

EXHIBIT A

(THIS PAGE LEFT INTENTIONALLY BLANK)

THIS AGREEMENT, effective as of the date the last party executes this Agreement as set forth next to their signature below, is made between Muni-Link, LLC, a Delaware corporation with offices at 2400 8th Ave, Suite 201, Altoona, PA 16602 (hereinafter "Muni-Link"), and City of Laurel (hereinafter "Customer").

The parties hereto agree and understand that the terms and conditions herein are subject to and controlled by the laws and regulations of the State of Mississippi.

1. LICENSE GRANT

Muni-Link hereby grants to Customer a non-exclusive, non-transferable, non-sublicenseable right to use the Services identified in Schedule A attached hereto or additional Schedules to be attached hereto in the future (Schedule A and/or future Schedules referred to hereinafter as "the Schedules") (hereinafter "Services") solely for Customer's own internal business purposes. All rights not expressly granted to Customer are reserved by and to Muni-Link. No ownership in the Services is transferred hereunder. Customer grants to Muni-Link an irrevocable license to use or incorporate into the Services any suggestions, ideas, enhancement requests, feedback, recommendations or other information provided by Customer or Customer's users.

2. MUNI-LINK SERVICE SUPPORT TO CUSTOMER

Muni-Link maintains a full-time, dedicated, and professional support staff to provide assistance to Customers. The support staff will answer process and "how-to" questions, resolve user problems, configure software changes requested by Customer, and review and explain new features when they are released. This support is available by telephone and email. Additionally, Muni-Link provides video tutorials, "Help Cards", periodic webinars and other support resources. This support is included as part of the standard monthly fee referenced on the Schedules attached hereto with respect to those particular services.

3. MUNI-LINK RESPONSIBILITIES

3.1 Muni-Link shall use commercially reasonable efforts to make the Services generally available 99.5% of each calendar month, except for: (a) planned downtime, with at least 48 hours of advance notice to the Customer, which will be scheduled during hours other than Monday through Friday, 8:00 AM to 5:00 PM, whenever reasonably possible; and (b) downtime caused by circumstances beyond Muni-Link's reasonable control, including but not limited to, acts of nature, acts of government, flood, fire, civil unrest, threat of terrorism, strike or other labor problem not involving Muni-Link's employees, telecommunications or computer failures or delays, and unauthorized and/or illegal network intrusions or cyber-attacks that result in damage to the Services or operate to prevent use of the Services by Muni-Link and/or the Customer.

3.2 Muni-Link shall use commercially reasonable efforts to maintain the confidentiality of Customer Data, the security and integrity of the Services, and to promptly respond to and attempt to fix problems that interfere with the smooth and effective operation of the Services and/or Customer's use thereof.

3.3 Muni-Link shall use commercially reasonable efforts to monitor its Services and take commercially reasonable actions to make Muni-Link's Services secure from unauthorized access, network intrusions, cyber-attack, or subject to viruses or malware.

4. CUSTOMER RESPONSIBILITIES

4.1 Customer may use the Services only for Customer's internal business purposes. Customer and its authorized users shall not: (a) send or store material with any virus, worm, or other harmful computer code; (b) interfere with or disrupt the integrity or performance of the Services in whole or in part; or (c)

attempt to gain unauthorized access to the Services or any related system or network. Customer shall take reasonable measures to protect Customer's information technology system from unauthorized access and to prevent anyone from engaging in the foregoing prohibited actions. If Customer or its authorized users engage in the foregoing prohibited actions or if Customer fails to take reasonable steps to protect Customer's information technology system from unauthorized access that results in an unauthorized user engaging in the foregoing prohibited actions, Muni-Link may immediately suspend Customer from accessing the Services until Customer corrects the violation, or Muni-Link may also terminate Customer's license and this Agreement for such breach.

4.2 Customer shall not: (a) license, sublicense, sell, resell, transfer, assign, distribute, or otherwise commercially exploit or make available to any third party any Services or the Content in any way; (b) modify, copy, or make derivative works based upon the Services or the Content; (c) create Internet "links" to or from the Services or "frame" or "mirror" any Content, other than on Customer's own intranets or otherwise for Customer's own internal business purposes; or (d) disassemble, reverse engineer, or decompile the Services in order to: (i) build a competitive product or service, (ii) build a product using similar ideas, features, functions, designs or graphics of the Services, or (iii) copy any idea, feature, function, design, or graphic of the Services. The Services licensed hereunder cannot be shared with anyone else or used by anyone other than Customer and its authorized users. "Content" means visual information, documents, software, products and services contained or made available to Customer as part of the Services.

