



## Cabling and Data Management Executive Summary

**Lead Agency:** Region 4 ESC

**Solicitation:** 21-145

**RFP Issued:** August 17, 2021

**Pre-Proposal Date:** August 31, 2021

**Response Due Date:** September 21, 2021

**Proposals Received:** 2

**Awarded to:** Datum Tech Inc.

**Contract #** R211501

The Board of Directors of Region 4 Education Service Center (ESC) issued RFP 21-15 on August 17, 2021, to establish a national cooperative contract for Cabling and Data Management.

The solicitation included cooperative purchasing language in Section I. Scope of Work:

### *NATIONAL CONTRACT*

*Region 4 ESC, as the Principal Procurement Agency, defined in Appendix D, has partnered with OMNIA Partners to make the resultant contract (also known as the “Master Agreement” in materials distributed by OMNIA Partners) from this solicitation available to other public agencies nationally, including state and local governmental entities, public and private primary, secondary and higher education entities, non-profit entities, and agencies for the public benefit (“Public Agencies”), through OMNIA Partners’ cooperative purchasing program. The Region 4 is acting as the contracting agency for any other Public Agency that elects to utilize the resulting Master Agreement. Use of the Master Agreement by any Public Agency is preceded by their registration with OMNIA Partners (a “Participating Public Agency”). Appendix D contains additional information about OMNIA Partners and the cooperative purchasing agreement.*

Notice of the solicitation was sent to potential offerors, as well as advertised in the following:

- Region 4 ESC website
- OMNIA Partners, Public Sector website
- USA Today, nationwide
- Arizona Business Gazette, AZ
- San Bernardino Sun, CA
- Honolulu Star-Advertiser, HI
- The Advocate – New Orleans, LA
- New Jersey Herald, IL
- Times Union, NY
- Daily Journal of Commerce, OR, 2020
- The State, SC
- Houston Community Newspapers, Cy Creek Mirror, TX
- Deseret News, UT
- Richmond Times, VA
- Seattle Daily Journal of Commerce, WA
- Helena Independent Record, MT
- Las Vegas Review Journal, NV
- The Herald-News, IL
- Kennebec Journal

On September 21, 2021 proposals were received from the following offerors:

- Datum Tech Inc.
- NeedThese

The proposals were evaluated by an evaluation committee. Using the evaluation criteria established in the RFP, the committee determined that **Datum Tech Inc.** demonstrated the ability to provide the products and services outlined in the solicitation while offering competitive pricing to members.

Region 4 ESC executed agreements with a contract effective date of April 1, 2022.

Contract Highlights:

Data company focusing re-enrolling students. Sorts geo-location and uses this data to serve advertising to mobile devices and very location from an address list for locating students for the sole purpose of re-enrolling in school.

Contract includes:

- ReRoll – Online interface that provides actionable data for school districts seeking to re-enroll students.
- Digital Outreach – Micro targeting through mobile apps. Mobile marketing platform which includes custom audience creation and address matching offering both banner and video ads.

Term:

Initial three-year agreement from April 1, 2022 through March 31, 2025 with the option to renew for two (2) additional one-year periods through March 31, 2027.

Pricing/Discount:

Discount off MSRP per student

OMNIA Partners, Public Sector Web Landing Page:

<https://www.omniapartners.com/publicsector/suppliers/datum/contract-documentation>