



DATE: 8/21/25

TO: Robert Gleason, Director, Purchasing Division

THRU: Domenic S. DiLullo, Jr. Chief Information Officer, ETS

FROM: Christopher Williams, Application Services Administrator

PROJECT TITLE: Sitecore XM Cloud Digital Experience Platform

REQUISITION NO.

SOURCE/BRAND NAME: Sitecore XM Cloud

SOLE SOURCE/SOLE BRAND/ONLY ONE REASONABLE SOURCE REQUEST

☒ SOLE SOURCE ☐ SOLE BRAND ☐ ONLY ONE REASONABLE SOURCE

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

Enterprise Technology Services (ETS) seeks to establish a sole source procurement contract for Sitecore XM Cloud digital experience platform software, support, subscriptions, and product services. Using a variety of options far surpassing any other Microsoft .NET based digital content delivery software, this Gartner recommended product remains the only software available to meet the County's current requirements, and the future needs to serve the best interests of the County.

The product shall replace the end of sale/support of current on-premises Microsoft SharePoint 2019 software with an announced end date of July 14, 2026. OPC, ETS, Port, Aviation, Human Services, Libraries, Parks, ORCAT, Public Communications, and all other County agencies use SharePoint software for managing information and publishing data to internal as well external customers.

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

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/or Additional information - the County requires this sole source purchase for the following reasons.

Sitecore XM Cloud is a robust, scalable, and fully integrated platform that meets enterprise needs for digital experience management. Due to its unique capabilities and a .NET framework based platform, lower TCO over time, and minimal viable alternatives, Sitecore XM Cloud meets the definition of a sole source solution.

Business Case (Only One Reasonable-Source¹ or Only One Reasonable Brand)

- ☐ 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.
- ☒ Other/or additional information - using this only one reasonable source, only one reasonable brand purchase benefits the County for the following reasons:

Sitecore XM Cloud was determined to be the most suitable and desired product. For Broward County, replacing SharePoint 2019 with Sitecore offers a strategic and well-justified solution. Sitecore's deep .NET integration, comprehensive digital experience capabilities, enterprise-grade scalability, and strong support ecosystem makes it the ideal platform for enhancing citizen engagement, streamlining county operations, and future-proofing its digital infrastructure. By choosing Sitecore XM Cloud as a single source, Broward County can achieve a unified and efficient digital strategy. Broward County primarily uses Microsoft .NET technology for all custom web application development. Because of our strong Microsoft .NET focus, Sitecore presents a compelling and well-justified single-source solution. Government websites require strict

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: \$1,940,000 Contract length (if applicable): 5 years

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

If yes, provide the following and attach any supporting documentation (e.g., previous approved memoranda):

Vendor name and date _____ Method of Procurement _____

What is the current contract (Procurement Catalog) or purchase order number? _____

Expenditures to date: _____

Will this procurement utilize any local/state/federal grant funding? ☐ Yes ☒ No

If yes, attach any supporting documentation (e.g., grant agreement).

If this is a sole brand, is there an "authorized" dealers/resellers list? ☐ Yes ☒ No

If yes, provide the manufacturer's "authorized" dealers/resellers list.

¹ Commonly known as Most Reasonable Source

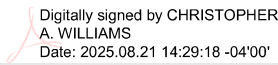
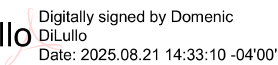
Cost/Benefit Analysis: What would the cost be to utilize an alternate vendor or source? This explanation should include the savings and/or additional costs to the County by not using the preferred vendor or source. Attach additional sheets if needed.

