CASE STUDY 07 | AV & VIDEOCONFERENCING TECHNOLOGY | PRE-BID INTELLIGENCE

Westchester County Bureau of Purchase and Supplies

Cisco Webex Equipment · RFB-WC-26237

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

01 / PROJECT OVERVIEW

OUR ROLE	**Sybrid — Technology Subcontractor** (remote proposal-support team to the U.S. prime; the prime is the bidder of record and signs and submits the bid)
PROJECT / RFP TITLE	CISCO WEBEX EQUIPMENT — supply and installation of Cisco Webex Room Kit EQ videoconferencing equipment
CLIENT / AGENCY	County of Westchester, Bureau of Purchase and Supplies — Westchester County, New York; delivery point 148 Martine Avenue, White Plains, NY 10601
CONTRACT VALUE	Not stated in the solicitation (no budget or engineer's estimate published). Our Medium End planning estimate: $46,800 to $56,650 (estimate; confirm with authorized distributors)
PROJECT DURATION	One-time purchase order (goods plus a single installation lot). We planned 6 phases: a 1 to 3 day installation followed by a 10 to 30 day Day 2 support window (estimate, scaled to tier)
SOLICITATION NUMBER	RFB-WC-26237 · Formal Request for Bid · award by item, group or lot to the lowest responsible, responsive bidder
KEY DATES	Published 07/31/2026, 11:28 AM EDT · Closing 08/18/2026, 2:00 PM EDT, physical delivery only
STATUS	Pre-award. No award, contract or delivery result is claimed.

02 / EXECUTIVE SUMMARY

Westchester County needed one White Plains conference room rebuilt around a named Cisco Webex, Planar and Crestron DM Essentials bill of materials, under a paper-only, price-and-responsibility bid that published no budget and listed a delivery date earlier than its own closing date. 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 tender abstract — that mapped all 27 requirements (R-1 to R-27) to an 8-deliverable matrix, a 10-role team, a 6-phase timeline and a three-tier budget. The result gave the prime a compliance-checked, distributor-ready basis for pricing all 21 commodity lines, with every open question flagged for written confirmation before bidding.

4
pre-bid deliverables handed to the U.S. prime

27 / 27
requirements (R-1 to R-27) mapped to scope, roles and phases

21
commodity-sheet lines covered by a three-tier pricing model

12
bid and delivery risks logged with owner and mitigation

03 / THE CHALLENGE

A fixed bill of materials with no room for error

Agency background

Westchester County's Bureau of Purchase and Supplies issued RFB-WC-26237 as a formal Request for Bid. There is no evaluation committee or weighted scorecard: the County awards by item, group or lot to the lowest responsible, responsive bidder, and may investigate a bidder's experience, ability and financial standing before award (B2). The resulting contract may be extended to other New York political subdivisions (E1 to E5).

Business problem

The County already operates an AV integration in this room. It wants the existing Webex Board75 moved to another room, two existing 75 inch displays relocated, and the space rebuilt around a Cisco Codec EQ and Quad Camera system, a new 55 inch Planar display and a DM Essentials HDMI extension and switching chain — then configured, registered, tested, handed over with end-user training and backed by a Day 2 support period.

Key challenges

- **Paper-only submission.** Emailed and faxed bids are not permitted and late bids are not considered; one sealed envelope must reach Room 713 by 2:00 PM EDT on August 18, 2026.
- **No published budget.** Reseller pricing for the Room Kit EQ (CS-KIT-EQ-C-K9) alone ranged from roughly $17,900 to $36,600 — close to a two-times spread on the largest line.
- **Supply-chain exposure.** The Room Kit EQ and Planar SLP55 lines showed backorder or limited stock across more than one reseller at review time.
- **Conflicting dates and numbers.** The 7/30/2026 delivery date predates the 8/18/2026 closing, and the commodity sheet reads RFB-15-WC-26237 against RFB-WC-26237 on the bid form.
- **Labor-cost uncertainty.** General Term F7 applies prevailing wage if the lot is classified as a Public Work, but the notice does not say whether it is.

