

Mississippi State University
Notice of Proposed Sole Source Purchase
245-51

Mississippi State University anticipates purchasing the item(s) listed below as a sole source purchase. Anyone objecting to this purchase shall follow the procedures outlined below.

1. Commodity or commodities to be purchased (make, model, description):

Synergy Foundation Services w/ Player Access/Mobile NBA, WNBA, NBAGL & NBA Summer Bundle, Synergy Max Editor, Advanced Analytics, Actionable Insights, Video Database – Grassroots Bundle

2. Explanation of the need to be fulfilled by this item(s), how is it unique from all other options, and why it is the only one that can meet the specific needs of the department:

Synergy is a required platform for SEC Women's Basketball video exchange. The conference established Synergy as the platform for all 14 teams to exchange game film as well as with the conference and officiating crews when necessary. Synergy Sports makes use of every game that is aired on TV or uploaded by one of their customers and cuts and catalogs every play and logs it in a statistical category. There is not another company or provider in the market that provides these types of services, specifically stat and logging games.

3. Name of company/individual selling the item and why that source is the only possible source that can provide the required item(s):

Synergy Sports Technology, LLC (a division of SportRadar) is the owner and sole provider of the Synergy video database, as well as the film exchange platform approved by the SEC and NCAA Women's Basketball

4. Estimated cost of item(s) and an explanation why the amount to be expended is considered reasonable:

The total cost of access to all databases, editing systems, and film exchange for Women's Basketball will be \$18,500.

5. Explanation of the efforts taken by the department to determine this is the only source and the efforts used to obtain the best possible price:

Synergy Sports Technology is the only provider of their video services. The SEC has this as a requirement for all women's basketball teams to use.

Any person or entity that objects and proposes that the commodity listed is not sole source and can be provided by another person or entity shall submit a written notice to:

Jennifer Mayfield, CPPO
Interim Deputy Director of Procurement & Contracts
jmayfield@procurement.msstate.edu
Subject Line must read "Sole Source Objection"

The notice shall contain a detailed explanation of why the commodity is not a sole source procurement. Appropriate documentation shall also be submitted if applicable.

If after a review of the submitted notice and documents, MSU determines that the commodity in the proposed sole source request can be provided by another person or entity, then MSU will withdraw the sole source request publication from the procurement portal website and submit the procurement of the commodity to an advertised competitive bid or selection process.

If MSU determines after review that there is only one (1) source for the required commodity, then MSU will appeal to the Public Procurement Review Board. MSU will have the burden of proving that the commodity is only provided by one (1) source.