



Evolving Customer Experience.



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## 5.1 Do you have any technology or digital capabilities?

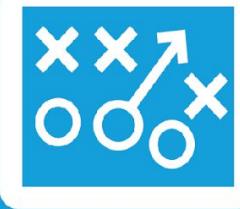
**While we offer written on-site mystery shop evaluations, many of our clients have moved to a better and more accurate tool, our GameFilm® video evaluations.**

Here is a sample of a GameFilm® we captured at one of your retail locations.

<https://vimeo.com/rbqtx/review/337288642/73e430d11f>



## Video Mystery Shopping



### Watch The Action Unfold

**GameFilm®**, the original video-based mystery shopping solution uses customer experience videos, in the same way that high-level athletes use game film to improve their performance.

Have you ever wanted to see how your field level associates interact with real customers when you aren't around, from their words to their facial expressions and tone of voice? That is the difference between a traditional written mystery shop and a **GameFilm®** mystery shop.

During setup of the program, **Reality Based Group™** creates a scorecard based on your customer service objectives to measure and track key performance indicators. Then, once customer interactions are recorded through subtle hidden cameras, **GameFilm®** videos are analyzed and scored. The videos are available through streaming, while the data is analyzed via a comprehensive reporting suite on your online dashboard. You will even receive customized playbooks for a start-to-finish training program that helps your team to provide consistent coaching across your organization.

Results speak louder than words. Overall behavior increases of over 15%, sales conversion rates up by over 10%, and more. See our case studies for how **GameFilm®** has changed the industry.

#### GameFilm® Features:

- Personalized Scorecard
- Customized Playbooks On How To Coach & Train With Analyzed **GameFilm®** Results
- Online Dashboard & Scoreboard For Reporting & Trending
- Coaching From **Reality Based Group™** To Ensure Success Of The Program



## Trust the Process



Our GameFilm® for Business solution is a tool used to drive results. Using hidden cameras we capture your customer experience from start to finish. Your video goes through various Quality Assurance checks and is then scored - based on your chosen criteria. We will provide you with your FILM, your SCORECARD, and a GAMEPLAN so you can **COACH TO THE FILM, MAKE ADJUSTMENTS, and IMPROVE PERFORMANCE.**

It's 100% Actionable Data that drives Results.



## 5.2 Does your company provide customer service?

### **Client Support**

#### **Dedicated Account Management Team**

Your RBG team will consist of a dedicated CSM (Customer Success Manager), schedulers, and quality assurance personnel. Each team member is constantly updated on program adjustments to ensure accuracy and constancy in the final deliverables. They will be there to create any customized reporting or special requests you may need.

## 5.3 Does your company provide customized solutions?

For every client, we create a custom tailored program. This process is unique and covers the design of the program, the scorecard, the reporting and any additional solutions we may be implementing.



## **6.1 Briefly explain your company's experience and approach in managing a complex and large size organizations like The Coca-Cola Company.**

It is our belief that our nearly 28 year history of performing mystery shops for some of the world's most recognizable brands makes RBG a uniquely qualified candidate for Coca Cola. With RBG, you get a completely in-house dedicated team, that is ready and able to meet your needs. In order to ensure the most accurate and consistent data possible for this scope of work you need a team that can show your real results of current work. We have the experience and abilities to ensure all these deliverables are met and your program will be a success.

RBG will be in constant communication with Coca Cola to ensure alignment throughout the duration of this program.

## **6.2 Describe the composition, experience and size of the client engagement team you would use to stand up a system similar to what we've described, and how your team composition will vary during different stages of the engagement.**

See the next page for your management team.

# Your Management Team



## Renee DeSantis, Vice President of Operations

Renee will be responsible for overseeing the development and design of your program to achieve maximum results. She has over 20 years of experience in the industry. She will lead the RBG team and ensure that the program is aligned with the success of your stakeholders.



## Tim Williams, Director of Operations

Tim will be responsible for all RBG Customer Success Managers and staff associated with your program. He will assist in overseeing the implementation and development of your program and ensures that there is a constant alignment with your account, including support and dashboard user training.



