

26 July 2016

MEMORANDUM

Subj: BRAND NAME JUSTIFICATION MEMORANDUM TO ACQUIRE DELL  
LAPTOPS (PURCHASE REQUEST 1300585461)

1. Identification of the agency and the contracting activity, and specific identification of the document as a "Limited Source Justification."

This is a brand name specific justification. Contracting activity is the Naval Sea Systems Command, Naval Surface Warfare Center, Panama City Division (NSWC PCD), 110 Vernon Avenue, Panama City, FL 32407-7001 (Contracts Division Code 02).

2. Nature and/or description of the action being approved.

This action will award a firm fixed price purchase order, on a brand name specific basis, to acquire Dell desktop laptop computers for use as RDT&E systems. The requirement will be competed between vendors that offer the Dell brand name products.

3. A description of the supplies or services required to meet the agency's needs (including the estimated value).

The contract effort is to acquire the following:

Please see attachment.

The Government's minimum needs have been verified by the certifying technical and requirements personnel. This memo does not authorize acquisition for other requirements. The estimated value of this effort is not to exceed All equipment will be delivered no later than sixty (60) days after award of the order. The contract action will be funded with Navy Operations and Maintenance (OM&N) funds.

4. Identification of the justification rationale (see FAR 8.405-6(a) and (b)) and, if applicable, a demonstration of the proposed contractor's unique qualifications to provide the required supply or service.

This acquisition is conducted under the authority of the Multiple Award Schedule Program, Title III of the Federal Property and Administrative Service Act of 1949 (41 U.S.C. 251, et seq. and 40 U.S.C. 501). An order for the supplies described in section 3 will be placed pursuant to the authority of FAR 8.405-6. NSWC PCD has a requirement that will be fulfilled with the requested Dell laptop and requested components. The unit will be used as a Research, Development, and Testing (RDT&E) system on the NSWC PCD RDT&E network. These items

are brand specific for the following reasons. These items have been 100% tested for compatibility with the NSWC PCD RDT&E network hardware and software. For this particular requirement the systems requested have the necessary hardware specifications necessary to run multiple utilities for the support work of the networks.

5. A determination by the ordering activity contracting officer that the order represents the best value consistent with FAR 8.404(d).

The Contracting Officer has determined that the order represents the best value and results in the lowest overall cost alternative (considering price, special features, administrative costs, etc.) to meet the Government's needs.

6. A description of the market research conducted among schedule holders and the results or a statement of the reason market research was not conducted.

This requirement is less than \$25,000. Use of a non-DoD contract will facilitate contract award through the use of Simplified Acquisition Procedures (SAP) to meet stringent U.S. Navy scheduling requirements.

7. Any other facts supporting the justification.  
None

8. A statement of the actions, if any, the agency may take to remove or overcome any barriers that led to the restricted consideration before any subsequent acquisition for the supplies or services is made.

As stated in paragraph 4 above, the Dell brand product is the only product that can meet the requirement.

## TECHNICAL AND REQUIREMENTS REQUESTING OFFICIAL

I certify that the facts and representations under my cognizance, which are included in this justification and its supporting acquisition planning data, except as noted herein, are complete and accurate to the best of my knowledge and belief.

## CONTRACTING OFFICER REVIEW AND APPROVAL

I, as contracting officer for the contracting activity, have reviewed this justification and certify that the justification is accurate and complete to the best of my knowledge and belief.