CASE STUDY 07 | CYBERSECURITY & IDENTITY | PRE-BID INTELLIGENCE

Genesee County DUO Essentials MFA

Multifactor Authentication Licensing, Support & Activation · ITB 26-515

Sybrid — Technology Subcontractor | Pre-bid intelligence and proposal support to a U.S. prime

01 / PROJECT OVERVIEW

OUR ROLE	**Sybrid — Technology Subcontractor** (remote support team to the U.S. prime; the prime is the bidder of record and signs and physically submits the bid)
PROJECT / RFP TITLE	DUO Essentials — 1,500 DUO Essentials multifactor authentication (MFA) licenses, Premium Technical Support, and activation and access services, with optional DUO hardware tokens
CLIENT / AGENCY	Genesee County, Michigan — Purchasing Department (Department of Fiscal Services) on behalf of Genesee County Information Technology (GCIT); Flint, Michigan
CONTRACT VALUE	Not stated in the solicitation (no budget published); flat fee invoiced on completion and paid within 60 days of County acceptance
PROJECT DURATION	12-month initial term from activation, with County options to extend for up to three additional one-year terms
SOLICITATION NUMBER	ITB 26-515 · Invitation to Bid (Formal) · NIGP 92013 Advanced Authentication System Software Services
KEY DATES	Published 07/31/2026 · Written questions due 08/12/2026, 3:00 PM ET · Sealed bids due 08/24/2026, 12:00 PM ET
STATUS	Pre-award. No award, contract or delivery result is claimed.

02 / EXECUTIVE SUMMARY

Genesee County needed 1,500 DUO Essentials multifactor authentication licenses, Premium Technical Support and activation to put a second verification factor in front of County systems, applications and data — bought through a formal, paper-only Invitation to Bid with no published budget or scoring weights. As technology subcontractor, we supported the U.S. prime from the County's notice through submission readiness. We delivered a four-part pre-bid package — procurement summary, statement of work, tender insight and submission operations guide — that mapped all 4 requirements, 20 compliance checks, 6 insurance coverages and 13 risks to a 6-phase, 9-role delivery plan. The result gave the prime a mechanically complete, compliance-first foundation for a physical bid due August 24, 2026, with every open issue turned into a written question before the County's deadline.

1,500
MFA licenses scoped to the County's exact seat count

4 / 4
requirements (R-1 to R-4) mapped to scope and cost lines

20
compliance checks in the master checklist

13
bid and delivery risks with owner and mitigation

03 / THE CHALLENGE

A security purchase run as a procedure-first bid

Agency background

Genesee County runs this procurement centrally through its Purchasing Department, under the Department of Fiscal Services, for Genesee County Information Technology (GCIT) — a centralized service bureau whose focus areas include Cybersecurity and Technical Architecture, Network and Telecommunications Administration, and End User Computing and

Service Desk. The purchase supports the County's cybersecurity program by requiring a second verification factor beyond a password before any user can reach County resources.

Business problem

The County had already sized its user base at exactly 1,500 seats and named a single product edition, DUO Essentials. This was a licensing, support and activation competition, not a platform selection — so certainty of delivery on exactly 1,500 seats, and full compliance with every bid rule, separates bidders. No incumbent vendor or existing MFA deployment was disclosed.

Key challenges

- **Paper-only process.** One original and one paper copy, physically delivered and time-stamped by the Office of Fiscal Services; no fax or email, and no late bids under any circumstance.
- **Single point of contact.** All communication runs through the Purchasing Manager only; contact with any other County employee risks immediate rejection.
- **Thin commercial terms.** No budget, no scoring weights, no support service level and no option-year price protection stated in the ITB.
- **Security-grade insurance.** Cyber Liability and Technology Errors & Omissions at $1,000,000 per occurrence / $2,000,000 aggregate, with a three-year E&O tail after termination.
- **Conflicting documents.** Two different Risk Management certificate-holder addresses, and an insurance checklist headed "Construction Work Contract."
- **Local preference.** A Genesee County business may match a lower bid within 5% within 5 business days of bid opening.