## Rae Campbell, Customer Success Manager

Rae will oversee the implementation and development of your online dashboard, scorecards, and reporting. She is your “go to” for updates, questions, editing, new user setup, hierarchy updates, or other operational functions. Rae will also be responsible for the day-to-day operations of your account, including support and dashboard user training.



## Jake Dancy, Customer Success Manager

Jake will assist Rae in overseeing the implementation and development of your online dashboard, scorecards, and reporting. He will be an additional resource for updates, questions, editing, new user setup, hierarchy updates, or other operational functions. Jake will be responsible for support and dashboard user training and will manage the shopper recruiter and scheduling team. He will be leveraging RBG's database of employees and independent mystery shoppers and select the most qualified to complete evaluations within your target cities.



### **6.3 How does your company keep clients informed of industry updates, innovations, best in class, etc.?**

We will have monthly, if not weekly check in meetings and in-depth quarterly reviews to help you digest the data and provide key takeaways and insights. This is our opportunity to share with you updates, innovations and any other news from other clients in the industry.

### **6.4 Mention the clients with whom you currently work and specify the area where you provide your services.**

See the next slide for a list of some of our clients.

# Select Clients

RBG Partners With Over 200 Top Brands



Ferrari



**FIVE GUYS**  
BURGERS and FRIES

**7-ELEVEN**®



california  
PIZZA KITCHEN

**Luby's**





**6.5 Please list major clients you service and details regarding:** 1. Your company's specific role and responsibility 2. The length of time of your relationship 3. Average number of projects per year per client

Texas Roadhouse- RBG has been the mystery shop provider for Texas Roadhouse for over 15 years. We perform over 10,000 mystery shops each year.

Ferrari- RBG has been the mystery shop provider for Ferrari for over 5 years.

7-Eleven- RBG has been the mystery shop provider for 7-Eleven for over 3 years. We perform over 10,000 mystery shops each month across North America.

**7.1 How many company-owned locations does your company have? (Do not include affiliates)**

We have one company headquartered in Austin, Texas.

**7.2 How many years of experience do they have in the field?**

RBG has over 30 years of experience in the mystery shopping field.



**7.3 Please provide the contact information for the Account Manager that would be responsible for The Coca-Cola Company.**

Tim Williams

[Twilliams@realitybasedgroup.com](mailto:Twilliams@realitybasedgroup.com)

**7.4 What percentage of your staff is temporary/contracted?**

All of our employees are full time. However, our mystery shoppers are contracted. Roughly 50% of our staff is contracted.

**7.5 Please provide three examples of similar scopes of work your firm has performed in the past. Examples should be consistent with number of FTEs, site type and geography. Additionally, please provide the contact information for all three of these projects.**

Please see the next two pages for details on some of the project we've implemented.

# RFP Requirements



## Depth of Experience & Assignment Flexibility

### Type of Mystery Shops

RBG delivers over 5 figures of both written and video mystery shops each month.

**Written Mystery Shops Case Study - To Read The Full Case Study, Click [Here](#).**

Texas Roadhouse has over 560 locations nationwide and continues to expand around the world. Since the year 2000, the full-service restaurant chain looked to Reality Based Group (RBG) to ensure a consistent customer experience, help train bar and dining staff effectively and optimize customer satisfaction and loyalty. Texas Roadhouse believed an effective mystery shopping company could help them better measure its CX nationwide, improve customer and staff retention, and bolster sales.

### Dedicated to Coaching and Consistency

Texas Roadhouse partnered with RBG to measure on a monthly basis the quality of their dining and bar services. RBG worked alongside executives at Texas Roadhouse to establish a scorecard, analyze the data on a custom dashboard, and coach to areas of improvement. Several hundred trained mystery shoppers were then deployed nationwide to every location to ensure a consistent experience.

By assessing month-over-month and annual trends, Texas Roadhouse can now measure their storefront performance by region, by staff, by service, and so much more.