4.3 Customer shall: (a) use reasonable efforts to prevent unauthorized access to or use of the Services or any Content in whole or in part; (b) notify Muni-Link promptly of any actual or suspected unauthorized access/use; (c) abide by all applicable local, state, and national laws and regulations, including those related to data privacy, communications, and the transmission of technical or personal data; (d) be responsible to ensure the accuracy, quality, integrity, legality, reliability, and appropriateness of all Customer Data; and (e) comply with Muni-Link's policies to obtain support and other services under this Agreement.

5. CUSTOMER DATA

5.1 All Customer Data (any data or information Customer provides or submits within the parameters of the Services including the initial conversion of data during implementation and set up) shall be and always remain Customer's and shall be considered Customer's Confidential Information. Muni-Link will retain Customer Data up to ten (10) years. Customer shall grant Muni-Link access to the Customer Data so that Muni-Link can respond to, assess, or resolve service or technical problems; in doing so, Muni-Link will maintain the confidentiality of the Customer Data.

5.2 Upon termination of this Agreement, Customer Data shall be provided to Customer in a standardized electronic format capable of being converted and/or uploaded into most databases upon payment of all outstanding invoices to Muni-Link. Muni-Link shall have no obligation to retain a copy of Customer Data longer than 30 days after delivery to Customer of the Customer Data.

5.3 Muni-Link can provide Customer Data in a standardized electronic format capable of being converted and/or uploaded into most databases to Customer during the term of this Agreement upon request of the Customer. Customer will be responsible to pay Muni-Link's standard processing fee in effect at the time of the request.

6. CHANGES TO SERVICES

Muni-Link reserves the right to: (a) upgrade, modify, replace, or reconfigure the Services at any time, and (b) change the terms of this Agreement, including Muni-Link's fee schedule, support and service terms and standards. Muni-Link will give Customer at least 30 days' advance notice of any change that significantly affects the use or cost of any Service by either an email to Customer's representative or by a

posting on the Service to which the change applies. For 30 days after the foregoing notice, Customer shall have the right to terminate the Service; in which case, at Customer's request, Muni-Link will continue to provide the Service for up to 90 days so long as the monthly fee is paid current during this transition period. Otherwise, the change will be deemed effective 30 days after the notice if Customer uses the Service to which the change applies thereafter.

7. FEES AND PAYMENT

7.1 Muni-Link will invoice Customer in accordance with the terms specified in the Schedules attached hereto. Customer shall pay all amounts due when they are due.

7.2 Past due invoices will be subject to a late charge equal to 1.5% of the outstanding balance per month from the due date until paid. Customer shall also be responsible for any applicable expenses incurred with collection efforts, including but not limited to pre-litigation collection efforts, by an attorney or collection agency and court costs and attorneys' fees.

7.3 If Customer's account has a past due balance, Muni-Link reserves the right to suspend the Services until such amounts are paid in full, including all accrued liabilities and obligations. Customer will continue to be charged during any period of suspension. Muni-Link reserves the right to impose a reconnection fee if Customer access to the Service is suspended for non-payment, and Customer thereafter requests access to the Services.

8. TERM AND TERMINATION

8.1 The term of this Agreement shall be effective from the date the last party executes this Agreement as set forth next to their signature below. Upon signing this Agreement, the Customer is obligated to pay the fees as specified in the attached Schedule A, including the Implementation, Training and Data Conversion Fee in full, and Muni-Link Software Fees for one year from the initial billing date, which will end the initial term. This Agreement shall renew automatically for additional one-year terms unless either party provides written notice of the party's intent to not renew the Agreement to the other party at least 90 days prior to the expiration of the then existing one year term. Upon termination and payment to Muni-Link of all outstanding invoices including the monthly fees for the remaining months of the one-year term, Muni-Link shall provide Customer with the Customer Data in a standardized electronic format as provided for in Section 5.2.

