

Mississippi State University
Notice of Proposed Sole Source Purchase

245-116

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):

Mongoose Cadence AI Chatbot

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:

Cadence is the only conversation intelligence platform supporting text, chat and WhatsApp engagement and analysis, with a bi-directional Slate integration. This allows automatic data loading, real-time updates, and logging of activity, ensuring accurate and efficient communication with prospective and current students. Additionally, Cadence allows contact data to be loaded automatically (or triggered on-demand) from Slate, allowing onboarding coaches to view critical, up to date and relevant student attributes from the CRM in the Cadence web app and mobile application. MSU will use Cadence Chat to enhance prospective student engagement by automating responses with smart messages, providing timely updates, and improving communication efficiency across departments. Additionally, Cadence's AI assistant, live chat capabilities, and advanced reporting features (conversational intelligence and engagement functions) will allow MSU to analyze engagement trends and refine communication strategies. With on-demand training and compliance management, Cadence ensures that all communication is effective, secure, and aligned with best practices, making it the only solution capable of meeting MSU's communication and engagement needs.

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

Mongoose Cadence

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

Contract is for \$43,500

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:

Market research and availability.

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.