

LIMITED SOURCES JUSTIFICATION

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Acquisition Operations
Technology Acquisition Center
23 Christopher Way
Eatontown, New Jersey 07724
2. Description of Action: The proposed action is for a sole source, six month firm-fixed price (FFP) definitive delivery/task order for Avid Technology's Media Composing and Editing Equipment Hardware/Software, plus Integration and Training Services at four VA Employee Education Systems (EES) Media Studio sites located in Washington, District of Columbia (DC), Crystal City, Virginia (VA), St. Louis, Missouri (MO), and Salt Lake City, Utah (UT). This effort is being conducted under the authority of the Multiple Award Schedule Program; the proposed effort will be awarded under the General Services Administration (GSA) Federal Supply Schedule (FSS) GS-35F-0638J to Avid Technology, Inc. (Avid), 75 Network Drive, Burlington, MA 01803.
3. Description of the Supplies or Services: The proposed action is to provide Avid Media Composer upgrades that include the purchase of equipment and software products that must be able to connect with and interface with existing Avid Nitris and Media Composer elements to maintain a stand-alone post production editing suite for video and other media compositions. The hardware/software and services required are upgrades to existing Avid products in use at these Media Studios and are required for the full transitioning of the EES Media Production facilities from Standard Definition (SD) to High Definition (HD) capabilities, as well as integration with VA-wide Media Asset Management (MAM) Project. This package includes components for the upgrade of the EES Media Divisions' capabilities from SD to HD broadcasts. In addition to the equipment and software, the package includes installation and product training from Avid certified technicians. VA, VA Medical Centers, and VA EES Media department uses Avid hardware/software across the enterprise for their post-production NLE (nonlinear edit) editing software, shared storage and post production asset management. The current Avid software is two to three years old and much of the hardware being replaced is six to seven years old. Both the Avid hardware and software are in need of upgrades to allow for software to support the latest file-based workflow technologies and the hardware will accommodate the larger HD files with more storage attached network (SAN) storage, and new servers to replace the end of life present hardware.
4. Authority: This acquisition is conducted under the authority of the Multiple-Award Schedule Program. The specific authority providing for a limited source award is Federal Acquisition Regulation (FAR) Part 8.405-6(a)(1)(i)(B), Only one

source is capable of providing the supplies or services required at the level of quality required because the supplies or services are unique or highly specialized.

5. Rationale Supporting Use of Authority Cited Above: Avid Technology's ISIS Primary Engines, Nitris DX hardware engines and Interplay engines and integrated Interplay and Media Composer software are essential to the Government's requirements. Avid ISIS, Nitris and Media Composer are utilized throughout VA's system, including select Medical Centers that are frequently requested to provide broadcast production and sharing support to EES Media, thus, functional integrative compatibility is essential.

This is a proprietary workflow that cannot yet be broken by substitutes at any stage and still retain performance. Additionally, VA is in the Request for Information (RFI) / Request for Proposal (RFP) process for a VA-wide MAM project. The MAM project is focused on VA-wide use of Avid systems, and will integrate on the Interplay PAM level (application programming interface (API) integration) to manage/track the media files on the ISIS SAN storage, which is shareable, real-time, throughout the network. Market Research on the MAM project found vendors proposing integration with no other PAM than Avid Interplay. Therefore, if another product/vendor is selected, additional risk would be incurred as the hardware/software would not interface completely with existing Avid elements, thus disrupting workflow, functionality, and funds.

From conversations and documentation with/from Avid, they have stated the following: Avid upgrades and installation can only be provided directly by Avid certified and authorized installers. Avid Technology sells its products and services directly to the Federal Government through its Government Solutions group located in Washington, DC. To best serve the particular needs of Avid's Government customers, Avid's commercial Resellers are contractually prohibited from selling Avid editing products to the Federal Government. Avid's preferred and Elite Reseller Agreements both include the Federal Government on account hold lists. Avid's Resellers are prohibited from selling Avid's products and services to any of the entities named on these account hold lists which includes the Federal Government.

6. Efforts to Obtain Competition: Market research was conducted, details of which are in the market research section of this document. This effort did not yield any additional sources that can meet the Government's requirements. There is no competition anticipated for this acquisition. This justification along with the Request For Quotation will be posted to e-Buy in accordance with FAR 8.405-6(b)(3)). In accordance with FAR 5.301 and 8.405-6(a)(2), this action will be synopsized on the Federal Business Opportunities Page (FBO) and the justification will be made publicly available within 14 days of award.

Avid Hardware/Software Upgrades plus Services – VHA EES

7. Actions to Increase Competition: The Government will continue to conduct market research to ascertain if there are changes in the marketplace that would enable future actions to be fully competed.

8. Market Research: There is no known hardware/software collection offered by other prime Media contractors (i.e. Sony, Adobe, Grass Valley) that provides the same solution as the Avid bundle which includes enterprise PAM, enterprise SAN (storage area network) and enterprise NLE editing system, that are tightly integrated with each other or more tightly integrated with MAM 9 systems on an API level. Market research efforts were conducted via posting an RFI to over 60 vendors on GSA Schedules 58 I Professional Audio/Video Telemetry/Tracking, Recording/Reproducing And Signal Data Solutions and 70 General Purpose Commercial Information Technology Equipment, Software, And Services through GSA Electronic Buy (eBuy). The RFI closed on November 13, 2013. Only one response was received from Avid Technology. Additional market research was conducted via a search of the Federal Procurement Data System (FPDS), which revealed that for those who awarded to Avid Technology, procurement was made either via Sole Source procedures, or if listed as "competed" then number of responses received equaled "1". A search was also done on FBO.gov, which supported the findings in FPDS. This effort did not yield any additional sources that can meet the Government's requirements. There is no known hardware/software collection offered by other prime Media contractors (i.e. Sony, Adobe, Grass Valley) that provides the same solution as the Avid bundle.

9. Other Facts: None.