

INTENT TO SOLE SOURCE

The Medical University Of South Carolina (MUSC) Department of Education and Student Life in accordance with §11-35-1560 (A) of the SC Consolidated Procurement Code, is announcing the intent to award without competition a two year contract in the amount of \$50,000.00 to Fire Engine Red for a Customer Relationship Management (CRM) system.

The CRM system will be used to facilitate the collection of prospective student data, automate ongoing communication and follow up with prospects, and provide reporting capabilities (e.g., demographics of prospects, effectiveness of recruitment efforts, which prospects apply) which leads to more effective and efficient approach to recruitment across the colleges.

MUSC's requirements for the CRM system are that it must:

- Be a single, centralized secure system that supports the diverse needs of each of its six colleges.
- Be cloud-based, designed so it adapts to smart phone, tablet or computer on which it is used and is scalable.
- Provide user interface, ongoing technical support and training; consultative advice in best practices; and system upgrades.
- Be customizable to meet each college's needs; scalable and adaptable to growing needs.
- Have geo-mapping capabilities with consistent workflow processes across the colleges.
- Have geo-mapping capabilities enabling use to identify and reach out to prospects within a geographic location.
- Allow faculty and staff to access real-time data on prospective students.

In addition, the software application must also meet MUSC's Information Technology Security requirements. The software application must also meet MUSC's Information Technology Security requirements to (i) offer P2P encryption and (ii) be fully PCI compliant.

PROTESTS (MAY 2019)

If you are aggrieved in connection with the solicitation or award of the contract, you may be entitled to protest, but only as provided in Section 11-35-4210. To protest a solicitation, you must submit a protest within fifteen days of the date the applicable solicitation document is issued. To protest an award, you must (i) submit notice of your intent to protest within five business days of the date the award notice is posted, and (ii) submit your actual protest within fifteen days of the date the award notice is posted. Days are calculated as provided in Section 11-35-310(13). Both protests and notices of intent to protest must be in writing and must be received by the appropriate Chief Procurement Officer within the time provided. The grounds of the protest and the relief requested must be set forth with enough particularity to give notice of the issues to be decided.

Any protest or notice of intent to protest must be addressed to the Chief Procurement Officer, Information Technology Management Office, and submitted in writing (a) by email to: protest-

itmo@itmo.sc.gov or (b) by post or delivery to: 1201 Main Street, Suite 600, Columbia, SC 29201

This notice of intent is not a request for competitive proposals. Any responsible sources who wish to identify their interest and capability to provide these items must notify the Procurement Officer, Gerald McKee, via email at mckee@muscd.edu, 10/13/2020, (12:00 am EST). Telephone responses will not be accepted. Upon receipt of the interested parties' notification, the Procurement Officer will determine whether to conduct a competitive procurement or proceed with sole source negotiations.