1,672,531.00	20.00
Fluid Market Strategies	20	\$4,974,310.00	6.72

***Pricing Formula**

Lowest Vendor's Price receives all 20 points.

Other Vendor's Prices are calculated as follows: $\frac{\text{Lowest Vendor's Price}}{\text{Vendor's Price}} \times \text{Total Available Points} = \text{Vendor Score}$