### Voted America's Favorite Full-Service Restaurant

In June 2015, NBC News announced that Texas Roadhouse was voted America's Favorite full-service restaurant through a national study of consumer preferences, conducted by the American Customer Satisfaction Index. Texas Roadhouse locations nationwide continue to score an average of over 90 based on the corporate team's initial scorecard guidelines. RBG continuously helps the company deliver the highest level restaurant experience possible.

***"RBG is an excellent client partner that we have worked with for almost 2 decades. There is no doubt that RBG and Roadhouse are completely aligned and have a shared vision of success."***

**- Courtney Schum, Manager of People Development, Texas Roadhouse**

# RFP Requirements



## Depth of Experience & Assignment Flexibility

### Type of Mystery Shops

#### Video Mystery Shop Case Study

##### 7-Eleven:

We began providing video mystery shopping services to 7-Eleven U.S. in June of 2018. Every month we shop their nearly 8,000 locations nationwide.

The program began in June 2018 with the planning and setup. From July through September, we processed a significant ramp up and ran a pilot at each location. Monthly services at each location commenced in October of 2018. Our shoppers visit each area of the store and provide information on exterior, interior, gas pumps, food, beverage and customer service. 7-Eleven has found the business intelligence we provide extremely important and eye opening. On many occasions we have been able to identify programs they have in place that their employees are engaged in and are succeeding with. We have also identified programs that have not received the dedication that they anticipated, recognizing more opportunities for increased ROI.

The program with 7-Eleven has been a huge success thus far. With seeing such incredible results, they decided to expand the program to all locations in Canada in May, 2019. It is also being integrated into the Franchisee awards and recognition program as a key metric for them to hit to earn incentive pay.

### Client Self-Service Shopping Deployment

RBG builds in the flexibility for clients to be able to schedule and launch shops in specific markets during unique times.

### Shop Type Experience

RBG has successfully performed every type of mystery shop imaginable. Our deliverables are customized based on the request of the client. For Panda, we will be able to perform dine in, drive-thru, online and delivery shops.



## 7.6 Please provide your D&B #

062615695

## 8 Compliance

Please see the next few slides for details on our Data & Security.

# Data Security

## Dropbox, Venmo, & Sassie



### Your Privacy Matters

At **Reality Based Group™** we understand that your data is important and we are committed to ensuring that your information stays protected and secured.



Sensitive data is encrypted at rest and during transmission (db encrypted fields and SSL)  
ALL data encrypted in transit (SSL, SFTP)  
Databases are not directly accessible via the Internet, only through UI  
Platform is hosted on Amazon's AWS Cloud platform in the US, available option to be hosted in EU  
Data is "hot replicated" (backed up in realtime)  
Daily snapshots and SQL dumps are also performed for backups  
Server software patching is done quarterly  
Urgent security patches are done as needed and typically within 24 hours of being released  
Hosted in a LAMP (Linux/Apache/MySQL/php) environment so not prone to Microsoft vulnerabilities  
Vulnerability and Penetration scans are performed monthly by Comodo  
99.9% uptime (monthly interval)  
Uptime monitoring is done by Pingdom  
Yearly Risk Assessments are performed internally  
Rate limiting/IP blocking is employed on all password fields to prevent scripted attacks



Accounts are password protected and retain archived raw video files for 12 months, purging them after the 12 month period expires.



All videos are uploaded securely with hidden privacy.



# Data Security

## Security & Privacy



Working in collaboration with our software developer Surfmerchants (SASSIE), we are able to utilize Amazon's AWS infrastructure to deliver a scalable platform with high availability and dependability, allowing us the flexibility to build a wide range of applications. Helping to protect the confidentiality, integrity and availability of our customers' data is of the utmost importance, as is maintaining customer trust and confidence.

