

A sole source **determination** is not effective until the **sole source request for determination** has been posted for thirty (30) calendar days without challenge, and subsequently approved in writing by the MRCOG Chief Procurement Officer.

I. Name of Agency: Mid-Region Council of Government

Agency Chief Procurement Officer: Kim Monjaras

Telephone Number: 505-247-1750

II. Name of prospective Contractor: Meltwater News US, Inc.

Address of prospective Contractor: Dept LA 23721
Pasadena, CA 91185-3721

Amount of prospective contract: \$9,800

Term of prospective contract: 1 year

III. Please thoroughly list the services (scope of work), construction or items of tangible personal property of the prospective contract:

- The Meltwater Group offers a unique suite of Software-as-a-service products. They fully customize their service to each client's individual needs. Their source base is the most comprehensive in the World, and covers over 195,000 traditional media sources and millions of social media outlets in over 180 countries across all languages. They work with over 23,000 clients worldwide from a broad variety of sectors.
- Their client list includes names like New Mexico Tourism Department, Fort Worth Transit Authority, New Mexico Democratic Party and thousands of others. They also work with many different government organizations in the United States including the Alamo Area Council of Governments, Council of State Governments, Denver Regional Council of Governments, and the Southern California Association of Governments.

IV. Provide a detailed, sufficient explanation of the reasons, qualifications, proprietary rights or unique capabilities of the prospective contractor that makes the prospective contractor **the one**

source capable of providing the required professional service, service, construction or item(s) of tangible personal property. (Please do not state the source is the “best” source or the “least costly” source. Those factors do not justify a “sole source.”)

- Meltwater Group’s proprietary Natural Language Processing technology allows users the ability to search for relevant journalists by searching articles that they have written, as opposed to the more traditional methods of beat, outlet or location. This same technology is also used in our news monitoring to give all articles an automated sentiment value. Meltwater is the only company with a Natural Language Processing search to locate journalists.

- Meltwater Group offers a proprietary translation tool to translate media in and out of 18 languages at no extra cost.

V. Provide a detailed, sufficient explanation of how the professional service, service, construction or item(s) of tangible personal property is/are **unique and how this uniqueness is substantially related to the intended purpose of the contract.**

- Meltwater provides full consultative service and work with their clients on an individual basis, assessing needs and tailoring their system accordingly. Each client is assigned a dedicated account manager throughout their subscription. This personal consultant is available to all account users and provides advice and assistance throughout the subscription. Meltwater does not charge any additional fees for trainings for current or new users.

VI. Explain why other similar professional services, services, construction or item(s) of tangible personal property **cannot** meet the intended purpose of the contract.

- Meltwater Group offers an unlimited archiving and storage facility. Included in the flat fee subscription, there are no additional costs associated with this feature. The Meltwater archive facility is limitless meaning unlimited folders can be created to store unlimited amounts of articles. The archive is accessible to all users at all times from any computer with internet.

VII. Provide a narrative description of the agency’s due diligence in determining the basis for the procurement, including procedures used by the agency to conduct a review of available sources such as researching trade publications, industry newsletters and the internet; reviewing telephone books and other advertisements; contacting similar service providers; and reviewing the State Purchasing Agent’s vendor list. Include a list of businesses contacted (**do not state that no other businesses were contacted**), date of contact, method of contact (telephone, mail, e-mail, other), and documentation demonstrating an explanation of why those businesses could not or would not, under any circumstances, perform the contract; or an explanation of why the agency has determined that no businesses other than the prospective contractor can perform the contract.

- I looked at Critical Mention, however they are mainly a broadcast monitoring tool, unlike Meltwater which tracks for editorial news, social media mentions, and broadcast.
- I also did an internet search and saw that Meltwater ranked number one in G2 Crowd, a credible online ranking platform for media monitoring services.
- All Meltwater Group services are flat-fee. There are no variable costs involved. Search criteria and keywords are unlimited and all users are able to add, edit or delete keywords at any point during the subscription. The majority of our competitors will not offer this flexibility and often charge per keyword used, have per article costs, and extra for more than 1 user.

