

JUSTIFICATION REVIEW DOCUMENT

DECA CONTROL NUMBER: HQC007-12-16
PURCHASE REQUEST NUMBER: HQCAAA-1332-2100-000

Description of Acquisition: JDA Space Planning Software Maintenance Renewal

Statutory Authority: Statutory Authority: 10 U.S.C. 2304(c)(1), one responsible source and no other supplies or services will satisfy agency requirements, 10 U.S.C.2304(c)(1). (FAR 6.302-1/DFARS 206.302-1)

Prepared by: Jason Nuckols *JN* (Int) Contract Specialist
Phone: (804) 734-8000 Ext: 86184 Date: 12/19/2011

Technical: Wayne Webb *W* (Int) Requirements Office
Date: December 6, 2011

BEIMG REP Allyson Schaeffer *AS* (Int) IT Specialist
Date: December 6, 2011

PCO: Rita W. Jackson *RWJ* Contracting Officer
Phone: (804) 734-8000 Ext: 48199 Date: 12/23/2011

Signatures Are Required Below:

REVIEWS: I have reviewed this J&A and find the justification adequate to support other than full and open competition.

Program Manager: Wayne Webb
Signature: *W. Webb* Date: 1-4-12

Legal Counsel: *Elliott J. Clark Jr*
(Printed Name)
Signature: *Elliott J. Clark Jr* Date: Jan 4, 2012

Competition Advocate: Melissa Rios
Signature: *Melissa Rios* Date: 1/5/12

JUSTIFICATION FOR OTHER THAN FULL AND OPEN COMPETITION

DECA CONTROL NUMBER: HQC007-12-16

1. REQUIRING OFFICE and CONTRACTING AGENCY

Defense Commissary Agency (DeCA)
 1300 E Avenue
 Fort Lee, VA 23801-1800

Requiring Activity: Marketing Business Unit, Product Support

Contracting Activity: Store Services Support Division, Information Technology Branch

2. NATURE/DESCRIPTION OF ACTION(S). This justification for other than full and open competition will result in award of a firm fixed price contract for the renewal of JDA space planning software maintenance support.

3. DESCRIPTION OF SUPPLIES/SERVICES. This requirement is to renew JDA Space Planning Software Maintenance Support for DeCA's Shelf Product Placement maintained at the store level

Item #	BASE YEAR DESCRIPTION	P/N	Qty	Type
1	Space Planning Plus (Level 10) Application Maintenance Support	1000730002	5	Renewal

Item #	OPTION YEAR ONE DESCRIPTION	P/N	Qty	Type
1	Space Planning Plus (Level 10) Application Maintenance Support	1000730002	5	Renewal

Item #	OPTION YEAR TWO DESCRIPTION	P/N	Qty	Type
1	Space Planning Plus (Level 10) Application Maintenance Support	1000730002	5	Renewal

Item #	OPTION YEAR THREE DESCRIPTION	P/N	Qty	Type
1	Space Planning Plus (Level 10) Application Maintenance Support	1000730002	5	Renewal

The period of performance includes a 12-month base period and three one-year option periods, if exercised, for a total of four-years as follows.

Base year: January 1, 2012 – December 31, 2012
Option Year One: January 1, 2013 – December 31, 2013
Option Year Two: January 1, 2014 – December 31, 2014
Option Year three: January 1, 2015 – December 31, 2015

JDA Software Group, Inc. owns the Intellectual Property and has provided written notification that it does not have any resellers. An email from JDA also stated that the prices are fixed in the out years based on the Service Level Agreement (SLA) DeCA has in place.

4. IDENTIFICATION OF STATUTORY AUTHORITY. 10 U.S.C. 2304(c) (1) as implemented by FAR 6.302-1(b)(1)(ii). Only one responsible source and no other supplies or services will satisfy agency requirements.

5. DEMONSTRATION OF CONTRACTOR'S UNIQUE QUALIFICATIONS. DeCA currently has 10 licenses for JDA Space Planning Plus Software and desires to renew maintenance support on the current licenses. The unique qualifications are:

- Requires industry vendors to use the software package to support the DeCA buyers as follows:
 - Vendors use the software to open, make changes and to guide them in placing store product in over 200 commissaries worldwide;
- DeCA has invested over five years and approximately 1,000 man-hours in training all of its government employees how to use the software to include the planogrammers, buyers, store managers, and stockers for over 200 commissaries worldwide;
- The software currently manages over 1,500 planograms. These planograms will have to be re-developed if required to use another source which will require thousands of man-hours to accomplish; and
- DeCA would also incur additional costs to change the current interface between DeCA business system and the Data warehouse system that currently imports data into the Space Planning Plus software.

DeCA made an investment in this product as part of the core business process for store layout and shelf stocking programs. Utilization of other than this product will void standardization and increases the risk of losing the vast knowledge this product has led to. This would also defeat the mandate by the Department of Defense (DoD) to standardize information technology applications. If DeCA was to use a new vendor at this point it would require many hours of re-training, re-interfacing, and re-working current planograms, and it would also require all of our vendors to purchase a new product.

6. FEDBIZOPPS (FBO) ANNOUNCEMENT/POTENTIAL SOURCES. Based on the information identified in paragraph five above, it is the agency's intent to solicit from one responsible source. This

sole source award will be posted to the Federal Business Opportunities (FBO) at FBO.gov, not later than 14-days after issuing the award.

7. DETERMINATION OF FAIR AND REASONABLE COST. In accordance with the Federal Acquisition Regulation (FAR) parts 12.209, 13.106-1 (2), and 14.408-2, I hereby determine that the anticipated cost or price to the Government for this contract action will be fair and reasonable. The Price Reasonableness Memorandum detailing the Fair and Reasonable Price Determination will be included in the contract file documentation.

8. MARKET RESEARCH. Market research was not conducted as the contractor stated in an email dated October 13, 2011 that the annual cost will remain the same for the next four renewal periods. The contractor also stated in an email dated December 9, 2011 that there is no reinstatement fee.

9. ANY OTHER SUPPORTING FACTS. N/A

10. LISTING OF INTERESTED SOURCES. The proposed contract will be awarded to:
JDA Software Inc.
14400 N. 87th Street
Scottsdale, AZ 85260-3649
PH: 480-308-3000.

11. ACTIONS TAKEN TO REMOVE BARRIERS TO COMPETITION. DeCA continues to perform market research for products that are available and designed to run on open platforms and through virtualization in lieu of the old legacy closed platforms. DeCA continually communicates and works with other DoD agencies, its business partners, and attends trade and industry shows, in an effort to stay abreast of this evolving technology. As legislation and regulatory changes mandated by DoD change and influence the DoD department's information technology requirements, the commercial market place's ability to stay abreast of those changes and provide viable solutions will also change.

