

Justification and Approval
For
Limited Sources, Use of Multiple Award Schedule - BRAND NAME

1. Contracting Agency: Defense Human Resource Activity- Procurement Support Office
4040 N Fairfax Dr Suite 120 Arlington, VA 22203

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 Defense Manpower Data Center (DMDC) requires the items shown in the table below in order to create a mobile telephone application for the iPhone. The development of this application requires a Macbook Pro and an Enterprise Development Kit for DMDC's in-house development of this iPhone application. The Mini DVI Adapter enables connectivity between the iPhone and the MacBook Pro. The iPhone will require voice and data activation through AT&T to successfully develop, test, and implement this mobile application.

<u>Manufacturer</u>	<u>Description</u>	<u>Quantity</u>
Apple	Macbook Pro (13" 8GB Ram)	3
Apple	iPhone 3GS	5
Apple	Enterprise Development Kit	1
Apple	Mini DVI Adapter	2
AT&T	Voice and Data Service	5

4. Description of Action: A firm fixed price contract is anticipated in the total estimated amount of \$12,998.31. FY10 operations and maintenance (O&M) funds are available in the amount of \$12,998.31. The planned period of performance is twelve months.

5. Reason for Authority Cited:

a. DMDC has been tasked by Dr. Clifford L. Stanley, the Under Secretary of Defense for Personnel and Readiness, to develop a mobile platform application to assist service members and their families with healthcare benefit inquiries. Dr. Stanley has directed that DMDC complete the applications platforms by December 2010 and that DMDC develop this application for the majority market phones. Therefore, DMDC has an immediate need for the items listed at paragraph 3 above, to ensure that a final quality product is in place by the stated deadline.

b. The two open source phones that were recognized by a Gartner Research Study were the iPhone and the Android. These two phones allow for user development through Snow Leopard OS and similar technologies. Smart phones are a common staple in today's technology market and are readily available to the DoD and its military personnel. These two phones allow for user development through Snow Leopard OS and similar technologies. Smart phones are a common staple in today's technology market and are readily available to the DoD and its military personnel. Apple's presence in the Smartphone market has grown very rapidly since its entrance in 2007. iPhone OS shares increased to 17% in 3Q09 from 2.7% in 2007. Apple sold over 31 million iPhones since its launch in 2007. These numbers are increasing, and together with Droid phones make up approximately 90% of the developer enabled phone market.

c. The iPhone's user installed base is increasingly fast (Apple recently announced 1.5 billion downloads on its Application Store) and the Applications Store lists over 100,000 items. This is a large number of apps that remains unmatched by any other application store effort in the market. Apple's strong advertising of the App Store has been very successful in raising consumer awareness. Therefore, acquisition of the Apple iPhone including the Apple iOS system for development is vital to ensure that the DMDC application is able to meet the requirement to roll out a functioning final product compatible with various smart phone operating systems by December 2010. This concept will provide a service utilizing smart phone technology and the use of mobile applications to streamline the management of benefits for service members and their families.

d. The iPhone is an Apple based phone exclusive to the AT&T network. The iPhone, the MacBook and the Mini DVI Adapter are currently only manufactured by Apple. To access these tools, an enterprise software development kit must be purchased from Apple. The iOS4 operating system, and all previous incarnations can only be found on the Apple iPhone.

6. Effort to Obtain Competition: Market research identified that the Apple iPhone and platform has a large market share and therefore would enable DMDC to best meet Dr. Stanley's directive. Several multiple award schedule sources that are capable of meeting this requirement including GSA schedule and NASA SEWP contract holders.

7. Effort to remove barriers to/increase competition: The program office will also conduct on-going market research after award to explore other vendor capabilities and product/service solutions. Furthermore, as BlackBerry and Symbian markets become more consumer-oriented, the Government will be able to expand its efforts to those mobile platforms.

8. Market Research: The following supply and procurement e-tools were used for market research purposes; AT&T website, Apple website, GSA e-Library and GSA advantage. The Apple iPhones are available commercially via open market from AT&T. DMDC also utilized the expertise of a Gartner Dataquest to research the most sophisticated and technologically advanced mobile phones.

9. Interested Sources: GSA and/or NASA SEWP contract holders.

10. 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:

BRIDGES.PAMELA.RENE E.1066445719	<small>Digitally signed by BRIDGES.PAMELA.RENE E.1066445719 DN: cn=U.S. Government, ou=DoD, ou=PKI, ou=DODHRA, cn=BRIDGES.PAMELA.RENE E.1066445719 Date: 2010.09.20 11:34:07 -04:00</small>
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 Date:

Sep 20, 2010

Typed Name/Title:

Pam Bridges/Business Manager

 Office:

DMDC-W

11. 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:

SCRIMSHIRE.CATHERIN E.M.1020547193	<small>Digitally signed by SCRIMSHIRE.CATHERIN E.M.1020547193 DN: cn=U.S. Government, ou=DoD, ou=PKI, ou=DODHRA, cn=SCRIMSHIRE.CATHERIN E.M.1020547193 Date: 2010.09.20 11:58:29 -04:00</small>
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 Date:

Sep 20, 2010

Typed Name/Title:

Cait Scrimshire/Acquisition Manager

 Office:

DMDC-E

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

Based on the foregoing, this Justification is legally sufficient.

Signature: _____ N/A _____ 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.

13. 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 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. Liedel* Date: 20 Sep 10

Typed Name: Vicki A. Liedel Office: PSO