ETS requires a replacement of on-prem Microsoft SharePoint 2019, soon unsupported, with maintenance and sales scheduled to end on July 14, 2026. ETS and OPC's core team members researched and evaluated a number of alternative solutions and recommended Sitecore XM Cloud, which is also Gartner recognized, to be the most suitable and desired product for Broward County. Sitecore's foundation on the .NET framework means that Sitecore is uniquely suited to Microsoft technologies and custom developments, heavily relied on throughout the County. The selection of Sitecore XM Cloud will lead to smoother integration and development of our futuristic digital experience platform. Sitecore's user interface is modern and intuitive and this will be an important asset to provide our County users, both internal and

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

(2) "It is unlawful for a public servant or a public contractor who has contracted with a governmental entity to assist in a competitive procurement to knowingly and intentionally obtain a benefit for any person or to cause unlawful harm to another by circumventing a competitive solicitation process required by law or rule through the use of 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".

Chris Williams	CHRISTOPHER A. WILLIAMS	 Digitally signed by CHRISTOPHER A. WILLIAMS Date: 2025.08.21 14:29:18 -04'00'	8/21/25
REQUESTOR/EVALUATOR (PRINT)	REQUESTOR/EVALUATOR (SIGN)		DATE
Domenic S DiLullo Jr	Domenic DiLullo	 Digitally signed by Domenic DiLullo Date: 2025.08.21 14:33:10 -04'00'	8/21/25
DEPT/DIV DIRECTOR OR DESIGNEE (PRINT)	DEPT/DIV DIRECTOR OR DESIGNEE (SIGN)		DATE

PURCHASING DIVISION USE ONLY

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 ☐ Only One Reasonable Source/Brand² ☐ Reject
☐ Authorization to Negotiate ☐ Standardization ☐ Board Award

Attachments

☒ Request for Information ☐ Previous Approved Documentation
☐ Vendor Letter

² As per Florida Statute 287.057(3)(c), FLL projects valued \geq \$325,000 require 15 business day posting of intended sole source designation

Additional Information (e.g., Number, opening date, # of responses, Agency reviewed yes/no):

Purchasing Agent recommends approval of Sole Source Designation of Sitecore XM Cloud Digital Experience Platform. Request for Information (RFI) No. PNC2130956F1 was posted on 09/10/2025 through 09/17/2025 to notify the public of intent to designate Sole Source and to determine if other solutions may be available (Exhibit 2). One vendor responded and the submittal was forwarded to ETS for review and consideration (Exhibit 3). Pursuant to ETS' findings (Exhibit 4), one vendor suggested an alternate product, which was reviewed during the initial research phase prior to the decision to proceed with Sitecore. After evaluating the submission, ETS determined that the proposed alternative did not meet the County's requirements. Most notably, as a Java-based solution, it lacks compatibility with the County's existing applications and knowledge base, which are built on the Microsoft .NET framework. Additionally, Sitecore was found to be more user-friendly for the County's non-technical agency authors and better aligned with the required functionality.

Purchasing Agent Signature: **Ernesto Perez**
Digitally signed by Ernesto Perez
Date: 2025.09.26
15:32:02 -04'00'

Purchasing Manager Signature: **Carolyn Messersmith**
Digitally signed by Carolyn Messersmith
Date: 2025.09.26
15:41:43 -04'00'

APPROVAL AUTHORITY

☒ APPROVED ☐ DISAPPROVED

REASON/SUGGESTED ACTION (IF DISAPPROVED):

Director of Purchasing Signature: **Robert Gleason**
Digitally signed by Robert Gleason
Date: 2025.09.26
16:56:54 -04'00'



Finance and Administrative Services Department
Enterprise Technology Services Division

1 North University Drive, Suite 4003A • Plantation, Florida 33324-2019 • 954-357-6512 • FAX 954-357-5601

MEMORANDUM

TO: Robert Gleason, Director
Purchasing Division

FROM: Domenic DiLullo, Chief Information Officer
Enterprise Technology Services

Domenic DiLullo

Digitally signed by Domenic DiLullo
Date: 2025.08.28 12:30:56 -04'00'

DATE: 8/28/2025

RE: Sole Source Justification – Sitecore XM Cloud and Search with Sitecore 360

Request:

