

Mississippi State University

Notice of Proposed Sole Source Purchase

267-002

Mississippi State University anticipates purchasing the item(s) listed below as a sole source purchase. Anyone objecting to this purchase shall follow the procedures outlined below.

1. Commodity or commodities to be purchased (make, model, description):

Capture's Behavioral Intelligence Platform: This software platform includes proprietary student behavioral algorithms, marketing automation, and machine-learning-based predictive models integrated into one platform that supports the entire recruitment and enrollment journey.

2. Explanation of the need to be fulfilled by this item(s), how is it unique from all other options, and why it is the only one that can meet the specific needs of the department:

Most students who apply to Graduate School are considered "Stealth Applicants", meaning that often we don't know who they are until they've already applied. This means there are other potential students that are interested enough to visit our website but aren't going to commit unless we take time to court them. By using Capture, MSU can identify hot prospects before they apply by incorporating big data, machine learning, and data science to create a proprietary behavioral Engagement Score (CES) and Affinity Index (CAI). These scores help to guide an influential communications strategy that is unique to each partner institution and targets those real-time behaviors.

3. Name of company/individual selling the item and why that source is the only possible source that can provide the required item(s):

Capture Higher Ed is the only firm in higher education with behavioral intelligence technology. There is no other solution in higher education that combines student behavioral data, marketing automation, and machine-learning predictive algorithms to deliver this service.

4. Estimated cost of item(s) and an explanation why the amount to be expended is considered reasonable:

The cost will be \$30,420 for a one-year contract. Based on the ROI from last year, and the ability to build on the traction we now have with Capture, this is a good investment of our resources.

5. Explanation of the efforts taken by the department to determine this is the only source and the efforts used to obtain the best possible price:

The Graduate School has been using Capture for the past five years. After talking with multiple vendors, it was determined that no other company offered the same thing and all other companies charged more for what they were selling.

Any person or entity that objects and proposes that the commodity listed is not sole source and can be provided by another person or entity shall submit a written notice to:

Jennifer Mayfield, CPPO

Director of Procurement Services, Chief Procurement Officer

jmayfield@procurement.msstate.edu

Subject Line must read "Sole Source Objection"

The notice shall contain a detailed explanation of why the commodity is not a sole source procurement. Appropriate documentation shall also be submitted if applicable.

If after a review of the submitted notice and documents, MSU determines that the commodity in the proposed sole source request can be provided by another person or entity, then MSU will withdraw the sole source request publication from the procurement portal website and submit the procurement of the commodity to an advertised competitive bid or selection process.

If MSU determines after review that there is only one (1) source for the required commodity, then MSU will appeal to the Public Procurement Review Board. MSU will have the burden of proving that the commodity is only provided by one (1) source.