By utilizing AWS (Apache Web Servers), we are able to not only eliminate infrastructure headaches, but also many of the security issues that come with them. Our partnerships with Surfmerchants and Amazon provides a world-class, highly secure data center and application environment, utilizing state-of-the art electronic surveillance and multi-factor access control systems. Data centers and application support are monitored and staffed 24x7x365 by trained engineers, and access is authorized strictly on a least privileged basis. Environmental systems are designed to minimize the impact of disruptions to operations. And multiple geographic regions and Availability Zones allow us to remain resilient in the face of most failure modes, including natural disasters or system failures.

### — How Is My Data Protected? —

#### SASSIE, ATHENA & Apache Web Server

Specifically, the physical and operational security processes are described for network and server infrastructure under Surfmerchants and Amazon's management, as well as Surfmerchants and AWS service specific security implementations. The SASSIE and ATHENA systems are built using industry-standard open-source tools, including a Linux based operating system, the Apache web server, MySQL and Postgres SQL database system, and PHP programming language. This combination helps to provide a stable and secure environment for our Application (and your data), and reduces operating cost when compared to other proprietary systems. We use a combination of Open, Federal and Amazon best practices as well as follow PCI compliance guidelines for our security procedures and policies, which are reviewed on a quarterly basis.



# Data Security



## Overview

The SASSIE and ATHENA systems are built using industry-standard open-source tools, including a Linux based operating system, the Apache web server, MySQL and Postgres SQL database system, and PHP programming language. This combination helps to provide a stable and secure environment for our Application (and your data), and reduces operating cost when compared to other proprietary systems. We use a combination of Open, Federal and Amazon best practices as well as follow PCI compliance guidelines for our security procedures and policies, which are reviewed on a quarterly basis.

All of this runs on top of Amazon's AWS Infrastructure Resources. AWS operates the private cloud infrastructure that we use to provision a variety of basic computing resources such as processing and storage. The AWS infrastructure includes the facilities, network, and hardware as well as some operational software (e.g., host OS, virtualization software, etc.) that support the provisioning and use of these resources. The AWS infrastructure, as well as SASSIE and Athena, is designed and managed according to security best practices as well as a variety of security compliance standards. As an Surfmerchants customer, you can be assured that you're building web architectures on top of some of the most secure computing infrastructure in the world.

Through the AWS Compliance Program, Surfmerchants is able to take advantage of the robust security in place and help us streamline our compliance with industry and government requirements for security and data protection. The IT infrastructure that AWS provides to Surfmerchants is designed and managed in alignment with best security practices and a variety of IT security standards, including:

### IT Security Standards Include:

SOC 1/SSAE 16/ISAE 3402 (formerly SAS 70 Type II)

SOC 2

FIMSA, DIACAP, & FedRAMP

PCI DSS Level 1

ISO 27001

ITAR

FIPS 140-2



# Data Security



## Physical & Environmental Security

Surfmerchants resides in AWS's data centers which are state of the art, utilizing innovative architectural and engineering approaches. Amazon has many years of experience in designing, constructing, and operating large-scale data centers. This experience has been applied to the AWS platform and infrastructure. AWS data centers are housed in nondescript facilities. Physical access is strictly controlled both at the perimeter and at building ingress points by professional security staff utilizing video surveillance, intrusion detection systems, and other electronic means. Authorized staff must pass two-factor authentication a minimum of two times to access data center floors. All visitors and contractors are required to present identification and are signed in and continually escorted by authorized staff.

Access to data center and application resources is restricted only to employees and contractors who have a legitimate business need for such privileges. When an employee no longer has a business need for these privileges, his or her access is immediately revoked. Access to all Surfmerchants computing resources and application services is logged and audited routinely.

## Fire Detection & Suppression

Automatic fire detection and suppression equipment has been installed to reduce risk. The fire detection system utilizes smoke detection sensors in all data center environments, mechanical and electrical infrastructure spaces, chiller rooms and generator equipment rooms. These areas are protected by either wetpipe, double-interlocked pre-action, or gaseous sprinkler systems.

### Power

The data center electrical power systems are designed to be fully redundant and maintainable without impact to operations, 24 hours a day, and seven days a week. Uninterruptible Power Supply (UPS) units provide backup power in the event of an electrical failure for critical and essential loads in the facility. Data centers use generators to provide back-up power for the entire facility.