Certified by:

Date: _____

Chief Procurement Officer

Agency Approval by:

Date: _____

Executive Director, Dewey V. Cave

If this sole source relates to a procurement of general services:

1) the signature of the Chief Procurement Officer on this form certifies the sole source has been posted for thirty (30) calendar days and has received no challenges; 2) the sole source is granted as of the date of signature by the Executive Director; and 3) the signature of the Executive Director on this form is the final signature required for this sole source procurement.



1375 I Broadway
24th Floor New
York, NY 10018

Meltwater Group - Sole Source Letter Prepared
for the Mid Region Council of Governments

The Meltwater Group offers a unique suite of Software-as-a-service products. We fully customize our service to each client's individual needs. Our source base is the most comprehensive in the World, and covers over 195,000 traditional media sources and millions of social media outlets in over 180 countries across all languages. We work with over 23,000 clients worldwide from a broad variety of sectors.

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Factors that set Meltwater apart from the rest and make Meltwater a sole source provider:

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- We provide full consultative service and work with our clients on an individual basis, assessing needs and tailoring our system accordingly. Each client is assigned a dedicated account manager throughout their subscription. This personal consultant is available to all account users and provides advice and assistance throughout the subscription. We do not charge any additional fees for trainings for current or new users.

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Page 1
of 2

access. Everything is stored and backed-up on our network meaning our clients need not use any space on their personal hard drives.

- Meltwater Group allows you to export all articles into an Excel report. No other company offers such a feature.

- Our clients choose to receive news reports daily, twice per day or as-it-happens. We also offer a real-time “crisis management” option unlike any other service. This is often used in circumstances where up-to-the-minute information is crucial. This tool will deliver news immediately after its publication and can even be delivered to hand-held devices or fed into live scrolling tickers on screens and monitors . No other service on the market can deliver news in real-time in this way.

- Meltwater Group has the only media monitoring service that has developed a system to avoid incurring copyright fees while observing all copyright laws. Our forwarding and distribution functions were developed to comply with all fair use copyright laws so that our clients can distribute hand selected articles to their colleagues legally and free of charge. We are the only service that takes our clients directly to the news source rather than reproducing the stories, which contributes to our low price point.



- Meltwater Group has the only international source base in the world consisting of nearly 200,000 publications. If a company or organization generates international press coverage, Meltwater is the only company that can accurately track those publications.

These are some of the features which allow us to claim a unique service, as this takes us beyond the realm of a simple media monitoring or press release distribution company, and allows us to offer a comprehensive, streamlined and unparalleled service, which has no peer in the marketplace.

Any further questions can be directed to Jordan Williams, Media Consultant, at (718) 360 5115.



Invoice

Date	11/30/2018
Invoice #	IN-S151-477465
Rep	Jordan Williams
Due Date	12/30/2018
PO #	

Bill To
Mid-Region Council of Governments Augusta Meyers 809 Cooper Avenue NW Albuquerque NM 87102

Start Date	End Date	Ordered By	Memo
11/30/2018	11/29/2019	Augusta Meyers	
Quantity	Description	Tax Rate	
1	Premium Social Package		
1	Influencer Contact Manager		
1	6 PR Insight Reports		
1	Meltwater Regular License		
1	Broadcast Local		
1	Newsletter		
		Total Amount Due	9,800.00 USD 9,800.00

PAYMENTS VIA STANDARD MAIL
Payable to: Meltwater News US Inc
Dept LA 23721
Pasadena, CA 91185-3721

For Courier Deposits (Fed EX, UPS, etc.): *Deposits received by courier may not post same day
Remit to:
Meltwater News US Inc: PO BOX Number: 23721, 14005 Live Oak Ave
Irwindale, CA 91706-1300

FOR ELECTRONIC (WIRE) PAYMENTS:
HSBC
601 Montgomery St, #108, San Francisco, CA, 94105
Account No.: 267083700
ABA (for wire transfer): 021001088
Routing (for ACH): 122240861
SWIFT Code (for international payments): MRMDUS33
Benefit of Meltwater News US Inc.

Please reference "Meltwater News" and invoice # on all documents
For billing inquiries please contact our Accounts Receivable department:
Tel +1 647-258-1734 invoice.na@meltwaternews.com

As per Meltwater Standard Terms and Conditions use of any Purchase Order Number on this invoice is for payment purposes only.