8.2 If Customer breaches this Agreement for any reason including nonpayment of invoices for Services, except for breach of Customer's duties in Section 4.1 in which Muni-Link may terminate the Agreement immediately, Muni-Link may terminate this Agreement after 30 days' written notice to Customer, and Customer fails to cure the breach during such 30-day period. If Muni-Link terminates the Agreement, Customer shall remain responsible to pay any balance remaining due and upon payment of the same, Muni-Link shall provide Customer Data in a standardized electronic format as provided for in Section 5.2.

8.3 Upon termination of this Agreement and prior to the release of the Customer Data to Customer, Customer shall submit to Muni-Link a written and signed letter affirming that Customer has (a) not given, sold, rented, or lent any copy or any part of the Confidential Information (defined in Section 9) in any shape or form to any third party, including any user login credentials; and (b) releasing Muni-Link from any and all claims related to this Agreement and the Services unless Customer identifies in writing that Muni-Link has breached the Agreement.

9. PROPRIETARY RIGHTS AND CONFIDENTIALITY

9.1 Muni-Link owns all right, title and interest in and to the Services and the Content, including but not limited to copyrights, patents, trade secrets, trademarks, and intellectual property not subject to copyright or patent but are proprietary and valuable to Muni-Link (collectively, "Proprietary Rights"). The "MUNI-

LINK" name and logo are registered trademarks of Muni-Link, and the product names associated with the Services are trademarks of Muni-Link. Customer shall have no right or license to use the trademarks without Muni-Link's written permission. Customer shall not challenge any ownership or other right of Muni-Link with respect to the trademarks or Proprietary Rights while a customer or after termination of this Agreement.

9.2 Proprietary Rights shall constitute "Confidential Information" under this Agreement. Without Muni-Link's prior written consent, Customer shall not use any Confidential Information except on a "need to know" basis to use the Services, nor shall Customer disclose any Confidential Information except as required by the laws of the state in which the Customer is located with respect to the public's "right-to-know" or "freedom of information" (hereinafter "RTK/FOIA laws"). Customer shall give Muni-Link 5 days' notice before releasing Confidential Information under RTK/FOIA laws in order to allow Muni-Link to assert any rights it may have to keep the Confidential Information confidential and not subject to disclosure. In the unlikely event that Customer is subpoenaed to produce Confidential Information, Customer shall immediately notify Muni-Link so Muni-Link can assert any and all rights to prevent the disclosure or limit the disclosure of Confidential Information. Customer shall utilize all reasonable security measures to protect the confidentiality of the Confidential Information. Customer acknowledges the importance of the Confidential Information and that, because other remedies are inadequate, if Customer discloses or uses (or threatens to disclose or use) any Confidential Information in breach of this Section 9.2, Muni-Link shall have the right to seek injunctive relief, and Customer waives any obligation that a bond be posted by Muni-Link in connection with such relief. If requested by Muni-Link, Customer shall return all of the Confidential Information or provide proof of destruction of the same.

9.3 This Section 9 shall survive the termination of this Agreement.

10. REPRESENTATIONS; WARRANTIES; AND LIMITATIONS

10.1 Customer represents and warrants that the undersigned has the legal authority to enter into this Agreement, and all necessary legal action, including adoption at a public meeting, if required by Customer's state's laws, has occurred. Upon execution by the undersigned, this Agreement shall be a legally binding contract between Customer and Muni-Link.

10.2 The Services may be subject to limitations, delays, and other problems inherent in the use of the Internet and electronic communications beyond both Customer's and/or Muni-Link's control. Muni-Link is not responsible for any delays, delivery failures, or other damage resulting from the foregoing.

10.3 Muni-Link warrants and represents that the Services will conform to Muni-Link's specifications that are in effect for the Services at that time, that the Services will perform substantially in accordance with what was presented and demonstrated to Customer, and that Services will operate in a manner consistent with general industry standards, which means the Services will be reasonably free from program coding errors. Muni-Link does not warrant that the Services will be free from all errors or that all possible program defects can be corrected. Customer shall give notice to Muni-Link immediately of any perceived error, and Muni-Link shall make every attempt to resolve any error in the Services at no cost to Customer to the extent the error is related to Muni-Link's Services and not a third party. Muni-Link will provide updates to the Services as are commercially reasonable in light of changes in third party software such as computer operating systems and internet web browsers or advise Customer of any third party product or upgrade of a product that Muni-Link becomes aware cannot operate in conjunction with Muni-Link's Services. Muni-Link is not responsible for changes in Customer's intellectual technology system, including hardware or software, in the absence of Customer's prior consultation with Muni-Link, that causes the Services not to operate or operate as the Services previously operated. **THE FOREGOING WARRANTY IS IN LIEU OF ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OF MERCHANTABILITY AND/OR FITNESS FOR A PARTICULAR PURPOSE, WHICH ARE HEREBY DISCLAIMED TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW.**

