



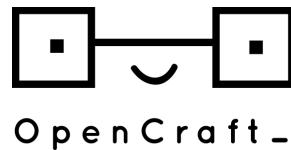
O p e n C r a f t \_

OpenCraft GmbH  
c/o Dr. Jan Timmann  
Jerusalemer Str. 14  
10117 Berlin  
Germany  
[opencraft.com](http://opencraft.com)

Not yet submitted

## Proposal for

Example University  
Person McPersonface

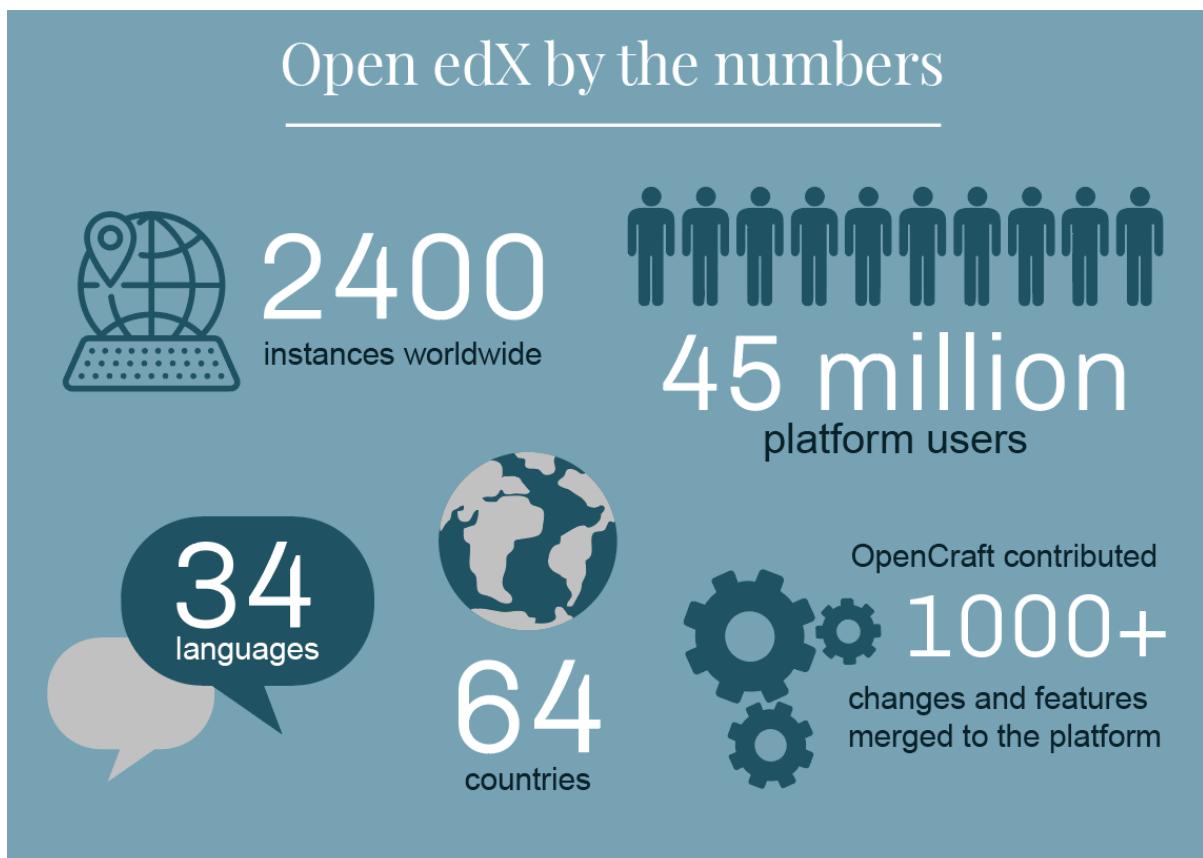


OpenCraft writes software in the form of customizations, enhancements and additional functionalities for the Open edX platform. Almost everything we develop is open source, which means that anyone can inspect, modify, and enhance the source code. OpenCraft's team expands the open source software platform to suit your organization's needs.

## Why OpenCraft?

OpenCraft provides expertise on several core features, such as interactive exercises development (XBlocks and plugins), complex platform customization, SSO, ecommerce, and more. Plus, our team does the heavy lifting of customizing the platform and experience to meet your end-user needs.

Through our knowledge of the internal processes at edX, and the good personal relationship we have with them, we ensure you get the highest level of support and expertise available. Some of the largest edX stakeholders rely on OpenCraft to ensure that functionalities are developed and released on time for their courses on edx.org. We also have extensive experience in installing, configuring and maintaining Open edX instances in environments where availability and quality of service is critical.



