MEMORANDUM

SUBJ: BRAND NAME JUSTIFICATION MEMORANDUM TO ACQUIRE UNMANNED UNDERWATER VEHICLE THRUSTERS

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

This is a brand 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.

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

This action will award a firm fixed price purchase order to an authorized seller of the item(s) listed in Paragraph 3 of this document.

3. A description of the supplies or services required to meet the agency's needs.

The contract effort is to acquire the following:

Item	Part Number	Qty
Thruster	Model 1021-300-MCBHRA6M-1.5-1500-AL-SCLX-BM-R-RS-BK	1
Thruster	Model 1021-300-MCBHRA6M-1.5-1500-AL-SCLX-BM-R-LS-BK	1
Thruster	Model 561-300-MCBHRA6M-1.5-1000-AL-SCLX-SM-R-RS-BK	1
Thruster	Model 561-300-MCBHRA6M-1.5-1000-AL-SCLX-SM-R-RS-BK	1

This acquisition will be conducted using simplified acquisition procedures with a total estimated value greater than $25,000. The Government's minimum needs have been verified by the certifying technical and requirements personnel. This memo does not authorize acquisition for other requirements. This acquisition will be conducted using simplified acquisition procedures with a total dollar value above micro-purchase levels but not exceeding the simplified acquisition threshold of $350,000.00.

4. Identification of the justification rationale and, if applicable, a demonstration of the proposed contractor's unique qualifications to provide the required supply or service. Authority: FAR 6.103-1(d), Application for brand-name descriptions.

The Naval Surface Warfare Center Panama City Division (NSWC PCD) currently has a requirement for the items listed in Paragraph 3 of this document. These items will be part of a system which is an exact duplicate of a system already built by NSWC PCD personnel. As such, the control software, physical platform for integration and computer performance models are expecting these thrusters. Purchasing an alternate brand of thruster would require changing the performance parameters in the model (and verifying the new performance with an in-water test), altering the already existing mechanical model of the hull to accommodate the new thrusters and changing the control software to send/receive new commands with new message structures and integrate those messages into the overall system control code. Additionally, the use of different thrusters would create a situation where two systems intended to be identical could not swap parts between them. This would violate part of the rationale for appropriating the funds to create the second system. In addition, purchasing different thrusters would result in unplanned project delay and significant cost over-run due to engineering hours revising documentation, drawings, analysis, and reviews.

As such, the Government does not expect significant savings through competition and does expect significant and unacceptable delays that will negatively impact this requirement. Therefore, it is in the Governments' best interest to acquire the Tecnova Advanced Systems Incorporated brand.

5. A determination by the ordering activity contracting officer that the order will represent the best value consistent with FAR 12.203.

Prior to award, the Contracting Officer shall determine that the resulting order represents the best value and results in the lowest overall cost alternative (considering technical, price, and past performance) 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.

For the reasons specified in paragraph 4 above, Tecnova Advanced Systems Incorporated is the only brand that can meet the Government's needs. This requirement will be synopsized in the government point of entry sam.gov because it is estimated greater than $25,000.00.

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, Tecnova Advanced Systems Incorporated is the only product that can meet the requirement.