Critical technical requirements

- **R-1 to R-20** Supply 20 hardware lines at the exact part numbers, or a clearly flagged, documented equivalent (A5, A6).
- **R-21 to R-23** Relocate the Webex Board75, relocate and mount two 75 inch displays, install the new 55 inch Planar display.
- **R-24 to R-25** Install the Codec EQ, Quad Camera, RemoteCam8 kit and DM Essentials chain; modify the existing table and cabling.
- **R-26 to R-27** Just-in-time delivery, project management, training and Day 2 support; furnish data cabling and configure, register and test the system.

Impact of not addressing these issues

A late, electronic or incomplete bid is rejected outright, and an unsigned Vendor Affirmation may disqualify it. An over-committed guaranteed delivery figure can trigger order cancellation, a finding of vendor irresponsibility and a cost chargeback (D2). Pricing from a stale catalog either loses on price or locks in thin margin through the 45-day no-withdrawal period.

04 / OUR SOLUTION

Notice-first analysis for a price-and-delivery contest

Delivery approach and methodology

We worked notice-first: every fact was traced to the solicitation clause it came from, and every gap was marked "confirm in writing" rather than estimated as fact. Because the County fixed the bill of materials, we focused the prime on the two places this bid is actually won — live distributor pricing and a defensible guaranteed delivery figure — and priced hardware and installation as separate three-tier models. Desk-based work (bid preparation, quoting, contract administration) was planned remotely; all field labor stays on-site in White Plains, and the prime owns every County communication and signature.

Scope delivered (mapped from the statement of work)

DELIVERABLE	WHAT WE PRODUCED	MAPS TO
Summary of Procurement	Basic facts, 6 key objectives, insurance, 5-item submission packet, 5 evaluation criteria, contacts and award basis	SOW §1–4, §9

DELIVERABLE	WHAT WE PRODUCED	MAPS TO
Statement of Work	Primary and secondary scope, exclusions, 8-row deliverables matrix, 10-role responsibilities, R-1 to R-27, legal, payment, performance and NIGP/NAICS mapping	SOW §1–16
Tender Insight	Buyer intelligence, legal analysis, 15-row compliance checklist, team, 6-phase timeline, three-tier budget, pricing strategy, 12-risk register, integration and supply-chain strategy	SOW §5, §8, §12–15
Tender Abstract	Submission operations guide: deadline box, 8-step packaging protocol, 8-document checklist, mock submission pack, 21-point final check, post-submission actions	SOW §6, §13

Team structure (proposed)

ROLE	FOCUS	WORK MODEL
Bid / Proposal Manager	Bid packet, pricing worksheet, certifications	Remote
Procurement Coordinator	Distributor quotes, stock and lead times, orders	Remote
Project Manager (Install)	Install scheduling, County liaison, punch list	On-site install week
Lead AV Technician	Installation, mounting, cable termination	On-site
Second Installer / Cable Tech	Mounting, cable pulls, table modification	On-site
Programming / Commissioning Eng.	Codec EQ, Navigator and DM Essentials configuration and test	On-site, remote pre-stage
Training Lead	End-user training on the installed room	On-site close-out day
Day 2 Support Technician	Post-installation issue response	Remote, on-site if needed
Contracts / Compliance Admin	Insurance certificate, EFT enrollment, Vendor Affirmation	Remote
QA / Testing Lead	Independent verification against line-item scope	On-site walkthrough

Milestones and timeline

PHASE	DURATION (EST.)	OUTPUT
1. Bid Preparation	Through 8/18/2026	Distributor pricing, written questions, sealed bid
2. Post-Award Procurement	Weeks 1 to 6 after award (lead-time dependent)	Hardware orders, EFT enrollment, insurance certificate
3. Site Preparation & Staging	Week before install	Site access, table and rack review, staged hardware
4. Installation	1 to 3 days by tier	Relocations, new displays, Codec EQ, DM Essentials, table work
5. Testing, Training & Close-Out	Immediately after install	End-to-end test, training session, punch-list sign-off
6. Day 2 Support	10 to 30 days after close-out	Issues logged and resolved in the support window

Procurement milestones we planned against: 07/31/2026 publication · written questions to the contracting officer well before closing (no online Q&A) · 08/18/2026, 2:00 PM EDT physical bid closing · 45-day no-withdrawal period after opening.

