

**DESCRIPTION OF INTENDED  
SINGLE SOURCE PURCHASE  
(PUR 7776)**

AGENCY: Department of Financial Services

TITLE: Transactional Broadcast Email Services

Short description of the commodity or service desired: Delivery of statutorily required communications to insurance licensees on-demand, via email, through the integration of a Transactional Broadcast Email Services application.

CONTACT:

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Internal tracking number, if any: 1819-06 SS OIT

**Date posted: 06/19/2019   Last day for receipt of information: 6/28/2019**

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes, and will remain posted for a period of at least 7 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

81112102: Electronic Mail Services Provider

Quantity or Term (as appropriate):

The term will be for a period of two (2) years.

Requestor (division, bureau, office, individual, as appropriate):

The Office of Information Technology (OIT), on behalf of the Division of Insurance Agent and Agency Services (Division).

Performance and/or Design Requirements (e.g. intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

The Contractor shall electronically distribute communications to applicants, licensees, education providers, appointing entities (insurance agencies, adjusting firms, self-appointing insurance representatives, etc.). Additionally, the Contractor shall electronically distribute insurance-related newsletters and publications to stakeholders, the media, other state agencies, and the applicable divisions and offices within the Department of Financial Services (Department), and the Chief Financial Officer, in accordance with Title XXXVII, Insurance, Florida Statutes, and

the rules contained within Division No. 69B, Division of Insurance Agency and Agency Services, of the Florida Administrative Code.

Intended Single Source:

IMARCSGROUP.COM, L.L.C.

Estimated Dollar Amount:

\$70,000.00 annually

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

In 2012, the Department issued a Request for Quotes (RFQ) DFS IC RFQ 17 under State Term Contract #973-561-10-1, Information Technology Consulting Services, for Project Area 4, Staff Augmentation Services, for the development of an email distribution software application for the Division. The RFQ was awarded to Tal Search Group, Inc. (TS Group), and its subcontractor, IMARCSGROUP.COM, L.L.C. (IMARCSGROUP) (PO128625). IMARCSGROUP developed the email distribution software application, Internet Marketing Analysis Research Communication System (IMARCS), and Tal Search Group, Inc. completed the billing process for the application.

IMARCS allows the Division to send emails to insurance agent and agency applicants and licensees, all of whom are statutorily required to have active email accounts in order to receive communications from the Division. The Division creates and maintains email templates (with versioning) within the Division's Automated Licensing Information System (ALIS) and Department of Insurance Continuing Education (DICE) applications. IMARCS receives information from the Division relating to the requested emails and respective templates (with versioning); retrieves information (recipients, tags, keys, etc.) from the Division's ALIS Email Job on an hourly basis throughout the day, with its final run occurring each day at 9:00 p.m.; applies its built-in rules for when, to whom, and what content to communicate based on the templates and tags assigned; sends the appropriate emails on the Division's behalf; and provides information to the Division regarding any undelivered or bounced emails. The emails include a basic email template and reference specific information related to the recipient. The emails do not provide the recipients with an option to unsubscribe from future emails.

IMARCSGROUP performs reputation monitoring for the Department and distributes emails using practices that prevent the Department's server, IP, and domain from being blacklisted. In instances where the Department has been blacklisted, IMARCSGROUP takes steps to remedy or reverse the blacklisting action. IMARCSGROUP also works with the Department to perform SPAM monitoring, which is handled on a case-by-case basis with the individual who marked the message as SPAM.

TS Group has notified the Department that as of July 1, 2019, it will no longer be handling the billing process for the IMARCS distribution software application, but suggested that the Department should obtain these services from IMARCSGROUP. IMARCSGROUP has represented to the Department that it is the sole developer and distributor for IMARCS, and therefore, another vendor cannot update or modify the IMARCS platform. Additionally, to the

best of the Department's knowledge, while there are other vendors that are able to provide email distribution services, those vendors would allow the recipients to unsubscribe from the Division's email and would not offer integration into the Division's ALIS and DICE applications, which contain the information specific to applicants and licensees for those communications, without additional extensive application development and programming. Based on the foregoing, the Department is pursuing a single source purchase to continue using the email distribution software application that was developed by and is only available from IMARCSGROUP.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Rebecca D. Hale, Office of Purchasing and Contractual Services

Brittany B. Griffith, Office of the General Counsel

Greg Thomas, Division of Insurance Agent and Agency Services

Charles Ghini, Office of Information Technology

Ryan West, Chief of Staff

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall: provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Section 120.57(3), F.S.