Enterprise Technology Services (ETS) seeks to establish a sole source procurement contract for Sitecore XM Cloud digital experience platform software, support, subscriptions, and product services. Using a variety of options far surpassing any other Microsoft .NET based digital content delivery software, this Gartner recommended product remains the only software available to meet the County's current requirements, and the future needs to serve the best interests of the County. The product shall replace the end of sale/support of current on-premises Microsoft SharePoint 2019 software with an announced end date of July 14, 2026. ETS, Port, Aviation, Human Services, Libraries, Parks, ORCAT, Public Communications, and all other County agencies use SharePoint software for managing information and publishing data to internal as well as external customers.

Description of Features:

Sitecore XM Cloud is a robust, scalable, and fully integrated platform that meets enterprise needs for digital experience management. Sitecore has unique capabilities and a .NET framework-based platform, lower TCO over time, and minimal viable alternatives.

Sitecore offers a comprehensive, unified Digital Experience Platform that includes content management system (CMS), personalization & experience management, digital asset management, marketing automation, and customer data platform (CDP). These capabilities are tightly integrated, reducing the need for separate vendors or complex third-party integrations. No other vendor currently provides this level of out-of-the-box functionality within a single platform. Also, Sitecore's integrations and API framework allow for over 1,000 out-of-the-box connectors, providing for seamless integration with other government systems like ERP, CRMs (e.g., Salesforce), GIS platforms, or legacy databases.

Business Case:

Sitecore XM Cloud was determined to be the most suitable and desired product. For Broward County, replacing SharePoint 2019 with Sitecore offers a strategic and well-justified solution. Sitecore's deep .NET integration, comprehensive digital experience capabilities, enterprise-grade scalability, and strong support ecosystem make it the ideal platform for enhancing citizen engagement, streamlining

county operations, and future-proofing its digital infrastructure. By choosing Sitecore XM Cloud as a single source, Broward County can achieve a unified and efficient digital strategy. Broward County primarily uses Microsoft .NET technology for all custom web application development. Because of our strong Microsoft .NET focus, Sitecore presents a compelling and well-justified single-source solution. Government websites require strict adherence to regulations like FISMA, GDPR, and accessibility standards (WCAG). Sitecore's native compliance features and RBAC align well with these mandates, reducing the need for costly customizations.

Cost Benefits:

ETS requires a replacement of on-prem Microsoft SharePoint 2019, soon unsupported, with maintenance and sales scheduled to end on July 14, 2026. ETS and OPC's core team members researched and evaluated several alternative solutions and recommended Sitecore XM Cloud, which is also Gartner recognized, to be the most suitable and desired product for Broward County. Sitecore's foundation on the .NET framework means that Sitecore is uniquely suited to Microsoft technologies and custom developments, heavily relied on throughout the County. The selection of Sitecore XM Cloud will lead to smoother integration and development of our futuristic digital experience platform. Sitecore's user interface is modern and intuitive, and this will be an important asset to provide our County users, both internal and external alike, the best digital experience. Sitecore will also make all our digital user interfaces ADA and WCAG 2.2 or higher compliant.

The top four solutions for the County were Sitecore XM Cloud, Adobe Experience Manager, OpenText and Liferay. The licensing costs for Sitecore's (Microsoft .NET based) cloud-based services will be around \$385K per year. Adobe's Experience Manager (Java based) for Cloud services will cost around \$565K (extra costs for web analytics capability). OpenText (Java based) will cost around \$397K for one year but additionally we'll also have to incur costs for upkeep of the infrastructure in the cloud environment. Also, OpenText is unfortunately known to have had security vulnerabilities. Liferay (Java based) will cost about \$294K per year. Liferay does not integrate with County technologies as easily and is not as user friendly for agency authors. Sitecore is still determined to be the most suitable and desired product because of their deep .NET integration, comprehensive digital experience platform capabilities, enterprise-grade scalability, reliability, and security.

Gartner April 2024 Content Marketing Platforms Magic Quadrant:

