

**Justification and Approval**  
For  
Limited Sources, Use of Multiple Award Schedule

1. Agency: The requiring organization is Joint Advertising Market Research & Studies (JAMRS). The contracting activity is the Defense Human Resource Activity- Procurement Support Office 4800 Mark Center Drive, Alexandria, VA 22350-1300

2. Authority Cited: 41 U.S.C. 251, *et seq.* and Title 40 U.S.C. 501, FAR 8.405-6 – Limited Sources – Brand Name, Multiple Award Schedule Program.

3. Description of Supplies and Services:

The Joint Advertising Market Research & Studies (JAMRS) requires a one-year license renewal for the MapInfo Professional software and MapMarker and MultiNet software. The software allows recruiting professionals to visually map different levels of recruiting regions while the data files assist mapping through geographical boundaries and zip code information. The Service Recruiting Commands currently use MapInfo products as personnel are trained to use this software and corresponding data files and they are compatible with existing data systems.

4. Description of Action:

A firm fixed price award is anticipated and the estimated total cost is [REDACTED]. The period of performance will include a base year and one 12 month option periods. FY11 Operating and Maintenance (O&M) funds are available for the base period in the estimated amount of [REDACTED].

5. Reason for Authority Cited:

- a. Six of the Services' Recruiting Commands as well as three Department of Defense offices currently use MapInfo Professional version 10.5, MultiNet data files and/or MapMarker data files as personnel are trained to use this software and it is compatible with existing data systems. This proposed acquisition would continue to provide software and data file updates and provide customer support services for the software. MapInfo Professional, MapMarker and MultiNet products support JAMRS's mission to eliminate the need for each of the Services and other Department of Defense programs to independently purchase products. JAMRS provides significant cost savings by purchasing these items at the Joint level and making them available to the military recruiting community.
- b. While other mapping software and geocoding data files exist, JAMRS only requires upgrades for over 20 existing users of both MapInfo software and MultiNet files as well as five users of MapMarker. These products currently are incorporated into existing systems within DoD. The MapInfo Professional software and MapMarker and MultiNet data files are successfully meeting JAMRS' needs and JAMRS does not anticipate a change in the system's requirement nor the replacement of the system in the next 3 years. Therefore, JAMRS requires only an annual subscription for software license renewal.

- c. Changing mapping software and dataset brands would require fundamental changes to existing systems (such as goaling and station placement systems used by the Navy and Marine Corps Recruiting Commands). In addition, changing mapping software and dataset brands would require a large training effort throughout the Services' Recruiting Commands and the DoD. Such a change would cause significant delays of up to six months and require hundreds of man hours to revamp existing systems, as well as dozens of hours to re-train personnel on new software and datasets. These costs would far exceed any cost differential saved by changing to a new software source.
- d. Only the MapInfo Professional software and MapMarker and MultiNet software identified in paragraph 3 above can support JAMRS' requirement.

6. Effort to Obtain Competition: JAMRS analyzed commercial items available in the market place to meet this requirement and determined, after conduction a cost/benefit analysis, that a competitive acquisition will not serve the best interests of the Government in this acquisition because of the substantial duplication of cost in obtaining a new product. The requirement will be posted on GSA E-buy to obtain maximum competition among authorized resellers with GSA schedule contracts.

7. Effort to remove barriers to/increase competition: JAMRS will continue to monitor the marketplace for any new products that may come available that can meet this requirement. At the time JAMRS requirements change, JAMRS will address the Government's minimum needs to conduct an in-depth marketplace analysis to ensure maximum practicable competition is obtained.

8. Market Research: Market Research was performed utilizing Internet search engines, historical data, contact with various industry sources, and analyzing other agency contracts i.e., GSA. Research did not identify another software application that was compatible with MapInfo Professional software and MapMarker and MultiNet data files. As detailed in paragraph 5 above JAMRS does not require new software. Therefore, after conducting extensive market research, it has been determined that only an authorized MapInfo Professional software and MapMarker and MultiNet reseller can provide the software renewal.

9. Interested Sources: GSA Schedule holders and open market vendors include: EC America, MapMarker and MultiNet datasets.

10. Other Information: MapInfo software was purchased competitively in FY10 under contract H98210-10-P-0038.

11. Technical Certification: I certify that the supporting data under my cognizance that are included in this Justification and Approval are accurate and complete to the best of my knowledge and belief.

Signature: Andrea Zucker Date: 14 SEP 2011

Typed Name/Title: Andrea Zucker, Statistician Office: JAMRS

12. Requirements Certification: I certify that the supporting data under my cognizance that are included in this Justification are accurate and complete to the best of my knowledge and belief.

Signature: K R Helland Date: 14 SEP 2011

Typed Name/Title: Katherine Helland, Chief, Market Research Office Office: JAMRS

13. General Counsel Review: (Applicable to J&As for requirements at/above \$100,000)

Based on the foregoing, this Justification is legally sufficient.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Typed Name: \_\_\_\_\_ Office: \_\_\_\_\_

#### APPROVAL

Approval is granted subject to the availability of funds and provided that the products/services described herein have otherwise been authorized for acquisition.

14. Contracting Officer: I certify that the facts and representations included in this Justification are accurate and complete to the best of my knowledge and hereby determine that the anticipated cost to the Government will be fair and reasonable [for Limited Source J&As add: and will represent the best value in accordance with FAR 8.404(d)]. For requirements valued up to \$550,000, this certification serves as approval.

Signature: Vicki A. Kedel Date: 22 Sep 11

Typed Name: Vicki A. Kedel Office: PSO