

Mississippi State University Notice of Proposed Sole Source Purchase

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):

An annual subscription to Hudl's integrated video, scouting, analytics, and coaching software suite for Mississippi State Men's Basketball. The subscription includes the Hudl video platform and the basketball-specific products and services identified in the department's quote, including FastModel products such as FastScout and FastDraw. These services provide video storage and editing, opponent scouting, game preparation, play diagramming, statistical analysis, film exchange, and distribution capabilities. FastModel is specifically designed to assist basketball programs with scouting reports, game preparation, and play diagramming.

2. Explanation of the need to be fulfilled by this item(s), how it is unique from all other options, and why it is the only one that can meet the specific needs of the department: Mississippi State Men's Basketball requires Hudl's products to record, organize, analyze, exchange, and distribute practice and competition video. The coaching staff uses the platform to prepare scouting reports, identify opponent tendencies, evaluate individual and team performance, create and share teaching clips, diagram plays, and prepare game plans. Hudl is unique because it combines video management, advanced analysis, basketball-specific scouting tools, play diagramming, statistical reporting, film exchange, and team collaboration within one integrated system. Hudl Sportscore allows the staff to conduct advanced, customizable video analysis, while FastModel's FastScout and FastDraw products provide basketball-specific scouting and play-design capabilities. Using separate vendors would require the department to operate multiple systems that may not integrate with one another and would disrupt the staff's established video-analysis and game-preparation workflow. Hudl is the sole provider of its integrated software and hardware suite and provides a unified solution for every stage of the video-analysis process, from capture through analysis and distribution.
3. Name of company/individual selling the item and why that source is the only possible source that can provide the required item(s) The name of the company is Hudl, Inc.

To compete effectively in the Southeastern Conference, Mississippi State Men's Basketball must have access to Hudl's integrated video-analysis, scouting, game-preparation, and play-diagramming products. Hudl is the only company authorized to sell and support its proprietary suite of products, including Hudl, Hudl Sportscode, FastModel, Hudl Replay, Hudl Assist, and the related video-analysis and distribution services. Hudl's products are proprietary and are sold and supported directly by Hudl. There are no authorized resellers, agents, or dealers that can provide the same integrated suite of products and services.

4. Estimated cost of item(s) and an explanation why the amount to be expended is considered reasonable: The estimated cost of the subscription is 52068.00. The amount is considered reasonable because it provides Mississippi State Men's Basketball with a comprehensive suite of video-management, scouting, analytics, game-preparation, play-diagramming, film-exchange, and collaboration services within one integrated platform. The subscription also includes vendor support, training opportunities, and automatic software updates at no additional cost. Purchasing these capabilities through one integrated provider eliminates the need to acquire and maintain multiple separate systems. It also reduces potential expenses associated with duplicate subscriptions, incompatible software, manual data transfers, additional technical support, and outside video-analysis services.
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 department reviewed its requirements for video analysis, opponent scouting, statistical reporting, play diagramming, film exchange, game preparation, video storage, and team distribution. The department determined that, although other vendors may offer individual products with limited similar functions, no other vendor can provide the complete integrated suite required by Mississippi State Men's Basketball. The department obtained a signed sole-source letter directly from Hudl confirming that Hudl and its commonly owned affiliates are the sole providers of the integrated Hudl software and hardware suite. Hudl's sole source documentation identifies products including Hudl, Hudl Sportscode, Hudl Replay, FastModel, and other associated services as part of its proprietary suite. Because Hudl does not authorize resellers, agents, or dealers to sell these products, competitive quotes for the same products and services cannot be obtained. The department worked directly with Hudl to identify only the products necessary for the men's basketball program and to obtain the most favorable available institutional pricing.

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.

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