



# i3ballot™

INNOVATIVE TRACKING  
INFORMATIVE ALERTS  
INTELLIGENT REPORTING

On behalf of i3logix, Inc, it is our pleasure to submit our information for consideration by the Colorado Department of State Elections Division. Our patent-pending, mail-ballot tracking & alert system, i3ballot, would be a highly-valued component to any Universal Voting System. In addition, our unique high-speed digital print & mail facility can ensure the entire printed ballot process is accurate, dependable & timely.

The i3ballot system was developed by i3logix, Inc., a Denver based software development & information services company. Established in 2005, i3logix began business in health care developing online tools for electronically managing multi-faceted staffing & administrative functions. Since that time, we have diversified into many other information & data-based management services including: online lead generation & nurturing; digital print & mail; multi-touch multi-media marketing; human resource onboarding services & risk management; and complex web-based staff credentialing, scheduling & electronic file management. In addition, the i3logix team boasts decades of experience managing many aspects of elections here in Colorado, nationally and abroad, including but not limited to campaign marketing, election and voting machine design, setup and operation, tally support and ballot and voter education material printing.

In the summer of 2009, our combination of experience, unique capabilities in digital ballot printing, & web/database software development led the Denver Election Division to contract us to build the country's first mail ballot tracking & alert system that provides voters with ballot updates via email, SMS text, web or voice message. i3logix brought to market a new & innovative process that voters, counties & election offices all benefit from.

We have carefully tested the i3ballot system over the past 4 years and are confident the system would be an integral part of any Universal Voting System.

Thank you in advance for your consideration,

David Moreno  
Sr. Product Manager  
i3ballot

Stephen Olsen  
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Steven Wolffis  
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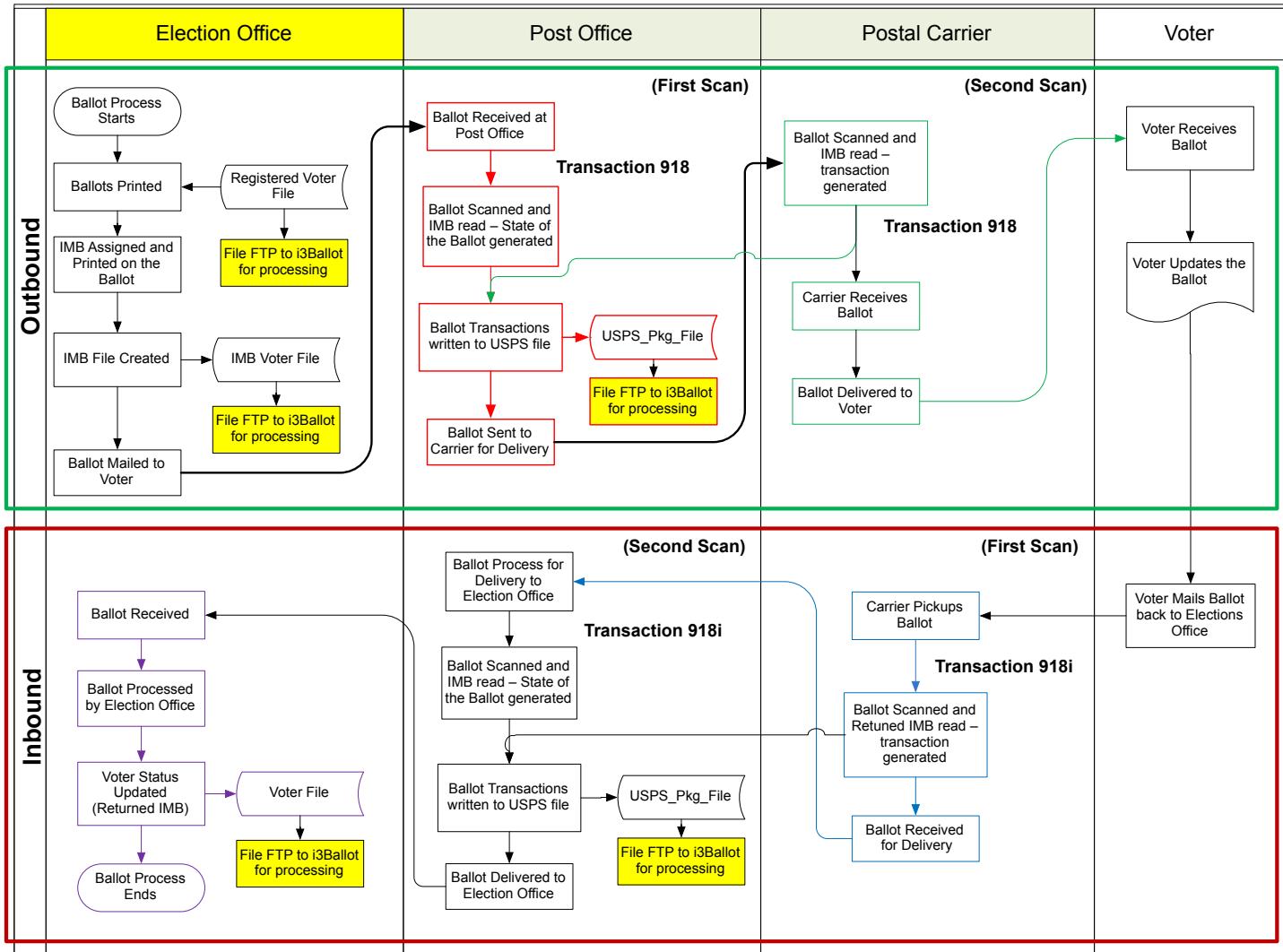
# i3ballot Description

i3ballot was the first program in the United States to let voters receive mail-in ballot updates via email, web, or text messages. Working in conjunction with the United States Postal Service (USPS), as well as the SOS, county clerks and election offices, i3ballot combines existing technologies in a new, innovative, and patent-pending process.

