

JUSTIFICATION
FOR AN EXCEPTION TO FAIR OPPORTUNITY

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Acquisition Operations
Technology Acquisition Center
1701 Directors Blvd
Austin, TX 78744
2. Description of Action: The proposed action is for a brand name firm-fixed-price delivery order to be issued under the National Aeronautics and Space Administration (NASA) Solutions for Enterprise Wide Procurement (SEWP) V Governmentwide Acquisition Contract (GWAC).
3. Description of the Supplies or Services: VA, Office of Information and Technology, Human Capital Management (HCM) has a requirement for the purchase of two LinkedIn Recruiter Corporate Licenses. The required licenses will provide HCM with the ability to conduct direct recruitment activities. The total estimated value of the proposed action is [REDACTED]. The period of performance is 12 months from the date of award.
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 or highly specialized."
5. Rationale Supporting Use of Authority Cited Above: Based on market research, as described in paragraph 8 of this justification, it was determined that limited competition is available for this procurement. VA conducted market research as described in paragraph 8 of this justification to identify alternative products in the commercial marketplace that would meet this requirement. Competitor products such as PeopleFluent, iCIMS, Monster, Indeed, Ascendify, Glassdoor, Lever, and Entelo Search are primarily designed to host job seeker resumes and do not include a social media interface. When a user is not seeking employment, accounts are abandoned or deleted by the submitter, creating an ineffective repository of potential contacts. These environments create a massive data store of outdated information. VA's technical experts determined that LinkedIn Recruiter Corporate Licenses are the only recruitment subscription licenses that allow access to over 500 million profession based user profiles coupled with an integrated robust recruitment platform. LinkedIn uses a social media network of connected users that includes job seekers as well as those currently employed and not currently seeking other opportunities. HCM requires the ability to actively recruit from both sub-groups to establish a potential talent pool of candidates.
6. Efforts to Obtain Competition: Market research was conducted, details of which are in paragraph 8 of this justification. This effort did not yield any additional sources that can meet the Government's requirement. However, it was determined that limited competition is viable among resellers for this brand name item. In accordance with

HCM LinkedIn Recruiter

16.505(b)(2)(ii)(D), this action will not be synopsisized and the justification will not be made publicly available within on the Federal Business Opportunities Page because the total estimated price is less than the simplified acquisition threshold, but the Justification will be posted on the NASA SEWP website to notify all interested parties.

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

8. Market Research: VA's technical experts performed market research in May 2018 using the internet and it was determined that no other products could meet the aforementioned requirement to support HCM recruitment activities. Companies researched included PeopleFluent, iCIMS, Monster, Indeed, Ascendify, Glassdoor, Lever, and Entelo Search. VA's technical experts could not find a source other than LinkedIn that could provide the aforementioned integrated recruitment platform that allows recruiters to extend or accept invitations to connect with other users to grow a social media network of connected profession based, and active, user profiles. Based on the above, VA technical expert has determined that only LinkedIn Recruiter Corporate licenses meet the requirement.

In addition, the Contract Specialist conducted market research in June 2018 by using the NASA SEWP V GWAC Provider Lookup tool to determine if there are NASA SEWP V contract holders capable of meeting this requirement. The CS found 24 vendors capable of meeting the requirement, including numerous Service-Disabled Veteran-Owned small businesses.

9. Other Facts: None.