

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, Multiple Award Schedule Program - Brand Name.

3. Description of Supplies and Services: The Defense Manpower Data Center (DMDC) requires the items listed below to create a mobile telephone application for the HTC Android. DMDC currently has a contract with Verizon Wireless and will be adding the lines for these five phones.

<u>Manufacturer</u>	<u>Description</u>	<u>Quantity</u>
HTC	Droid Incredible	5
Verizon	Voice and Data Service	5

4. Description of Action: A firm fixed price contract is anticipated in the total estimated amount of \$5,481.90. FY 10 operation and maintenance (O&M) funds are available in the amount of \$5,481.90. 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. Mobile applications are vastly available and readily developed to provide the DoD members with access to information at the touch of a finger tip. Service members and their families widely use these technologies. DMDC's mobile applications concept will utilize smart phone technology and mobile applications to streamline the management of benefits for service members and their families. Active duty and retired personnel who may not always have access to a computer or internet will be able to use a Smartphone to access these services.

c. It is DMDC's intent to have the benefits of the application development to be shared amongst the most service members possible. Android is gaining momentum with handset manufacturers and carriers worldwide and is a strong candidate to drive a more consistent Linux-based platform across all smart phones. Android is forecasted to be the second largest smart phone by 2012. Together with the Apple iPhone, Droid phones make up approximately 90% of the developer enabled phone market.

d. The Droid Incredible is an Android based phone exclusive to the Verizon network. DMDC currently has a blackberry contract in place with Verizon. Therefore it would be also be

an efficient use of government resources to work on Android based phones that are compatible with the Verizon network.

e. The Droid Incredible is currently only manufactured by HTC. The Android operating system (OS) is open source and is available to the public and is found on several different smart phone models across the major service providers (Verizon, AT&T, Sprint, Etc.).

6. Effort to Obtain Competition: Market research identified that the Droid platform has a large market share and, therefore, would enable DMDC to best meet Dr. Stanley's directive. Several multiple award schedule sources 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; Verizon website, GSA e-Library, and GSA advantage. Required services for the Droid Incredible are currently provided to the Government against a GSA Contract. Droid Incredibles are available commercially via open market from Verizon.

9. Interested Sources: GSA schedule 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.RENEE. Digitally signed by BRIDGES.PAMELA.RENEE.1066445719 DN: c=US, ou=U.S. Government, ou=DOD, ou=PKA, ou=DCD/HRA, cn=BRIDGES.PAMELA.RENEE.1066445719 Date: 2010.09.20 11:33:39 -04'00'

 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.CATHERINE.M. Digitally signed by SCRIMSHIRE.CATHERINE.M.1020547193 DN: c=US, ou=U.S. Government, ou=DOD, ou=PKA, ou=DOD/HRA, cn=SCRIMSHIRE.CATHERINE.M.1020547193 Date: 2010.09.20 11:57:56 -04'00'

 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. Lieder* Date: 20 Sep 10

Typed Name: Vicki A. Lieder Office: PSO