# Services offered

OpenCraft offers a full suite of services and tools dedicated to support your organization's needs. All of our services are packaged with expert advice, reviews, and recommendations.

- Deployment, configuration, and hosting of a pre-installed and ready to use Open edX instance.
- Development and customization of specific functionality including theme customization and branding development.
- Course authoring tools allow users to create and organize courses and content quickly and easily. A variety of options are available to users, including interactive exercises, videos, assessments and more.
- Learning Management System (LMS) that offers users a streamlined learning experience to keep users engaged and track progress.
- Data reporting tools that provide in-depth user analytics and performance for the duration of a course or instance.
- Top-tier Open edX consulting and support services providing code reviews, guidance, and in-depth explanations.

## Our clients

OpenCraft supports a wide range of clients among varying types of organizations. We support higher education institutions, government and large corporate clients, but our solution extends and supports NGOs and smaller-scaled projects as well.



HARVARD  
UNIVERSITY



AUTODESK.

CLOUDERA

edX®



Montessori  
St Nicholas

ASU

Arizona State  
University

MIT

Massachusetts  
Institute of  
Technology

"IN MY OPINION, NO OTHER OPEN EDX PROVIDER CAN RIVAL OPENCRAFT'S DEEP LEVEL OF KNOWLEDGE OF THE PLATFORM, OR MATCH THEIR SKILL IN CUSTOMIZING IT."

Rowan McVey, Cloudera

# A quick word on how we work at OpenCraft

With a fully remote team, we work differently than most tech companies. To ensure success, it's important that our clients are comfortable with how we work.

We manage all our projects using the Agile/Scrum methodology, working in 2-week development sprints, and using Agile task management software (Jira, Trello, etc.). We meticulously plan all our work in advance, but also have firefighters to tackle emergency tasks when needed.

Because our team is fully remote, we favor asynchronous communication (email, Google Docs) to maximize efficiency.

All communications are answered within 24 hours.

Using documents and email allows us to engage all of our team members to troubleshoot and solve any issues you may encounter, and helps build documentation for our projects. This enables us to do more, and more quickly than we would through workflows that are mainly based on meetings or synchronous discussions. Of course, we also hold meetings when necessary, such as monthly or bi-weekly planning calls with clients.

Our client onboarding process is straightforward.

We assign clients with a senior developer as their main point of contact (we call this senior developer the "client owner"), and communicate important information, such as emergency contacts and access to tasks management tools. The client owner is responsible for coordinating project and budget management, and regularly communicates with clients. Our administrative staff and CEO handle contractual matters, finances, and billing.

# Quote

## Open edX Deployment, Hosting, and Maintenance

Description	Price	Qty	Subtotal
<b>Instance Setup (OpenStack)</b> Production setup of a dedicated instance with the base Open edX services (LMS and Studio) for up to 500-1000 monthly active users. OpenStack server, using Ansible for remote configuration, 1 MySQL and 1 MongoDB database. Daily backups.	€2,700	1	€2,700
<b>Hosting for Open edX</b> Hosting on institutional-grade OpenStack servers. Price is €180 per server, per month. Each server can accommodate 500-1000 active users, depending on actual usage. Hosting on AWS, Azure and Google Cloud also available (ask us if you prefer these options).	€180	1	€180 / month
<b>Maintenance Plan</b> Monthly fee for the Institutional Maintenance Plan and Service Level Agreement coverage. See Annex A for full details.	€1,200	1	€1,200 / month
<b>Wormhole XBlock</b> Build an XBlock that allows learners to bend space and time.	€180	500	€90,000
Total per month			€1,380
Total			€92,700

## Theming

Description	Price	Qty	Subtotal
<b>Institutional theme</b> Included with your instance. Standard theming & branding, which includes changing a selection of the default colors, logos and images of the platform to match your brand.			€0
Total			€0

## Additional Services

Let us know if you're interested in more optional services such as SSO, edX Insights analytics, ecommerce, mobile apps and more.

## Support, Training, and Consulting

We provide the **best development services, consulting services, and technical support on the Open edX market**.

The services are available either on-demand or by booking a recurring monthly budget at lower rates.

