

JUSTIFICATION AND APPROVAL  
FOR EXCEPTION TO FAIR OPPORTUNITY

1. **Contracting Activity:** Department of Veterans Affairs  
Office of Acquisition Operations  
Technology Acquisition Center  
260 Industrial Way West  
Eatontown, NJ 07724
2. **Title of Acquisition:** Serena Software Maintenance Support Renewals

This requirement will be accomplished via:

**New Purchase Order**

Purchase Order will be:

**Firm Fixed Price**

Type of Funds:

**IT FUNDS (FCP: 4401)**

3. **Description of Supplies or Services.**

**Services**

The Department of Veterans Affairs (VA), Veterans Benefits Administration (VBA) Region 5, Office of Release Management Service (RMS) requires 12 months of maintenance support for Serena software licenses with one (1) option period for 12 months.

Part Number	Description	Qty
	<b>Base Year</b>	
TTSEATS-BM-CC-MNT	<b>Maintenance Support – Renewal of Serena Business Mashups (SBM) Concurrent User Maintenance Support. (SRN8037) Serial #510000502329. Period of Performance: January 25, 2013 through January 24, 2014.</b>	10
TTSEATS-BM-CC-MNT	<b>Maintenance Support – Renewal of Serena Business Mashups (SBM) Concurrent User Maintenance Support - Prorated. (SRN8037) Serial # 510000502329. Period of Performance: September 27, 2013 through January 24, 2014.</b>	28
TTSERVERS-MUS-MNT	<b>Maintenance Support – Renewal of Serena Business Mashups (SBM) Production Server. (SRN15120) Serial #510000502329. Period of Performance: January 25, 2013 through January 24, 2014.</b>	1
TTSERVERS-NON-MUS-MNT	<b>Maintenance Support – Renewal of Serena Business Mashups (SBM) Non-Production Server. (SRN15122) Serial #510000502329. Period of Performance: January 25, 2013 through January 24, 2014.</b>	1
DIM-CM-CC-MNT	<b>Maintenance Support – Renewal of Serena Dimensions CM Concurrent User Maintenance Support - Prorated. (SRN30773) Serial # 110000085841. Period of Performance: April 1, 2013 through January 24, 2014</b>	75
SAOPU-MNT	<b>Maintenance Support – Renewal of Serena Agile OnPremise Named-User – Prorated. Serial #510000504956. Period of Performance: June 24, 2013 through January 24, 2014.</b>	50

	Option Year One (1)	
TTSEATS-BM-CC-MNT	Renewal of Serena Business Mashups (SBM) Concurrent User Maintenance Support (SRN8037) Serial # 510000502329. Period of Performance: January 25, 2014 through January 24, 2015.	38
TTSEATS-BM-CC-MNT	Renewal of Serena Business Mashups (SBM) Production Server Maintenance Support. (SRN15120) Serial #510000502329. Period of Performance: January 25, 2014 through January 24, 2015.	1
TTSERVERS-NON-MUS-MNT	Renewal of Serena Business Mashups (SBM) Non-Production Server Maintenance Support. (SRN15122) Serial # 510000502329. Period of Performance: January 25, 2014 through January 24, 2015.	1
DIM-CM-CC-MNT	Renewal of Serena Dimensions CM Concurrent User Maintenance Support. (SRN30773) Serial # 110000085841. Period of Performance: January 25, 2014 through January 24, 2015	75
SAOPU-MNT	Renewal of Serena Agile OnPremise Named-User Maintenance Support. Serial # 510000504956. Period of Performance: January 25, 2014 through January 24, 2015.	50

Period of Performance: A base year of 12 months with one (1) option period for 12 months.