With the i3ballot solution in place the benefits are:

- Complete Election Visibility with the ability to see exactly where ballots are in the system throughout the entire mail ballot process.
- Increased Vendor Accountability with near-real-time reporting of the Intelligent Mail Barcode (IMB) scan data, allowing for ballot mail delivery audits that ensure that all ballots are processed through the mail as promised.
- Increased Voter Confidence as voters receive i3ballot alerts providing up-to-date ballot arrival status at the election office.
- Increased Voter Turn-Out as participants receive automatic reminders of voter deadlines.
- Support for virtually unlimited languages let you reach community with different language preferences.
- Custom messaging configuration will let you reach specific groups of voters with messages like “Today is election Day. If you have not done so, please return your ballot to a designated drop-off location”.
- Reduced Administrative Costs with questions such as “Has my ballot been mailed?”, “I think I forgot to sign my ballot, what do I do now?” and “Have you received and counted my ballot?” significantly reduced and often eliminated, freeing election staff to handle other important tasks.
- County by County and/or State setup are available for our system, each county can have their own copy of the system managed by them, or it can be managed at the state level, removing the administrative burden from the counties, but also giving them access to the needed information so they feed it to their voters.
- Statistical reports are available for the election officials, giving them an in depth look at their operation efficiency and allowing the analysis of how to streamline the mailing and receiving aspects of the vote-by-mail process. Election employees will be able to predict when big loads of ballots are scheduled to be delivered to their offices, easing the logistics and preparation process.

# i3ballot High-level Ballot Process Flow Overview



# i3 Company Overview

## i3output Experience

i3output is a state of the art digital printing and mailing facility featuring the Océ 10000 Colorstream. The Océ 10000 is a certified ballot printing digital web capable of printing heavy substrates ideal for ballot construction.

## i3ballot Experience

i3ballot (branded as Denver Ballot Trace) has been in use since late 2009, with a total of 9 elections, including special, municipal, runoff, primaries, coordinated and general elections (mid-term and Presidential). We have experienced a constant growth in usage and positive feedback from the public and election employees in Denver County. On the last election (Nov 2012) we ended up with more than 16500 voters enrolled in the system.

## Timeline for 2014

If we are asked to deliver a State wide solution, we will need to have a contract in place no less than 10 weeks before the first ballot is mailed.

### For the 2014 Primary election:

- Assuming an election date of June 3rd 2014
- Ballot start going out by April 19th 2014
- Contract in place by February 2nd 2014

### For the 2014 General election:

- Election date of November 4th 2014
- Ballots start going out by September 9th 2014
- Contract in place by July 12th 2014

# Evaluation Points

## i3ballot Integration with other systems

Currently i3ballot integrates with the SCORE database, and understands all formats for vr11 and e13 files. If Colorado decides to move away of the SCORE system, we can connect or interpret any other system that is installed, this is thanks to our translation layer, which will transform the data from any format to our own election definition. Even if it is a brand new system, it won't take i3logix more than 40 hours to create a new plug-in module to understand the new data format.

## Transparency in the total operation of the system within the necessary security parameters

Our system complies with the most exhaustive security standards, our encryption levels, and cryptographically protected communications, help our system safeguard all sensitive information.

## Scalability to accommodate Colorado's large and small counties

The i3ballot system and its pricing structure will be able to handle from the smallest counties all the way to Denver, Jefferson and Arapahoe counties. The accuracy and detail level of the USPS tracing information available may be different depending on the size of the county. This may cause some of the bigger counties to have some extra ballot checkpoints that other smaller counties won't.

## Integrity against fraud with demonstrable security and audit protections

One of the modules that our platform i3ballot offers is a full audit module, which stores records of every action realized by any user in the system, storing vital information like IP address and date and time, so we can track an action all the way to originating device. Because our system depends in part on data coming directly from the USPS servers and from election officials, we extend secure protocols for these data exchanges.

# i3ballot Description

## Options for voting that perform well for all members of the voting population

Our notification system includes email, sms texts, web and voice calls, which allows us to reach anybody with a computer with internet access, a tablet or smartphone with data capabilities and/or sms plan or even a land line. On top of all the accessible communication, we provide a backend interface to the election office, so they are be able to inform any voter what the status of their ballot is.

## Cost-effective flexibility to meet new demands that may be imposed by legislation or rule.

Our system is design over a very robust and modular framework, which allows us to nimbly adapt to changes in formats, rules or regulations. Because our system does not require Federal or State certification, our turnaround time is very short.

## Considerations of the need to transport, setup, take down and store all associated equipment.

n/a

## Power and connectivity requirements that allow use in many different locations and settings.

n/a

## Cost effectiveness over time including maintenance, upgrades, etc.

Maintenance and upgrades costs will be evaluated annually or as needed for enhancements. Custom enhancements requested by individual counties will be charged per hour.