10.4 Neither party shall be liable to the other for special, incidental, punitive, exemplary, or consequential damages (including loss of data, revenue, profits, use, or other economic advantage) arising from the Services and/or this Agreement even if one party has advised the other party of the possibility of such damages and regardless of the basis of any claim, i.e., contract, warranty, tort, or strict liability. In no event shall Muni-Link's aggregate liability to Customer exceed the amounts actually paid by the Customer in the 12-month period immediately preceding the event giving rise to Customer's first claim, regardless of the number of claims arising out of or related to this Agreement. Both parties acknowledge this Section 10.4 is reasonable in light of the cost of the Services and the length of the term of the Agreement.

10.5 Customer shall indemnify, defend, save and hold harmless Muni-Link, its affiliates, officers, directors, and employees from and against any and all claims brought against Muni-Link by a third party (person or entity not a party to this Agreement) relative to Customer's use of the Services hereunder and the Customer Data. Muni-Link shall provide written notice of a potential or actual claim to Customer within 7 business days of becoming aware of such potential or actual claim.

11. GENERAL

11.1 Customer may not assign any rights or obligations hereunder, whether by operation of law or otherwise, without Muni-Link's prior express written consent, which consent shall not be unreasonably withheld. The Agreement shall bind and inure to the benefit of the parties, their respective successors and permitted assigns.

11.2 No joint venture, partnership, employment, or agency relationship exists between Muni-Link and Customer. Customer agrees that Muni-Link can reference Customer's name and/or logo for the sole purpose of simply acknowledging Customer as one of Muni-Link's customers until Customer gives notice of its intent to terminate this Agreement or this Agreement otherwise terminates as provided for herein.

11.3 Muni-Link may notify Customer by means of a general notice on the Services, by email, or by written mailed communication, as per Customer's contact information in the Schedules attached hereto with respect to the Services in such Schedules. Notice shall be deemed to have been given within three (3) business days after mailing or 12 hours after sending an email or posting a change on the Services. Customer may notify Muni-Link (and such notice shall be deemed given when received) at any time by email, fax, or written mailed communication as per Muni-Link's contact information in the Schedules attached hereto.

11.4 The failure of either party to insist on strict performance by the other party to any provision of this Agreement shall not be construed as a waiver, release, or relinquishment thereof. Any waiver must be in writing signed by the waiving party in order to be effective, and such waiver shall only be effective to the breach being waived at that point in time and not to future breaches unless later waived in writing as provided for herein. No failure or delay by either party in exercising any right shall constitute a waiver of that right. Except as expressly provided herein, all of the parties' rights and remedies shall be cumulative, and none of them shall be in limitation of any other right or remedy in law or equity.

11.5 If any provision of this Agreement is held invalid or unenforceable to any extent, the remainder of the provision or this Agreement shall not be affected thereby and that provision or this Agreement shall be enforced to the greatest extent permitted by law.

11.6 THE PARTIES EXPRESSLY WAIVE THEIR RIGHTS TO A TRIAL BY JURY, AND AGREE AND CONSENT TO A TRIAL BY COURT. The parties irrevocably agree that jurisdiction and venue with respect to any action arising from this Agreement shall be solely in the Court of Common Pleas of Blair County, Pennsylvania, and each party waives all objections to personal jurisdiction and venue. The parties agree that the provisions of this Agreement shall be interpreted in accordance with the laws of the Commonwealth of Pennsylvania without regard to its choice of law provisions.

11.7 This Agreement contains the entire understanding of the parties relating to the subject matter hereof. No amendment or modification of this Agreement shall be valid or binding upon the parties unless it is in writing and signed by the duly authorized officers of the parties. No other agreements or understandings, either written or oral, shall apply. This Agreement shall control over any purchase order with any contrary or additional terms issued by the Customer.

