

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):

AI Website Conversion Agent and Always On Recruiter Agent are two integrated modules of the Halda enrollment platform, provided by Halda, Inc.

AI Website Conversion Agent identifies and engages prospective students in real time through AI Hub, AI Forms (website and paid marketing), AI Search/Chat, and AI SEO, converting anonymous website traffic into identified inquiries. The solution is fully integrated with Slate and provides full-funnel attribution and reporting.

Always On Recruiter Agent extends that engagement beyond the initial inquiry by delivering personalized AI-powered outreach through AI Comeback Emails, AI SMS, and AI Phone Calls. Built on the same student record, account configuration, and Slate CRM integration as AI Website Conversion Agent, it provides a seamless continuation of the student engagement journey.

Mississippi State University College of Agricultural and Life Sciences (MSU CALS) currently licenses the AI Website Conversion Agent and is expanding its partnership to include the Always On Recruiter Agent. Together, these modules operate as a single, integrated enrollment platform, and this notice applies to the combined solution.

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:

MSU CALS requires a single, continuous enrollment engagement platform that supports prospective students from their first anonymous website visit through post-inquiry communication without transferring student data between disconnected systems.

Halda's AI Website Conversion Agent and Always On Recruiter Agent function as integrated modules of the same platform. AI Website Conversion Agent captures and engages anonymous website visitors, converting them into identified inquiries. Always On Recruiter Agent then continues engagement through AI Comeback Emails, AI SMS, and AI Phone using the same student record, shared data model, and native Slate CRM integration. This eliminates the need for duplicate integrations, data synchronization, or disconnected workflows.

Because both modules operate on a unified student record, outreach is driven by each student's

actual behavior such as visiting a program page, abandoning a form, or becoming inactive, rather than generic, time-based communication schedules. This enables timely, context-aware engagement that standalone post-inquiry platforms cannot replicate without access to the behavioral data captured by AI Website Conversion Agent.

No other vendor, or combination of vendors, can provide this continuous workflow. Alternative solutions require separate integrations, independent CRM synchronization, and disconnected reporting environments, resulting in fragmented data, additional administrative effort, and an inconsistent student experience.

Only Halda provides this unified, end-to-end enrollment platform, combining a continuous student record, shared platform architecture, native Slate integration, and behavior-driven engagement within a single solution.

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

Halda, Inc. is the exclusive provider of both the AI Website Conversion Agent and Always On Recruiter Agent. These modules are proprietary technologies that are designed, developed, owned, and supported solely by Halda. They are not licensed, resold, distributed, or white-labeled through any third party.

The AI Website Conversion Agent and Always On Recruiter Agent are purpose-built to function as integrated modules within the Halda enrollment platform, sharing a common architecture, unified data model, and native Slate CRM integration. They are available only through Halda and

cannot be purchased, implemented, or supported by any other organization.

Accordingly, Halda is the only source capable of providing the complete, integrated solution required by the department. No other vendor can supply either module or an equivalent combination of both in a manner that preserves the unified platform architecture, continuous student record, and end-to-end enrollment workflow required by MSU CALS.

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

Year 1 (due now): AI Website Conversion Agent is \$28,000, discounted from a list price of \$45,000 (a \$17,000 discount); Always On Recruiter Agent is \$15,000, discounted from a list price

of \$20,000 (a \$5,000 discount). Combined Year 1 cost due now is \$43,000.

Year 2 (payment starts September 1, 2027): AI Website Conversion Agent is \$28,000, discounted

from a list price of \$45,000 (a \$17,000 discount); Always On Recruiter Agent is \$15,000,

discounted from a list price of \$27,500 (a \$12,500 discount). Combined Year 2 cost is \$43,000, for a total two-year contract value of \$86,000.

This amount is reasonable because each module is priced well below Halda's standard list rate for new clients. A combined discount of \$22,000 in Year 1 and \$29,500 in Year 2 off list pricing —reflecting MSU CALS's status as a current, in-good-standing Halda partner rather than the price a new customer would pay. It also avoids the added implementation, training, and support

costs the department would incur standing up a second vendor's disconnected engagement tool

alongside AI Website Conversion Agent, since both modules run on one shared account and integration at no additional integration fee.

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 the market for integrated, full-funnel student engagement platforms — tools that handle both real-time website engagement and continuous post-inquiry follow-up on one shared student record — and confirmed that AI Website Conversion Agent and Always On Recruiter Agent are only sold together, as a single Halda platform, and are not offered individually or in combination by any other vendor. No competing provider offers both capabilities on one integrated data model; assembling an equivalent from separate vendors would not meet the department's requirement for a single continuous system.

The department worked directly with Halda's account team to confirm pricing for both modules over the two-year term, applying the partner-loyalty discount available to existing, current Halda customers.

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 and CPO, Procurement & Contracts

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.