Critical technical requirements

- **R-1** Supply and deliver 1,500 individual DUO Essentials MFA licenses.
- **R-2** Provide Premium Technical Support for the full duration of the agreement.
- **R-3** Activate the solution to the manufacturer's specifications and ensure GCIT staff can access and administer MFA operations.
- **R-4** Optional DUO hardware tokens for staff who cannot authenticate with a mobile device, in 10-unit increments.

Impact of not addressing these issues

A late, emailed or incomplete bid is rejected before price or technical merit is considered; an insurance certificate with the wrong holder address or bid reference fails a Pass/Fail gate; and without a rate lock the County carries open price exposure across up to three option years — while login security for County systems, applications and data stays at stake.

04 / OUR SOLUTION

Compliance-first, built around exactly 1,500 seats

Delivery approach

We treated this as a licensing and activation transaction, not a systems-integration project, and scaled the proposed team to match. Every requirement was traced to a specific ITB or contract section, every document conflict became a written question for the August 12 deadline, and we kept County identity data with U.S.-based staff — remote work was limited to bid preparation, pricing analysis, insurance tracking and seat-count administration pending written County approval.

Scope delivered (mapped from the statement of work)

DELIVERABLE	WHAT WE PRODUCED	MAPS TO
Summary of Procurement	Basic facts, 6 key objectives, insurance schedule, 9-item submission format, evaluation standard, contacts and award process	ITB §1–§9
Statement of Work	Primary and secondary scope, exclusions, 5-deliverable matrix, roles, mandatory vs preferred requirements, legal, payment, risk and NIGP / NAICS mapping	R-1 to R-4; SOW §6–§17

DELIVERABLE	WHAT WE PRODUCED	MAPS TO
Tender Insight	Buyer intelligence, legal analysis, 20-item compliance checklist, 9-role team, 6-phase timeline, three-tier pricing model, 13-item risk register, IT / cyber win strategy	SOW §7–§9, §14, §17
Tender Abstract	Submission operations guide: deadline box, 12-document checklist, binder structure, cover letter, 22-point final check and 11 common errors	ITB §7; SOW §13

Team structure (proposed)

ROLE	FOCUS	WORK MODEL
Account Manager / Contract Lead	County relationship, Cost Bid Form accuracy, negotiation, option-year renewals	Remote; in person for contract execution if requested
Duo Deployment Engineer	Tenant provisioning, directory / AD integration, policy configuration	Remote; limited on-site coordination
Premium Technical Support Lead	Premium Technical Support entitlement for the full term (R-2)	Remote
Licensing & Renewals Coordinator	1,500-seat count, true-ups, option-year renewal documentation	Remote
Insurance & Compliance Coordinator	Certificate of Insurance, endorsements, three-year E&O tail	Remote
Proposal Manager	ITB Section 7 completeness, Statement of Exceptions, physical package	Remote (bid preparation)
Contracts & Legal Reviewer	Sample contract review, IP and warranty exceptions language	Remote (bid preparation)
Training & Enablement Specialist	End-user and GCIT Service Desk enablement for rollout	Hybrid; at least one in-person session
Hardware Fulfillment Coordinator	DUO tokens in 10-unit increments — only if the County orders	Shipping / receiving only

Milestones and timeline

PHASE	DURATION (EST.)	OUTPUT
1. Bid Preparation & Submission	~3 weeks, to Aug 24, 2026	Technical proposal, insurance package, Cost Bid Form, physical submission
2. Award & Contract Finalization	Est. Sept 2026, 2–4 weeks	Final Professional Services Contract; exceptions resolved
3. Activation & Deployment	First 30–60 days after execution	1,500 licenses provisioned, directory integration, pilot group, Service Desk trained
4. County-Wide Rollout	Days 30–90 (overlaps 3)	Phased enrollment across departments; tokens if ordered; adoption monitored
5. Steady-State Support	Remainder of 12-month term	Premium Technical Support, license count, renewal recommendation
6. Option-Year Renewals (up to 3)	Each 12-month option	Seat true-up; support and insurance renewals

Procurement milestones we planned against: 07/31/2026 publication · 08/12/2026 written questions · 08/24/2026 12:00 PM ET physical bid closing. Internal gates: drafts by Aug 15, pricing model by Aug 18, package sign-off by Aug 20, couriered by Aug 21.

