



Wes Moore, Governor · Aruna Miller, Lt. Governor · Atif Chaudhry, Secretary

**Intergovernmental Cooperative Purchasing Agreement
Procurement Officer Determination
COMAR 21.05.09.04**

Per COMAR 21.05.09.02, as a Primary Procurement Unit, the DGS Office of State Procurement (OSP) may initially sponsor or participate in, renew, modify, or administer an Intergovernmental Cooperative Purchasing Agreement (ICPA) on its own behalf or on behalf of another agency when a determination is made under SFP §13-110 and COMAR 21.05.09.04.

Based upon the analysis and market research conducted as identified in the attached Procurement Officer's Determination from the Department of Information Technology for Mass Notification platform and Dedicated Technical Account Manager, I have conducted an independent analysis and determined that it is in the best interest of the State to participate in this intergovernmental cooperative purchasing agreement, that doing so will provide cost benefits to the State, promote administrative efficiencies, or promote intergovernmental cooperation, and is not intended as a means to evade the purposes set forth under COMAR 21.01.01.03.

Kristina Libby-Hinton

Dec 19, 2023

Kristina Libby, Procurement Officer, DGS OSP / Date

Mike Haifley

[Mike Haifley \(Dec 19, 2023 14:00 EST\)](#)

Dec 19, 2023

Mike Haifley, Acting Chief Procurement Officer / Date

Atif Chaudhry

Dec 19, 2023

Atif Chaudhry, Secretary, DGS / Date

Attachment

PROCUREMENT OFFICER'S DETERMINATION
Intergovernmental Cooperative Purchasing
COMAR 21.05.09.04

Department/Procurement Agency:

Contract Term: 01/18/2024 – 09/15/2026

Amount: \$881,706.96

Category: Information Technology

Contract Type: Fixed Price

Name and address of selected Contractor: Carahsoft 11493 Sunset Hills Road, Reston, VA 20190

Scope Description:

The Department of Information Technology (DoIT) requires a mass communication platform to provide the ability/means to quickly communicate information to agencies, employees, contractors, and/or the public, before, during, and after outages, events, and other incidents; ensuring delivered information is timely and informative. Everbridge is an event management mass messaging system that possesses the requirements to not only support the State's requirements but is also currently in use at the Maryland Department of Transportation (MDOT), Maryland Department of Emergency Management (MDEM), the MD Courts, and fifteen (15) of the twenty-four (24) jurisdictions across the state, covering 65% of Maryland's populations with this alerting platform. Leveraging a single unified platform across all state agencies is critical in this type of communication with a consistent messaging source.

DoIT anticipates additional units of State government to utilize this shared, consolidated platform contract vehicle and its related modules for their specific needs and through this contract to create a unified solution across the state. The Everbridge services include the capabilities below:

- **Mass Notification Pro** – Development of error-free communication workflows with form-driven templates that allow you to reach large audiences, and/or targeted groups with multi-modal communication (SMS, phone, email, etc.)
- **Safety Connection** –Improves the reach and effectiveness of notifications; enhances employee safety with “last known location” targeting (via access control integrations, building Wi-Fi, and mobile app), and mobile panic buttons. Includes SOS and private zones.
- **SnapComms** – Desktop communication (full-screen emergency alerts, tickers, pop-ups, surveys, videos, screensavers, newsletters, etc.),
- **Crisis Management** – Organizes crisis response plans from one unified platform; Dynamic Task Management, Mobile Response Plans, Executive View and Reporting, Custom from Builder.
- **xmatters** - Automate communications, collaboration, and orchestration for faster IT Incident Resolution; IT Workflow automation, on-call scheduling, and out-of-the-box integrations; hundreds of connectors to existing toolsets (APM, Collaboration, ITSM, MIM, etc.) to help automate workflows and reduce MTTR.
- **Signal** – Open Source Intelligence tools that monitor surface web, social media, deep web, and dark web for threats that may impact the state.

- **Resident Connection Data** – Useful for alerting the public to imminent threats to life or property; data covers about 70% of the adult population for the State, with almost 3 million residential wireless numbers.
- **Professional Services/Technical Account Manager**– Provide appropriate level of TAM support to the State based on modules needed.
- **Additional Organizations**- the ability for segregated platforms

DoIT would like to initially purchase the following which will allow the State to achieve additional improvements in its critical communications as the Statewide Platform:

- Mass Notification Pro (unlimited messaging)
- Professional Services/Technical Account Manager

In use of the platform, additional organizations, API broadcast needs or module purchases may be required to support specific agencies' future needs/requirements.

