



DATE: 8/8/22

TO: Robert Gleason, Director of Purchasing

THRU: Michael Nonnemacher, Deputy Director Aviation

FROM: Angela Scott, Information Systems Administrator

PROJECT TITLE: M2Mobi - FLL Mobile Application Support and Maintenance

REQUISITION NO.: AVI0002071

SOLE SOURCE/SOLE BRAND REQUEST

I. REQUEST: Provide a description of the features of the product/service or Scope of Work.

The Broward County Aviation Department Informations Systems Division (BCAD/IS) requests the Sole Source designation of the M2Mobi proprietary Digital Airport Platform (DAP). M2Mobi has deployed their DAP as the FLL mobile application. The DAP provides essential passenger facing services and allows for feature enhancements and integrations with airport systems including wayfinding, blue dot point to point navigation, security line wait times, parking reservations, news alert push to device, AI chatbot, and promotional messaging. M2Mobi was acquired through an airport development project and BCAD now seeks to put a contract into place for the support and maintenance of the system.

II. JUSTIFICATION: Please check all boxes that describe your reason(s) for determining that only one source or brand is reasonably available.

Only Sole Source/Uniqueness

- Proprietary Item - this vendor/ source has the only rights to provide this service or commodity. A letter from the manufacturer or authorizing entity is included in this request.

Technology Improvements - updates or upgrades to an existing system, software, software as a service (SaaS), hardware purchases.

Engineering Direction - engineering drawing or specification identifies product; "no substitutes or equivalents will be acceptable."

Only qualified supplier - reliability and maintainability of the product or service would be degraded unless specified supplier is used; may void warranty. This request includes a copy of the current warranty information.

- Other – the County requires this sole source, sole brand purchase for the following reasons:

This procurement is for the sole source for a mobile application with integrations to airport systems including wayfinding and blue dot point to point navigation. The Airport Development Wayfinding Project included in their scope the task to identify an ESRI GIS partner to develop a mobile application focused on the wayfinding challenges at FLL as part of the scope of the project. M2Mobi was acquired as an ESRI partner through that project and dollars were spent to convert the preexisting FLL mobile app to this vendor, along with the partnership with ESRI on the GIS integration. While Salesforce has a partner that develops mobile applications, based on the information provided, the focus is digital commerce, mobile marketing, and mobile messaging. Based on the Gartner articles they included in their email, their mobile app partner Kibo can provide a platform for an order management system and point-of-sale (POS) capabilities that caters largely to retailers. There is no mention of GIS integration, but the Gartner article does caution that "Kibo offers sporadic support for digital commerce application ecosystems, with fewer integrations than are available from most other vendors in this Magic Quadrant. Kibo has no prebuilt integrations or partners in some key areas." M2Mobi's most reasonable source justification is founded on the fact that this vendor was acquired to integrate with the GIS wayfinding requirement for FLL. As outlined in the most reasonable source memo, BCAD would have to spend an additional one million dollars to convert the mobile application base platform to another vendor, and in addition, pay for GIS integrations for the wayfinding needed in the mobile application at FLL. BCAD maintains that M2Mobi remains the most reasonable source and is not looking to replace the existing system.

Operational Compatibility - replacement parts from alternate suppliers are not interchangeable with original part and causes equipment incompatibility. Previous findings and/or documentation is included with this request.

Ease of Maintenance - maintenance or retooling prohibits competition. Section III, Comparative Market Research includes estimated costs associated with changing current source and/or brand.

- Follow-On - potential for continued development or enhancement with same supplier and eliminates costs incurred by using different supplier. Section III, Comparative Market Research includes estimated costs for replacing current or existing system.

Complies with existing community and safety standards, and/or laws, rules, and regulations.

Exempted from the Procurement Code – per Section 21.5 of Broward County Administrative Code.