MUNI-LINK BILLING**CUSTOMER INFORMATION**

Name: City of Laurel

BILLING Address: 401 N 5th Ave
Laurel, MS 39440

Phone: (601) 428-6425

Website: <https://www.laurelms.com/>

Management Contact: Melanie Garner
Title: Customer Service Manager
Phone: (601) 428-6425
Email Address: melanie.garner@h2oinnovations.com

Primary Muni-Link Contact: Melanie Garner
Title: Customer Service Manager
Phone: (601) 428-6425
Email Address: melanie.garner@h2oinnovations.com

Accounts Payable Contact: Jeff Williams
Title: IT Director
Phone: (601) 428-6421
Email Address: jwilliams@laurelms.com

Tax Exemption ID: _____ (certificate attached)

Service Types Billed for: Water / Sewer / Trash

Services Billing Cycle: Monthly

How many Total Accounts: 10,000 – as of the effective date of this agreement

MUNI-LINK SERVICE

Muni-Link Billing is a comprehensive cloud based software solution that incorporates Customer Information System, Utility Billing, and Collections Management in an integrated environment.

Anticipated Go Live Date: 120 to 150 days from receipt of data for conversion

Implementation, Training and Data Conversion Fee: \$34,000 – for a full remote implementation. Travel and expenses can be quoted for on-site training and implementation days. This fee is for our standard best practice data conversion and implementation process including customer readiness and acceptance prior to go live, and includes 3 years of history being imported directly into our system from one database of documented data, as provided by the Customer. Half of this fee is due 30 days from date of contract signature. The other half is due 60 days from date of contract signature.

Muni-Link Software Fee: \$3,818 per month – to be paid annually at the rate of \$45,816 – for 10,000 accounts – and includes the Software License, Updates and Enhancements, Hosting and Unlimited Support. Billing for our Software Fee will begin 30 days before the agreed upon original Go Live Target Date established during the Implementation Project Kick-off Call (or the actual Go Live Date if sooner).

* Note – unless noted otherwise, pricing is valid for 90 days.

Timely Payments: Payments for the Implementation/Data Conversion and initial recurring Software Fee invoices are due on time regardless of project delays not specifically caused by Muni-Link.

Muni-Link Invoicing Cycle: **Annual** – 30 days in advance

Automatic Price Adjustment: The Software Fee will increase on a prorated basis, each time the total number of accounts (excluding inactive accounts) increases by 25 or more.

Annual Price Adjustment: For Cost of Living increases and ongoing Software Enhancements, the Software Fee is subject to an annual increase of 5%, or the annualized Cost of Living increase as per the Bureau of Labor Statistics Northeast Region CPI Index, if higher, starting one year after the first Software Fee invoice.

MUNI-LINK OPTIONS, OTHER SOFTWARE and TERMS
--

NOTIFICATIONS and COSTS

- ☒ Customer elects to use Customers Notifications, for Billing and/or Service Orders, at the rates below
☐ Customer does NOT elect, to use Customer Notifications right now, but can sign up anytime

- One-time Setup Fee Included
- Monthly Campaign Fee Included
- Usage Fees
 - Emails \$3.00 per 1,000 (.03 cents each)
 - SMS/Text \$.045 per each 160-character message
 - Voice Calls \$.06 per minute (whole minute increments)

SMS/Text and Voice Calls are Domestic / US based rates. Usage Fees are subject to change by carriers.

INTEGRATIONS

Customer elects the following Integrations. If selected, these fees have been included in your Implementation, Training and Data Conversion Fee specified in Schedule A.

- ☒ NO Integrations
- ☐ QuickBooks (there is no integration fee)
- ☐ Other approved Accounting *specify Accounting software*
- ☐ Approved Asset Management *specify Asset Management software*
- ☐ GIS ☐ Standard ODBC ☐ Custom (requires a custom quote)

EXTRA MODULES AND SOFTWARE AVAILABLE FOR PURCHASE

1. Customer Loans
2. WebPresence – your web presence and community communication platform

MUNI-LINK, LLC CONTACT INFORMATION

Corporate Name and Address: Muni-Link, LLC
2400 8th Ave
Suite 201
Altoona, PA 16602

Phone: (814) 374-5965

Websites: www.muni-link.com

Sales Contacts:	Walter Babiak Account Representative (814) 374-5965, ext. 416 wbabiak@Muni-Link.com	Ryan Shaulis VP of Sales and Marketing (814) 374-5965, ext. 446 rshaulis@Muni-Link.com
-----------------	---	---

Other Contacts: Ginger McCarthy
Implementation Manager
(814) 374-5965, ext. 368
gmccarthy@muni-link.com

Mariah Papi
Customer Support Manager
(814) 374-5965, ext. 350
mpapi@muni-link.com

IN WITNESS WHEREOF, each of the parties has caused this Agreement to be executed by a duly authorized representative.