05 / RESULTS & OUTCOMES

Measurable pre-bid results

MEASURE	RESULT	DETAIL
Core requirements mapped	4 of 4	R-1 to R-4 traced to scope, deliverables and cost lines — no gaps either way

MEASURE	RESULT	DETAIL
Compliance checks	20	Master checklist citing exact ITB / contract text, Pass/Fail vs scored flagged
Required submission items	9 of 9	ITB Section 7 items built into a tabbed, two-set binder
Insurance coverages verified	6	Including Cyber Liability and Technology E&O at $1M / $2M
Risks registered	13	Each with likelihood, impact, owner and mitigation
Clarification questions drafted	5	For written submission before the Aug 12, 2026 deadline
Final pre-submission checks	22	Signature, labeling, insurance, addenda and courier
Submission errors pre-empted	11	Common rejection causes with avoidance steps
Pricing model	3 tiers	Low, medium and high scenarios across the four Cost Bid Form lines

Adoption, training and migration metrics do not apply: this was pre-award work. No award, client acceptance or implementation result is claimed.

06 / TECHNOLOGY & COMPLIANCE

TECHNOLOGY STACK	Cisco Duo — DUO Essentials edition, cloud-hosted SaaS multifactor authentication; optional DUO hardware tokens
PLATFORMS & TOOLS	Duo Directory, single sign-on, phishing-resistant authentication options, trusted endpoints and unlimited application integrations, mapped to GCIT focus areas; directory / AD integration
ACCESSIBILITY STANDARDS	Not specified in the solicitation
COMPLIANCE FRAMEWORKS	No security standard named in the ITB. Michigan governing law and Genesee County venue; Michigan FOIA (MCL 15.231); Iran Economic Sanctions Act; debarment and suspension certification; Contract Sec. 13 Identity Theft Prevention
INSURANCE	Workers' Compensation (statutory), Employers' Liability, CGL $1M / $2M, Automobile $1M CSL, Cyber Liability $1M / $2M, Technology E&O $1M / $2M plus three-year tail
DATA HANDLING	Duo tenant configuration, directory sync and support tickets involving County user accounts: U.S. prime only, pending written County confirmation
TESTING & QA	Pilot group before County-wide rollout; 20-item compliance audit; 22-point pre-submission check; acceptance on full activation of 1,500 licenses with confirmed GCIT access
CLASSIFICATION	NIGP 208, 20853, 20845, 920, 92013, 92004; NAICS not specified (inferred 511210; 541519 may apply)

07 / ABOUT SYBRID SLED

Sybrid SLED

Sybrid's SLED Division is a trusted RFP, IT outsourcing and digital transformation partner for State, Local and Education agencies across the United States. We provide pre-bid intelligence — opportunity discovery, bid/no-bid frameworks, proposal writing, pricing and compliance matrices, teaming support — and post-bid execution, from mobilization and program management to reporting, renewals and closeout. Part of the Lakson Group, operating since 2008.

Core capabilities: cybersecurity & GRC (risk assessments, SOC services, identity management, FISMA / NIST alignment) · application development · cloud & infrastructure · data, AI & analytics · managed IT services · contact center & BPO

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Prepared from Sybrid's pre-bid analysis of Genesee County ITB 26-515 (DUO Essentials). Sybrid acted as technology subcontractor; the U.S. prime is the bidder of record. Figures marked "est." are planning assumptions, not quoted prices or contract terms.