Other/or additional information – using this sole source, sole brand purchase benefits the County for the following reasons:

M2Mobi was acquired as part of the BCAD ArcGIS Indoors project contract # R1137002P1 lead by the Airport Development Division. The intention was to have a mobile application that was compatible with all GIS Mapping efforts that are done here at BCAD so there would be no duplication of efforts for wayfinding. All wayfinding would be based on one database – the BCAD GIS database – and fully integrated. As part of the project, the M2Mobi mobile application vendor was selected based on ability to integrate with GIS for wayfinding which was the main requirement of that project. If BCAD were not to continue with M2Mobi for mobile application follow-on development of additional enhancements, BCAD would have to incur additional cost, time, and training in order to find another vendor. This vendor would have to be able to integrate with GIS, BCAD would have to re-engage our GIS vendor for a project that was already completed under the same premise – integrate GIS wayfinding with the mobile application vendor, rebuild the mobile application with a different vendor, and obtain training for performing content updates. This would cause BCAD to incur additional costs in excess of 1 million dollars.

III. COMPARATIVE MARKET RESEARCH: Provide a detailed source or market analysis for justification of sole source/brand or most reasonable source (attach extra sheets as needed).

Estimated project value: Contract length (if applicable):

Expenses to date:

Has this commodity been previously provided to the County? ☒ Yes ☐ No

If yes, when and by whom?

BCAD/ Airport Development

How was item/service procured?

What is the current contract (MA) or purchase order number?

If this is a sole brand, is there an “authorized” dealers list? ☐ Yes ☒ No

Cost/Benefit Analysis: What would the cost be to utilize an alternate vendor or source? This explanation should include the savings and/or additional costs to the County by not using the preferred vendor or source. Attach additional sheets if needed.

If BCAD would want to utilize an alternate vendor for a mobile application, a new vendor would have to build a new FLL mobile application on their platform which would cost approximately \$1,000,000. In addition, support and maintenance would still be needed for the alternate vendor. By using the current vendor for support and maintenance, BCAD saves the development cost of \$1,000,000 of not needed a new vendor to build a new FLL mobile application.

CERTIFICATION: I have thoroughly researched the sole source or sole brand justification and fully understand the implications of Section 838.22 of the Florida Statutes:

(2) "It is unlawful for a public servant, with corrupt intent to obtain a benefit for any person or to cause unlawful harm to another, to circumvent a competitive bidding process required by law or rule by using a sole source contract for commodities or services."

(5) "Any person who violates this section commits a felony of the second degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084"

Angela Scott

REQUESTOR/EVALUATOR
(PRINT)

Angela Scott

REQUESTOR/EVALUATOR (SIGN)

Digitally signed by Angela Scott
Date: 2022.08.08 14:46:15
-04'00'

8/8/22

DATE

Michael Nonnemacher

DEPT./DIV. DIRECTOR OR
DESIGNEE (PRINT)

Michael
Nonnemacher

DEPT./DIV. DIRECTOR OR
DESIGNEE (SIGN)

Digitally signed by Michael
Nonnemacher
Date: 2022.08.22 08:42:35 -04'00'

8/22/22

DATE

The Purchasing Agent has reviewed the request and has completed the required due diligence per the Procurement Code Section(s) 21.25 and 21.26. The Purchasing Agent recommends the following:

☒ Sole Source Sole Brand Reasonable Source ☒ RFI attached Rejected

☒ Request Authorization to Negotiate

Additional Information:

Please see Sole Source additional information.

Purchasing Agent Signature:

ECATERINA
SULI-WOLF

Digitally signed by ECATERINA
SULI-WOLF
Date: 2023.01.31 12:22:22
-05'00'

Date: 01.31.2023

LEAHANN
LICATA

Digitally signed by
LEAHANN LICATA
Date: 2023.01.31
12:20:21 -05'00'

APPROVAL AUTHORITY

REASON/SUGGESTED ACTION (IF DISAPPROVED):

Signature: Robert Gleason

Digitally signed by Robert
Gleason
Date: 2023.01.31 15:18:51
-05'00'

Date:

- I. REQUEST: Provide a description of the features of the product/service or Scope of Work.
 - The Broward County Aviation Department Informations Systems Division (BCAD/IS) requests the Sole Source designation of the M2Mobi proprietary Digital Airport Platform (DAP). M2Mobi has deployed their DAP as the FLL mobile application. The DAP provides essential passenger facing services and allows for feature enhancements and integrations with airport systems including wayfinding, blue dot point to point navigation, security line wait times, parking reservations, news alert push to device, Artificial Intelligence Chatbot (Chatbox), and promotional messaging. M2Mobi was acquired through an airport development project and BCAD now seeks to put a contract into place for the support and maintenance of the system.
- II. JUSTIFICATION: Please describe your reason(s) for determining that only one source or brand is reasonably available.
 - Proprietary Item - this vendor/ source has the only rights to provide this service or commodity. A letter from the manufacturer or authorizing entity is included in this request.
 - This procurement is for the sole source for a mobile application with integrations to airport systems including wayfinding and blue dot point to point navigation. The Airport Development Wayfinding Project included in their scope the task to identify an ESRI GIS partner to develop a mobile application focused on the wayfinding challenges at FLL as part of the scope of the project. M2Mobi was acquired as an ESRI partner through that project and dollars were spent to convert the preexisting FLL mobile app to this vendor, along with the partnership with ESRI on the GIS integration. While Salesforce has a partner that develops mobile applications, based on the information provided, the focus is digital commerce, mobile marketing, and mobile messaging. Based on the Gartner articles they included in their email, their mobile app partner Kibo can provide a platform for an order management system and point-of-sale (POS) capabilities that caters largely to retailers. There is no mention of GIS integration, but the Gartner article does caution that "Kibo offers sporadic support for digital commerce application ecosystems, with fewer integrations than are available from most other vendors in this Magic Quadrant. Kibo has no prebuilt integrations or partners in some key areas." M2Mobi's most reasonable source justification is founded on the fact that this vendor was acquired to integrate with the GIS wayfinding requirement for FLL. As outlined in the most reasonable source memo, BCAD would have to spend an additional one million dollars to convert the mobile application base platform to another vendor, and in addition, pay for GIS integrations for the wayfinding needed in the mobile application at FLL. BCAD maintains that M2Mobi remains the most reasonable source and is not looking to replace the existing system.
 - Potential for continued development or enhancement with same supplier and eliminates costs incurred by using different supplier. Section III, Comparative Market Research includes estimated costs for replacing current or existing system.
 - M2Mobi was acquired as part of the BCAD ArcGIS Indoors project contract # R1137002P1 lead by the Airport Development Division. The intention was to have a mobile application that was compatible with all GIS Mapping efforts that are done here at BCAD so there would be no duplication of efforts for wayfinding. All wayfinding would be based on one database – the BCAD GIS database – and fully integrated. As part of the project, the M2Mobi mobile application vendor was selected based on ability to integrate with GIS for

wayfinding which was the main requirement of that project. If BCAD were not to continue with M2Mobi for mobile application follow-on development of additional enhancements, BCAD would have to incur additional cost, time, and training in order to find another vendor. This vendor would have to be able to integrate with GIS, BCAD would have to re-engage our GIS vendor for a project that was already completed under the same premise – integrate GIS wayfinding with the mobile application vendor, rebuild the mobile application with a different vendor, and obtain training for performing content updates. This would cause BCAD to incur additional costs in excess of 1 million dollars.

III. COMPARATIVE MARKET RESEARCH:

- If BCAD would want to utilize an alternate vendor for a mobile application, a new vendor would have to build a new FLL mobile application on their platform which would cost approximately \$1,000,000. In addition, support and maintenance would still be needed for the alternate vendor. By using the current vendor for support and maintenance, BCAD saves the development cost of \$1,000,000 of not needed a new vendor to build a new FLL mobile application.

PURCHASING AGENT COMMENTS:

A Request for Information (RFI) No. TEC2125349F2 was issued on November 18, 2022, to determine if alternate vendors are able to provide the above requested services. The RFI closed on December 9th, 2022, with one response submitted from Florida Gov't Salesforce (Salesforce). There were 17 views, and no vendor questions were asked, 15188 vendors were successfully invited.

