

JUSTIFICATION
FOR AN EXCEPTION TO FAIR OPPORTUNITY

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Procurement Acquisition and Logistics
Technology Acquisition Center
23 Christopher Way
Eatontown, New Jersey 07724
2. Description of Action: The proposed action is for a firm-fixed price task order to be issued under the National Aeronautics and Space Administration (NASA) Solutions for Enterprise-Wide Procurement (SEWP) V Government wide Acquisition Contract (GWAC) for brand name Congress KnowWho for Salesforce licenses
3. Description of the Supplies or Services: The VA, Office of Information and Technology (OIT) Enterprise Program Management Office (EPMO) has a requirement for 1,500 Congress KnowWho for Salesforce licenses. The VA Integrated Enterprise Workflow Solution (VIEWS) is being built on the Salesforce platform, and is used by the Office of the Secretary to manage correspondence and vetting of sensitive, pre-decisional information such as responses to Congressional inquiries, budget submissions, and acquisition sensitive information with administrations and offices across VA. Because of the tight timeframes and the wide distribution of contributors, it is critical to the success of the VIEWS project for the system to be able to support concurrent reviewers, track their comments directly within documents, and maintain version control at defined points in the VIEWS workflows. OIT EPMO requires a cloud hosted directory tool to track all members of Congress that can be integrated with Salesforce platform currently in place at OIT EPMO. The directory should include information on all members of Congress, their staffers, congressional committees, and caucuses. It is critical to the VIEWS program that the tool includes nightly refreshes to ensure the most updated information is available to the users of the VIEWS program. Software activation code must be provided within seven days after receipt of order. The period of performance shall be 12 months from date of award with two 12-month option periods.
4. Statutory Authority: The statutory authority permitting an exception to fair opportunity is Section 41 U.S.C. § 4106(c)(2), as implemented by the Federal Acquisition Regulation (FAR) 16.505(b)(2)(i)(B), entitled "Only one awardee is capable of providing the supplies or services required at the level of quality required because the supplies or services ordered are unique and highly specialized."
5. Rationale Supporting Use of Authority Cited Above: Based on extensive market research, as described in section 8 of this justification, it was determined that limited competition is viable among resellers for the aforementioned software licenses. The current OIT EPMO infrastructure is based on existing KnowWho data feeds that are

essential to the integration of the Salesforce platform. This product is currently functioning on the development platform and is ready to be pushed to production. The KnowWho application provides the essential data needed by VIEWS to accurately connect with the elected officials. KnowWho is the only software tool that uses the standard Salesforce Accounts and Contacts objects (already owned by VIEWS), which eliminates additional customizations, disruption of service, and integration costs estimated at \$500,000.00. Use of another brand software will result in duplicative cost that would not be recuperated through competition. Congress KnowWho for Salesforce is the sole provider of Congressional data in Salesforce, a requirement of the VIEWS program solution for Government relations professionals and organizations that need to communicate and track activities with top executives in The White House, federal departments, and agencies. This complete federal directory, built on the native Salesforce platform, requires no integration. Congress KnowWho equips VA with the ability to leverage up-to-date Congressional data needed to manage communications, track meetings and events, share information, and meet VA response to Congressional reporting requirements. Without Congress KnowWho and associated up-to-date data, VA would be significantly limited in its ability to route congressional correspondence to the correct offices resulting in response delays considered as inaction on behalf of VA. Additionally, these delays may potentially cause issues with the build schedule for VIEWS which is currently reported by Veteran Focused Integration Process (VIP) to Office of Management and Budget (OMB) placing VA's VIEWS project in jeopardy.

6. Efforts to Obtain Competition: Market research was conducted, details of which are in section 8 of this document. Although the Government is limiting competition as a result of specifying a brand name, there are multiple authorized resellers of the brand name software maintenance on the NASA SEWP V GWAC. The justification will be posted along with the solicitation in accordance with FAR 6.302-1(c). Any proposals that are received shall be evaluated. Furthermore, in accordance with FAR 5.301 and 16.505(b)(2)(ii)(D), this action will be synopsisized at award on the Federal Business Opportunities Page and the justification will be made publicly available.

7. Actions to Increase Competition: The Government will continue to conduct market research to ascertain if there are changes in the market place that would enable future actions to be competed. Vendors present white papers and education on competing products throughout the year that are evaluated by the Government's experts.

8. Market Research: The Government's technical experts conducted market research in December of 2017 to ascertain the ability of any other source to provide the aforementioned software. Market Research was conducted and it was determined that KnowWho is the sole provider of Congressional data in Salesforce, a requirement of the VIEWS program. KnowWho is the only software tool that uses the standard Salesforce Accounts and Contacts objects (already owned by VIEWS), which eliminates additional customizations, disruption of service, and integration costs estimated at \$500,000.00. Use of another brand software will result in duplicative cost that would not be recuperated through competition. This complete federal directory, built on the native Salesforce platform, requires no integration. Congress KnowWho equips VA with the

ability to leverage up- to-date Congressional needed to manage communications, track meetings and events, share information, and meet VA response to Congressional reporting requirements. Market Research concludes there are no other vendors that provide information on Members of Congress, staffers, committee and caucus natively in the Salesforce.com platform. Additional market research was conducted via an Request for Information (RFI) on the NASA SEWP V GWAC which revealed that three service disable Veteran-owned small businesses (SDVOSB) within Group B(2) are interested and capable of meeting the Government's requirements. Additionally, NASA SEWP V GWAC has a dynamic catalog where line items can be added based on customer requests; therefore, as long as the required item or service is within scope of the NASA SEWP V contracts, items and services can be added to the catalog on a daily basis. Based on the results of the market research, there is reasonable expectation that sufficient competition exists among SDVOSBs in Group B(2).

9. Other Facts: N/A