

Justification and Approval  
For  
Limited Sources Justification

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, Multiple Award Schedule Program

3. Description of Supplies and Services: DMDC requires additional licenses and maintenance of Pitney Bowes Code -1 MVS International & Canada zip code verification software for servers and mainframe environment that support the DMDC high volume, mission critical Personal Data Repository.

4. Description of Action: A firm fixed price delivery order against the General Service Administration (GSA) schedule is planned with a total estimated value of [REDACTED]. The planned period of performance is 1 January 2011 through 31 December 2011. FY11 PDW funds will be used for this procurement.

5. Reason for Authority Cited:

DMDC has been a licensee of Pitney Bowes Business Insight's Address Standardization and Validation software for the United States (US) since 2000. Code 1 Plus and Universal Address Module (UAM), a service within the Customer Data Quality Technology platform, have been integral in providing solutions supporting DMDC's high volume, mission critical Person Data Repository. The Code 1 MVS software provides multi-platform capabilities running across Windows, Unix/Linux and Mainframe, while at the same time providing identical outputs in batch and real-time interactive processing, including through CICS for Code 1 Plus and web for UAM.

Pitney Bowes is the only known source with has the institutional knowledge, resources and demonstrated understanding of the DMDC zip code verification program. In keeping with Code 1 Plus and UAM as the underlying software, the additional datasets for International and Canadian address hygiene will be relatively risk free considering the alternative of placing DMDC's systems through new software, coding, and the subsequent unknowns with new operating environments. Implementation into the existing Customer Data Quality workflows will consist of activating License keys and installing the new datasets to take advantage of the new International and Canadian services. Use of the Pitney Bowes software/ service is in the best interest of the Government as it will allow DMDC to take advantage of their internal knowledge, to obtain a short implementation cycle, and to achieve an immediate return on investment.

6. Effort to Obtain Competition: N/A.

7. Effort to remove barriers to/increase competition: The program office will conduct on-going market research after award to explore other vendor capabilities and product/service solutions.

8. Market Research: Research was conducted on GSA Advantage, NASA SEWP, internet search engines, vendor websites, Gartner Research and included review of the past procurements for the software/service. This research did not identify any vendors, other than

Pitney Bowes, that are capable of providing the necessary software and technical and analytical experience for the requirement within the required period of performance.

9. Interested Sources: None. This requirement will not be synopsisized based on FAR 5.202 (a) (11) Exceptions.