### Climate & Temperature

Climate control is required to maintain a constant operating temperature for servers and other hardware, which prevents overheating and reduces the possibility of service outages. Data centers are conditioned to maintain atmospheric conditions at optimal levels. Personnel and systems monitor and control temperature and humidity at appropriate levels.



# Data Security



## Management

AWS monitors electrical, mechanical, and life support systems and equipment so that any issues are immediately identified. Preventative maintenance is performed to maintain the continued operability of equipment.

## Storage Device Decommissioning

When a storage device has reached the end of its useful life, Surfmerchants policy includes a decommissioning process that is designed to prevent customer data from being exposed to unauthorized individuals. AWS uses the techniques detailed in DoD 5220.22-M (“National Industrial Security Program Operating Manual”) or NIST 800-88 (“Guidelines for Media Sanitization”) to destroy data as part of the decommissioning process. All decommissioned magnetic storage devices are degaussed and physically destroyed in accordance with industry-standard practices.

## Availability & Fault-Tolerant Design

Amazon’s infrastructure has a high level of availability and provides Surfmerchants with the ability to deploy a resilient IT architecture. Surfmerchants has designed its systems to tolerate system or hardware failures with minimal customer impact.

Data centers are built in clusters in various global regions. All data centers are online and serving customers; no data center is “cold.” In case of failure, automated processes move customer data traffic away from the affected area. Core applications are deployed in an N+1 configuration, so that in the event of a data center failure, there is sufficient capacity to enable traffic to be load-balanced to the remaining sites.

AWS provides Surfmerchants with the flexibility to place instances and store data within multiple geographic regions as well as across multiple availability zones within each region. Each availability zone is designed as an independent failure zone. This means that availability zones are physically separated within a typical metropolitan region and are located in lower risk flood plains (specific flood zone categorization varies by Region). In addition to discrete uninterruptible power supply (UPS) and onsite backup generation facilities, they are each fed via different grids from independent utilities to further reduce single points of failure. Availability zones are all redundantly connected to multiple tier-1 transit providers.

Surfmerchants architects its AWS usage to take advantage of multiple regions and availability zones. Distributing applications across multiple availability zones provides the ability to remain resilient in the face of most failure modes, including natural disasters or system failures.



# Data Security



## Network Security

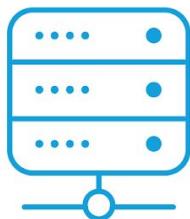
Surfmerchants' network, through AWS, has been designed to provide a high level of security and resiliency appropriate for our workload. Enabling us to build geographically dispersed, fault-tolerant web architectures with AWS resources.

### Secure Network Architecture

Network devices, including firewall and other boundary devices, are in place to monitor and control communications at the external boundary of the network and at key internal boundaries within the network. These boundary devices employ rule sets, access control lists (ACL), and configurations to enforce the flow of information to specific information system services.

ACLs, or traffic flow policies, are established on each managed interface, which manage and enforce the flow of traffic. ACL policies are approved by Amazon Information Security. These policies are automatically pushed using AWS's ACL-Manage tool, to help ensure these managed interfaces enforce the most up-to-date ACLs.

### Network & Server Security



Surfmerchants AWS infrastructure utilizes a wide variety of automated monitoring systems to provide a high level of service performance and availability. Surfmerchants and AWS monitoring tools are designed to detect unusual or unauthorized activities and conditions at ingress and egress communication points. These tools monitor server and network usage, port scanning activities, application usage, and unauthorized intrusion attempts. The tools have the ability to set custom performance metrics thresholds for unusual activity.

Surfmerchants systems within AWS are extensively designed and instrumented to monitor key operational metrics. Alarms are configured to automatically notify operations and management personnel when early warning thresholds are crossed on key operational metrics. An on-call schedule is used so personnel are always available to respond to operational issues. This includes a pager system so alarms are quickly and reliably communicated to operations personnel.

