

- 42. Waive the procurement process, approve Proprietary Source Procurement and authorize the issuance of a Purchase Order for the purchase, installation and training of Dialogic software and hardware, to Dialogic Communications Corporation, Franklin, TN (\$34,000.00).**

Dialogic Communications Corporation has the proprietary licensing rights, compatible software and support for the Communicator Notification System. The required upgrade to the current Dialogic Communication System will include the latest software and hardware that is required for the continued ability of Public safety to provide immediate emergency notifications to the citizens of the County. The enhancement will also allow all agencies in Seminole County in a very near future to access the system via the internet and rapidly notify their citizens of public safety issues and concerns. The dialogic software is the only web enabled communication software as well as the only system that sends faxes and makes voice calls simultaneously. Additional clarification of the need for the upgrade services is included as part of the backup documents.

This is a budgeted project and funds are available in account numbers 055608-53054000/56064000 (Emergency Management, Books, Dues, Publication/Machinery and Equipment). Public Safety/Emergency Management Division and Fiscal Services/Purchasing and Contracts Division recommend the Board to authorize the Proprietary Source Procurement and authorize the issuance of a Purchase Order.

**SOLE SOURCE / PROPRIETARY SOURCE
PURCHASE DATA SHEET
SEMINOLE COUNTY
PURCHASING and CONTRACTS DIVISION**

RECEIVED

SEMINOLE CNTY. PURCHASING

42

☒ SOLE SOURCE

☐ PROPRIETARY SOURCE: 10

Date Submitted: June 17, 2003	Requester: Robert Hodges
Requisition No: 2321556	Dept./Div. Name: Public Safety/Emergency Management
Item Description: Software and hardware upgrade to meet with the latest data and capabilities to meet the need of notifying Seminole County residents in large numbers of public safety issues.	
Your Selected Vendor's Name: Dialogic Communications Corporation	
Vendor's Address: 730 Cool Breeze Bl // Suite 300 // Franklin, TN 37067	
Vendor's Phone #: 800-723-3207 Contact Name: Linda Evers	
Justification (Why is this, the only item which will meet your need?) This particular product has a proprietary licensing issue and as such only D.C.C. has the rights, compatible software and support that meet the need of the purchased product. This upgrade is for the latest software and hardware that is required for the continued ability of Public Safety to provide immediate emergency notifications to the citizens of the County. By upgrading the system this will also allow all agencies in Seminole County in the very near future to access the system via the internet and rapidly notify their citizens of public safety issues and concerns. Seminole County has had a relationship with DCC for over 7 years.	
Vendor #1 Contacted:	Telephone:
Vendor #2 Contacted:	Telephone:
Vendor #3 Contacted:	Telephone:
Attachments: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Requesting Division Manager's Signature: <i>J. W. Mc Oliver</i> Date: 6/19/03	
Requesting Department Director's Signature: <i>[Signature]</i> Date: 6/24/03	

Purchasing and Contracts Division Review	
Analyst Review:	Date:
Supervisor Review: <i>[Signature]</i>	Date: 6/25/03

Purchasing & Contracts Manager - Determination	
Comments:	
Approval/Disapproval of:	
Manager Signature:	Date:
Purchase Order No.:	Amount of Purchase: \$ 34,000



Seminole County Public Safety
for
Enhancement to
Communicator Notification System
Solution

March 25, 2003

Cost and Implementation:

Web Access	✓	\$20,000
Software-Communicator		
Includes 1-5 concurrent users	→	
Hardware 1- U Web Chassis	→	✓ \$2,500
(Seminole must have the above hardware for Web)		
Conversion to GeoCast mapping included		
Conversion to Win 2000 and CFW 9.0	✓	\$8,500
Installation 1 day	✓	\$1,500
Training 1 day	✓	\$1,500
TOTAL		\$34,000

Sole Source Explanation

It has come to my attention that more clarification is needed as to why the Communicator notification system is the only system that will meet our needs. Below, I have outlined the features we need that are specific to the Communicator and why these features are critical to our notification program.

Dialogic Communications Corporation is the industry standard for notification systems and is a Certified Microsoft® Solutions Provider and E.S.R.I. Partner and Solutions Provider. They have been in business for 20 years and were the ones that actually pioneered and developed the technology. They are also the only company that offers 2 "User's Groups" a year (no one else offers any) where we can speak with other Public Safety entities and the DCC company to help us develop a strong notification program. I believe that they have over 1,400 clients including: The White House, FAA, Pentagon, Office of Homeland Security, Department of Energy, CDC, US House of Representatives, New York City EOC, Los Angeles Sheriff Office, City of Baltimore, FEMA and many more..... Each of these agencies are "round tabling" on best notification practices with the Communicator being the center of their **Homeland Security** planning and notification process.

The Communicator comes with the **Intelligent Scenario Development Kit**. Instead of just sending out a message, this feature allows the system to automatically perform particular and unique notification functions (exclusive to the Communicator) based on assumptions relative to the details of a specific notification. Capabilities are based on the following:

Sequential List: causes the system to attempt to reach all members of a group from each higher-priority list once, before proceeding to the next-priority list. Once the system has attempted all members from all imbedded lists once, it returns to the highest-priority list to repeat the process. Other systems on the market do not allow sequential calling. They call everyone at the same time. That is not desired because we need to get the information to the most important people first. For example: If there has been an Anthrax detection, Bioterrorism and the Hazmat teams need to be notified first. Sequential calling is needed so the people who need the information the most get it first. Imagine what would happen if the Major's Office heard about an event from someone other than the Bioterrorism office.

Distributed List: causes the system to attempt one member from each imbedded list before attempting the next member from the next list. For example: The directors of every office will be contacted before any other person in that office (group/list). This is important because we want to contact the highest-level personnel first and then notify their personnel.

Standby List: causes the system to delay processing of its member lists for a period of time specified in the standby list. Outbound calls from sub lists are not placed until the delay has elapsed. This feature allows the Communicator to use resources (telephone lines) in the most optimum way. For example: With a 24-line configuration the system will use all 24-lines to contact the most important people

(Bioterrorism Office, Hazmat team, SWAT Team, etc) for a set amount of time. Once that time limit has expired the system will call continue to call level one personnel not reached as well as less critical personnel.

Shared Standby List: roster members are available for the next highest position for which they are qualified. This feature allows the system to find the best person for the position, automatically. If a person's highest priority position is a Shared Standby List, he/she can call in and respond to his/her second highest priority position or the system can call him/her for his/her second highest priority position. Since the Communicator has fill-count capability (the system will automatically find the desired number of people from a specific group i.e. a fill count of 10 means the system will stop calling that group when 10 people from it qualify) this feature allows priority calling. For example: If Mary is a priority member of the Bioterrorism group and the Hazmat group, the system will recognize that. If the Bioterrorism group does not need any more people responding, the system will note that and call Mary to fill her position with the Hazmat group. Other systems would not even call Mary.

Priority List: priority based on its sequence in the call list. The system allocated outbound lines preferentially to members of the highest-priority list.

The Communicator is the only system with **Automatic Roster Update**: This provides the ability to automatically update roster information. Designated/All roster members can be periodically called and asked to automatically confirm or revise their contact information. For example: The system will call Bill and ask him if 123.4567 is his home number. If it has changed Bill, would enter his new number into the phone and it would automatically update the information in the Communicator database ensuring that Bill will be contacted. This is the only proactive and automatic way to easily make sure we have all the correct information without having to task personnel to manage the database as with other systems.

The Communicator is the only system where the user can define if a message will be left on an answering machine or in a voice mail box and if that message will be the primary message or a default message for security reasons. For example: If the message is sensitive like "We have an Smallpox detection in Hammond", the Communicator can leave a default message like "We have an emergent situation in Hammond. Please call 123.4567 as soon as possible for additional information and your assignment". Other systems either cannot recognize an answering machine or leave the message on the answering machine. This is not acceptable. We do not want sensitive information left on answering machines for anyone to hear especially with the new Homeland Security issues. Moreover, when other systems leave an answering machine message they assume that it was a person so it will quit calling that person thusly noting a false positive in the report saying that the person qualified when they did not which leaves a critical position unmanned. The Communicator will leave the desired message on the answering machine and continue calling the other contact numbers until that person is reached.

The Communicator is the only system that comes with an **Automatic Offsite Backup Migration Path**. This provides the capability to back-up and supplement notification

scenarios through three large, redundant off-site notification systems. These systems have the capability to exceed 250 lines, with back-up, and are not subject to events in our local area such as facilities failure or telecommunications loss. The system is fully automatic which ensures it is easy to use and can be used at any time with no human intervention. Each DCC back-up system has independent: Location, HVAC, Security, Power, and Phone Lines. Additionally, each site is connected to a Sonet-Ring, which ensures that there will not be a loss of communication capability. Other companies claimed to have back-up capability but none were automatic and references could not be provided. **The DCC system has been proven for years and was used by The Pentagon, NYC Department of Health, Charles Schwab, Deloitte and Touché, FBI and FEMA on 9-11-01 to place over 103,000 calls successfully.**

The Communicator is the only system that can speak a person's name. This is crucial when calling to an office/business environment. The system will ask if it has reached the right person before information is given out. For example: When calling into a doctors office the system will ask "Is this Dr. Jones?" Is Dr. Jones there?", "Should I wait 2 minutes for Dr. Jones to come to the phone". There is no way to determine we reached the right person unless the system asks for them. So unless it is the Communicator, if the wrong person answers the phone there is no way for that person to know whom the system is trying to reach.

The Communicator is the only system that has **Position Filling** capability. This will allow us to send specific messages to different groups and/or individuals within the same scenario. For example: In the Bioterrorism scenario, the Hazmat group can get one message, another department can get 3 different messages, while the directors of each division get a different message.