History:

On June 4, 2014, the Board approved the Agreement resulting from Request for Proposals No. R1137002P1 for Geographic Information System Consulting Services between Broward County and Arora Engineers, Inc., including, Grafton Technologies, Inc., Visitronix, Inc., RADISE International, LLC., Keith and Associates and Environmental Systems research Institute, Inc. (ESRI) as sub-contractors for:

- GIS Data Acquisition, Conversion, Migration, Maintenance and Compliance
- Geospatial Database Design, Modeling and Implementation
- GIS Requirements Analysis and Application Design
- GIS Application Development, System Integration, Testing and Deployment
- GIS Application Maintenance and Support
- General GIS Support, Training and Advisory Services

After the Broward County Aviation Department (BCAD) review of Salesforce solution, BCAD maintains that M2Mobi remains the only known source as M2Mobi Mobile Platform has already been developed.

Salesforce cannot provide support and maintenance to the existing proprietary M2Mobi Platform. This Sole Source is not for the development of a new platform it is for the support and maintenance of an existing platform.

This procurement is for the most reasonable source for a mobile application with integrations to airport systems including wayfinding, and blue dot point to point navigation. The Airport

Development Wayfinding Project included, in their scope, the task to identify an Environmental Systems research Institute, Inc. (ESRI) Geographic Information System Mapping (GIS) partner to develop a mobile application focused on the wayfinding challenges at Fort Lauderdale, Hollywood International Airport (FLL) as part of the scope of the project. M2Mobi was acquired as an ESRI partner through that project and dollars were spent to convert the preexisting FLL mobile application to M2Mobi, along with the partnership with ESRI on the GIS integration. While Salesforce has a partner that develops mobile applications, based on the information provided, the focus is digital commerce, mobile marketing, and mobile messaging. Based on the Gartner articles they included in Salesforce's email, their mobile application partner, Kibo, can provide a platform for an order management system and point-of-sale (POS) capabilities that caters largely to retailers. There is no mention of GIS integration, but the Gartner article does caution that "Kibo offers sporadic support for digital commerce application ecosystems, with fewer integrations than are available from most other vendors in this Magic Quadrant. Kibo has no prebuilt integrations or partners in some key areas." M2Mobi's single source justification is founded on the fact that this vendor was acquired to integrate with the GIS wayfinding requirement for FLL. As outlined in the sole source memo, BCAD would have to spend an additional one million dollars to convert the mobile application base platform to another vendor, and in addition, pay for GIS integrations for the wayfinding needed in the mobile application at FLL. BCAD maintains that M2Mobi remains the single source.

The County does not wish to replace M2Mobi at this time or to have vendors provide duplication of services replacing M2Mobi. Only M2Mobi is able to provide direct consulting services and maintenance, support services for the current system in place. M2Mobi Mobile Platform is a proprietary platform available only through M2Mobi.

M2mobi's Digital Airport Platform services from M2MOBI, LLC. was identified as the Sole Source product to meet Broward County requirement. The decision to designate a Sole Source determination shall not be subject to objection, protest, or appeal under the Broward County Procurement Code, Section 21.25. Sole Source Procurement.

The Purchasing Agent recommends procuring M2Mobi Sole Source.

The Purchasing Agent has reviewed the above request and has completed the required due diligence per the Procurement Code Section(s) 21.25 and 21.26.



M2mobi B.V.
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1013 BC Amsterdam
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Tel: +31 (0)20 354 0259

Amsterdam, 04-02-2022

Concerning: Software & service providing

Dear,

M2mobi is thankful for deploying its Digital Airport Platform (DAP) at FLL airport. DAP provides all digital channels (i.e. mobile app) for airports with essential passenger facing services and enables future enhancements and integrations with relevant airport systems. DAP has now been implemented at several airports worldwide.

At the request of the airport, I would like to declare that M2mobi is the proprietary owner of the platform (DAP) that is used for the implementation of the FLL passenger mobile application. M2mobi has the sole right to perform maintenance, support and future enhancement to the existing software. No other vendors are authorized to do so.

Kind regards,

Stefan Smit

Account Manager