Documentation is maintained to aid and inform operations personnel in handling incidents or issues. If the resolution of an issue requires collaboration, a conferencing system is used which supports communication and logging capabilities. Trained call leaders facilitate communication and progress during the handling of operational issues that require collaboration. Post-mortems are convened



# Data Security



## Network & Server Security Continued

### Packet Sniffing By Other Tenants

It is not possible for a virtual instance running in promiscuous mode to receive or “sniff” traffic that is intended for a different virtual instance. While you can place your interfaces into promiscuous mode, the hypervisor will not deliver any traffic to them that is not addressed to them. Even two virtual instances that are owned by the same customer located on the same physical host cannot listen to each other’s traffic. Attacks such as ARP cache poisoning do not work within Amazon EC2 and Amazon VPC. While Amazon EC2 does provide ample protection against one customer inadvertently or maliciously attempting to view another’s data, as a standard practice you should encrypt sensitive traffic. In addition to monitoring, regular vulnerability scans are performed on the host operating system, web application, and databases in the Surfmerchants environment using a variety of tools.

### Firewall

Surfmerchants AWS infrastructure also provides a complete firewall solution; this mandatory firewall is configured in a default deny mode. The traffic may be restricted by protocol, by service port, as well as by source IP address (individual IP or Classless Inter-Domain Routing (CIDR) block). In addition, all Servers have Host Based firewall protection, acting as another security tier.



# Data Security

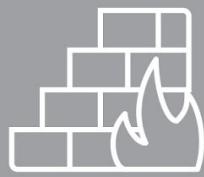


## FURTHER SAFEGUARDS

These things are in addition to what AWS Provides:



EBS Redundant RAID storage structure.



Front end and local system firewalls protect against unauthorized entry.

Load balancing is used to increase the capacity of our front-end web servers beyond that of a single server. It can also allow the service to continue even in the face of server downtime due to server failure or server maintenance.

Enterprise class system and network monitoring. This allows for both for the instant alerting to our systems support personnel in the event of an emergency, as well providing historical data for trending, security analysis, and capacity planning.



All pertinent security alerts monitored, analyzed and distributed to the appropriate personal via email and SMS.

Audit trails on all critical systems secured in a way that they cannot be tampered with and audit trails include a record of individual or process ID, date, time, function performed and resource accessed.



All application data stored on hardened installation of operating systems, which are firewall, monitored and limited access controlled in addition to binary validation running real-time.

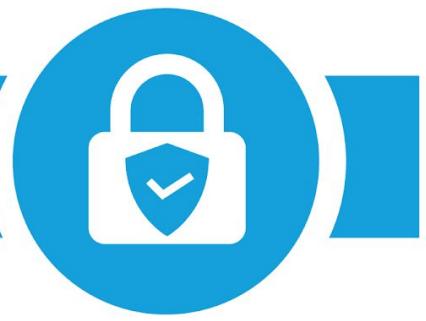
Web application, systems and network security tests are run against all code before being put into production and well as monthly during the year. Also penetration and vulnerability assessments testing are performed on all internal and external network systems on a monthly basis.

Nightly Database Backups & Snapshots, stored offsite.

Database Replication and Redundancy - ensuring no loss of data.



# Data Security



## AWS Service-Specific Security

Not only is security built into every layer of the Surfmerchants AWS infrastructure, but also into each of the services available on that infrastructure. Surfmerchants' applications and services are architected to work efficiently and securely with all AWS networks and platforms. Each service provides extensive security features to enable you to protect sensitive data and applications.

### Amazon Elastic Compute Cloud (Amazon EC2)

Elastic Compute Cloud (EC2) is Amazon's Infrastructure as a Service (IaaS), which provides Surfmerchants with resizable on-demand computing capacity using server instances in AWS's data centers. This enables Surfmerchants to obtain and configure capacity with minimal friction.

### Multiple Levels Of Security

Security within Amazon EC2 is provided on multiple levels: the operating system (OS) of the host platform, the virtual instance OS or guest OS, a firewall, and signed API calls. Each of these items builds on the capabilities of the others. This prevents data within Surfmerchants' AWS infrastructure from being intercepted by unauthorized systems or users and provides Surfmerchants' computing resources that are as secure as possible without sacrificing the flexibility in configuration and availability.

### Elastic Block Storage Security (Amazon EBS)

Data stored in Amazon EBS is redundantly stored in multiple physical locations as part of normal operation of those services and at no additional charge. However, Amazon EBS replication is stored within the same availability zone, not across multiple zones; therefore, Surfmerchants conducts regular snapshots to Amazon S3 for long-term data durability.

When an EBS storage device has reached the end of its useful life, Surfmerchants policy includes a decommissioning process that is designed to prevent customer data from being exposed to unauthorized individuals. AWS uses the techniques detailed in DoD 5220.22-M ("National Industrial Security Program Operating Manual") or NIST 800-88 ("Guidelines for Media Sanitization") to destroy data as part of the decommissioning process. All decommissioned magnetic storage devices are degaussed and physically destroyed in accordance with industry-standard practices.

### Amazon Simple Storage Service Security (Media A/V Distribution)

Amazon Simple Storage Service (Amazon S3) allows Surfmerchants to upload and retrieve data at any time, from anywhere on the web. Amazon S3 stores data as objects within buckets. An object can be any kind of file: a text file, a photo, a video, etc.



# Data Security



## Data Transfer

For maximum security, Surfmerchants securely uploads/downloads data to Amazon S3 via SSL encrypted endpoints. The encrypted endpoints are accessible globally, so that data is transferred securely both within AWS and to and from sources outside of AWS.

## Data Storage

Amazon S3 provides multiple options for protecting data at rest. Amazon S3 uses one of the strongest block ciphers available - 256-bit Advanced Encryption Standard (AES-256). With Amazon S3, every protected object is encrypted.

## Data Durability & Reliability

Surfmerchants use of Amazon S3 is designed to provide 99.99999999% durability and 99.99% availability of objects over a given year. Objects are redundantly stored on multiple devices across multiple facilities in an Amazon S3 region. Once stored, Amazon S3 helps maintain the durability of the objects by quickly detecting and repairing any lost redundancy. Amazon S3 also regularly verifies the integrity of data stored using checksums. If corruption is detected, it is repaired using redundant data. In addition, Amazon S3 calculates checksums on all network traffic to detect corruption of data packets when storing or retrieving data.

Amazon S3 provides Surfmerchants further protection via Versioning. With Versioning, you can easily recover from both unintended user actions and application failures.

## Amazon CloudFront Security (Media A/V Distribution)

Surfmerchants' Amazon CloudFront provides an easy way to distribute content with low latency and high data transfer speeds. It delivers dynamic, static, and streaming content using a global network of edge locations. Requests for objects are automatically routed to the nearest edge location, so content is delivered with the best possible performance.

Amazon Cloudfront provides transfer content over an encrypted connection (HTTPS) to authenticate the content delivered.



# Data Security



## AWS Compliance

AWS Compliance enables our customers to understand the robust controls in place at AWS to maintain security and data protection. Because you're building systems on top of the AWS cloud infrastructure, the compliance responsibilities will be shared: AWS Compliance provides assurance related to the underlying infrastructure and your organization owns the compliance initiatives related to anything placed on the AWS infrastructure. The information provided by AWS Compliance helps you to understand our compliance posture and to assess your organization's compliance with your industry and/or government requirements.

## AWS Assurance Programs

The AWS cloud infrastructure has been designed and managed in alignment with regulations, standards, and best-practices including:

HIPAA

SOC 1/SSAE 16/ISAE 3402 (formerly SAS70)

SOC 2

SOC 3

PCI DSS Level 1

ISO 27001

FedRAMP (SM)

DIACAP & FIMSA

ITAR

FIPS 140-2

CSA

MPAA





**8.7 Please confirm that your company is fully compliant to all local laws, standard and regulations? (e.g. child labor practice laws etc.)**

Yes.

