

PROCUREMENT OFFICER'S DETERMINATION  
Intergovernmental Cooperative Purchasing  
COMAR 21.05.09.04

Department/Procurement Agency: Department of General Services

Contract Term: One Year

Amount: Estimated \$698,638

Category: Information Technology

Contract Type: Fixed Price

Name and address of selected Contractor: To be determined

**Scope Description:**

The State of Maryland, through the Department of Information Technology ("DoIT"), seeks to execute a participating addendum ("Participating Addendum") under the National Association of State Procurement Officials Cloud Solutions Contract ("NASPO Contract"). NASPO strives to make governmental procurement more efficient by establishing competitively priced contracts. This NASPO Contract is available to State agencies nationwide, higher education institutions, cities, and counties. It was awarded by a public competitive procurement process compliant with Maryland State statutes.

Under the Participating Addendum, (Reseller) would provide the State with implementation and support services, cloud hosting, and user licenses for BigID's Actional Data Intelligence Platform. Though DoIT will act as the preliminary participant in this initiative, based on its responsibility for managing the platforms that host most of the State Executive Branch Agency data, the goal is to expand the use of the BigID platform to include environments hosted and managed locally by all Executive Branch Agencies across the State.

DoIT provides technology that supports more than 60,000 Maryland employees and contractors, across most of the Executive Branch Agencies. This includes access to enterprise-managed systems and platforms that are hosted within DoIT's cloud and virtual server environments. These DoIT-managed platforms, such as Google Workspace, ServiceNow, and the Virtual Data Center, store roughly three (3) petabytes of Executive Branch Agency data and includes several systems and applications with the ability to access, process, or host sensitive information such as personally identifiable information (PII). With this volume of data, and the variety of critical integrated applications and networks, such as Workday, eMMA, and other applications, implementing an automated data discovery environment that can inventory data, classify the level of sensitivity, provide data protection, produce data lineages, reduce data breach risk, avoid compliance audit findings, and minimize unnecessary data is critical.

Given the State's increasing focus on privacy and data management practices, manual data inventory and privacy practices make it challenging to identify assets hosting sensitive data to ensure that data collection, processing, and storage meets compliance requirements. It is often said that you "can't protect

what you don't know you have," and the procurement of BigID will facilitate a data-driven approach to privacy and data management practices by ensuring the State has a real-time, self-updating PI/PII inventory. A data inventory provides business information about data assets across an organization. The inventory typically includes name, owner, data type, source system, update frequency, privacy elements, and many other components. The data inventory is the foundation for many initiatives related to cybersecurity, privacy, and data management. Additionally, BigID allows the State to integrate its platform into existing cybersecurity tools for streamlined alerts and notifications.

This procurement does not replace an existing tool or functionality within the State but seeks to establish a comprehensive, consistent, automated approach to inventorying, classifying, and protecting the State's data assets and supplement manual processes that may, unintentionally, omit or miss critical elements that can result in an increased level of risk to the State. BigID will help with administration requirements, complex integrations, and incident response efforts.

### **Basis for Selection:**

BigID is a cloud-based Software as a Service (SaaS) solution that will improve privacy and data management practices throughout the State by automating capabilities and providing for streamlined data inventories, identification of duplicative efforts and data, improved deletion or archiving of records and improved consumer and citizen consent and access to data. The current data management approach is disconnected with countless redundancies and overlaps. This initiative seeks to advance an enterprise approach which provides services and/or interoperability within and between data systems in a controlled and secure manner, eliminates the need to replicate data and ensures reliability, consistency and efficiency across government services.

When DoIT evaluated tools on the market, the Department focused on the following points, in keeping with privacy and data management best practices, to find one central tool that would support both major initiatives while allowing for integration with existing security tools and other State platforms:

- Prioritizing single vendor strategy to support Statewide privacy and data management initiatives with a focus on Software as a Service (SaaS) delivery;
- Prioritizing data privacy through intelligently identifying correlations between inventories of data sources containing PII held by the State;
- Prioritizing modules and applications that provide a self-service privacy and preferences portal;
- Prioritizing solutions offering extended modules that would allow for capability growth in the future related to privacy best practices such as:
  - Data Retention;
  - Privacy Impact Assessment(s);
  - Breach Impact; and
  - Consent and Cookie Management;
- Prioritizing solutions that would allow for easy growth and expansion to include diverse agencies within the State; and
- Prioritizing solutions that would allow for easy pre-built integration with existing tools within the State.

## **Pricing:**

DoIT, in collaboration with the Governor's Office and the State Chief Privacy Officer and State Chief Data Officer, researched and evaluated eight providers identified as leaders within the data privacy and management industry. Through a series of calls, meetings and demonstrations of solution capabilities, environments, configurations, functions, and features the State compared each provider's offerings against all the listed criteria. Many tools in the market are geared towards either privacy or data management, but seldom have a concrete integration between the two focus areas. Integrating privacy and data management in a single tool provides for streamlined functionality and the best return on investment, decreasing total cost of ownership and maximizing value while supporting an inclusive organizational structure within and between executive branch state agencies.

A direct pricing comparison between the respective solutions proposed by BigID and other providers is difficult due to the complex nature of the modules within BigID that are not offered by many other toolsets in the market. For example:

Alation

[www.alation.com](http://www.alation.com)

Year 1 Total (Draft Estimate) is \$963,449.98

This quote includes Cloud Subscription, Data Governance App, 48 Data Connectors, and implementation support.

Cloudera (MD THINK only)

[www.cloudera.com](http://www.cloudera.com)

Year 1 Total is \$455,304.00 (2021)

MSRP \$1,220,000.00

The bundled quote includes three (3) products and implementation support covering a maximum of 122 nodes.

Informatica (MD THINK only)

[www.informatica.com](http://www.informatica.com)

Year 1 Renewal Total is \$288,419.00

The renewal includes two (2) components, Master Data Management (MDM) and Big Data Management (BDM) only.

Microsoft (Maryland Department of Transportation only)

[www.microsoft.com](http://www.microsoft.com)

Year 1: Under negotiation

Year 2 Total is \$1,491,715.50

Year 3 Total is \$1,917,969.50

The bundled quote includes three (3) products (Purview, Defender, and Azure Active Directory) covering a maximum of 9,050 endpoints.

One year cost of BigID licensed software, modules, and professional services is \$698,638 for implementation of an enterprise solution available for all Executive Branch Agencies covering up to five petabytes (PB) of data and 500 data sources.

Determination By:

*Susan Howells*

Date: October 17, 2022

DoIT, Procurement Officer

Approved by:

*Michael G. Leahy*  
Michael G. Leahy (Oct 18, 2022 15:25 EDT)

Date: Oct 18, 2022

DoIT, Secretary (or designee)

Approved by:

*M. L. Zimmerman*

Date: 10/20/2022

DGS Chief Procurement Officer