Muni-Link, LLC

By: _____
Ryan Shaulis, VP Sales and Marketing

Date: _____

City of Laurel

By: _____

Date: _____

Print Name: _____

Title: _____



UTILITY BILLING COST COMPARISON AND JUSTIFICATION ANALYSIS

For:
City of Laurel, MS



Prepared by:
Walt Babiak
Municipal Software Specialist

Tuesday, July 14, 2026

Utility Billing Cost Comparison and Justification Analysis

Thank you for your interest in the Muni-Link Utility Billing/Customer Information System, the most comprehensive and productive utility billing solution/customer information system for utility providers. We are pleased to provide you with the cost justification information outlined below.

Muni-Link Savings

To start let's take a look at how Muni-Link's efficient cloud-based software will incorporate multiple cost savings. Muni-Link is not just a billing program. We provide several services within the program that the old "packaged deals" don't or can't include, therefore eliminating some or all of what you pay outside vendors for these services. Some of these include:

- Included Disaster Recovery
- Auto Cloud Storage Data Backup (Live to the keystroke)
- Unlimited Support
- Free Billing Upgrades
- Data Protection & Security
- Unlimited Users

Postage Savings through CASS Certification

Muni-Link has built-in CASS certification which could save your utility up to 8 cents per mail piece per mailing. Below is a breakdown of these savings.

# of Mail Pieces per Billing Run:	10,000	<i>Total # of customer</i>
Billing Frequency (per year):	12	<i>How often you send to each customer</i>
Current Postage per piece:	\$0.78	<i>Current Postal Rate</i>
Estimated postage per piece w/CASS:	\$0.70	<i>Estimated Postal Rate after CASS</i>
Estimated postage savings per piece w/CASS:	\$0.08	<i>Estimated Postal Savings</i>
Estimated savings per year:	\$9,600	<i>Estimated Savings per year</i>
Monthly savings for comparison:	\$800	<i>Estimated Postal Savings per month</i>

Savings When Increasing E-Billing Adoption Rates

E-Billing is a feature of Muni-Link that has many advantages. Most importantly, E-Billing allows your customers to view, print, and pay their bills on-line, saving your staff time and money. In addition, E-Billing should cut down on the amount of time your staff has to answer basic questions about a customer account, as most of these questions can be answered by a customer looking at their account via Muni-Link's built-in customer portal.

E-Billing will also save you money. Each time a customer signs up for E-Billing, you save the entire postage cost, as well as the cost of the forms, ink and labor. E-Billing adoption rates for municipal customers are

documented at 50%, however we have seen even higher rates than 50% once Muni-Link is installed and customers see how much information they have access to via their secure internet connection to our solution. Please see below for more information and a breakdown of these savings:

# of Mail pieces per Billing Run:	10,000	Total # of customers
Billing Frequency (per year):	12	How often you send to each customer
Estimated E-Bill Adoption Rate:	50%	Conservative E-Bill Adoption rate
Estimated E-Bill customers:	5,000	E-Bill Adoption rate times # of customers
Total forms, postage, etc. cost:	\$1.00	Estimated Postage/Forms Savings
Projected Monthly Savings:	\$5,000	Estimated E-Billing savings per month

At only a 50% adoption rate, you will have savings of over \$5,000 per month.

More on E-Bill Savings

As time goes on, and with the right software in place, your utility will see a natural increase in e-bill adoption. This will further help Muni-Link pay for itself. Below are the additional e-bill savings based on your utility and how much you can expect to save on a monthly basis based on a percentage increase:

# of Accounts: 10,000	Monthly Savings	# of E-Bill Customers
E-Bill monthly savings @ 40% adoption rate	\$4,000	4,000
E-Bill monthly savings @ 45% adoption rate	\$4,500	4,500
E-Bill monthly savings @ 50% adoption rate	\$5,000	5,000
E-Bill monthly savings @ 60% adoption rate	\$6,000	6,000

Note: In addition to E-Bill savings, Muni-Link's self-service Customer Portal will reduce incoming payment-related calls by as much as 40-70%!