**8.8 Does your company have a formal policy in place regarding business conduct and compliance? (Corruption, Extortion, Bribery, Corporate Social Responsibility (CSR), Sustainability)**

Yes.

**9.1 Has your company ever filed for bankruptcy? If yes, please elaborate in detail (e.g. when, where, magnitude of impact etc.) in a separate Word file and attach it to your response.**

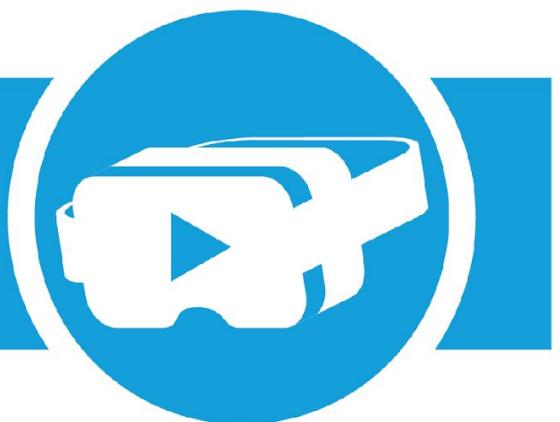
No.

**10.1 Are there any other innovations that your company has recently launched or is about to launch? If yes, please provide some details about the innovations.**

Yes. See the next slide about our Virtual Reality Training.

# Virtual Reality

## Training Program



### The Future Is Now

**Reality Based Group™** is leading the way with this immersive and interactive training tool. Our team of highly experienced VR developers will work with you to create custom virtual reality training modules that you can use to enhance your business and improve your training. This innovative technology, can improve employee retention, simplify complex tasks/problems, improve job performance, and reduce training costs.



The immersive and interactive environment gives employees a fun and safe way to approach learning specific tasks or handling difficult situations. This also allows companies to have more remote training programs that can capture data on employee performance. Companies that have utilized VR compared to traditional training methods have seen training time reduced by 40%, with 70% of employees performing better.

Let us show you how VR Training can change the game for you!

#### VR Training Features:

- Immersive & Interactive Tools
- Minimized Training Risks
- Improved Real World Problem Solving
- Customized Modules
- Allows For More Remote Training
- Designed By Experience VR Developers
- Shot on 10K VR Camera
- Average 30 - 60 Day Build Time





**10.2 How often does your company communicate or plan to communicate RandD and innovation efforts to Coca-Cola?**

RBG will share updates every time we connect for our quarterly review meeting.

**11.1 Describe in detail, how problem identification and resolution will be handled.**

While RBG prides itself on executing and delivering at an elite level, we recognize that mistakes may happen. RBG will proactively address any errors that may occur and rush to rectify the solution immediately.

**11.2 Does your company have a documented quality system with well-defined objectives and metrics in place? If yes, please provide a brief description.**

We work with our client partners, collaborating to create well-defined objectives and metrics. We customize each system for our clients.



### **11.3 How do you assess customer satisfaction?**

Every evaluation we create we put through heavy scrutiny to ensure we are evaluating objective and actionable items. We collaborate with our partners to develop a scorecard that accurately assesses customer satisfaction.

### **11.4 What criteria do you measure to rate the overall success of a project like this?**

There are several criteria to rate the overall success of a project like this. We measure on time delivery, on time onboarding, and client satisfaction.



### 13.1 Please attach your cost proposal

## Pricing

Locations	Description	Unit Price	Total
3	<b>Written Mystery Shop Visits</b>	\$75.00	\$2,700.00
3	<b>Video Mystery Shop Visits</b>	\$550.00	\$19,800.00
*Pricing Does Not Include Reimbursement Of Any Necessary Purchases.			
<b>Management Fee</b> <small>*Includes admin support, scorecard creation, company reporting setup, mystery shop guidelines, and program implementation</small>			\$1,995.00 USD
<b>Estimated Program Total</b>			