Basis for Selection:

As stated above, DoIT's evaluation of mass communication solutions focused on an already procured solution the State is utilizing for mass communications to ensure consistency in solutions across Maryland. DoIT also evaluated this platform against a list of initial requirements focused on the operational needs of the State enterprise. Among these requirements are:

- Ability to text and email mass communication out of band for IT emergencies via multiple communication channels
- Integration with information technology (IT)/operational technology (OT) outage alert for critical employees in the system
- Established permissions/roles
- Provide auto IT outage notifications for use by System Administrators
- Ability to send messages to "public users" that register for notifications
- Reporting and data analysis capabilities
- Ability to classify notifications - public, service consumers, etc.
- Out-of-the-box templates and workflows
- Application Programming Interface (API) for programmatic use of the solutions

The purchase of those above-stated modules (s) would not only align with the requirements but provide added benefits with the procurement of additional modules for all state agencies in the future.

The Everbridge Suite platform received Federal Risk and Authorization Management Program (FedRAMP) authorization. FedRAMP is a standardized approach to security assessment, authorization, and continuous monitoring for cloud products and services. Everbridge is currently being used by all Federal Agencies including The Department of Homeland Security and The Environmental Protection Agency, various State and Local Agencies, and Municipalities in the US including the Port of Palm Beach Florida, and the City of Piedmont California.

Market comparison:

G2 provides unbiased reviews on user satisfaction in their ratings and reports. To determine user satisfaction, they use "Ease of Use", "Has the product been a good partner in doing business?", "Quality of Support", and "Ease of Admin" as the top four factors for user satisfaction for Emergency Notification products. Per their analysis, the overall user satisfaction is high compared to other mass communication platforms.

G2 Grid Scoring <https://www.g2.com/categories/emergency-notification#grid>



Price Analysis

All resellers for this product were contacted by DoIT; we received one no-bid, one could not get pricing, and a quote from Carahsoft for \$529,395 per year. Everbridge’s list pricing is provided below:

Everbridge Pricing

Mass Notification Pro:
 70,000 Users/Contact @ \$3.30 per User/Contact = \$230,889.50/year

Professional Services/Technical Account Manager:
 Full-Time Support = \$300,000/year

Estimated Total: \$530,889.50

The NASPO Cloud Services Master Contract price for the same product, services, and user numbers is \$230,888 for Mass Notification Pro and \$298,500 for the Dedicated Technical Account Manager. The estimated total per year is \$529,388 with a slight savings over Everbridge’s list pricing. NASPO’s contract has been in place since 2016, and the current contract price was established at that time. These prices have been maintained despite

supply chain uncertainty, labor shortages, and a rising inflation rate across industries. For these reasons, the price is considered fair and reasonable.

Conclusion

The use of this procurement method will provide administrative efficiencies by reducing the time period between need determination and delivery of the solution and reducing the administrative burden of completing a full procurement for DGS. It will provide cost benefits by ensuring an expedient time to value for the State of Maryland, and by providing a price that is locked in for the term of the contract. NASPO is the nation’s largest and most experienced cooperative purchasing organization for the public sector. All contracts available through NASPO are competitively solicited and publicly awarded by a lead agency, using a competitive solicitation process consistent with applicable procurement laws and regulations. In accordance with COMAR 21.05.09.04, it is determined that this ICPA will provide cost benefits to the State, will promote administration efficiencies, and promote intergovernmental cooperation. The ICPA is in the best interest of the State and is not intended to evade the purpose of Division II of the State Finance Procurement Article.

Determination By:

Carla Thompson

Date: 8/4/2023

DoIT, Procurement Officer

Approved by:

Melvin Leamon

Date: Aug 7, 2023

DoIT, Secretary (or designee)

Approved by:

Date: _____

DGS Chief Procurement Officer




OSM 2023_POD NASPO_ICPA - Everbridgev2

Final Audit Report

2023-08-07

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DGS OSP ICPA POD Memo for DoIT Carasoft

Final Audit Report


2023-12-19

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