05 / RESULTS & OUTCOMES

Measurable pre-bid results

MEASURE	RESULT	DETAIL
Requirements mapped	27 of 27	R-1 to R-27 tied to deliverables, roles and phases
Commodity lines covered	21 of 21	20 hardware lines plus 1 installation lot, each with a unit and extended price slot

MEASURE	RESULT	DETAIL
Deliverables defined	8	Each with due point, format, submission method and acceptance criteria
Compliance conditions tracked	15	Master checklist rows, each tied to its clause and a proposal action
Insurance coverages verified	4	Workers' Comp, CGL $1M / $2M, Umbrella $2M, Auto $1M CSL
Risks registered	12	5 rated high impact, each with owner and mitigation
Pricing model	3 tiers	Low $34,800–$41,200 · Mid $46,800–$56,650 · High $60,000–$70,150 (estimates)
Final pre-submission checks	21	Signature, labeling, pricing, insurance and courier checks
Submission errors pre-empted	10	Common rejection causes with avoidance steps
Clarification questions drafted	3	Delivery window, Public Work status, bid-number discrepancy

Adoption, training and migration metrics do not apply: this was pre-award work. Training (one end-user session) and Day 2 support (10 to 30 days) are planned scope, not reported results. No award, client acceptance or implementation result is claimed.

06 / TECHNOLOGY & COMPLIANCE

TECHNOLOGY STACK	Cisco Room Kit EQ (CS-KIT-EQ-C-K9) with Codec EQ, Quad Camera, RemoteCam8 extension kit and Navigator; Planar SLP55 55 inch UHD display; Crestron DM Essentials HDMI extension and switching; HDMI 2.1 certified cabling; Cisco SNTC support contract
PLATFORMS & TOOLS	Cisco RoomOS and Webex registration on the County network (cloud vs. on-premise to be confirmed); requirement register, compliance checklist, Gantt plan, risk register
ACCESSIBILITY STANDARDS	Not specified in the solicitation; County bid documents issued as an ADA PDF attachment
COMPLIANCE FRAMEWORKS	NYS General Municipal Law; NYS Labor Law (potential Public Work prevailing wage, Art. 8, 8-A, 9); Workers' Compensation Law; State Finance Law 165-a (Iran Divestment, F9); non-collusion (F5); conflict of interest (F6); ENERGY STAR (Planar SLP55). No cybersecurity, HIPAA, CMMC or TAA requirement
TESTING & QA	Configure, register and test before close-out; end-to-end signal-path verification; signed written test and acceptance checklist; independent QA / Testing Lead walkthrough against the line-item scope

07 / ABOUT SYBRID SLED

Sybrid SLED

Sybrid's SLED Division delivers RFP services and mission-ready IT for State, Local and Education agencies across the United States — from capability statement to post-award delivery. We provide pre-bid intelligence (opportunity discovery, bid/no-bid frameworks, proposal writing, pricing and compliance matrices, teaming and Q&A support) and post-bid execution (mobilization within SLA windows, dedicated program management, MBE/WBE reporting and closeout). Part of the Lakson Group, operating since 2008, with onshore U.S. program managers handling all agency-facing communication.

Core capabilities: custom software development · data, AI and analytics · managed IT and cloud · cybersecurity and GRC · contact center and BPO

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U.S. HQ: 200 Continental Drive, Suite 401, Newark, DE 19713 **Offices:** 6 U.S. / 18 global

SLED desk: sled@sybrid.com **SLED site:** sled.sybrid.com **Website:** www.sybrid.com

Prepared from Sybrid's pre-bid analysis of Westchester County RFB-WC-26237, CISCO WEBEX EQUIPMENT. Sybrid acted as technology subcontractor; the U.S. prime is the bidder of record. Figures marked "estimate" are planning assumptions from public reseller listings, not quoted prices or contract terms.