



UNITED STATES INTERNATIONAL TRADE COMMISSION

Washington, DC

**JUSTIFICATION AND APPROVAL
LIMITED SOURCES / BRAND NAME JUSTIFICATION
FOR FEDERAL SUPPLY SCHEDULE AWARD**

REQUISITION NUMBER: 6100-OCIO-15-0158

1. CONTRACTING OFFICE

United States International Trade Commission
Office of Procurement
500 E Street, SW
Washington, DC 20436

REQUIRING OFFICE

United States International Trade Commission
Office of the Chief Information Officer
500 E Street, SW
Washington, DC 20436

2. NATURE/DESCRIPTION OF ACTION(S). In accordance with FAR Subpart 8.405-6, this limited sources justification for other than full and open competition will result in award of a Federal Supply Schedule order for the brand name GovDelivery.
3. DESCRIPTION OF SUPPLIES/SERVICES. This requirement is to purchase the GovDelivery Email and Digital Subscription Management service, which deploys mass email notifications to subscribers who sign-up based on updates to content on the USITC's public website. The service allows users to select to receive notifications based on specific categories of content. GovDelivery's service satisfies the USITC's requirement to provide the means for automatically or manually distributing a very large volume of email notifications to subscribers who wish to be notified of changes to public information products and other content on the USITC website.

Check box below:

- Support services (non-R&D)
 Supplies/equipment
 Information technology (IT)
 Other (specify): _____

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4. Estimated Contract Value: :

Anticipated Period of Performance/Delivery Date: June 25, 2015 through June 24, 2016, with two option years through 2018.

5. **AUTHORITY AND RATIONALE.** This acquisition is being conducted under the authority of the Multiple-Award Schedule Program. The proposed action may be awarded on a limited sources basis under the following authority (Check One):

	FAR Subpart 8.405-6(a)(1)(i)(A) An urgent and compelling need exists, and following the procedures would result in unacceptable delays;
	FAR Subpart 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 are services are unique or highly specialized; or
	FAR Subpart 8.405-6(a)(1)(i)(C) In the interest of economy and efficiency, the new work is a logical follow-on to an original Federal Supply Schedule order provided that the original order was placed in accordance with the applicable Federal Supply Schedule ordering procedures. The original order or BPA must not have been previously issued under sole-source or limited-sources procedures.
X	FAR Subpart 8.405-6(b) An item peculiar to one manufacturer (Example: particular brand name, product, or a feature of a product, peculiar to one manufacturer.)

Market research has found that no other comparable product is currently available on the market which provides a similar level of service. GovDelivery has uniquely positioned itself as the premier commercial provider of subscription notification services, serving over half of all Federal agencies (e.g. Dept of Labor, Dept of Homeland Security) along with numerous state and local agencies. Distribution through and organic USITC system is considered prohibitive due to the volume of electronic traffic. In addition, should another comparable digital subscription service be available commercially, it is believed the cost of migrating to another service would be substantial in terms of the time and resources required, while providing little additional benefit to the Commission in terms of improved services.

6. DETERMINATION OF BEST VALUE

In accordance with FAR Subpart 8.404(d), services offered on Federal Supply Schedules are priced either at hourly rates, or at a fixed price for performance of a specific task. The awarding agency has already determined the prices of supplies and fixed-price services, and rates for services offered at hourly rates, under schedule contracts to be fair and reasonable.

7. MARKET RESEARCH

In accordance with FAR Part 10, market research was conducted and it was determined that the product and/or services are provided to Government agencies through the Federal Supply Schedules.

In accordance with FAR Subpart 5.202 (a)(11), the requirement is exempt from being synopsisized.

8. ANY OTHER FACTS SUPPORTING THE JUSTIFICATION

The technical requirements for the email digital subscription service have not changed since the service