The Communicator is the only system that is web-enabled. The Communicator will allow (with proper security clearance) our staff to access it via the web. Not only is this important for data administration it will save this Public Safety agency large amount of money. By having the system web-enabled we can allow access to the local departments so they do not have to purchase their own systems. However, the web-enabled version of the Communicator will allow us to preserve complete system control.

DCC is the only company that will provide an **interactive email tool** that will allow us to obtain up to date user contact information interactively with the results automatically consolidated into one report. This report can then be imported into the Communicator system. In effect, populating the roster with complete, accurate and up to date information. We need to confirm that we have the correct contact information for the people we want to reach. This tool accomplishes that goal by putting HTML fields (i.e. drop boxes) on the face of an email (fields like, name, address, phone numbers, fax numbers). The responses are then automatically accumulated in an excel spreadsheet and imported into the Communicator database.

The Communicator supports digital (numeric), text (alpha) and satellite pagers with no pager system software required to be loaded on the system. Other systems on the

market require us to load pager software onto the system. This is not acceptable as we utilize several pager companies so we would have to activate each pager company separately adding time to the call out, paging status would not be in the comprehensive report and it adds confusion to an already tense situation. The Communicator has the paging built into their system so when a scenario is activated paging notification is automatic. Also, The Communicator is the only system that allows editing of pager text upon activation.

DCC is the only company that is an E.S.R.I. Partner and Solutions Provider. This is important as we extensively use E.S.R.I. maps. Since DCC is a partner and provider, we can use our existing maps interfaced with the Communicator to facilitate a geographically based notification. This saves us money as we do not have to buy another GIS option from another company. We can use what we have.

The Communicator is the only system that can send faxes and make voice calls simultaneously. This is important as we need to send faxes and place voice calls at the same time. Other systems can only do one at a time, not both. For example, with the Communicator we can send faxes while the system is also calling our personnel. With other systems we would have to send the fax out and then call our personnel. Since the average fax takes 1 minute per page, it could be hours before our staff was notified.

The Communicator is the only system that can accommodate an unlimited number of contact numbers per individual. Other systems on the market tend to have a total of 3 contact numbers per person. Three numbers is simply not enough. For example, we could have the work, home and digital pager number for each of our personnel. If it does not reach them at those numbers then there is no way to contact them. With the Communicator we can have an unlimited number of contact numbers so we could contact our personnel by cell phone, home phone, work phone, satellite phone, alpha pager, digital pager, e mail, PDA, Blackberry and fax. This makes for a much more effective notification.

The Communicator is the only system that comes with a **Starter Kit**. This includes pre-built scenarios in order to speed installation/certification and to help us become familiar with the system's capabilities. The kit includes:

Expedited Scenario Development: System includes wizards and step-by-step prompts and use of scenario copying for fast development of scenarios so we do not have to start from scratch every time we need to build a new scenario

Group Development Tools: Creation of notification groups aided by assistance of dynamic group building feature. This allows us to quickly and easily build groups in the Communicator. For example: If we need a group that includes all our Public Safety staff, we would simply do a look up of all Public Safety members and they would automatically be built into a group. Moreover, every time we add a new Public Safety member in the roster, they will automatically be placed in the Public Safety group ensuring that everyone we need to contact will be contacted.

Graphic Tagging: This gives us the ability to graphically tag roster members in and out of call lists, upon scenario activation. No other system can do this. This is important in

emergent situations. We may have a situation arise that we do not have a scenario built for but do have one that will work if we eliminate a group or two. The tagging feature will allow us to "tag" those groups out at activation preventing us from having to build a scenario from scratch.

The Communicator is the only system that has extensive **Report Distribution**: This feature provides extensive lists of status reports and will distribute the reports to selected printers, fax machines, PDA's, email and to pagers based on the scenario. (Different reports can be sent to different devices for different scenarios). Reports include:

- a) Activation Status Reports
- b) Activation Summary: Current call-out activation detail
- c) Persons Responding
- d) Persons Not Responding
- e) Call Detail by Time: List of individuals called with details about time of call, duration of call, telephone line used to make call, direction of the call (inbound or outbound), individuals called and whether they responded yes or no (qualified or disqualified) to message prompt; list sorted by Time.
- f) Call Detail by Name: same as above, but sorted by Name.
- g) Response Status
- h) Activation Roster Status: List of individuals called and whether they responded "yes" or "no" to message prompt.
- i) Personnel Dynamic Group Listing: List of Dynamic Group members along with their personal information. (A Dynamic Group is group built based on common look up criteria).
- j) Personnel Status Group Listing: List of members of Static Group along with personal information. (A Static Group is one where members are chosen individually).
- k) Personnel Alphabetical Listing: List of roster members in alphabetical order, along with their personal information.

Extensive reports are needed to help use determine who will be where and at what time. These reports can also be easily exported and manipulated, as we desire.

The Communicator is the only system that has a "**Host Client Server Application**". This option allows for a primary server to process all calls made from various locations. In effect it can enable us to serve as a call center for other sections without those sections incurring the full cost of a Communicator system. Each client seat can have individual databases and scenarios that cannot be seen by the other sections.