The advantages of the recurring time budget are:

- \* Lower costs - a lower hourly price, which decreases with the length of the commitment
- \* Budget predictability - using a not-to-exceed amount of hours every month makes budgeting easier
- \* More iterative workflow - we work with you to define the work being done, every week or two weeks, to follow your priorities, and allow you to adapt the requirements of your projects as they are being developed
- \* More availability - we allocate time from our developers in advance, and you get priority over on-demand customers

Description	Price	Qty	Subtotal
<input type="checkbox"/> <b>On Demand Training, Development &amp; Support Time</b>	€180	0	€0
Our on-demand hourly rate is EUR €180 per hour.			
<input type="checkbox"/> <b>Monthly Time Budget - Recurring, 3 months notice</b>	€170	0	€0
Set up a monthly development budget at the rate of €170 per hour.			
Recurring every month, and can be canceled with a 3 months notice.			
Billed based on time actually spent.			
<input type="checkbox"/> <b>Monthly Time Budget - Recurring, 6 months notice</b>	€160	0	€0
Set up a monthly development budget at the rate of €160 per hour.			
Recurring every month, and can be canceled with a 6 months notice.			
Billed based on time actually spent.			
Total	€0		

## Annex A -Maintenance, Disaster Recovery & Support for the Institutional hosting plan

### Scope of maintenance

For the duration of the maintenance plan, OpenCraft will:

- Update the instance to the latest named release of edX (usually released every 3-6 months).
- Maintain the security and operation of the Open edX instance, and install security patches affecting the instance, upon publication by Open edX through the edX vendor security announcement program.
- Perform recovery and maintenance operations, in case of critical issues with the production instance that prevent access (see below, Handling of Incidents)
- Respond to Tier3 support requests.

### Handling of incidents

Incidents affecting the Open edX instance are handled according to their severity level:

**Critical incidents:** An incident is categorized as critical when the platform becomes globally inaccessible, data is lost, or hosting resources are compromised. Upon notification, either by monitoring services or client staff, OpenCraft will work to restore access to the site, beginning as soon as the notification has been acknowledged, which will happen by 9am EST on the next business day at the latest, and completing the restoration by the end of day. OpenCraft will rebuild the platform instance using spare infrastructure, and/or restoring the latest daily off-site backup if data recovery is required.

**Major incidents:** An incident is categorized as major when parts of the platform become inaccessible, or user experience is degraded in a major way (for example, significant slowdowns of page loading time). Upon notification, either by monitoring services or client staff, OpenCraft will work to restore normal access to the site, starting as soon as the notification has been acknowledged, which would happen by noon on the next business day at the latest, and completing the restoration by the end of the following business day.

**Minor incidents:** An incident is categorized as minor when defects do not belong to the critical or major categories, or are general bugs from the Open edX platform code base common to other instance installations. Upon notification by client staff, and depending on client preferences, OpenCraft can either work on solving the issue/bug or wait for the upstream project to publish a solution/fix for the issue. OpenCraft will acknowledge the issue by noon EST on the next business day at the latest, and if the client staff opts to ask OpenCraft to solve the issue itself, OpenCraft will complete the fix and its deployment according to a schedule jointly agreed on by client staff and OpenCraft.

Critical and major incidents are included in the maintenance contract. Minor incidents and operations requested by client staff are charged by the hour.

### Notification of incidents

OpenCraft is considered notified when an email has been sent to the designated OpenCraft contact (or in case of unavailability, any backup email mentioned in the auto-reply sent when writing to the designated contact). For major and critical incidents, the notification would also include writing to an emergency contact provided by OpenCraft.

### Tier3 Support

As part of the maintenance plan, OpenCraft will be available for project-related communication and support (in English or French), by email during office hours, with a guaranteed response time of one business day.

# Terms and Conditions

- \* Deposit of 50% by bank transfer or credit card for initial setup. An additional charge of 3% is applied to the total for credit/debit card payments.
- \* Acceptance of deliverable by the client within 7 days of delivery. Payment due within 30 days of acceptance for developments & interventions, and before the start date for subscriptions/hosting.
- \* By accepting this quote, you agree to the OpenCraft Terms of Service, which can be found at <https://opencraft.com/terms-of-service/>.
- \* By accepting the current quote, you agree to the terms of the edX contributor agreement, you allow us to publish the developments under the AGPL license, and to submit them on your behalf to edX under the following terms: <https://open.edx.org/trademark-licensing-details/#open-edx-licensing>

AGREED AND ACCEPTED BY

CLIENT

FULL NAME	ORGANIZATION	DATE
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 SIGNATURE  
Person McPersonface

OPENCRAFT

FULL NAME	ORGANIZATION	DATE
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 SIGNATURE  
OpenCraft GmbH

We look forward to working with you and your team. If you have any questions, please don't hesitate to get in touch.