Traditional Package Cost Comparative

This is an excerpt from an actual bid sheet from another package. I use these numbers to compare the Muni-Link SaaS monthly model vs. the old traditional method of upfront and ongoing support costs.

Description	One-time cost	5-year cost	Comments
Cost for packaged or custom solution:	\$75,000	\$75,000	Typical packaged or custom solution price
Data Conversion costs:	\$30,000	\$30,000	Typical data conversion costs
Yearly basic maintenance costs:	\$70,000	\$350,000	Maintenance per year
Yearly additional Support costs:	\$2,000	\$10,000	Typical yearly ongoing support costs
Hardware costs:	\$15,000	\$15,000	Server, Networking Equipment, etc.
Backup & Disaster Recovery costs:	\$1,000	\$5,000	Industry standard BDR costs
Total 5 year costs:		\$485,000	Total over 5-year period
Monthly cost for comparisons:		\$8,083.00	Total costs on a monthly basis

Features & Benefits

In addition to the above cost savings, there are many additional benefits to Muni-Link that can be measured in exact dollars and others that can be measured in time savings, efficiency, and productivity. These include:

- ✓ **User friendly** single-page account central screen
- ✓ **Notifications** Module
- ✓ **Less time** your staff is involved in billing runs, collections, account lookups, bill explanations, etc.
- ✓ **Improved collections** – time value of money, etc.
- ✓ **True-cloud** software that's easy to use & learn system that can be accessed from anywhere/anytime
- ✓ **Highly reliable** software platform with virtually no downtime
- ✓ **Customer support** staff readily available to help (No ticketing system)
- ✓ Set **customized permissions** for everyone that has access to the system
- ✓ **Personalized report** generation
- ✓ **Full Mobile Service Order Module**
- ✓ **Backflow Inspections** plus **Lead & Copper Compliance** module
- ✓ **No dedicated hardware** necessary, just your PC & an internet connection
- ✓ **CASS Certification** (8 cents per bill savings)
- ✓ **E-Billing** module
- ✓ **Full-Service Customer Portal**
- ✓ **Data Security** (best possible tier 3 hosting)
- ✓ **Faster Processing** (cloud computing has been shown to be 6-10X faster)
- ✓ **Built-in mapping** system to easily locate a property
- ✓ Ability to add **notes & attachments** within the account
- ✓ Multiple **integration partners** to give you the freedom of choice
- ✓ **Multi-factor authentication**
- ✓ **Fully configurable** to your specs
- ✓ Detailed **account log** entries w/transaction history log (NFS fees, reversals, etc.)
- ✓ **Delinquent batch** module w/notification campaign & service order attachment

Muni-Link Price

Lastly, we will document the Muni-Link subscription pricing and then take a look at how this compares to a packaged solution. Muni-Link is unique in several ways when being compared to an off-the-shelf solution, so please keep the following in mind:

- Muni-Link is a subscription model
- ALL maintenance, updates and upgrades to the Billing Module are included
- Our commitment is to continue adding new functionality to Muni-Link
- Unlimited Users & Support

Muni-Link is priced as a monthly subscription fee plus a small upfront cost for Data Import, Training and Implementation. These fees are based on how many Accounts are being serviced by your Utility.

Muni-Link Data Import, Configuration, Implementation, & Training Cost (DCI Fee)

\$34,000 - One-Time DCI Fee

- This is a one-time fee for Data Import, Configuration, Training, & Implementation
- Includes 3 years of transaction history

Muni-Link Monthly Fee

\$45,816 Annually = \$3,818 Monthly

- Note: This is based on servicing up to 10,000 accounts for Water, Sewer, and Trash Billing
- Unlimited user support & user logins included
- Free software updates included
- Year-to-year contract term

Notifications System Fees (Charges are per use, E-Billing does not incur charges)

- E-mail: \$3 per 1,000 (\$.003 each)
- SMS: \$.045 per each 160-character message
- Phone: \$.06 per minute (in whole minute increments)

Note: Data Import, Configuration, Implementation, and Training is a one-time cost of \$34,000.

Based on the data above, Muni-Link's cloud-based software is a perfect fit for your organization financially, in terms of customer satisfaction, and in regards to internal productivity.

Respectfully,

Walt Babiak

Walt Babiak

Municipal Software Specialist – Muni-Link