Estimated total cost: \$                     

**4. Authority Cited.**

Other: FAR Authority 16.505(b)(2)(i)(B)

The statutory authority permitting an exception to fair opportunity is Section 41 U.S.C 4106(c) as implemented by the Federal Acquisition Regulation (FAR) Subpart 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. Reason for Authority Cited.**

Explain need for brand name:

Based on extensive market research, as described in paragraph 8 of this document, it was determined that limited competition is available for the aforementioned brand name items and services. The Serena Dimensions Configuration Management (CM) tool allows for application changes, configuration, and releases to software in use across all disparate platforms, environments, and teams. Serena Dimensions CM works together with Serena Agile OnPremise User and Serena Business Manager (SBM) to provide a suite of software development management commonly referred to as Orchestrated Application Delivery. Serena Agile OnPremise is a tool designed for agile software development. It provides a pre-built set of integration functions allowing it to help plan application changes and helps facilitate collaborative software development by multiple teams in difference locations. SMB offers a comprehensive, flexible, and extensible issue and defect management solution. The role of Serena SBM is to capture, prioritize, and track the progress of any discovered issues with Agile-based software currently deployed. Together, these three (3) tools support all types of users with the seamless ability to submit change requests and manage the changes from start to finish. Only the SBM software provides a pre-built set of integration queries allowing it to share data between its repository and Serena Dimensions

integration queries allowing it to share data between its repository and Serena Dimensions Configuration Management repository, without significant custom software development. In addition, VBA already owns the Serena SBM, Dimensions, and Agile OnPremise toolsets. Use of another brand named tool will require that the data be extracted, transformed and loaded into the new tool. The Release Management Service does not have the resources to accomplish a data migration effort of this magnitude.

#### **6. Efforts to Obtain Competition.**

Market research was conducted, details of which are in the market research section 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 products/services on the NASA SEWP IV. Additionally, this Justification and Approval and the Request for Quote (RFQ) will be submitted to all four (4) NASA SEWP IV groups in order to fully notify all interested parties. Furthermore, in accordance with FAR 5.301 and 16.505(b)(2), this action will be synopsized at award on the Federal Business Opportunity Page (FBO).

#### **7. Actions to Increase Competition.**

In order to remove or overcome barriers to competition in future acquisitions for this requirement, 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 fully competed.

#### **8. Market Research.**

Market research was conducted by Government technical experts in November 2012.

#### **[ X ] The market research consisted of the following:**

The Government reviewed similar products and determined that they could not meet the requirements. The use of another product would incur additional costs to the government as utilizing a new product would require purchasing new software development suite, licensing and maintenance support rather than complimentary Serena production licenses to an already existing suite. A new product would also mean considerable downtime for deployment, configuration, and training to implement a new software development suite of tools.

Market Research was conducted using the NASA SEWP IV Product Verification and Manufacturer Lookup tool on NASA SEWP. The market research indicated that one (1) authorized reseller, ImmixGroup in Group D (Value Added Resellers), offers all of the software and maintenance for this effort. Three (3) other contract holders have Serena software and maintenance on their contract, two (2) from Group C (Small Businesses) and one (1) from Group B (SDVOSB), however they don't offer all of the required software and maintenance for this effort. Although only four (4) resellers were identified, NASA SEWP contract holders have the ability to add items to their price list within a 24 hour period. Therefore, the Request for Quote will be submitted to all four (4) NASA SEWP IV GWAC Groups for adequate competition in order to satisfy this requirement.

**9. Interested Sources**

No other source has expressed written interest in supplying this item.

**10. Technical Certification.**

I certify that the supporting data under my cognizance, which are included in the justification, are accurate and complete to the best of my knowledge and belief.

Kathy M. DiPierro  
Contracting Officer's Representative

Date: January 3, 2013

Signature: Kathy M. DiPierro

**11. Requirements Certification.**

I certify that the supporting data under my cognizance, which are included in the justification, are accurate and complete to the best of my knowledge and belief.

Kathy M. DiPierro  
Contracting Officer's Representative

Date: January 3, 2013

Signature: Kathy M. DiPierro

**12. Procuring Contracting Officer Certification.**

I certify that this justification is accurate and complete to the best of my knowledge and belief. As this contract action does not exceed \$650,000, the certification below required by FAR 16.505(b)(2)(ii)(C)(1) serves as approval.

Jan Oberdick  
Contracting Officer

Date: 1-7-2013

Signature: Jan Oberdick